



## **GreenThumb Landscaping: Official Branding Guidelines**

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## Introduction & Preamble

GreenThumb Landscaping is a corporation dedicated to providing high quality service to our clients' tree, lawn, shrub and garden needs. GreenThumb Landscaping operates out of Oakville, Ontario, Canada and services the middle and upper class properties in the greater Oakville area. We focus on great customer service and building a strong relationship between our employees and clients. In doing so, GreenThumb Landscaping ensures that our clients' properties are serviced and maintained in their most prestigious state, striving towards a goal that our high quality service sells itself.

This branding guidelines document was designed as a ubiquitous tool to standardize the GreenThumb Landscaping brand. These guidelines will help employees and associates correctly create, use and maintain our brand appropriately and effectively as well as establish the elements of GreenThumb Landscaping's corporate identity. This includes elements such as the corporate fonts, advertisements, tone, images, and logo specifications. These guidelines are intended to strengthen the GreenThumb Landscaping brand and corporate identity.

As employees of GreenThumb Landscaping you are obliged to follow these branding guidelines to ensure the highest quality of our brand is met not to differ from this guide for any reason. Doing so will decrease the strength of the GreenThumb Landscaping brand and take away from our marketing strategy.

Any difficulty or questions about abiding by this guide may be directed to the corporate head office to ensure there are no discrepancies while using the following branding guidelines.

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## Official Logo

The GreenThumb Landscaping logo is the most important aspect of our corporate identity and it essentially is our “brand”. It was designed as a professional, timeless logo that can be easily recognized by all.

The tagline has a double meaning. Firstly, the actual physical grass is greener where that we have serviced, and secondly it plays off the cliché meaning that our company is better than any others in our field. Our company logo may be displayed with or without this tagline.

Our primary logo consists of a large thumbprint, the full name “GreenThumb Landscaping”, and the tagline “The Grass is Always Greener on Our Side”. It is displayed in the following way: starting from the left is the large thumbprint behind a large capital “G”, followed by text “reenThumb” in a medium sized font, one line below but still keeping within the dimensions of the thumbprint is the word “Landscaping” in that same sized font, lastly the tagline “The Grass is Always Greener On Our Side” is located at the bottom of the logo in small font but still once again within the dimensions of the thumbprint. The official logo can be seen on the right.



A second form of the logo is also acceptable which simply consists of the capital “G” with the thumbprint behind it. The official version of this secondary logo can be seen on the left.

The logo must be printed in CMYK colour mode, but may be displayed as RBG or CMYK on the web and may use pantone colour swatches online as well.

The primary logo is to be used on all official documents, correspondence, advertisements, uniforms, and company vehicles. The secondary logo may be used on equipment, and selected advertisements. More importantly, either the primary and secondary logos must be presented on anything associated with GreenThumb Landscaping.

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## Logo Size

The size of the GreenThumb Landscaping logo is very important in our branding strategy. If the logo is too large it will be distorted may appear unprofessional. If the logo is too small it will also look unprofessional but may also be unreadable or unrecognizable. The following size guidelines must be met when producing the GreenThumb Landscaping logo:

The minimum size of the GreenThumb Landscaping logo is 2.1 inches wide by 0.9 inches high or 151.2 pixels by 64.8 pixels. The maximum size of the GreenThumb Landscaping logo is 5.45 inches wide by 2.3 inches high or 392.4 pixels by 165.6 pixels. Do not reproduced the logo in proportions other than between the seize bracket listed because we will lose consistency and will weaken our brand.

