GREEN DAYS
re-fill & re-use
zero-waste !!
eco-friendly :)
sustainable
circurar
love-earth
Our Greendays friends
GREENDAYS
All day, Greendays.

Green for a day, Change for tomorrow

A journey to zero waste begins with our small habits.

Mission & Vision

“우리는 지속 가능한 패키징 솔루션으로 환경과 사람을 연결합니다.” 오늘의 작은 실천이 내일의 변화를 만든다고 믿습니다. Green for a day, Change for tomorrow.“우리는 지속 가능한 패키징 솔루션으로 환경과 사람을 연결합니다.” 오늘의 작은 실천이 내일의 변화를 만든다고 믿습니다.

GREENDAYS
All day, Greendays.

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brand identity

Greendays – Reducing Excess and Building Sustainability Simply and Transparently by Adding Friendliness, Honesty, and Transparency to Zero Waste

제로웨이스트 + 친근함 정직함 투명성 = 불필요함을 줄이고, 심플하고 투명하게 지속 가능성을 만들어나가는 그린하루

Brand Identity
NoWaste
Friendly
Honest
Simple
Clarity
greendays
Greendays

logo system

We have created two types of logos in English: a formal main logo with the slogan included, and a handwritten logo for packaging.

- Brand Identity
- Logo
- Character
- Color
- Typography

영문로고

GREENDAYS
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일러스트로고

Our
Greendays
friends

세로 한글로고

그린하루
All day, Greendays.

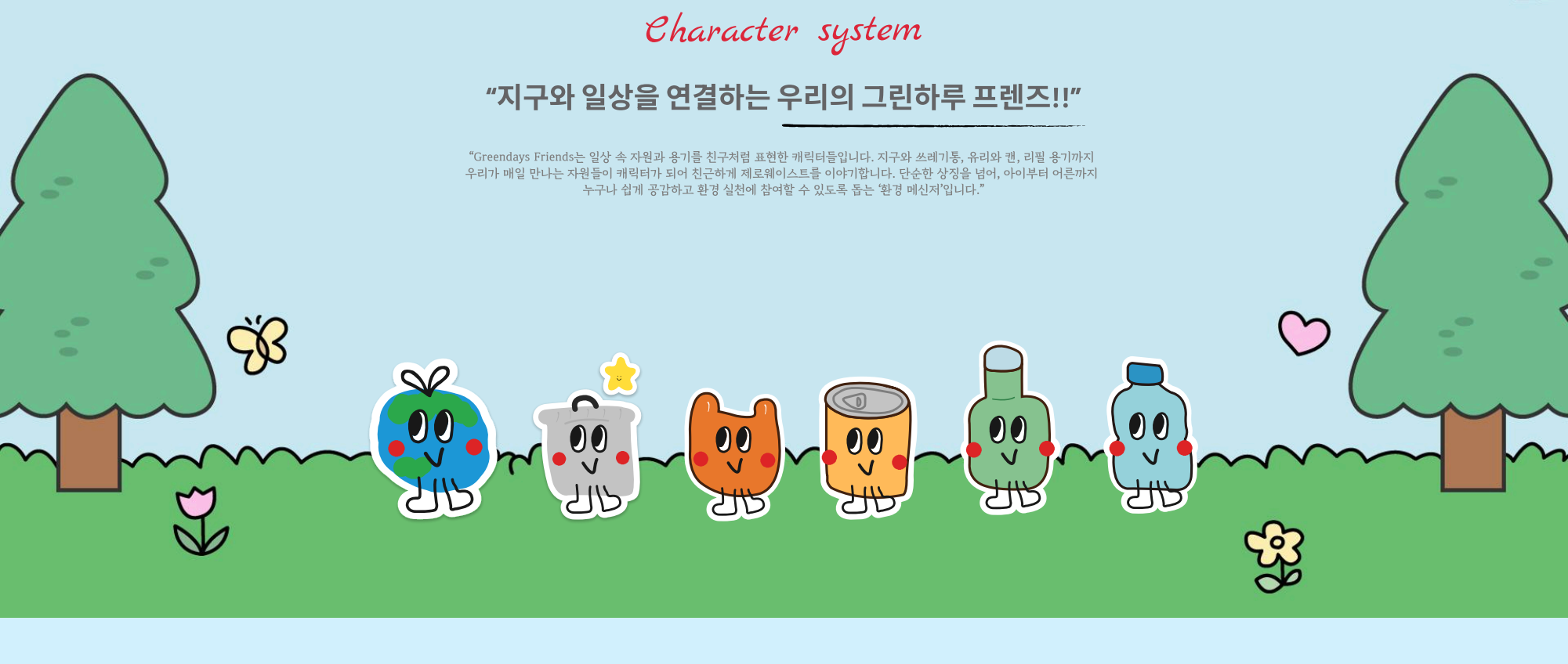
가로 한글로고

그린하루
All day, Greendays.

Character system

“지구와 일상을 연결하는 우리의 그린하루 프렌즈!!”

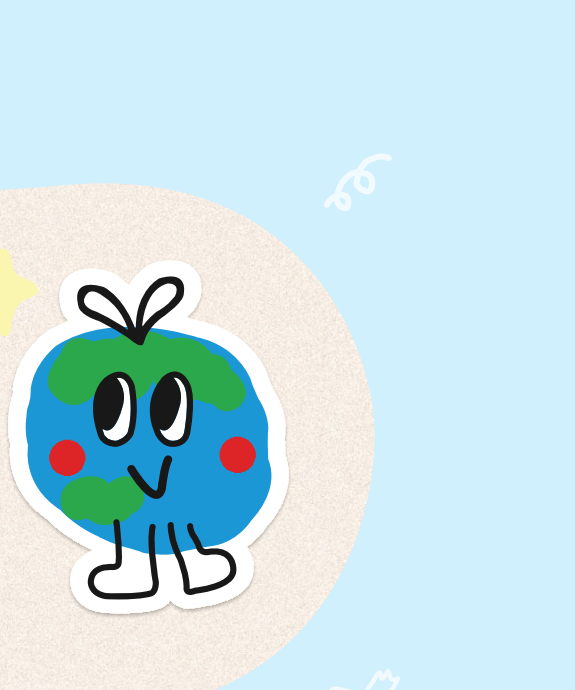
“Greendays Friends는 일상 속 자원과 용기를 친구처럼 표현한 캐릭터들입니다. 지구와 쓰레기통, 유리와 캔, 리필 용기까지 우리가 매일 만나는 자원들이 캐릭터가 되어 친근하게 제로웨이스트를 이야기합니다. 단순한 상징을 넘어, 아이부터 어른까지 누구나 쉽게 공감하고 환경 실천에 참여할 수 있도록 돕는 ‘환경 메신저’입니다.”

