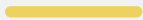




GREEN ENERGY HUB

BUILDING A SUSTAINABLE FUTURE



Branding Guideline



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Introduction

The following document has been designed as a guideline for the Green Energy Hub visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Green Energy Hub logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

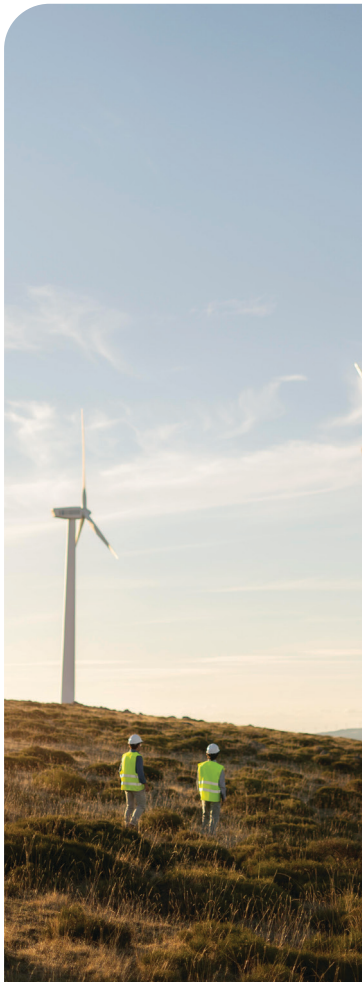


04

Imagery



Mood Board



Key Words

Trustworthy

Innovative

Progressive

Sustainable

Initiative

Transformative

Collaborative

Caring

Responsible

07
Logo



Primary Logo

The primary logo for Green Energy Hub is a vibrant, clean, and minimalistic icon. It features two key elements: leaves and a hexagon.

The leaves symbolize the brand's commitment to transitioning to sustainable energy sources, and their shape also resembles hands, representing the company's exceptional care for its customers.

The minimal and clean style of this logo enhances the company's professional tone, while maintaining their vibrancy and friendliness.



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Secondary Logo

The secondary logo for Green Energy Hub is a horizontal version of the primary logo. This variation was created to allow for the logo to be used in different spaces, giving the logo more flexibility and capabilities.

Brandmark

The brandmark is only the icon element of the primary logo. This can be used in its gradient form or in white on various colours, an example is provided here.



Logo Principals

The indicated clearspace around the logo allows for space to be kept between it and images, text and page edges. This enhances and maintains legibility and balance.

The diagram here shows the minimum clearspace to be left when using the logo.

Do not place any other elements within the clearspace zone specified. Minimum size outlines how small the logo may go. Do not use the logo any smaller than shown.

Clearspace



Minimum size



Print: 45 mm W
Digital: 170 px W



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Print: 40 mm W
Digital: 151 px W

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Colours



Colour Palette

A colour palette is a powerful tool for building an identity for the brand and communicating with consumers.

To create a professional, engaging and vibrant mood, this colour palette features a forest green as the primary colour with some lighter shades of green. Yellow is also to be used as an accent colour and a light grey is provided to be used as an additional background colour.



FOREST

CMYK 76 42 89 38
RGB 55 88 51
#375833



SPRING GREEN

CMYK 56.3 18.4 74.4 1.7
RGB 123 165 104
#7BA568



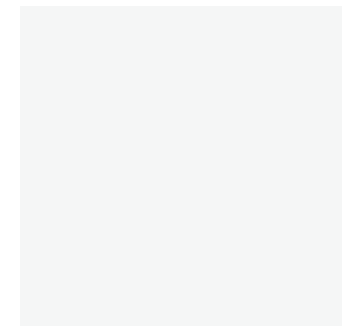
LIGHT GREEN

CMYK 76 42 89 38
RGB 55 88 51
#89BACB



CANARY

CMYK 6.9 38.8 59 0
RGB 233 166 115
#E9A673



SMOKE GREY

CMYK 0.4 1.2 3.7 0
RGB 252 249 242
#FCF9F2

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Typography



Font Families

Typography is the style and way of representation of the text. It enables brands to create context and personality. For Green Energy Hub, we want to communicate a professional, dependable and fresh feel. When developing a brand identity, a persistent type of font should be used, each with a particular reason.

Green Energy Hub uses 1 font family in varying weights for it's branding. It is important to follow the typographic hierarchy to ensure the fonts are being used effectively.

Gotham HTF

Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890

Gotham HTF

Book

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890

Font Heirarchy

Headlines
Gotham HTF
Bold
Sentence Case
27pt

Subheadings
Gotham HTF
Bold
Upper Case
15pt

Body Copy
Gotham HTF
Book
Sentence Case
12pt

Heading

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.

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Brand Elements



Brand Elements

These secondary design elements help make up and strengthen the brands identity. This pattern is made up of the icon element of the logo repeated and can be used in the Smoke or Light Green colour at 50% opacity. Alternatively, the icon can be used once as a watermark on either side of the page.



Brand Pattern



Watermark

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Brand Application





