

green[®]
heritage

GRAPHIC STANDARDS GUIDE

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TABLE OF CONTENTS

INTRODUCTION	3
IDENTITY OVERVIEW	4
LOGO	
- Sizing Requirements	5
- Colors and Proper Usage	6
TAGLINE	8
COLORS	9
TYPOGRAPHY	
- Standard and Professional Fonts	10
- Typographic Hierarchy	11

INTRODUCTION

The following pages contain detailed instructions for implementing the Green Heritage® brand in a variety of applications.

PURPOSE

The purpose of this graphic standards guide is to provide a single, consistent image that helps build brand equity and identity. This unified approach, when applied across every level of visual communication for Green Heritage products, will create focus internally and ensure external audiences understand what Green Heritage is, what it can do, and how its products can benefit them.

BENEFITS

The benefits of adhering to a set of guidelines in the presentation of the Green Heritage image will build stability and raise the level of recognition among consumers, as well as the community at large. Therefore, we advise all staff and partners to adhere to the standards in this guide in order to promote and support the Green Heritage brand.

The strength of this system relies upon its consistent implementation. Do not hesitate to contact greenheritagetissue.com/contact if any areas require further explanation. Downloadable artwork is available at atlastissue.com/logo.

IDENTITY OVERVIEW

The look and feel of the Green Heritage® identity is determined by three basic components: logo, color and typography.

These elements have been carefully crafted to project a coherent, pleasing and meaningful image of Green Heritage to our audience.



OFFICIAL LOGO

The logo is composed of the name, design and a trademark (™) symbol.

The first time the Green Heritage name is mentioned in text, it should contain a registered trademark (®) symbol.

Proper and improper use of the Green Heritage logo are discussed later in this guide.

COLOR

Colors identify the brand and create powerful visual impressions. The Green Heritage color palette and codes are provided in the Colors section.

TYPOGRAPHY

The Green Heritage designated typefaces help shape the visual tonality of the messages being communicated. For the specific typefaces and their appropriate uses, see Typography.

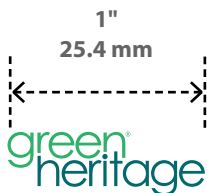
LOGO - SIZING REQUIREMENTS

Respecting the logo's minimum size, clear space and proportion requirements will ensure clarity and legibility.

MINIMUM SIZE REQUIREMENT

The logo must never appear any smaller than the minimum size specified below.

OFFICIAL LOGO



CLEAR SPACE REQUIREMENT

Always surround the logo with adequate clear space protection – the space around the logo itself. The size of the clear space is equivalent to the size of the letter "e" in the logo.



PROPORTION REQUIREMENT

Never stretch, distort, skew, warp, pixelate or transform the logo in a way that alters its original state.



The Green Heritage® Professional brand is designed for away-from-home markets.

OFFICIAL LOGO



NO BOX



OFFICIAL FULL COLOR



B&W



REVERSE B&W

BOXED LOGO



BOXED FULL COLOR



BOXED B&W



BOXED REVERSE ON
COLORED BACKGROUND



BOXED REVERSE B&W

LOGO - COLORS AND PROPER USAGE (CONT'D)

The Green Heritage® Professional logo is for away-from-home markets.

NO BOX



OFFICIAL FULL COLOR



B & W



REVERSE B & W

BOXED LOGO



BOXED FULL COLOR



BOXED B & W



BOXED REVERSE ON
COLORED BACKGROUND



BOXED REVERSE B & W

TAGLINE

Respecting the proper font, color and usage requirements for the Green Heritage® tagline will contribute to the look and feel of the Green Heritage brand.

TAGLINE

The Green Heritage tagline is composed of the Raleway (medium) font, a trademark symbol (™) and the same blue color that appears in the word "heritage" in the Green Heritage logo.

Soft on You. Easy on the Planet.™

CLEAR SPACE REQUIREMENT

When placing the tagline below the logo, always respect the clear space requirement established for the Green Heritage logo.

PROPER USAGE



green[®]
heritage
Soft on You. Easy on the Planet.™



green[®]
heritage
e
Soft on You. Easy on the Planet.™

Color plays a key role in the visual expression of the Green Heritage® brand.

COLORS FOR PRINT

GREEN

PANTONE 354 U

C = 76, M = 2, Y = 80, K = 0

BLUE

PANTONE 3155 U

C = 90, M = 43, Y = 50, K = 18

COLORS FOR WEB

GREEN

#2EB164

R = 46, G = 177, B = 105

BLUE

#02696F

R = 2, G = 105, B = 111

The official Green Heritage® typeface is Myriad Pro for use in all professional marketing collateral pieces produced by a graphic designer. Our standard typeface is Open Sans for use in all standard documents, such as letters, presentations and other communications.

PROFESSIONAL USE

PREFERRED STYLE FOR HEADLINES

- Myriad Pro (caps, bold)

MYRIAD PRO (CAPS, BOLD)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREFERRED STYLES FOR BODY TYPE

- Myriad Pro (condensed, regular, bold)

Myriad Pro (condensed)
abcdefghijklmnopqrstuvwxyz

Myriad Pro (regular)
abcdefghijklmnopqrstuvwxyz

Myriad Pro (bold)
abcdefghijklmnopqrstuvwxyz

STANDARD USE

PREFERRED STYLE FOR HEADLINES

- Open Sans (caps, bold)

OPEN SANS (CAPS, BOLD)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREFERRED STYLES FOR BODY TYPE

-Open Sans (condensed light, condensed light italic, regular, italic, bold, bold italic)

Open Sans (condensed light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans (condensed light italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

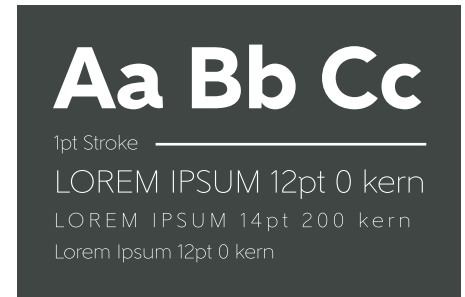
Open Sans (italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans (bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans (bold italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHIC HIERARCHY

Text can be set at various weights, styles and cases to achieve a typographic hierarchy. Varying line-height and letter-spacing is also helpful. It is possible to differentiate between headlines, subheads, running text, emphasis, marginal notes and other means of accentuation. Doing all of these things will create visual interest in the Green Heritage® brand, thus promoting brand equity.





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