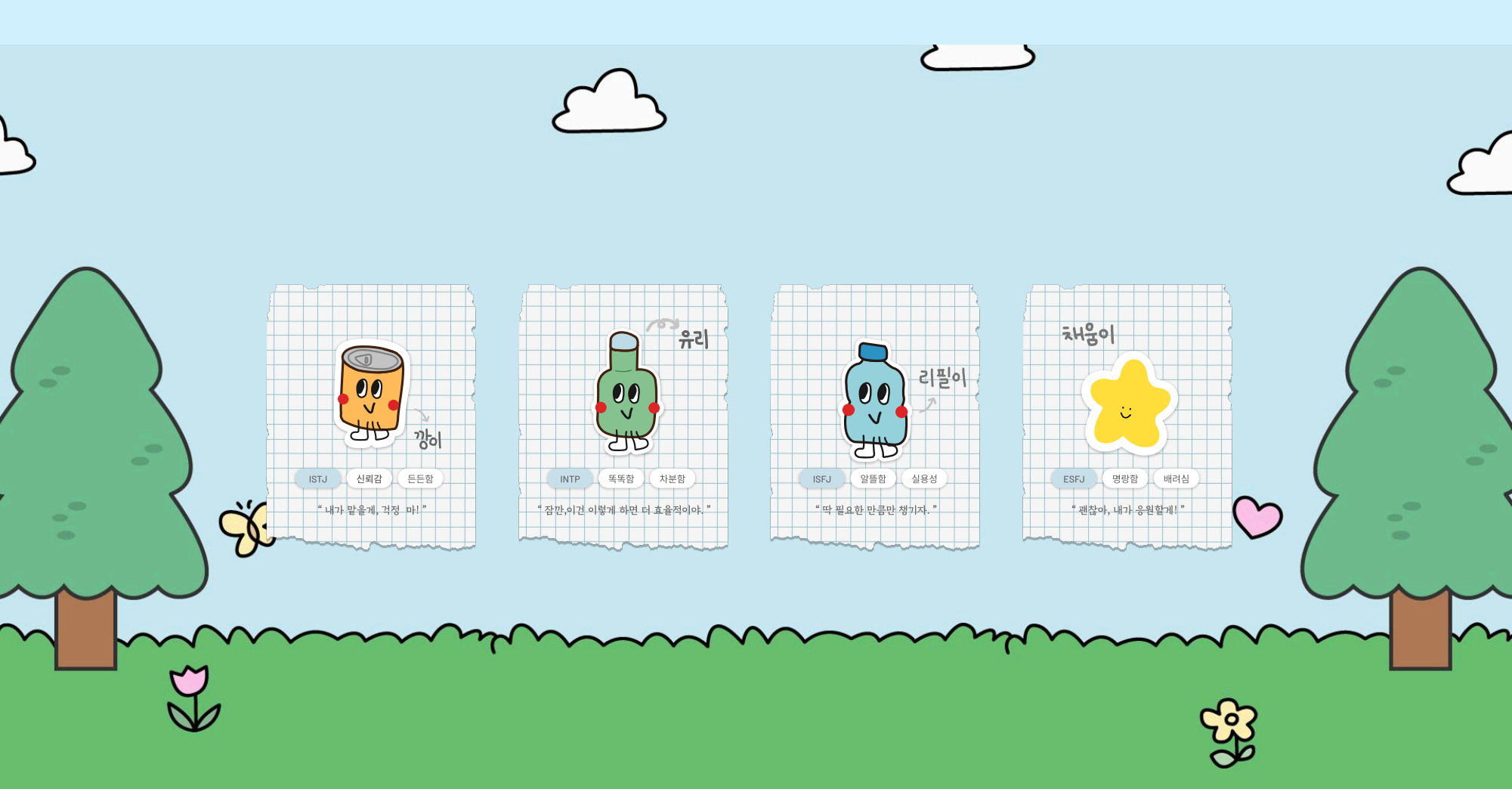


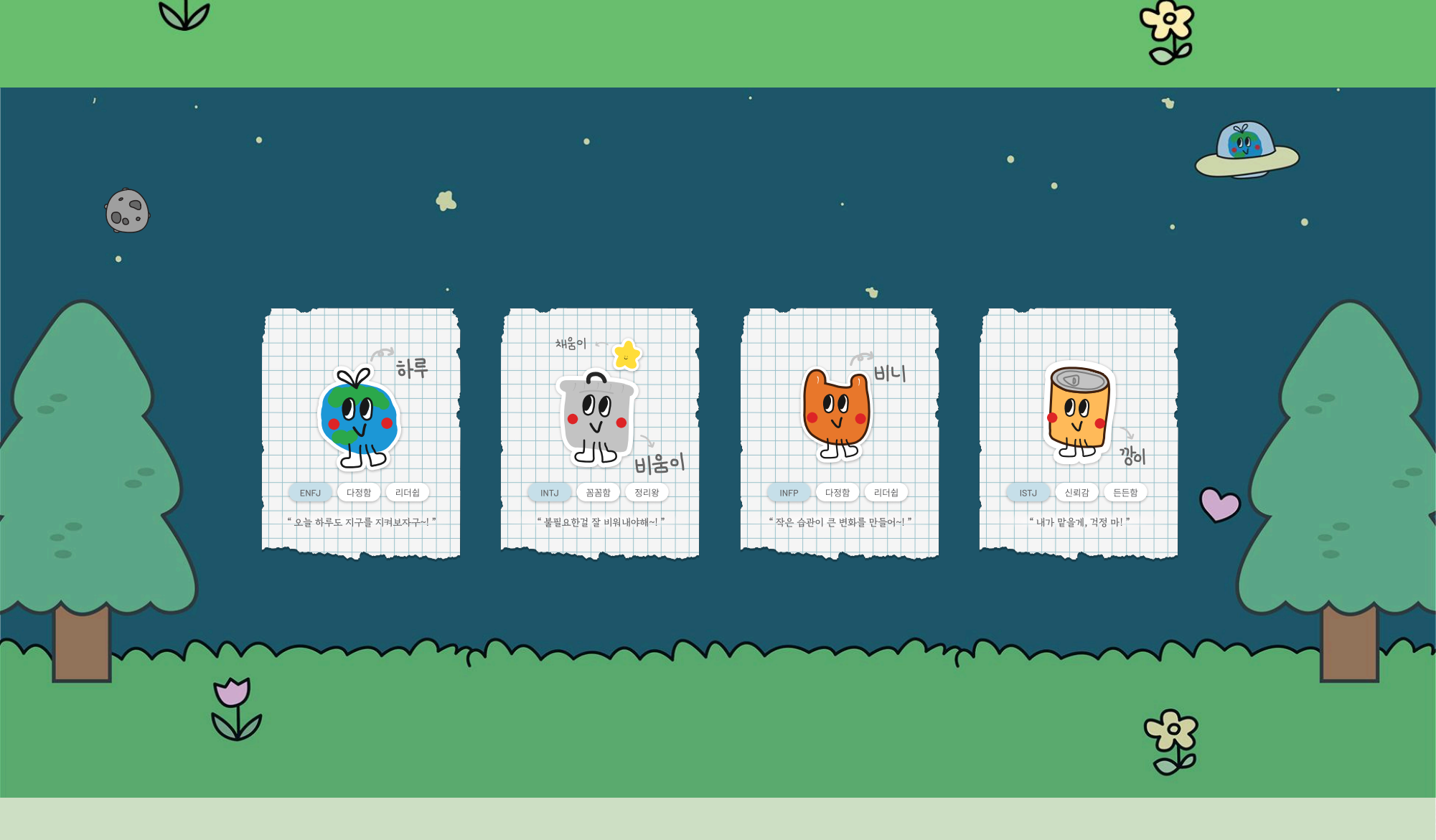
Character Story

“우리 그린하루 친구들의
제로웨이스트 이야기를 들려줄게.”

그린하루 친구들은 일상 속 작은 자원과 습관을 자연스럽게 친구처럼 보여줘요.
그 작은 선택들이 모이면 지구에 큰 변화를 만들 수 있답니다.
그래서 다정하게 속삭이죠,
“환경을 지키는 일, 어렵지 않아. 작은 습관부터 시작하면 돼.”




깡이
ISTJ
신뢰감
든든함
“내가 맡을게, 걱정 마!”
유리
INTP
똑똑함
차분함
“잠깐,이건 이렇게 하면 더 효율적이야.”
리필이
ISFJ
알뜰함
실용성
“딱 필요한 만큼만 챙기자.”
채움이
ESFJ
명랑함
배려심
“괜찮아, 내가 응원할게!”


하루
ENFJ
다정함
리더쉽
“오늘 하루도 지구를 지켜보자구~!”
채움이
비움이
INTJ
꼼꼼함
정리왕
“불필요한걸 잘 비워내야해~!”
비니
INFP
다정함
리더쉽
“작은 습관이 큰 변화를 만들어~!”
깡이
ISTJ
신뢰감
든든함
“내가 맡을게, 걱정 마!”

Color & Typography

We have created two types of logos in English: a formal main logo with the slogan included, and a handwritten logo for packaging.

