



LOGO

LOGO

Logotype

The logotype must appear on, or endorse all GreenLab communications.

Always reproduce the precise positioning and proportions of the elements in the relationship shown here. The logotype should never be redrawn or modified.

The logotype 'GreenLab' is displayed on a dark grey background. 'Green' is in a white, bold, sans-serif font. 'Lab' is in a yellow, textured, sans-serif font with a fine grid pattern.The logotype 'GreenLab' is displayed on a light grey background. 'Green' is in a dark grey, bold, sans-serif font. 'Lab' is in a yellow, textured, sans-serif font with a fine grid pattern.

LOGO

Logotype use

To create the greatest impact in communications, the logo can be used in white over images that provide sufficient contrast.



LOGO

Logo clear space

To ensure prominence and legibility, the logotype is always surrounded by an area of clearspace which remains free of other components, such as type and graphic elements. The minimum area of clearspace is shown here. The box is a guide and does not appear in print.

The construction of the clearspace area for the logotype is based on the height and width of the G letterform from the GreenLab logotype.

Minimum size

To ensure the legibility of the GreenLab logotype, the minimum width for the logotype is 25 mm for print applications and 75 px for screen use.



25 mm / 75 px

