

GREENTECH

GREENTECH BRAND USAGE GUIDE

JUNE 2024



GREENTECH
your renewable energy partner

INTRODUCTION

The correct use of our brandmark helps to build and maintain our reputation. It conveys and reinforces the strengths of our business across Australia. It symbolises who we are and represents what we stand for and underlines the quality of service we deliver to our customers.

The power of a strong visual identity can only be realised through consistent application over time. This brand usage guide provides graphic standards for using our brandmark correctly.

The logo and logo lockups as described within this manual are the only approved brandmark for use. Ensure that any third parties producing materials on your behalf are given access to and strictly follow them. The logo should not be reproportioned, redrawn or modified in any way.

The brandmark should always be reproduced from approved electronic files. It should never be scanned or reproduced from previous printed materials nor downloaded from unauthorised areas on the web (older versions) as this process reduces overall reproduction quality.

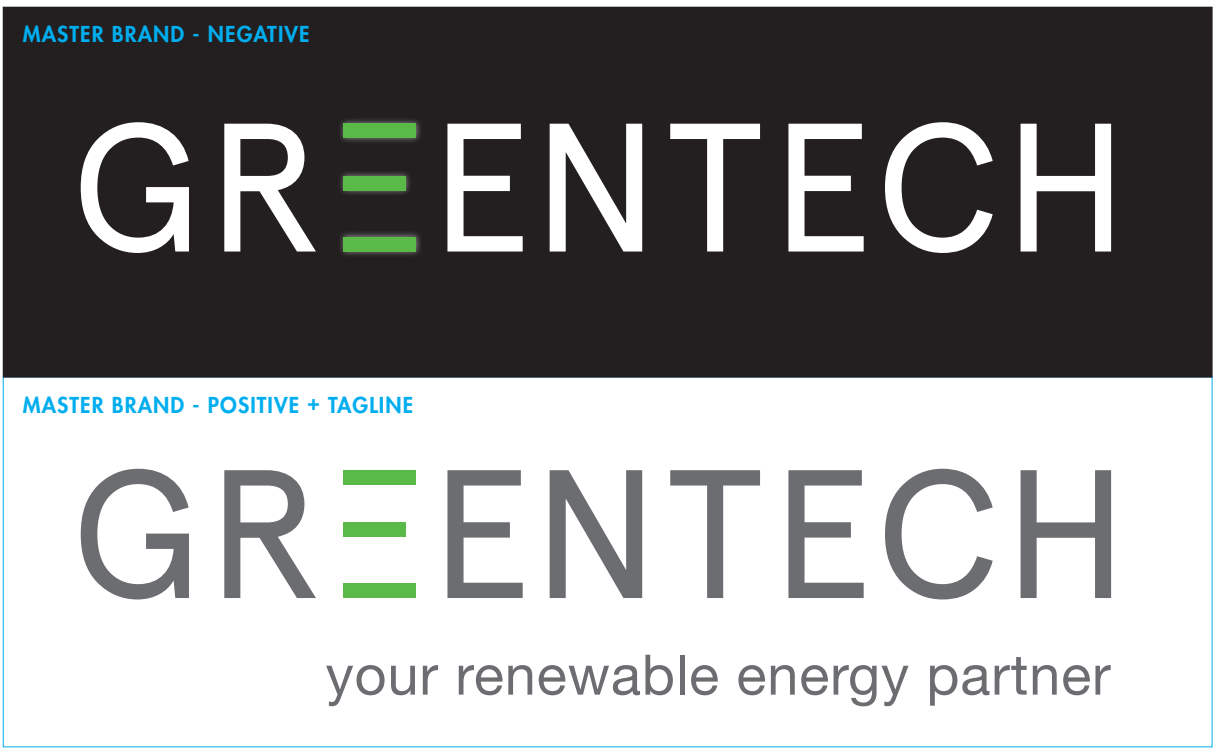
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THE GREENTECH BRANDMARK

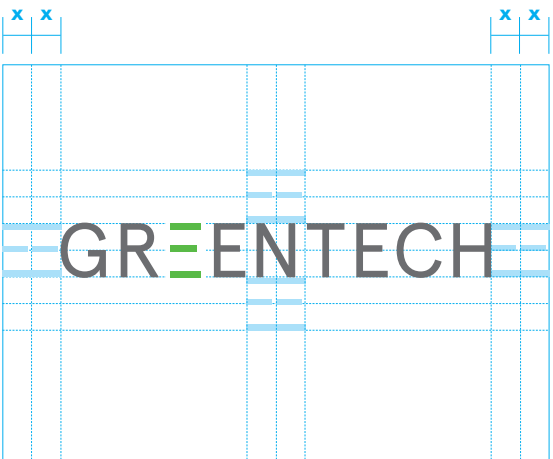
The **GREENTECH** brand as a whole consists of two parts - the grey letters **GREENTECH**, and three horizontal oblong E-shaped **GREEN BARS**. The relative positions, proportions and design of each of the elements and components that form the **GREENTECH** brand must never be altered, distorted or re-drawn in any way.