#BEDCE6
RGB 190, 220, 230
CMYK 24, 4, 7, 0

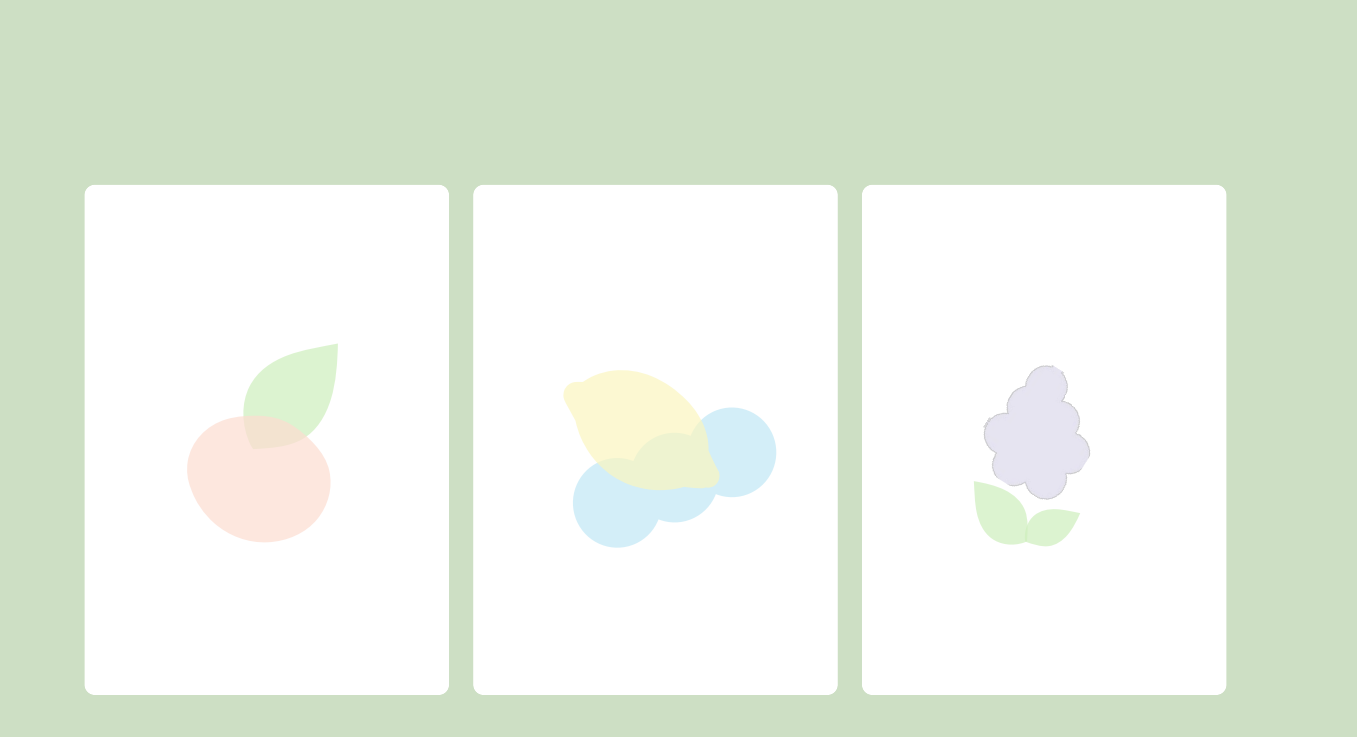
#CEE0C5
RGB
CMYK

#D9D9D9
RGB 217, 217, 217
CMYK 13, 10, 10, 0

#FDFAD3
RGB 253, 250, 211
CMYK 2, 0, 20, 0

#FEE8DF
RGB 254, 232, 223
CMYK 0, 10, 9, 0

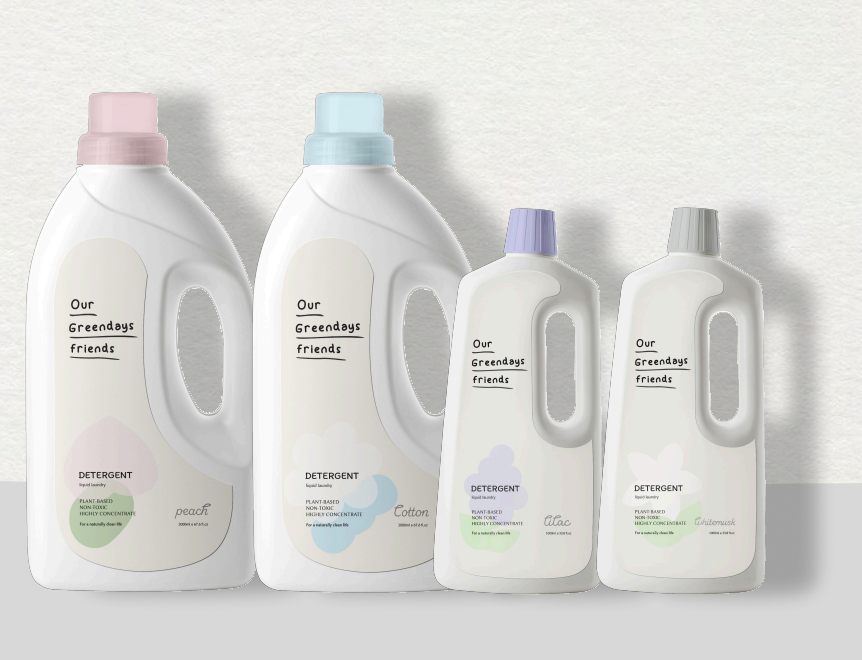
	Regular		
KidDos Font Title font	ABCDEFGHIJKLMNO 0123456789		
	Bold	SemiBold	Regular
Barlow subtitle font	**ABCDEFGHIJKLMNO 0123456789**	ABCDEFGHIJKLMNO 0123456789	ABCDEFGHIJKLMNO 0123456789



DAYS
GREENDAYS
All day Greendays
지구를 위한 작은 실천
NoWaste
Friendly
Honest
Simple
Clarity
greendays

