BRAND GUIDELINES

## COLOUR LOGO

Referencing our love of plants and our commitment to quality, our leaf motif is informed by our market leading position and infers a crown, a symbol of excellence. References include abundant, healthy growth and our main inspiration: nature.

**Colour logo**. Our logo is a combination of a timeless wordmark with an icon that symbolises excellence. Where possible please use the colour logo and print using Pantone inks.



## LOGO CLEARANCE

A clearance zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.
This zone should be considered the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.
The clearance zone is equal to the height of the capital 'V'of 'vistafolia'.

## DESCRIPTOR

### ARTIFICIAL GREEN WALLS

Our descriptor line communicates and describes the product that we provide.
It is locked up with the logo in a fixed relationship and should never be altered in any way.
Always use the logo master artwork provided.

**VISTAGREEN**
ARTIFICIAL GREEN WALLS

## REVERSED LOGO

When using the logo on an image, there are times when legibillity of the logo will be diminshed.
In these situations we have a white reversed version of the logo that we can use over photography.
This logo can appear in white only and be used on either photographic or primary green backgrounds.

## TYPOGRAPHY

Montserrat is our typeface.
It is a free font that works across all marketing channels
No other font should be substituted for it.
We use Montserrat Medium for main headings and sub headings.
We use Montserrat Light for body text.
Montserrat is available free to download online. Search 'Montserrat free font download'.

**MONTSERRAT MEDIUM**

**A B C D E F G H I J K L M**

**N O P Q R S T U V W X Y Z**

MONTSERRAT LIGHT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

We use left or centred text for
main headings, sub headings and introductions.
We use left aligned text for body text.
Main and sub headings should be set in Montserrat Medium with 50 tracking and in caps.
Use our primary greens for main headings and sub headings. Body text should be coloured black.
Body text should be typset in Montserrat Light with 0 tracking.

## MAIN HEADINGS

### SUB HEADINGS

Body text should look like this.

## COLOUR

We use a primary colour palette of two different greens.
Colour should be used for main headings and sub headings and to highlight important information.
Avoid using primary green backgrounds.
We also use white and stone as secondary / background colours.
Please only use the colour logo on a stone or white background.
Make sure you are using the correct colours for your medium (RGB for screen and Pantone or CMYK for print).
Only use the values specified here and remember that we never use tints of palette colours.
Pantone inks should be the primary choice for any litho print production.

VistaFolia Leaf Green
Pantone Green 348 C / Pantone Green 355 U
C: 100 M: 25 Y: 100 K: 0
R: 0 G: 128 B: 61

VistaFolia Bright Green
Pantone Green 368 C / Pantone Green 375 U
C: 65: M: 0 Y: 100 K:0
R: 101 G: 179 B: 46

White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Stone
C: 0 M: 0 Y: 3 K: 6
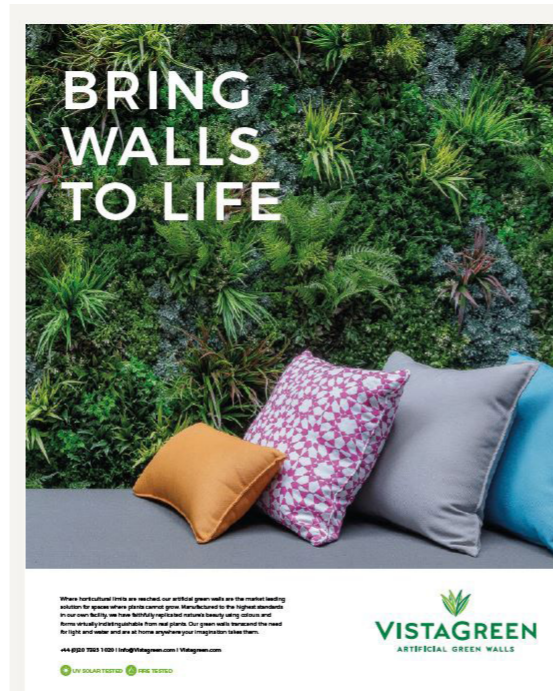R: 240 G: 239 B: 232

## BRAND MESSAGE

To communicate and cover everything that we stand for, we have an inclusive, meaningful message that defines us and the service we provide.
It's what we do and it's what we allow our customers to do.
The statement can be used as a headline. Please see examples in this guide.
The brand line is never locked up with the logo.

## BRING WALLS TO LIFE



Advert



Website homepage