Minimum Size: 2.1" x 0.9" or 151.2px x 64.8px



Maximum Size: 5.45" x 2.3" or 392.4px x 165.6px



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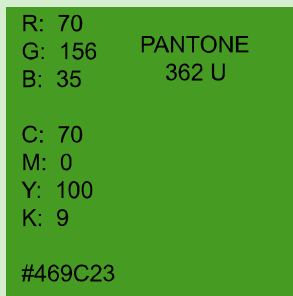
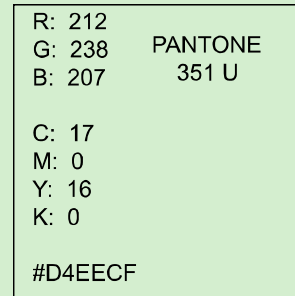
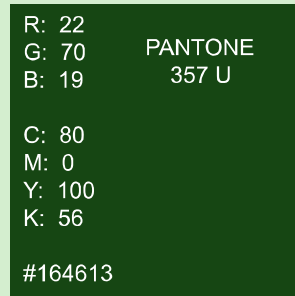
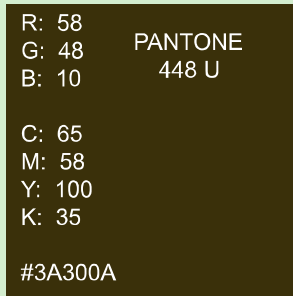
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## Logo Colour Specifications & Corporate Colours

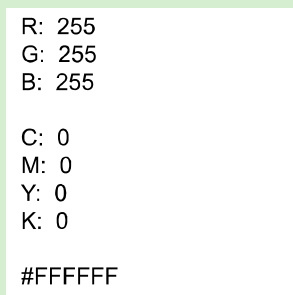
We have chosen specific colours to reflect GreenThumb Landscaping, our brand and our identity as a whole. These colours appropriately represent the services we provide to our clients, including service on trees, lawns, shrubs and gardens.

### Primary Colours:



Logo Printing: CMYK  
Web: RGB or Pantones  
Text based documents: RGB

### Secondary Colours:



This present background colour must be used when presenting the logo as it is part of the logo itself. If this colour is not available, white is the only other acceptable background colour for either the logo or text when printing.

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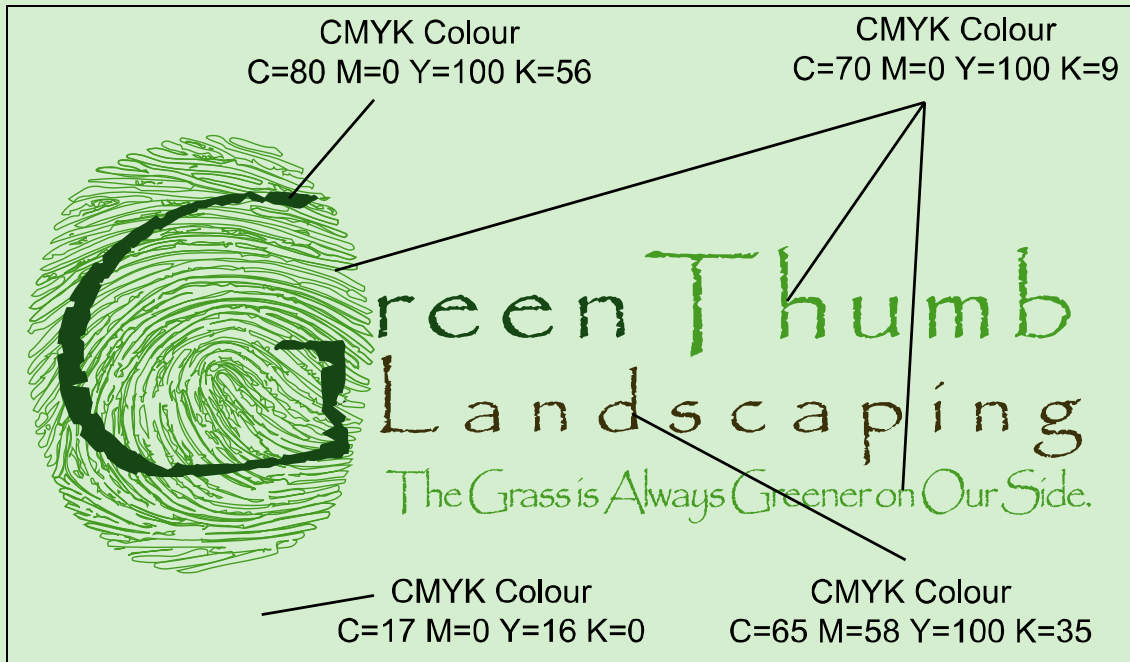
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## GreenThumb Landscaping Branding Guidelines Document

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The primary colours are used in the logo and are the corporate colours of GreenThumb Landscaping, and the secondary colours may be used for either text (black) or backgrounds for text documents (white). These listed colours are the only ones that may be used. No variations are acceptable as inconsistency will occur and will weaken the branding of GreenThumb Landscaping.