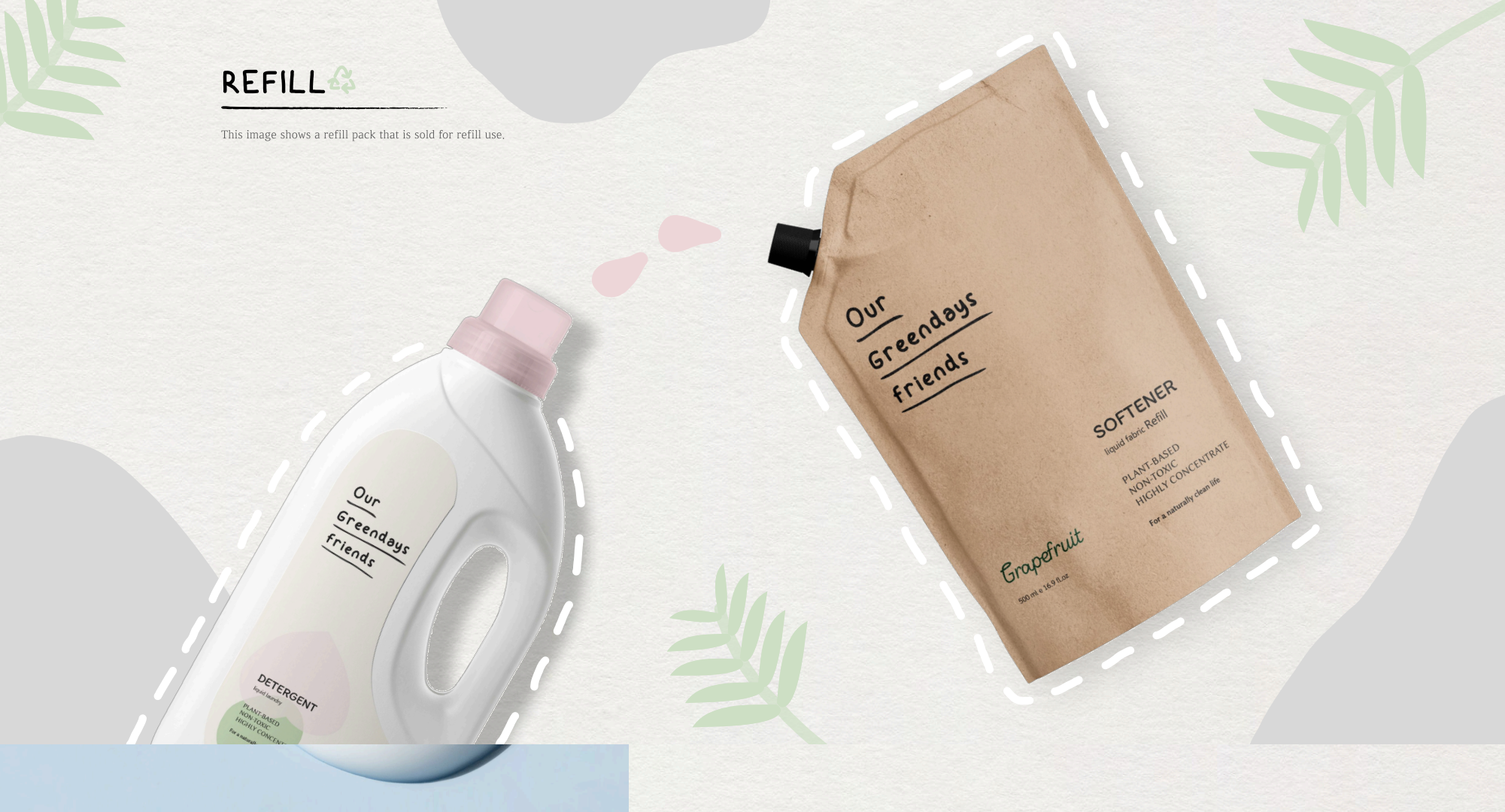
DETERGENT

These are detergent products available in two sizes. They are offered in four different fragrances and can be refilled using refill packs.


Our Greendays friends
DETERGENT

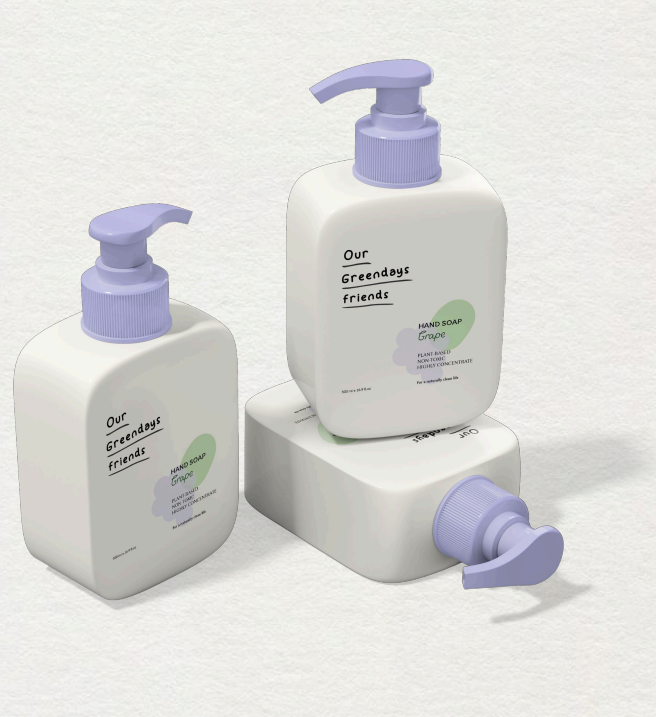
REFILL

This image shows a refill pack that is sold for refill use.


Our Greendays friends
DETERGENT
SOFTENER
Liquid fabric Refill
PLANT BASED
NON-TOXIC
HIGHLY CONCENTRATE
For a naturally clean life
Grapefruit

