
greenview

INTRODUCTION

This document aims to establish a set of standards and guidelines for the use of the “by Greenview” endorsement across the brands of companies joining Greenview Living Landscapes.

The goal is to create a Brand Endorsement system that communicates each company’s affiliation with the Group in a consistent and recognisable way, while preserving the identity, brand equity and visual autonomy of each individual brand.

The guidelines outline the principles for using the endorsement logo, the rules governing its application and the visual hierarchy between brands, as well as examples across key brand touchpoints, including websites, logos, email signatures and fleet vehicles.

Additional relevant applications are also identified, together with guidelines to ensure consistent brand communication across all companies within Greenview.

Ultimately, the aim is to establish a shared identity and strengthen Greenview’s presence as a Group, without compromising the value of the brands that become part of its portfolio.

01 Brand endorsement

LOGO

As part of the Greenview Living Landscapes brand endorsement strategy, a transition system has been developed to ensure continuity, brand recognition and a gradual, consistent adaptation across all brand touchpoints.

This transition strategy aims to preserve the value and brand equity of existing brands while progressively introducing and strengthening the Greenview identity.

Logo > Digital
Logo > Print



BRAND ENDORSEMENT

The first phase prioritises the recognition of the existing brands while simultaneously introducing the new identity through the endorsement “by Greenview”.

At this stage, the company’s original logo remains the dominant visual element, helping to preserve familiarity and trust among existing clients, partners and other audiences.

The Greenview seal is applied as a secondary endorsement, always maintaining a lower visual hierarchy.



LOGO PROPORTIONS

The company brand occupies the upper grid across the full 2X width, while the “by greenview” endorsement is right-aligned within the second X unit. The vertical offset between the two elements is strictly defined by the height of two leaf icons.



CLEAR SPACE

Maintain clear space equal to the hight of the “leaves” in the logotype to ensure maximum impact and legibility.



MINIMUM SIZE

To preserve the clarity and legibility across all applications, a minimum size has been defined. The logo should never be scaled below these limits to ensure brand recognition and consistency.

PRINT



25 MM

DIGITAL



70 PX

COLOR USAGE & BEHAVIOR

Greenview logo should appear in monochrome: VERDANT on light backgrounds and SPROUT on dark backgrounds. Custom applications may be used if approved.

The use of the logo over colored backgrounds must always follow the principle of maximizing contrast to ensure legibility.

When combining primary brand colors, it is essential to maintain content clarity. Avoid overlaying light colors on other light tones or dark colors on dark backgrounds, as this can compromise readability.

Recommended primary color combinations that help maintain visual consistency and legibility.









02 Typography

TYPEFACE

Greenview primary typeface is Funnel Display is a contemporary sans-serif display typeface designed by NORD ID and Kristian Möller. Created with both clarity and personality in mind, the font combines geometric precision with subtle dynamic details inspired by the movement and flow of data points.

Its distinctive character comes from slightly shifted stems and refined proportions, giving the typeface a sense of rhythm and motion while maintaining a clean, minimal aesthetic. The result is a font that feels modern, sophisticated and highly versatile.

Funnel Display font should be used across all brand materials.

Font sizing and spacing should follow best practices for readability, with appropriate hierarchy.