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## Logo Clear Space

Clear space must surround the logo to ensure nothing obstructs the GreenThumb Landscaping logo in any way.

Clear space must surround the logo at least 2 mm above the tallest point of the top of the green thumbprint and below the lowest point of the bottom of the thumbprint, and at least 2 mm to the most left point and most right point of the logo.

If this clear space is not present the logo will not appear to be a separate symbol. Any cluttering of the logo will weaken its branding success.



If this clear space is not present the logo will not appear to be a separate entity. Any cluttering of the logo will weaken its branding success.

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## Incorrect Uses of Logo

There are only three official version of the GreenThumb Landscaping logo (see “Official Logo” section). These versions are the only ones that may be used when displaying the logo to the public, associates or internally as well. The logo may not be displayed in the following ways:

It may not be obstructed in anyway, or disobey the minimum clear space requirements.



It may not be stretched horizontally or vertically.



It may not be compressed horizontally or vertically.



It may not be displayed in grayscale.



It may not be displayed in any other colours than the corporate colours.



It may not be displayed with less opacity than 100%.



It may not be displayed without the green thumbprint for any reason.



It may not be displayed with portions of the logo missing, although the green thumbprint with the capital “G” is acceptable when necessary and including the tagline is optional.



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The GreenThumb Landscaping logo must be displayed on the current background colour only (C=17 M=0 Y=16 K=0). If this not possible, white is the only other acceptable option. All three correct official logos must follow the minimum and maximum size, clear space and incorrect usage requirements. This consistency is essential to our corporate identity and branding strategy and employees and associates are expected to follow these with 100% accuracy at all times.

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## Corporate Fonts

There are three official corporate typefaces used throughout the GreenThumb Landscaping company: Papyrus, Arial and Arial Rounded MT Bold.

Papyrus font is to be used for all official logos, any taglines, advertisements, or information directly related to company that does not exceed a single line, such as services that are provided or contact information.

Papyrus

---

0 1 2 3 4 5 6 7 8 9  
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  
12 The quick brown fox jumped over the lazy dog  
14 The quick brown fox jumped over the lazy dog  
18 The quick brown fox jumped over the lazy dog

Arial font is to be used for all body text on all corporate documents and information about the company that exceeds a single line.

Arial

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0 1 2 3 4 5 6 7 8 9  
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  
12 The quick brown fox jumped over the lazy dog  
14 The quick brown fox jumped over the lazy dog  
18 The quick brown fox jumped over the lazy dog

Arial Rounded MT Bold font is to be used for all corporate headings, headlines and titles.

**Arial Rounded MT Bold**

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**0 1 2 3 4 5 6 7 8 9  
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  
12 The quick brown fox jumped over the lazy dog  
14 The quick brown fox jumped over the lazy dog  
18 The quick brown fox jumped over the lazy dog**

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## **Corporate Tone of Voice**

The corporate tone of voice for all documents, promotional material, correspondence or communication material is to be professional, confident, knowledgeable and academic. Any written corporate work should be consistent with these standards to the highest accuracy and provoke the following ideas about our company.

### **GreenThumb Landscaping is:**

**Professional**

**Knowledgeable**

**Qualified**

**Friendly**

**Quality**

**Service Oriented**

**Prestigious**

**Confident**

**Expert**

**Dedicated**

**Dependable**

These ideas should not only be displayed in corporate communication but should also be shared by all employees as well. They are intended to portray what our employees and services focus on as a company. By following these ideas, we can successfully build a strong corporate identity which our clients can associate with GreenThumb Landscaping.

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## Corporate Imagery

Our corporate identity is strengthened through the images we use in advertisements and correspondence. These corporate images are intended to build a relationship between GreenThumb Landscaping and our clients. The images must either portray one or more of the ideas from the previous section, or give our clients something to relate to, building upon our tagline “The Grass is Always Greener On Our Side”. This should be done by using images that include different shades of green. All images must include prestigious lawns, gardens, trees or shrubs in their highest quality, because these are the needs that GreenThumb Landscaping services.



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