No attempt may be made to typeset the words in another typeface. Reproduction of the **GREENTECH** brand must always be made from approved supplied master artwork. The brand must always be reproduced in one of the permissible colour variations, in positive or negative application (see following pages).



CLEARSPACE

In whatever application the **GREENTECH** brandmark appears, it must always have a minimum amount of clearspace around it. The clearspace around the logo is measured in units of **X**. The minimum clearspace around the brandmark should be **2X**, as indicated by the width of the E-Shaped bars in the **GREENTECH** logo below.



MINIMUM SIZE

Below is the recommended minimum size that the logo should be reproduced. If the logo is reduced smaller elements may start to fill in or break up, affecting legibility. If the **GREENTECH** brandmark must run small it is suggested you use the logo version without the tagline underneath.



COLOUR PALETTE

GREENTECH brandmark colours are Grey, Green, Black and White. These colours are to be used on externally facing print, digital pieces, websites and signage. The brand should always appear in its correct primary colour specifications - Black, White, PMS Cool Grey 10, PMS Green 369, PMS 000 White & PMS Black, CMYK or RGB. The brand may appear as black or white (mono). All colours translate well on uncoated paper.

MASTER BRAND
2 COLOURS - POSITIVE



CORRECT COLOURS - MONOTONE, PMS, CMYK & RGB

 PANTONE COOL GREY 10	PMS COOL GREY 10 CMYK C0/M0/Y0/K70 RGB 109, 110, 113 HEX/HTML # 6D6E70	 PANTONE 293	PMS 369 GREEN CMYK C67/M0/Y100/K0 RGB 91, 186, 71 HEX/HTML # 5BBA46
 PANTONE BLACK	PMS BLACK CMYK C0/M0/Y0/K100 RGB 10, 0, 30 HEX/HTML # 0A001E	 PANTONE WHITE	PMS 000 WHITE CMYK C0/M0/Y0/K0 RGB 255, 255, 255 HEX/HTML # FFFFFFFF

PRINTING

Reproducing the blue and black of the **GREENTECH** brandmark with traditional offset or digital printing will usually require a CMYK equivalent of the colour. If printing traditionally, it is recommended the selected printer follows the CMYK colour breakdown strictly. It is also recommended that when printing a solid black in CMYK that a percentage of Magenta (M), Cyan (C) and Yellow (Y) be used. See the CMYK colour match above.

EMBROIDERY

When reproducing the **GREENTECH** Grey or Green in embroidery, visually inspecting the thread as most embroidery companies use a variety of thread suppliers that don't correspond directly to the Pantone PMS swatch system.

BUILDING COLOURS

Defining exterior building colours builds a stronger identifiable brand for customers and helps you stand out from your competitors. For maximum impact paint the building Black (preferred) Dark Grey or use the existing colour(s) where landlords/strata or council regulations don't allow the use of Black.

CORRECT USAGE

Wherever possible the two colour version of the **GREENTECH** brandmark should be used with the appropriate clearspace (see page 2). The white negative typeface version should be used on darker backgrounds. Only use the approved electronic logo files. The logo should not be repropotioned, redrawn or modified in any way. It is important that these brandmarks not be altered to suit individual preferences.

1 COLOUR - MONO (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE



BLACK & WHITE LOGO - The E shaped bars can be **solid white** on **black** or in Greyscale with **solid white** letters with the E-shaped bars in a **35% tint of black**.

