



GUERNSEY GREEN FUND

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# BRAND GUIDELINES

# DESIGN AND BRAND GUIDELINES

## A BRAND & THE DESIGN

### THE DESIGN GUIDELINES

The Guernsey Green Fund logo is the stamp issued by the Guernsey Financial Services Commission to certify a fund that meets the regulatory standards to qualify as a green product.

These guidelines describe the visual and verbal elements that represent Guernsey Green Fund's corporate identity. This includes the name, logo and other elements such as color and type.

Each of us is responsible for protecting the brand's interests by preventing unauthorized or incorrect use of the the Guernsey Green Fund name and marks.

This document is correct as at 22.06.2018

# INTRODUCTION

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# SECTION 1 CORPORATE LOGO

## THE INTRODUCTION

The 'Guernsey Green Fund' masterbrand or corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image evoking the environmental impact of product it defines.

The logotype has been carefully chosen for its modern, clean and simple style. It uses uppercase characters due to the impactful nature of the product.

The typeface TT Firsi has been chosen to complement and balance perfectly with the logo symbol, which is based on the reflective structures of both a leaf and a tree. This represents that impact can be effected at all scales from little to large.

The corporate colours are dark green and bright green to represent the ecological nature of the green fund and bring a fresh energy to the brand.

### 1) THE LOGO SYMBOL

Uses the 'Y' of guernsey to create the core structure of both leaf and tree, representing the different scales of funds and Guernsey's position at the heart of the evolution of green products. The tree/leaf structure represents growth and environmental impact.

### 2) THE LOGO TITLE

Carefully chosen for its modern, clean and simple structure. Uppercase was chosen to represent the impact of the product. The font that is used in the logo title is TT Firsi Regular.



LOGO LIGHT VERSION



The logo light version will be used when the background color is dark coloured and a full reverse logo is required.

LOGO LIGHT TEXT VERSION



The logo light version will be used when the background color is dark coloured and a colour version of the logo can be used.

LOGO GREYSCALE VERSION



The logo light version will be used when the background color is light coloured and a greyscale logo is required.

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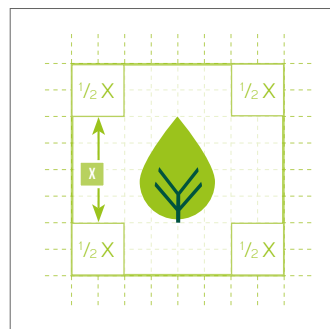
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CLEAR SPACE



Full logo



Logo symbol

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clear space take the height of the logo and divide it in half. (Clear space = height / 2).

MINIMUM LOGO SIZES

Full logo

Minimum size: 16mm (w) x 10.6mm (h)



20 mm



16 mm



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## SECTION 2

# CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the brand personality and ensures clarity and harmony across all Guernsey Green products.

### TT FIRS

An elegant typeface with clean lines, strong strokes and unique crotch strokes. TT Firs is very calm and neutral and a perfect fit for the modern media environment: mobile applications and websites.

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

Regular

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

Figures

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## SECTION 3 CORPORATE COLOUR SET

### THE PRIMARY COLOUR SET AND COLOUR CODES

Colour plays an important role in the Guernsey Green Fund corporate identity programme. The colours that follow are recommendations for various media. A palette of primary colours has been developed to create the 'One Voice' colour scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Guernsey Green Fund

brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will always be consistent. Pantone colours should be used as a guide when colour checking CMYK or RGB media. Each colour has been chosen to sit harmoniously with the Guernsey Financial Services Commission brand colour palate, whilst retaining its own individual voice.

#### BRIGHT GREEN

The Guernsey Green Fund 'Bright Green' was chosen to reflect the bright and growing the industry of green products. It is the signature colour of the brand and can be used as a highlight to pull out key information.



CMYK : C48 M0 Y100 K0  
Pantone : 157-8 U  
RGB : R155 G195 B26  
Hex : #9bc31a

Colour tones



100%



80%



60%



40%



20%

Gradient



#### DARK GREEN

The Guernsey Green Fund 'Dark Green' was chosen to complement the Guernsey Green Fund 'Bright Green'. This deeper green also reflects the Guernsey Financial Services Commission colour palate which is made up of a suite of harmonious light and dark colours.

N.B. For body copy a 75% tint Black should be used.



CMYK : C100 M0 Y68 K60  
Pantone : 135-16 U  
RGB : R0 G82 B62  
Hex : #00523e

Colour tones



100%



80%



60%



40%



20%

Gradient

