



LOGO STYLEGUIDE

SAMPLE



1. MAIN GRAPHIC FORM

- CREATED IN VECTOR SHAPES
- 100% SCALABLE



2. SECONDARY GRAPHIC FORMS ON WHITE BACKGROUND

- HORIZONTAL / VERTICAL
- SOLID COLORS
- ONE COLOR



3. SECONDARY GRAPHIC FORMS ON DARK BACKGROUND

- HORIZONTAL / VERTICAL
- SOLID COLORS
- ONE COLOR



4. PURE LOGO FORM & ICON



C 10% M 0% Y 50% K 0%	C 20% M 0% Y 50% K 0%	C 25% M 0% Y 50% K 0%	C 20% M 0% Y 90% K 0%	C 30% M 0% Y 90% K 0%	C 40% M 0% Y 95% K 0%	C 60% M 0% Y 100% K 35%	C 70% M 0% Y 70% K 70%	C 100% M 0% Y 65% K 60%
Pantone 587 C	Pantone 372 C	Pantone 7486 C	Pantone 380 C	Pantone 584 C	Pantone 367 C	Pantone 7738 C	Pantone 3435 C	Pantone 7484 C
HEX #E9EC99	HEX #D0E299	HEX #C3DE9A	HEX #D5DF40	HEX #BDD646	HEX #A5CD41	HEX #4B882F	HEX #004712	HEX #245F3A
R 233 G 236 B 153	R 208 G 226 B 154	R 195 G 222 B 154	R 213 G 223 B 64	R 189 G 214 B 70	R 165 G 205 B 65	R 75 G 136 B 47	R 0 G 17 B 18	R 75 G 136 B 47

C 0% M 60% Y 60% K 40%	C 40% M 0% Y 100% K 20%
R 161 G 86 B 65	R 135 G 171 B 46
Pantone 7593 C	Pantone 7737 C
HEX #A15641	HEX #87AB2E

5. COLOR GUIDE

- CMYK COLORS
- PANTONE
- RGB COLORS
- HEX COLORS



6. GRADIENT GUIDE

~~Spray Foam
Green Land Inc.~~

DO NOT MODIFY THE LOGO FORM AND SPACE

~~Spray Foam
Green Land Inc.
Best Price~~

DO NOT ADD TEXT TO THE LOGO

~~Spray Foam
Green Land Inc.~~

AVOID INPROPPER BACKGROUNDS

~~Spray Foam
Green Land Inc.~~

AVOID SCALING WITHOUT PPROPORTIONS

~~Spray Foam
Green Land Inc.~~

DO NOT PLACE LOGO ON DETAILED PART OF PHOTO

~~Spray Foam
Green Land Inc.~~

DO NOT ROTATE OR DEFORM LOGO

~~Spray Foam
Green Land Inc.~~

DO NOT USE OTHER COLORS

~~Spray Foam
Green Land Inc.~~

DO NOT USE OTHER FONTS

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h
i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () { } 0 ' " / \ : ; |



8. MOCKUPS

- LOGO PLACEMENT
- EXAMPLES

DIFFERENT GRAPHIC FILE FORMATS LOGO EXPORT

- PDF (STYLEGUIDE)
- AI (CONTROL LOGO FILE + SECONDARY GRAPHIC FORMS)
- EPS (CONTROL LOGO FILE + SECONDARY GRAPHIC FORMS)
- PNG (MAN LOGO FORM WEB SIZE)
- PNG (MAN LOGO FORM TRANSPERENT MEDIUM SIZE)
- JPEG (MAN LOGO FORM SMALL SIZE)
- JPEG (MAN LOGO FORM + SECONDARY GRAPHIC FORMS FULL HD SIZE)
- TIFF (MAN LOGO FORM + SECONDARY GRAPHIC FORMS 10 MP SIZE)



CONTENT

1. MAIN GRAPHIC FORM	3
2. SECONDARY GRAPHIC FORMS ON WHITE BACKGROUND	4
3. SECONDARY GRAPHIC FORMS ON DARK BACKGROUND	5
4. PURE LOGO FORM & ICON	6
5. COLOR GUIDE	7
6. GRADIENT GUIDE	8
7. TYPE	9
8. MOCKUPS	10
9. IMPROPER LOGO USE	11
FILE FORMATS LIST	12