2 COLOURS (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE

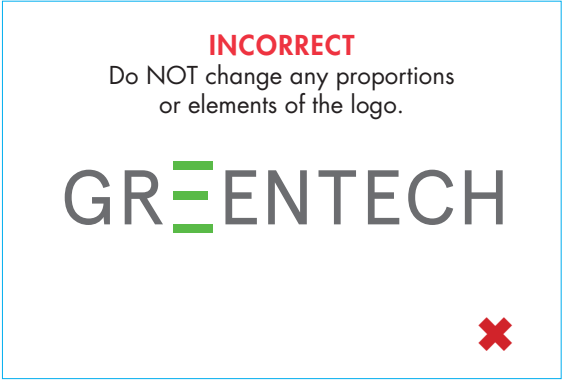
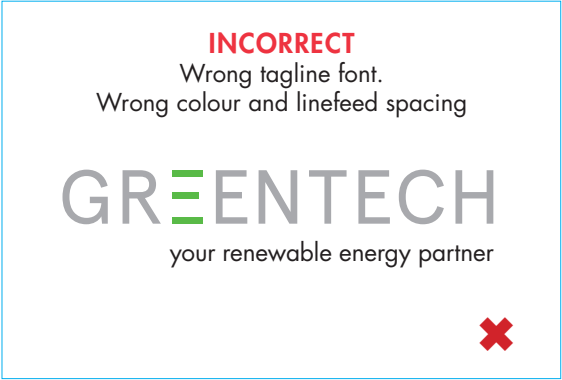
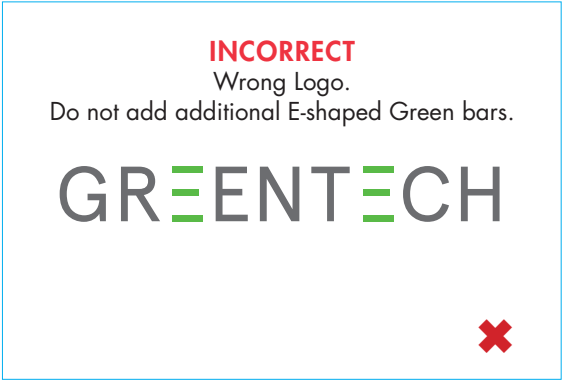
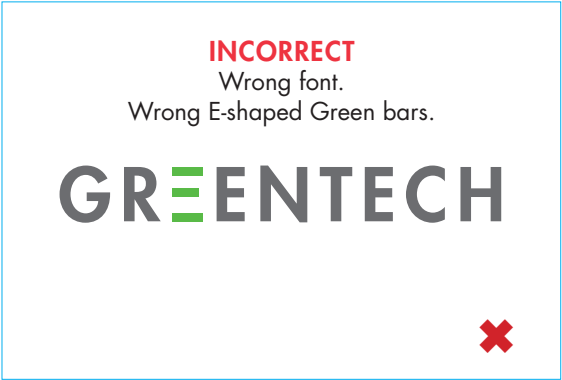
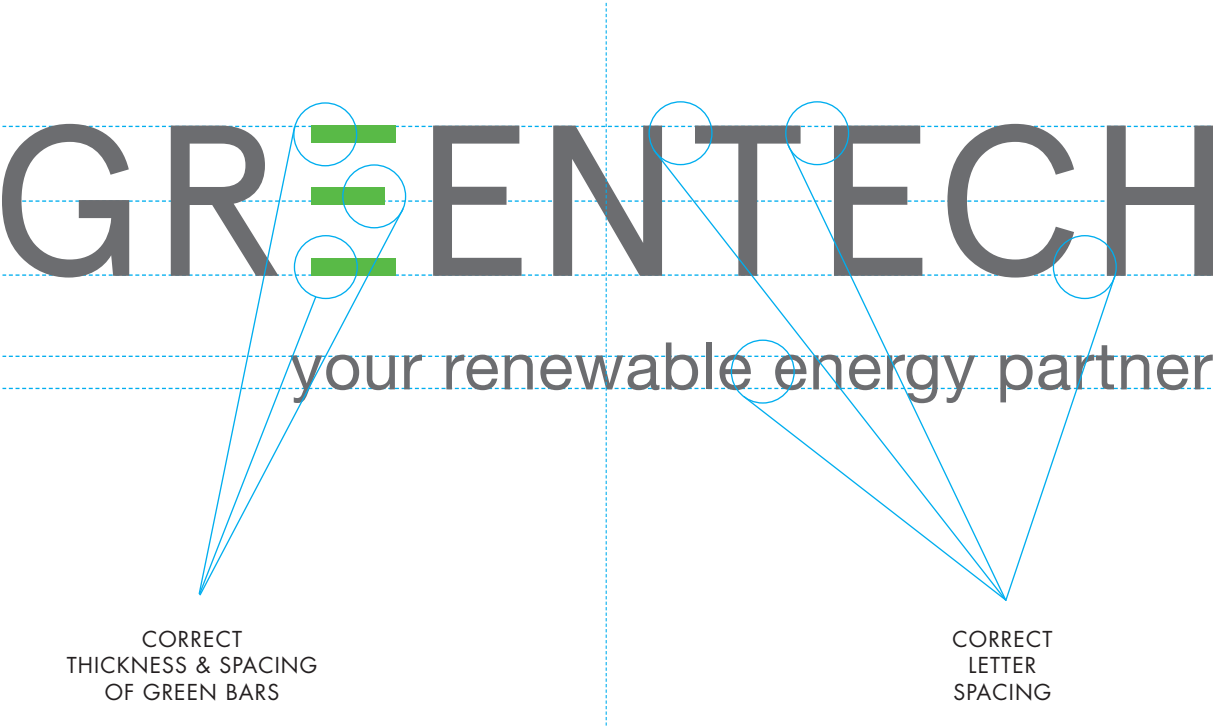


POSITIVE & NEGATIVE LOGOS
The Green E-shaped bars can be used as a **solid green** on a **white** background or with a **white outer glow effect** on a **black** background. Set-up for the outer glow effect: Blending Mode: **Screen**. Opacity: **50%**. Colour: **White**. Size: **1mm**. Options Technique: **Soft**.

