



green
valley

GOES NUTS

BRAND GUIDELINE

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INTRODUCTION

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

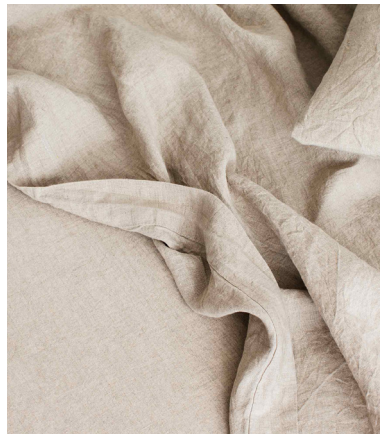
The Green Valley Goes Nuts logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

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

MOOD BOARD

KEYWORDS

Warm | Fun | Premium | Welcoming | Tasteful | Earthy

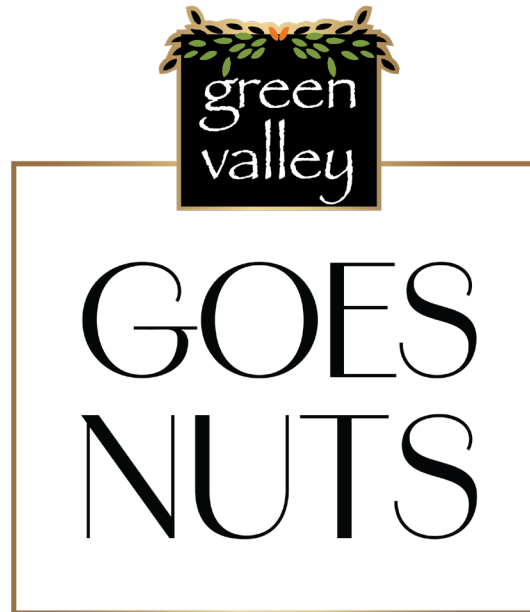




LOGOS

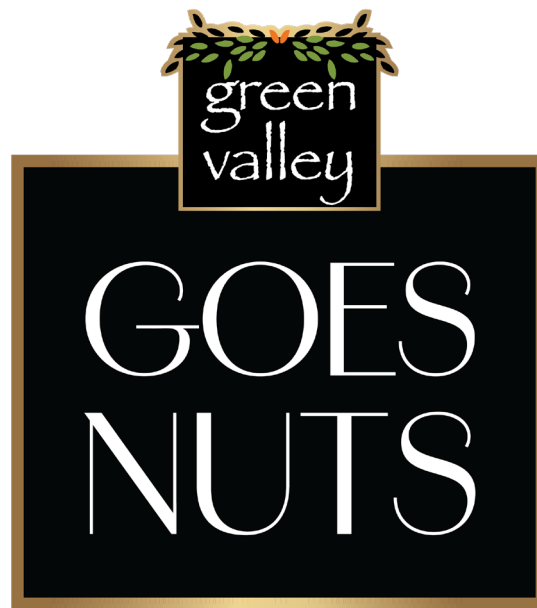
An outline for your logo to inform your audience on how to use
your logo correctly and why.





PRIMARY LOGO

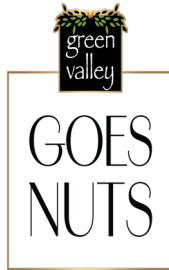
The Green Valley Goes Nuts logo reflects the premium nature of the new product range under the established Green Valley brand. The modern, stylised typography pairs with the gold border to create an elevated and dynamic twist on a trusted, legacy brand.



LOGO VARIATION

The following logos are alternatives to the primary logo, designed to address different visual needs while maintaining brand consistency. The left variation features a bold black background with white typography, offering a dramatic, high-contrast appearance. The right version incorporates a refined gold gradient background, adding a touch of luxury. These logo variations are crafted to ensure versatility across various platforms and applications, ensuring the brand retains its identity in any context.

X NO



X NO



X NO



X NO



X NO



X NO



LOGO MISUSE

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document

LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround the logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 16.5 mm W

Digital: 62 px W



COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.



WHITE
CMYK 0 0 0 0
#FFFFFF

PANTONE 7506 C
CMYK 5 13 25 0
#F1DBBF

PANTONE 7559 C
CMYK 38 53 83 21
#8C693D

PANTONE BLACK C
CMYK 0 0 0 100
#000000



TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.



BRAND FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography for Green Valley Goes Nuts features PF Marlet Display for headings and Avenir for subheadings and body copy. PF Marlet Display brings a refined, premium feel, while Avenir offers modern simplicity and readability. Together, they balance the brand's playful energy with a sophisticated, natural touch.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Aa

Avenir Book

Abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Avenir Medium

Abcdefghijklmnopqrstuvwxyz

1234567890

Aa

PF Marlet Display Regular

Abcdefghijklmnopqrstuvwxyz

1234567890

HEADINGS

PF Marlet Display Regular

Upper Case

Tracking: Metrics 25

BODY COPY

Avenir Book

Sentence Case

Tracking: Metrics 0

SUBHEADINGS

Avenir Medium

Upper Case

Tracking: Metrics 0

CALL TO ACTION

Avenir Medium

Upper Case

Tracking: Metrics 0

Headings

GREEN VALLEY

PREMIUM RANGE

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

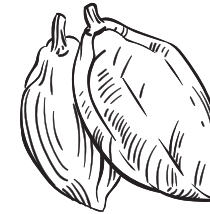
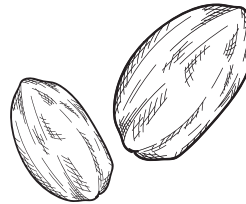
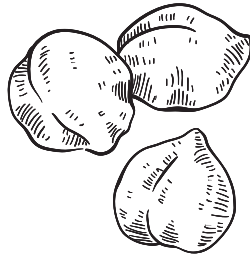
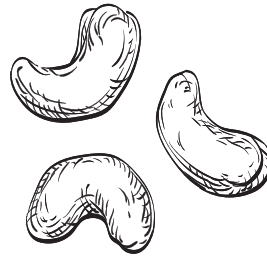
greenvalleygoesnuts.com.au



BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity.





GRAPHIC DEVICE

This graphic device features finely hand-drawn illustrations of leaves and nuts, reflecting the natural, artisanal essence of the Green Valley Goes Nuts brand. The organic lines create a warm, authentic feel. These versatile illustrations can be used as overlays or standalone accents, adding texture and enhancing the brand's identity across packaging, digital assets, and more.



BRAND APPLICATION

A representation of how the brand may look on different
mediums of marketing collateral.







green
valley

GOES
NUTS

CHOCOLATE
MEDLEY

150g



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

