

GREENZIE

BRAND GUIDELINES



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03 COLOR PALETTE

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Color

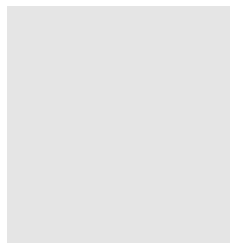


**#1D2D3A**

C:89 M:73 Y:58 K:74
R:29 G:45 B:58

**#73B426**

C:63 M:6 Y:100 K:0
R:115 G:180 B:38

**#E5E5E5**

C:9 M:6 Y:7 K:0
R:229 G:229 B:229



Type



HEADLINES + LOGO

BANKGOTHIC MD BT

BANKGOTHIC MD BT -- MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890!@#\$%^&*()_+?<>

SECONDARY SET

Rubik

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#\$%^&*()_+?<>

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****01234567890!@#\$%^&*()_+?<>**

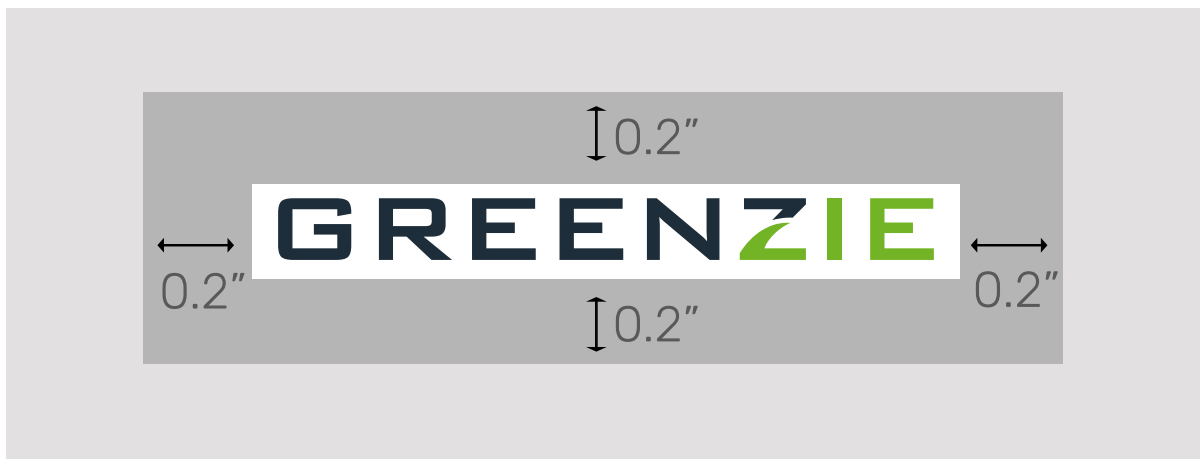
Logo



GREENZIE

Primary Logo





Keep at least 0.2" of space around the logo or icon.



GREENZIE

The logo is displayed in a bold, sans-serif typeface. The letters 'G', 'R', 'E', 'E', 'N' are white, while 'Z', 'I', and 'E' are a vibrant green. The background is a solid dark navy blue.

GREENZIE

The logo is displayed in a bold, sans-serif typeface. The letters 'G', 'R', 'E', 'E', 'N' are dark navy blue, while 'Z', 'I', and 'E' are a vibrant green. The background is a solid light grey.