CORRECT SPACIAL RELATIONSHIPS

It is essential that the spacial relationship between the Grey **GREENTECH** letters and the Green E-shaped bars remains constant. This logo is the only approved landmark for use.

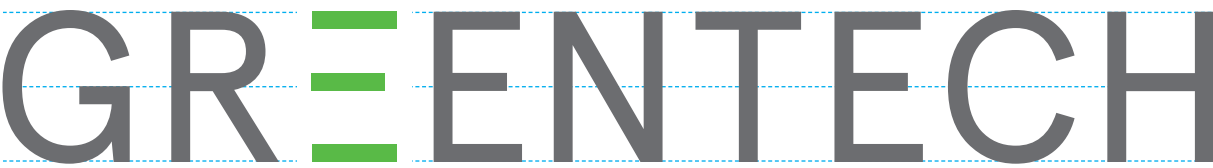
The logo should not be repropotioned, redrawn or modified in any way. Ensure that any third parties producing materials on your behalf are given access to and strictly follow these spacial relationships.



BRANDMARK TYPEFACES

The landmark typeface for the word **GREENTECH** is a highly-modified version of: **Undeka Bold**. The primary typeface is: **Helvetica Neue Bold**. Helvetica Neue is a versatile and timeless secondary font that can be effectively used as both a heading and body copy

in various print and digital applications. By utilising Helvetica Neue thoughtfully, you can achieve a modern, professional, and elegant look in your designs. **Arial** can be used as a suitable replacement due to its similar characteristics and widespread availability.



BRANDMARK FONT - UNDEKA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PRIMARY FONT - HELVETICA NEUE

HELVETICA THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA THIN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA CONDENSED BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

APPROVED PARTNER(S) LOGO LOCKUP

Artwork for each version of the **Approved Partner & Approved Partners** logo below is supplied as an encapsulated postscript file (eps) and can be downloaded in **GREENTECH** approved positive and

negative colourways formatted in CMYK, PMS & RGB. Colourways include: Grey & Green, White & Green with the E-shape bars with an outer white glow, a Greyscale version and Mono in black and white.

1 COLOUR - MONO (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE



BLACK & WHITE LOGO - the E shaped bars can be solid white on black or Greyscale with a 35% tint of black

2 COLOURS (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE



POSITIVE & NEGATIVE LOGOS
The Green E-shaped bars can be solid green on a white background or white outer glow effect on a black background. Set the outer glow effect to Blending Mode: Screen. Opacity: 50%. Colour: White, Size: 1mm. Options Technique: Soft.

Wherever possible the two colour version of the **GREENTECH** landmark should be used with the appropriate clearspace (see page 2). The white negative typeface version should be used on darker

backgrounds. Only use the approved electronic logo files. The logo should not be repropotioned, redrawn or modified in any way. It is important that these landmarks not be altered to suit individual preferences.

1 COLOUR - MONO (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE



BLACK & WHITE LOGO - the E shaped bars can be solid white on black or Greyscale with a 35% tint of black

2 COLOURS (WITHOUT KEYLINE BOX)
POSITIVE & REVERSE



POSITIVE & NEGATIVE LOGOS
The Green E-shaped bars can be solid green on a white background or white outer glow effect on a black background. Set the outer glow effect to Blending Mode: Screen. Opacity: 50%. Colour: White, Size: 1mm. Options Technique: Soft.

CO-BRANDING WITH GREENTECH

Co-branding lockups have been created for use with **MMEM** brands & **GREENTECH**. Use the correct pre-approved print or digital version of the co-branding logo relationship lockup artworks for all messaging including interior and exterior signage, advertising, product releases, product flyers, posters, and online assets. Artwork for each version of the **GREENTECH** Co-Branding lockup is available as an eps file and can be downloaded in RGB, CMYK & PMS.

CO-BRANDING LOGO LOCKUP - HORIZONTAL VERSION



CO-BRANDING WITH GREENTECH

Co-branding lockups have been created for use with **MMEM** brands & **GREENTECH**. Use the correct pre-approved print or digital version of the co-branding logo relationship lockup artworks for all messaging including interior and exterior signage, advertising, product releases, product flyers, posters, and online assets. Artwork for each version of the **GREENTECH** Co-Branding lockup is available as an eps file and can be downloaded in RGB, CMYK & PMS.