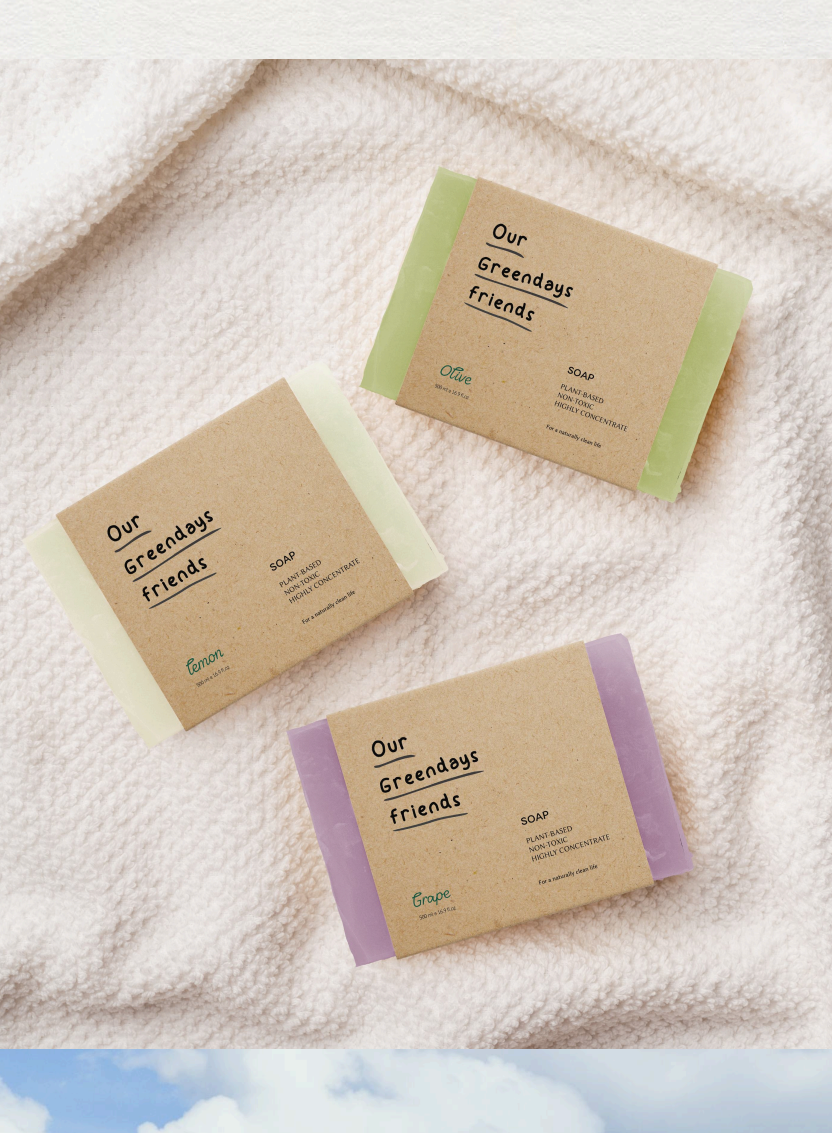
HAND SOAP

This is a foaming hand wash product. The left section shows the product’s texture.


Our Greendays friends
HAND SOAP
Grape

SOAP

This is an eco-friendly solid soap, available in four different fragrances.


Our Greendays friends
SOAP
PLANT BASED
NON-TOXIC
HIGHLY CONCENTRATE