Funnel_Display

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?@&

Light
Regular
Medium
SemiBold
Bold
ExtraBold

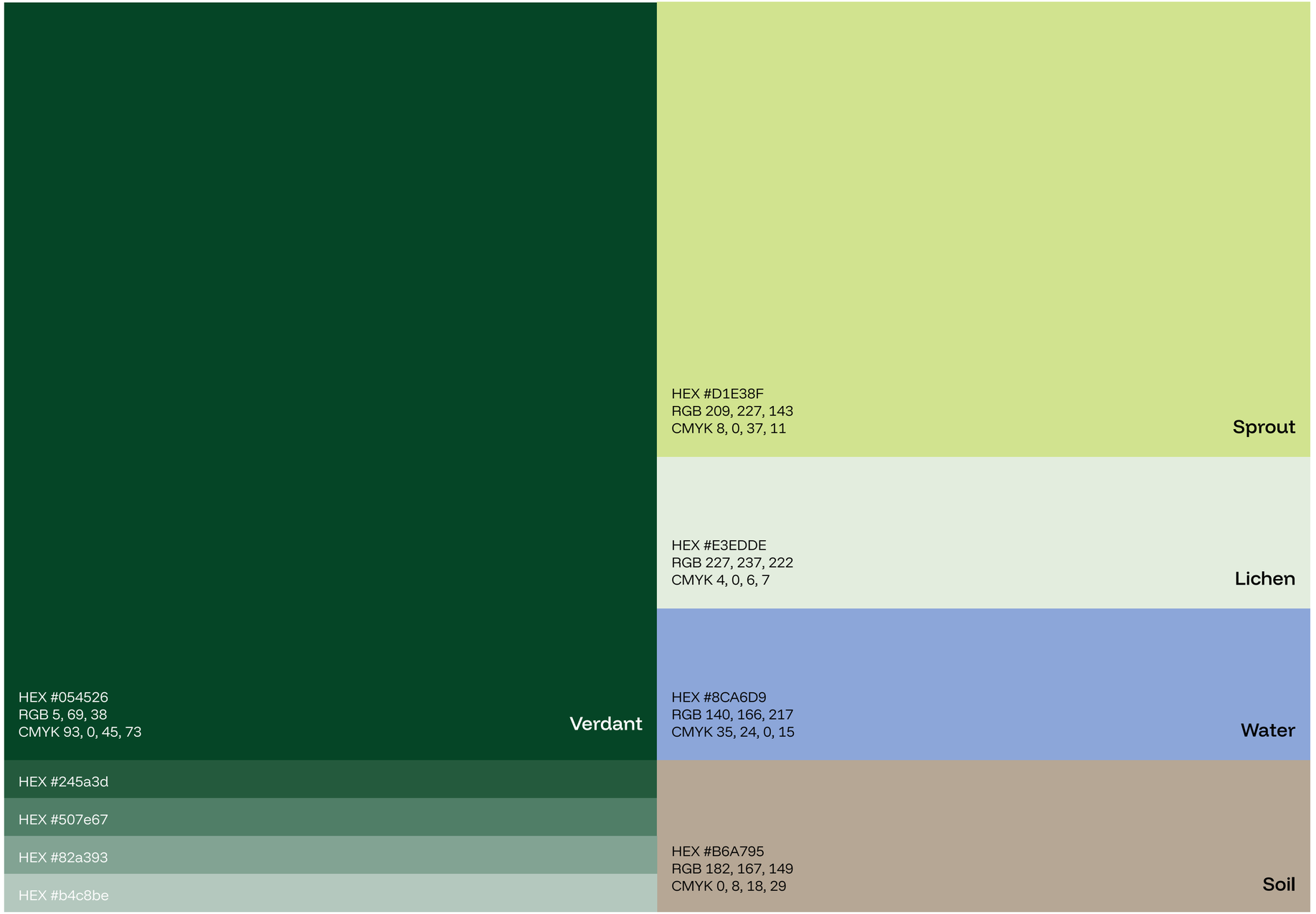
FUNNEL SANS AND FUNNEL DISPLAY ARE MODERN SANS-SERIF TYPEFACES WITH BOTH CLARITY AND CHARACTER, ORIGINALLY DEVELOPED BY NORD ID AND KRISTIAN MÖLLER FOR FUNNELMOVEMENT. AVAILABLE VIA GOOGLE FONTS

03 Color Palette

COLOR PALETTE

Greenview color palette is inspired by the natural balance between vegetation, water, earth and light. Carefully selected to reflect the brand’s connection to landscape design and outdoor living, the palette combines depth, softness and freshness in a contemporary and sophisticated way.

Together, these colors create a flexible visual system that allows the brand to communicate both elegance and natural authenticity across print, digital and environmental applications.



04 Applications

FLLET

“by Greenview” logo applied to a fleet vehicle.