CO-BRANDING LOGO LOCKUPS - STACKED VERSION



GREENTECH LOGO LOCKUP

The **GREENTECH** horizontal logo lockup has been created for digital, print and exterior building signage. The logo lockup should always appear in the correct positive or negative colour specifications - PMS Cool Grey 10, PMS Green 369, PMS White & PMS Black or in CMYK.

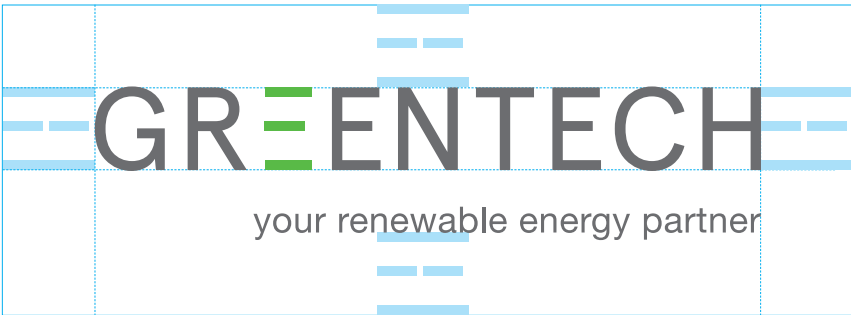
HORIZONTAL LOCKUP + TAGLINE



HORIZONTAL LOCKUP + SUBURB



HORIZONTAL - CLEARSPACE LOCKUP



HORIZONTAL LOCKUP + SUBURB NAME



SIGNAGE - EXTERIOR CONCEPTS

The sample signage concepts below show how to use the horizontal logo lockup on a building, where to place a business descriptor or add a suburb name. Wherever possible the 2 colour versions of the **GREENTECH** logo with the appropriate clearspace. The logo lockup must appear in the correct positive or negative colour specifications - PMS Cool Grey 10, PMS Green 369, PMS White & PMS Black or in CMYK.