Olive
Lemon
Grape

GREENDAYS
All day, Greendays.

Greendays
Thanks For Orders
Brand Identity
GREENDAYS
All day, Greendays.
Green for a day
Our
Greendays
friends
GREENDAYS
NoWaste
Friendly
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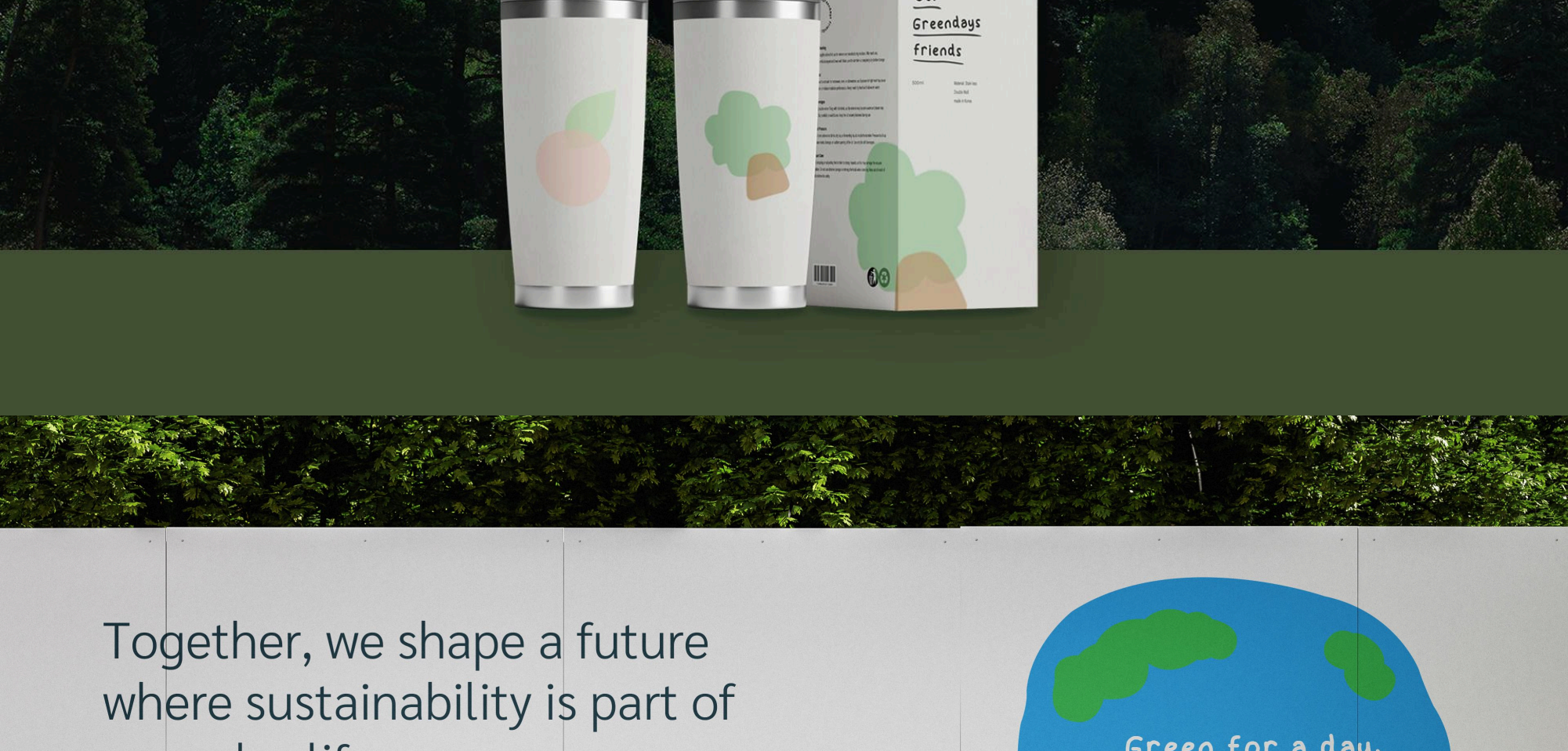
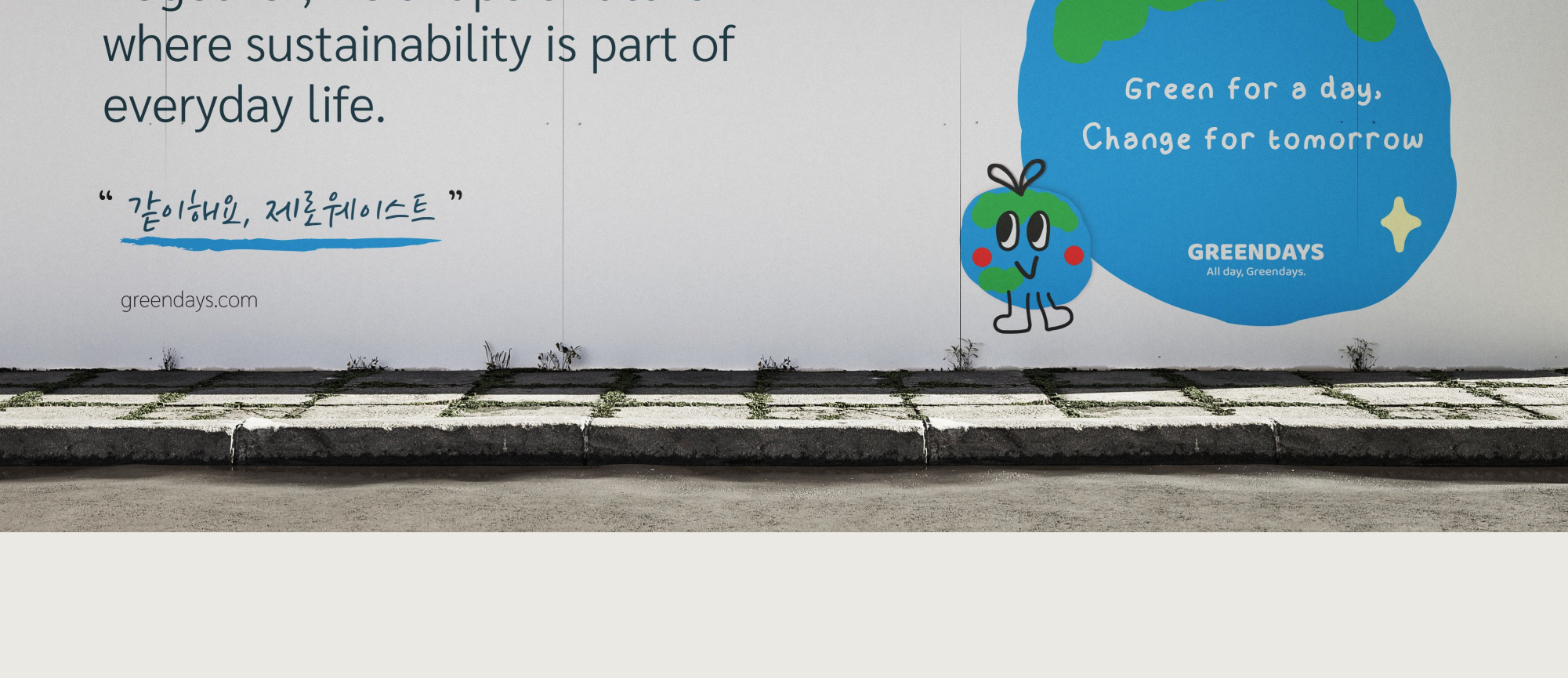
greendays

