



BRAND STYLE GUIDE



## STAY TRUE

We put a lot of work into building your brand from the inside out. It looks, acts and speaks as a cohesive entity—so let's do our very best to keep it that way. Following these guidelines will ensure that all elements of your shiny new brand will be used correctly in order to uphold a professional and consistent presence when you share it with the world.



BRAND PILLARS

Smart

Human

Proud

Precise

Committed

Relentless

Savvy





## THE NEW AMERICAN FARMER

In America today

A new kind of industry is sprouting.

One defined by a new kind of machine.

A growing, powerful machine.

Running on the most precious fuel known to man.

That fuel is called courage.

Creativity.

And vision.

The machine is you.

The new American farmer.

In whose capable hands lies a tool.

Precision-made.

Painstakingly crafted to help a new crop of pioneers —  
those who define the new frontier of an entire industry.

A legitimate, growing industry.

A movement.

A revolution.

But make no mistake, the revolution isn't finished.

This is the next American agricultural boom.

And in true American fashion, technology is at  
the heart of it all.

We're Greenbroz.

We believe innovation isn't just for beans and corn  
and kale anymore.

An industry poised to be a global powerhouse both  
deserves and demands the utmost in craftsmanship,  
durability and reliability.

And so we've designed our machines accordingly.

To fire a much more important machine.

The new American farmer.

May the revolution flower forever.





## PRIMARY LOGO

Greenbroz' primary logo is a word mark and character icon. The icon is a striking yet balanced mark that speaks to the company's grass roots beginnings while giving a proud nod to the advancements of it's technical engineering. The word-mark (type) is also bold and balanced. It creates a strong foundation for the striking icon that rests just above it.

The overall brand identity reflects the organic and mechanical characteristic of the industry. It mixes the nature flow of water, fire and vegetation with a symmetrical and engineered structure that all come together to create a unique "G".



## MINIMUM SIZE

The smallest the logo should be is 1" high.

## SECONDARY LOGOS

Greenbroz' secondary logo mark can be used to replace the primary logo for added brand elements or for specific orientations that may require a different shape or layout. These alternative marks allow your brand assets to be versatile while keeping the look and feel consistent and memorable.

**A**

Logo mark only

**B**

Horizontal logo lock-up

**A**



**B**



**GREENBROZ**

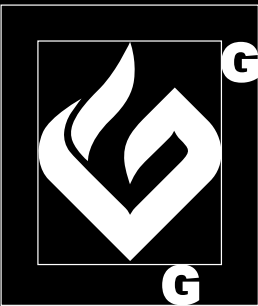
COLOR USAGE

The color usage for Greenbroz is fairly simple. The main logo will mostly be used in the black or green against neutral background, but can also be used in black or white against the branded-color backgrounds.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any other competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the logos impact.



The minimum clear space is defined as a height of the G for both the primary and secondary logos. This minimum space should be maintained as the logo is proportionately resized.



COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but will also serve a psychological purpose by communicating specific feelings to your audience.

Generally the color **Green** often reflects and provokes feelings such as **reliability, intelligence, growth and success.**