EMAIL SIGNATURE

Editable email signature attached:

Greenview_email_signature.ppt

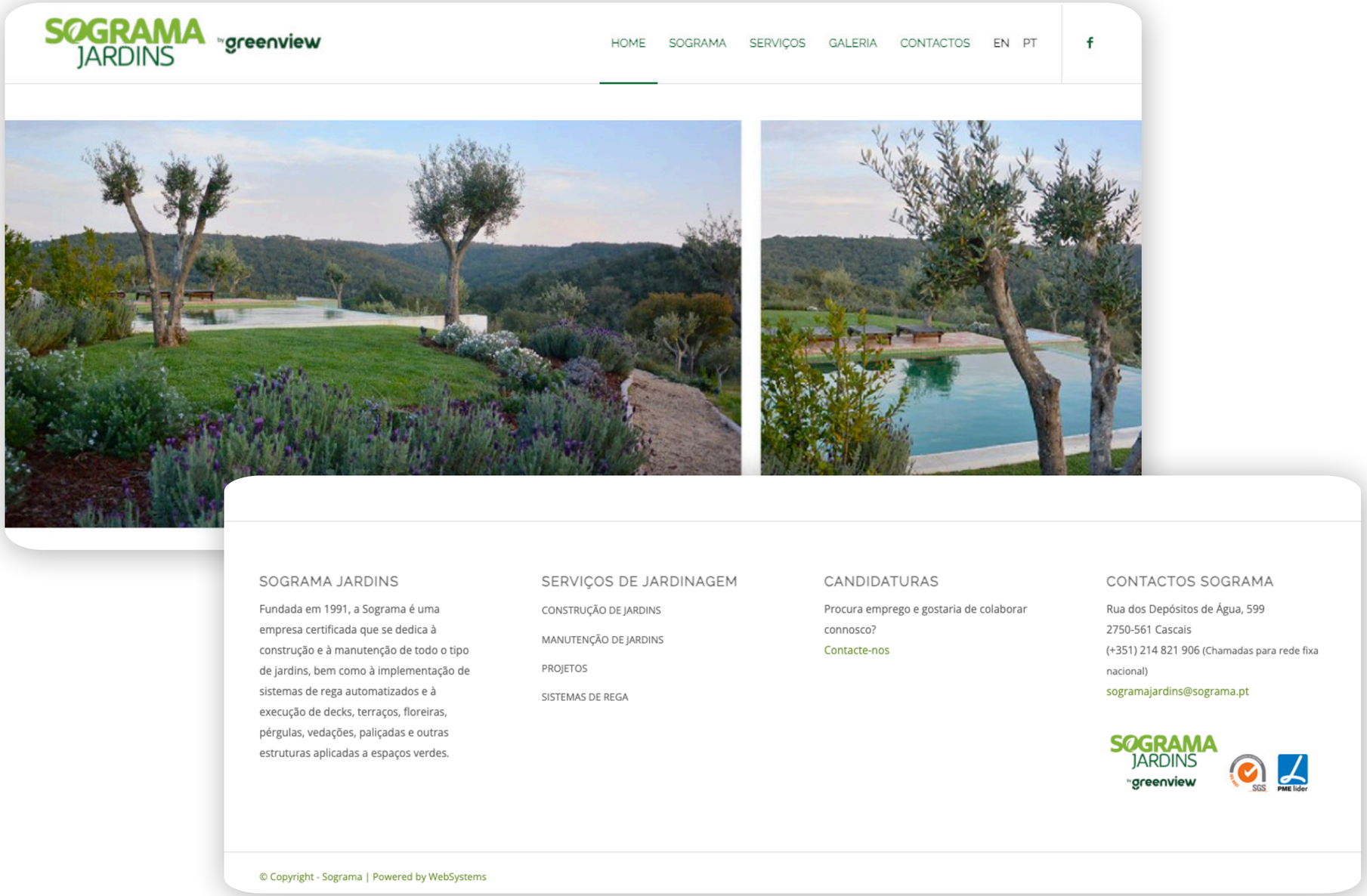
TO:

FROM:



WEBSITE

Examples of application of the “by Greenview” logo in the company’s website navigation bar and footer.





VISUAL GUIDELINES DEVELOPED BY WSA – WE ARE A BRAND YARD