HORIZONTAL BUILDING SIGNAGE



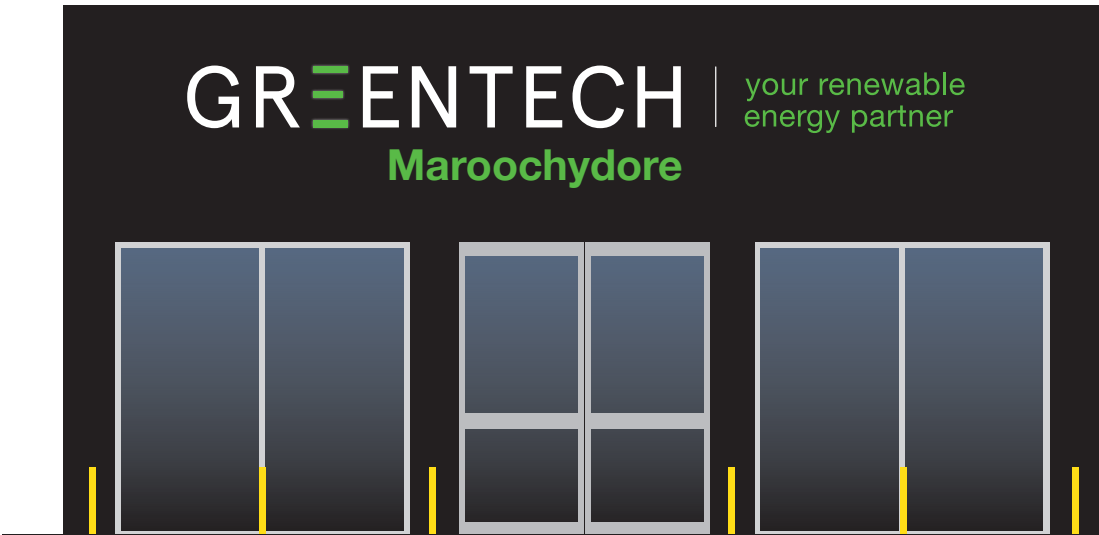
HORIZONTAL SIGNAGE + SUBURB NAME



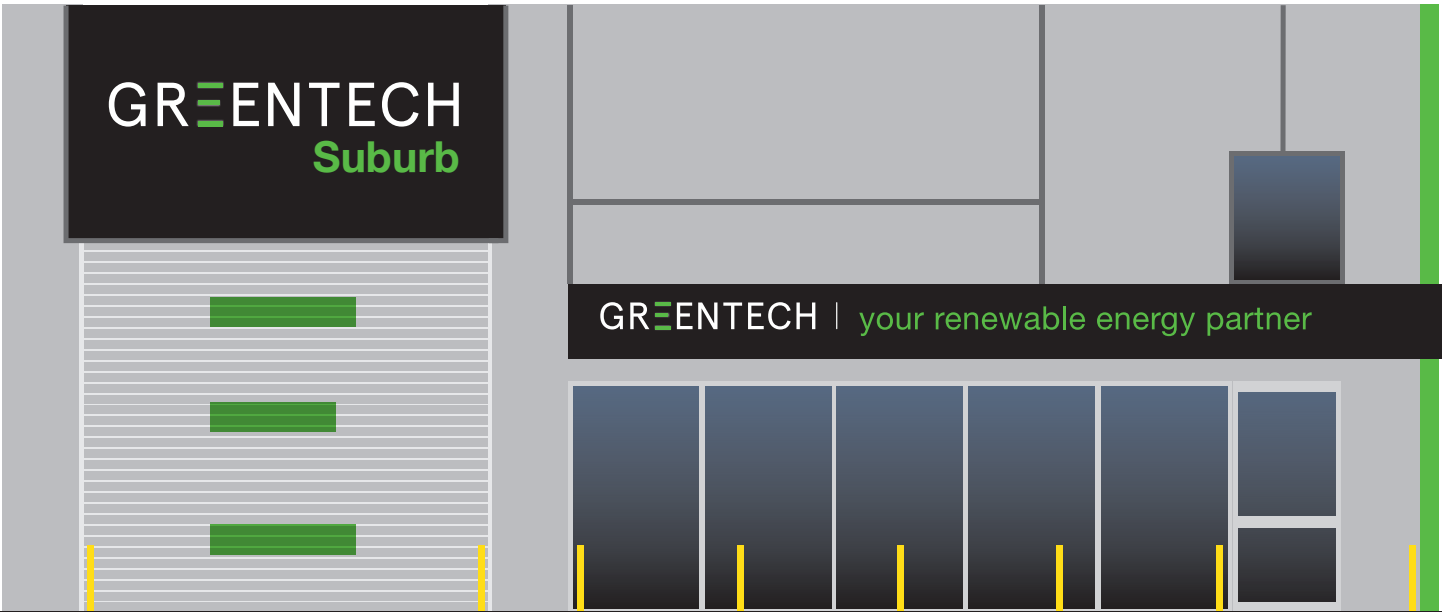
SIGNAGE - EXTERIOR CONCEPT EXAMPLES

These sample signage concepts below show how to use the horizontal logo lockup on a building, where to place a business descriptor or add a suburb name. Wherever possible use the 2 colour versions of the **GREENTECH**

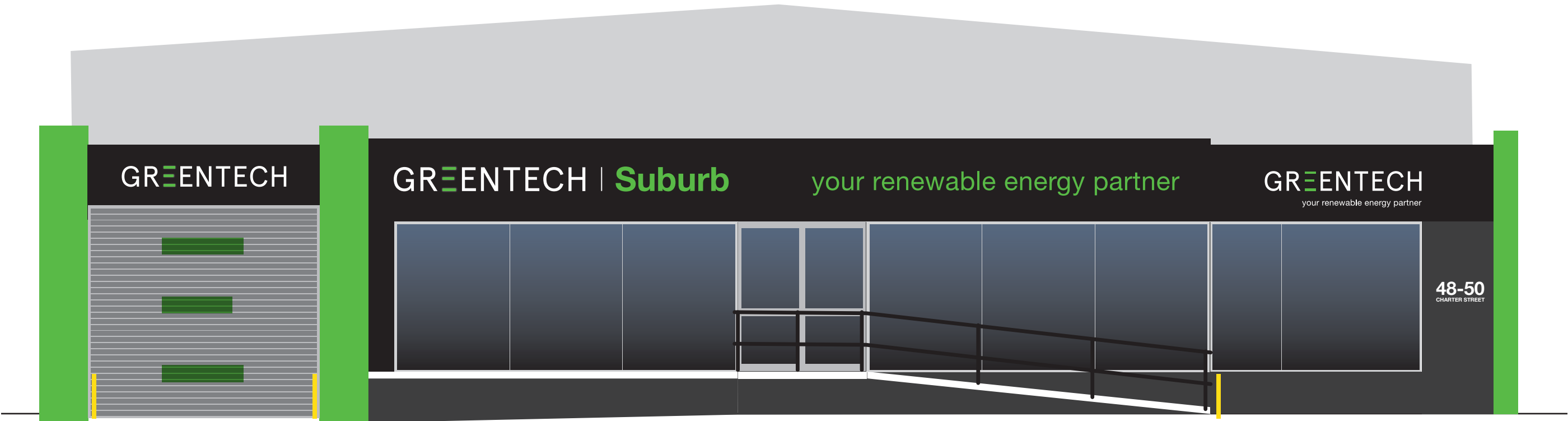
logo with the appropriate clearspace included. The logo lockup must appear in the correct positive or negative colour specifications - PMS Cool Grey 10, PMS Green 369, PMS White & PMS Black or in CMYK.