**NATURAL GREEN (PMS 7495 C)**  
CMYK: 47, 27, 96, 5  
RGB: 144, 153, 63  
Hex: #90993f



**RICH BLACK**  
CMYK: 50, 50, 50,100  
RGB: 5, 0, 0  
Hex: #050000



**LITE GREY**  
CMYK: 0, 0, 0, 10  
RGB: 230, 230, 231  
Hex: #e6e6e7



**CHARCOAL**  
CMYK: 0, 0, 0, 5  
RGB: 89, 89, 91  
Hex: #59595b

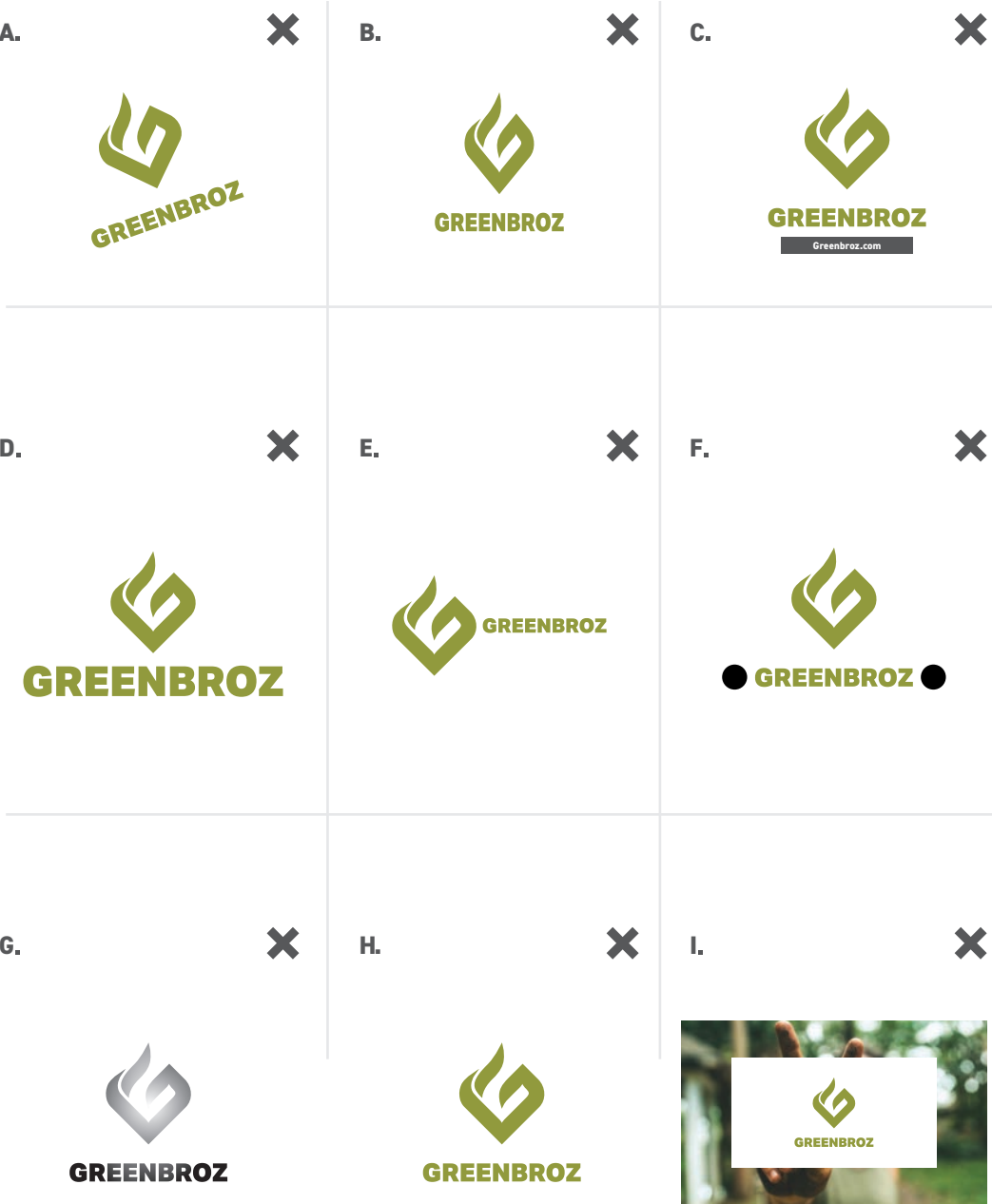




# INCORRECT USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows, gradients and outlines. Here are a few examples of some ways you should **NEVER** ever consider using the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't place elements in the logo clear space.
- D. Don't resize the separate parts.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't add unofficial graphics to the logo.
- G. Don't use off brand colors. Reference the "Color Usage" section.
- H. Don't use dropshadows or other text styles.
- I. Don't contain the logo in a box when used on a background.





# TRUE TO THE CROP

Some revolutions are born.  
Ours was engineered.

## TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and professional feel of the brand and should be used across all print and digital applications.

### AKTIVGROTESK - BLACK

Use for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#

### AVENIR - ROMAN

Use for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#



## ADVERTISING

The advertising guidelines have several nuances that need to be considered. Use these example as inspiration and specific road maps as you build more assets to share the brand with your audience. Please note the balance of negative space, the mood of the imagery, font hierarchy and the brand elements.





## BRAND ELEMENTS

These elements are meant to support the brand on various executions and applications, such as print and digital advertisements, marketing materials, trade show exhibits and even product descriptors.



**ALCHEMIST**

**215 - DT**

**MODEL - Z**







## FINAL COMMENTS

If ever in doubt, just refer back to this guide or please feel free to reach out to (ahab@gutbranding.co). These guidelines are fairly flexible and should allow for enough creative freedom to use the logo as you see fit while still making sure the brand looks and feels its best across all touch points.

**Thank you for trusting us with your brand.**





**WISHING YOU GREAT SUCCESS.**

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