Green for a day, Change for tomorrow Greendays!
GREEN FOR A DAY
GREENDAYS
All day, Greendays.

GREENDAYS
All day, Greendays.


greendays
Our
Greendays
friends

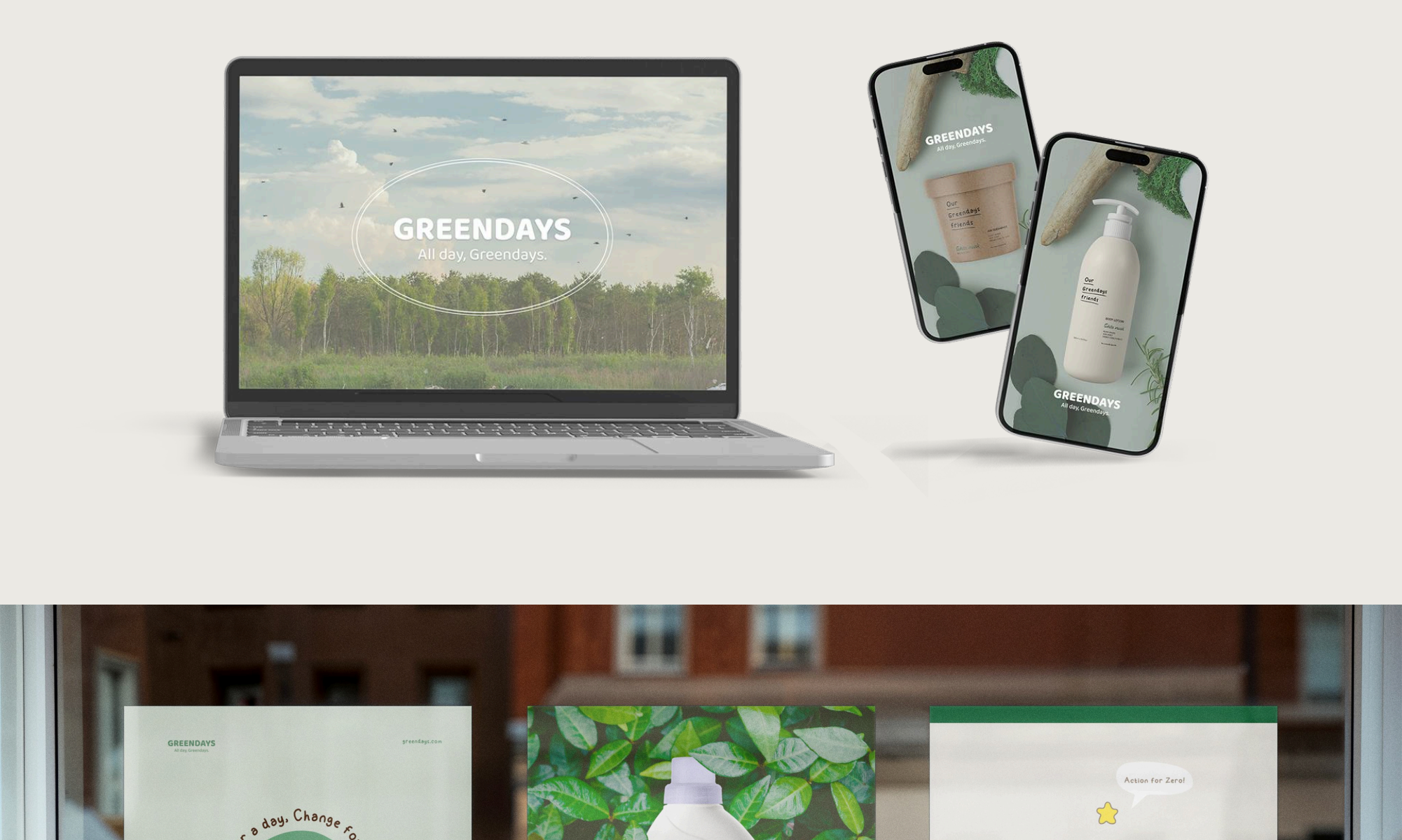


Together, we shape a future where sustainability is part of everyday life.

“ 같이해요, 제로웨이스트 ”

greendays.com

Green for a day,
Change for tomorrow
GREENDAYS
All day, Greendays.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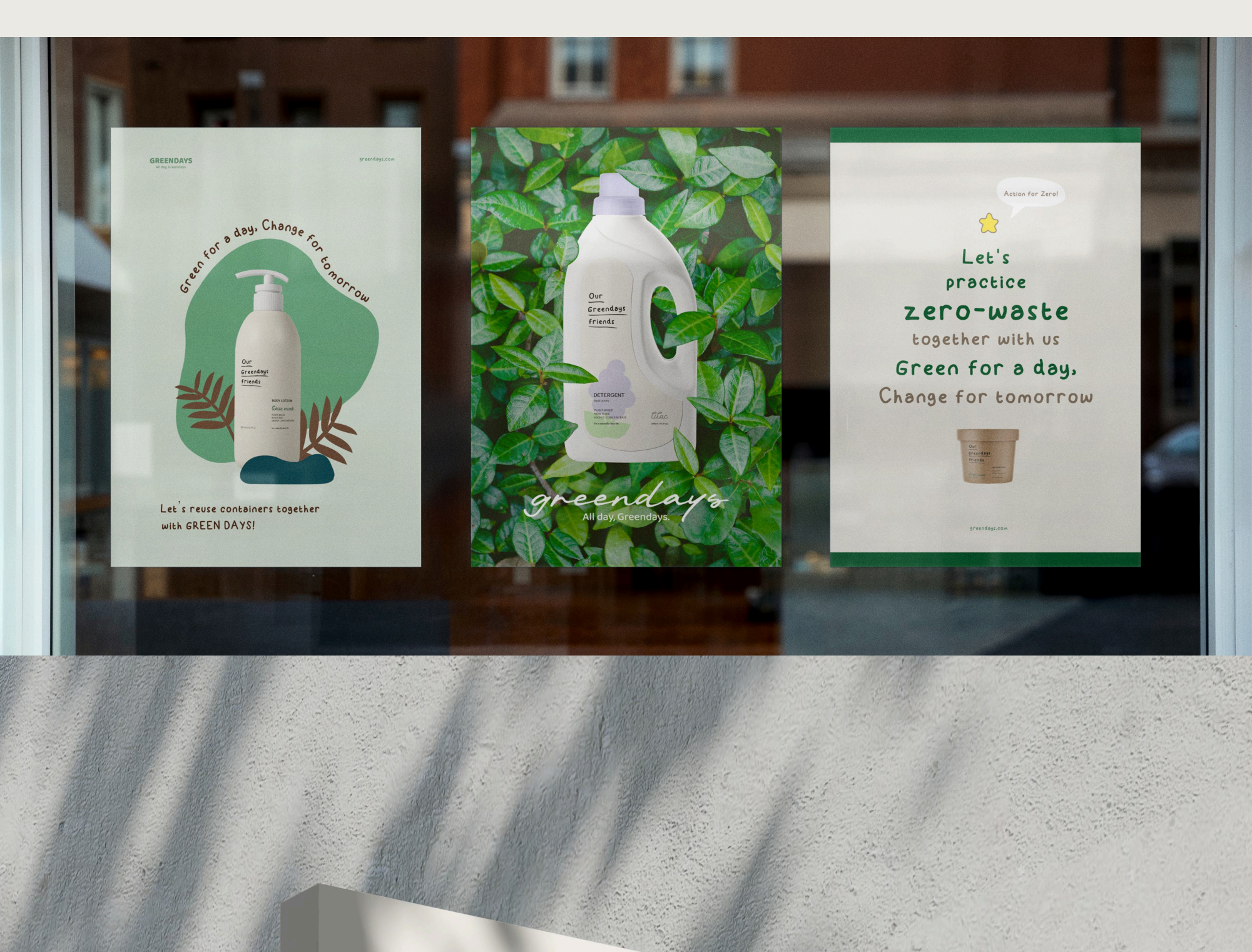
Green for a day, Change for tomorrow
Let's practice zero-waste together with us
greendays
Let's
practice
zero-waste
together with us
Green for a day,
Change for tomorrow

Green for a day,
Change for tomorrow
GREENDAYS
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