GREENZIE

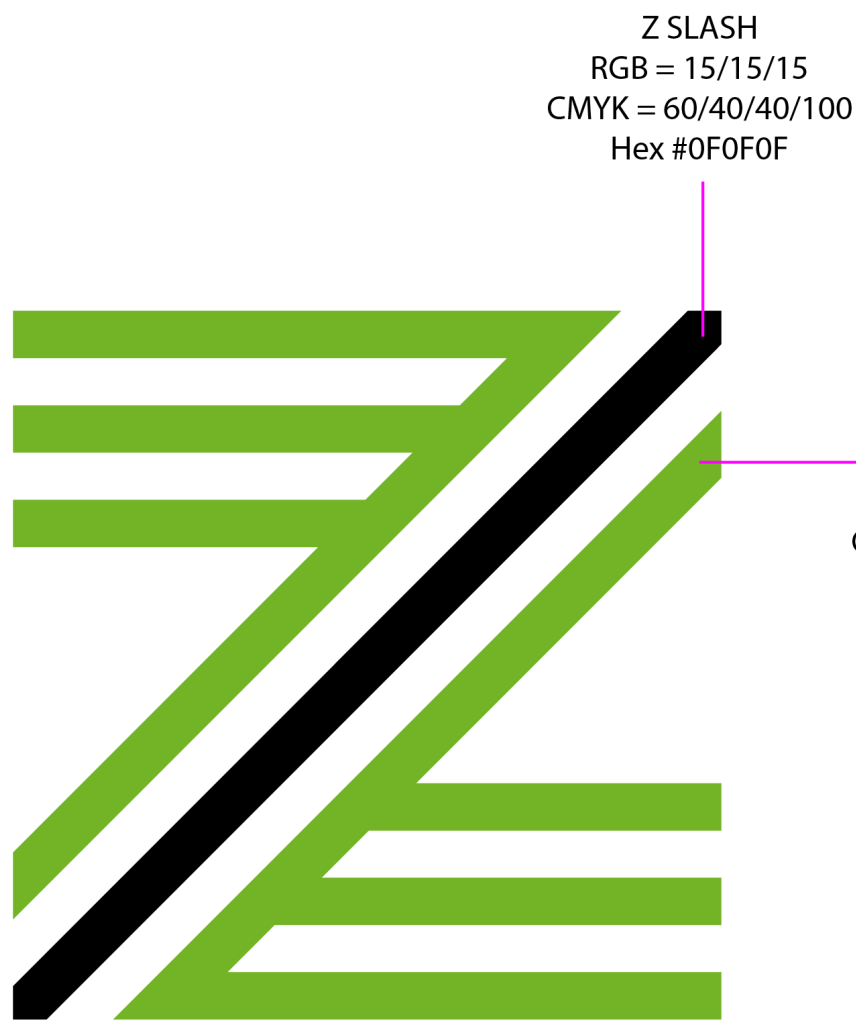
The logo is displayed in a bold, sans-serif typeface. All letters are white. The background is a solid vibrant green.

Secondary Versions

A decorative graphic at the bottom of the page consisting of a dark navy blue wave shape on top of a vibrant green wave shape.



Icons



Z SLASH
RGB = 15/15/15
CMYK = 60/40/40/100
Hex #0F0F0F

Z STRIPES
RGB = 115/180/38
CMYK = 63/6/100/0
Hex #73B426

**GREENZIE
POWERED
AUTONOMY™**

"GREENZIE POWERED"
Font = Geom Graphic, SemiBold
RGB = 115/180/38
CMYK = 63/6/100/0
Hex #73B426

"AUTONOMY"
Font = Geom Graphic, SemiBold, custom "A"
RGB = 15/15/15
CMYK = 60/40/40/100
Hex #0F0F0F

Z SLASH
RGB = 255/255/255
CMYK = 0/0/0/0
Hex #FFFFFF

Z STRIPES
RGB = 115/180/38
CMYK = 63/6/100/0
Hex #73B426

"GREENZIE POWERED"
Font = Geom Graphic, SemiBold
RGB = 115/180/38
CMYK = 63/6/100/0
Hex #73B426

BACKGROUND CONTAINER
RGB = 15/15/15
CMYK = 60/40/40/100
Hex #0F0F0F

"AUTONOMY"
Font = Geom Graphic, SemiBold, custom "A"
RGB = 255/255/255
CMYK = 0/0/0/0
Hex #FFFFFF



"GREENZIE POWERED"

Font = Geom Graphic, SemiBold

RGB = 115/180/38

CMYK = 63/6/100/0

Hex #73B426

**GREENZIE
POWERED
AUTONOMY™**

"AUTONOMY"

Font = Geom Graphic, SemiBold, custom "A"

RGB = 15/15/15

CMYK = 60/40/40/100

Hex #0F0F0F

"GREENZIE POWERED"

Font = Geom Graphic, SemiBold

RGB = 115/180/38

CMYK = 63/6/100/0

Hex #73B426



BACKGROUND CONTAINER

RGB = 15/15/15

CMYK = 60/40/40/100

Hex #0F0F0F

"AUTONOMY"

Font = Geom Graphic, SemiBold, custom "A"

RGB = 255/255/255

CMYK = 0/0/0/0

Hex #FFFFFF