Dark Grey & Black Painted Buildings



Raw Cement Buildings



BUILDING COLOURS

Defining **GREENTECH** exterior building colours builds a stronger, more identifiable brand for customers and helps you stand-out from your competitors. For maximum impact paint the building Black (preferred) Dark Grey or use the existing colour(s) where landlords/strata or council regulations don't allow the use of Black or Dark

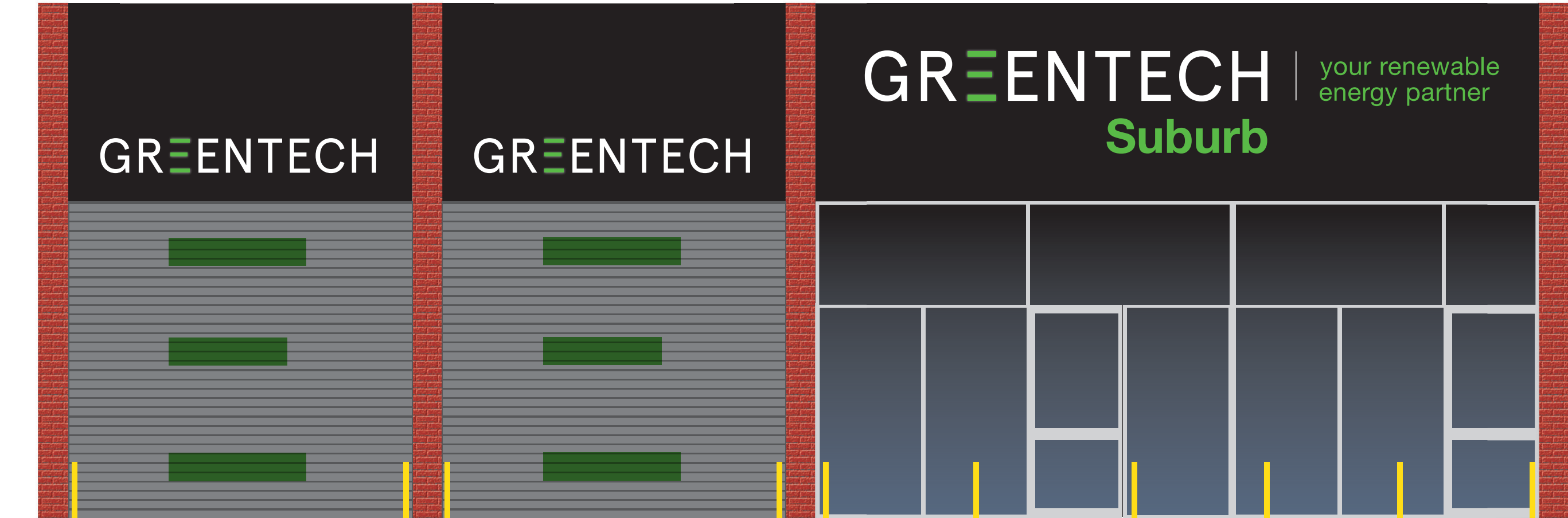
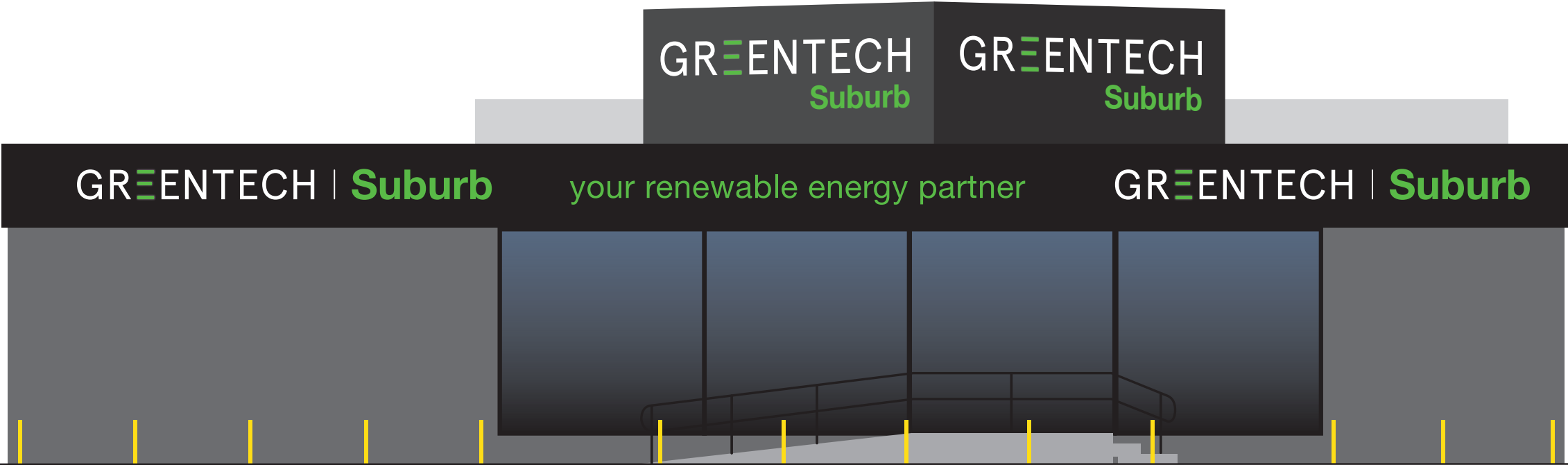
Grey. If you are unable to paint the building in Black or Dark Grey as a whole, define the building signage features like front aprons using a Black or Dark Grey background to increase **GREENTECH** signage impact. See exterior concept examples highlighted in the following pages.

SIGNAGE - EXTERIOR CONCEPT EXAMPLES

These sample signage concepts below show how to use the horizontal logo lockup on a building, where to place a business descriptor or add a suburb name. Wherever possible use the 2 colour versions of the **GREENTECH**

logo with the appropriate clearspace included. The logo lockups must appear in the correct positive or negative colour specifications - PMS Cool Grey 10, PMS Green 369, PMS White & PMS Black or in CMYK.

Dark Grey & Black Painted Buildings



GREENTECH

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FILE FORMATS AVAILABLE

EPS (Transparent Background)

Usage: Print & Digital

Colour Mode: CMYK & RGB

Flexibility: Scalable (Vector)

PNG (Transparent Background)

Usage: Digital

Colour Mode: RGB

Flexibility: NOT Scalable (Raster)

JPG/JPEG (White Background)

Usage: Digital & Print

Colour Mode: RGB

Flexibility: NOT Scalable (Raster)

PANTONE (Transparent Background)

Usage: Print

Colour Mode: PANTONE

Flexibility: EPS Scalable (Vector)

COLOUR PROFILES & USAGE

CMYK (Cyan, Magenta, Yellow, Black)

Use CMYK for print materials, like business cards and brochures.

RGB (Red, Green, Blue)

Use RGB for digital applications like websites and MicroSoft products.

PANTONE (Colour Matching System)

Use Pantone for exact colour-matching print materials, clothing and signage.

DIGITAL APPLICATIONS

Use RGB logos

File formats: EPS, JPG & PNG

1 COLOUR POSITIVE

GreenTech_Black_RGB.eps

GreenTech_Black_RGB.jpg

GreenTech_Black_RGB.png

1 COLOUR NEGATIVE

GreenTech_White_RGB.eps

GreenTech_White_RGB.png

2 COLOURS POSITIVE

GreenTech_Grey_&_Green_RGB.eps

GreenTech_Grey_&_Green_RGB.jpg

GreenTech_Grey_&_Green_RGB.png

2 COLOURS NEGATIVE

GreenTech_White_&_Green_RGB.eps

GreenTech_White_&_Green_RGB.png

PRINT APPLICATIONS

Use CMYK & PANTONE logos

File formats: EPS

1 COLOUR POSITIVE

GreenTech_Black_CMYK.eps

GreenTech_Black_PMS.eps

1 COLOUR NEGATIVE

GreenTech_White_CMYK.eps

GreenTech_White_PMS.eps

2 COLOURS POSITIVE

GreenTech_Grey_&_Green_CMYK.eps

GreenTech_PMS_Cool_Grey_10_&_293.eps

2 COLOURS NEGATIVE

GreenTech_White_&_Green_CMYK.eps

GreenTech_PMS_Cool_Grey_10_&_Green.eps

CORRECT COLOURS



PMS COOL GREY 10

CMYK

C0/M0/Y0/K70

RGB

109, 110, 113

HEX/HTML # 6D6E70



PMS 369 GREEN

CMYK

C67/M0/Y100/K0

RGB

91, 186, 71

HEX/HTML # 5BBA46



PMS BLACK

CMYK

C0/M0/Y0/K100

RGB

10, 0, 30

HEX/HTML # 0A001E



PMS 000 WHITE

CMYK

C0/M0/Y0/K0

RGB

255, 255, 255

HEX/HTML # FFFFFFFF