greenview

VISUAL GUIDELINES - MAY 2026

01 Logo

LOGO VERSIONS

Greenview Living Landscapes brand universe consists of 3 versions of the brand that can be used in different situations and communication materials: Logotype with/without signature and Symbol. The use of each version must follow the guidelines below:

Logo with signature
This is the preferred version and should be used in most applications. This version should be used whenever there is enough space to ensure clear legibility and whenever it is important to reinforce the brand positioning and conceptual universe.

Logo without signature
A simplified version of the Greenview logotype. This version allows for a more direct and versatile communication while maintaining the strength and recognition of the visual identity.

Symbol
It should be used whenever the context requires a more discreet presence or in very small-scale applications, ensuring immediate recognition without the need for the full logo. It may also be used at a larger scale as a graphic element whenever the complete logo is already present within the same brand environment.



LOGOTYPE WITH SIGNATURE



LOGOTYPE WITHOUT SIGNATURE



SYMBOL

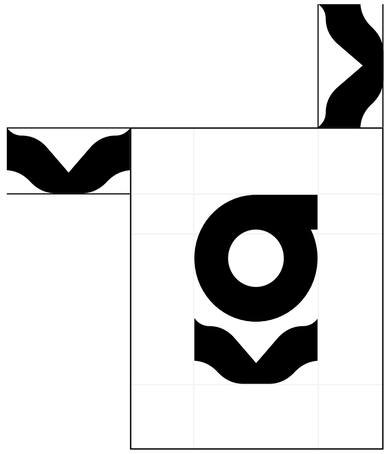
CLEAR SPACE

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



SYMBOL

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



40 MM



25 MM



4 MM

DIGITAL



130 PX



70 PX



15 PX

COLOR VARIATIONS

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



PHOTOGRAPHIC BACKGROUNDS

Use the SPROUT logo over darkened photography or VERDANT logo over lightened photography for optimal contrast.





INCORRECT USAGE

Do not stretch, rotate, add shadows, or use the logo over busy or low-contrast backgrounds.



DO NOT STRETCH, COMPRESS,
OR DISTORT THE LOGO.



DO NOT ROTATE THE LOGO OFF
ITS HORIZONTAL OR VERTICAL AXIS.



DO NOT APPLY HEAVY VISUAL EFFECTS.



DO NOT USE UNAPPROVED COLORS.



DO NOT CHANGE THE POSITIONING
OR COMPOSITION OF THE LOGO ELEMENTS.



DO NOT PLACE THE LOGO OVER BACKGROUNDS THAT
COMPROMISE LEGIBILITY.

02 Typography

TYPEFACE

Our 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.

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

HIERARCHY

Ao redigir e desenhar conteúdos, deve-se utilizar os seguintes exemplos como orientação. Seguir estas diretrizes garante a manutenção da coerência visual e textual, assegurando uma comunicação clara e eficaz.

TÍTULOS: FUNNEL DISPLAY SEMIBOLD
FONT SIZE 30 PT
LEADING 120%
TRACKING 0 PT

X

Living Landscapes

5X

TÍTULOS DESTAQUE: FUNNEL DISPLAY MEDIUM
FONT SIZE 80 PT
LEADING 120%
TRACKING 25 PT

Gardens

5X

TEXTO: FUNNEL DISPLAY LIGHT
FONT SIZE 20 PT
LEADING 150%
TRACKING 0%

Este é um exemplo de texto corrido, também conhecido como “body copy”, onde se pode explorar os detalhes de um tema de forma mais aprofundada. Aqui, o objetivo é oferecer informações claras e organizadas, permitindo ao leitor compreender melhor o assunto.

2X

TEXTO PEQUENO: FUNNEL DISPLAY LIGHT
FONT SIZE 15 PT
LEADING 150%
TRACKING 0%

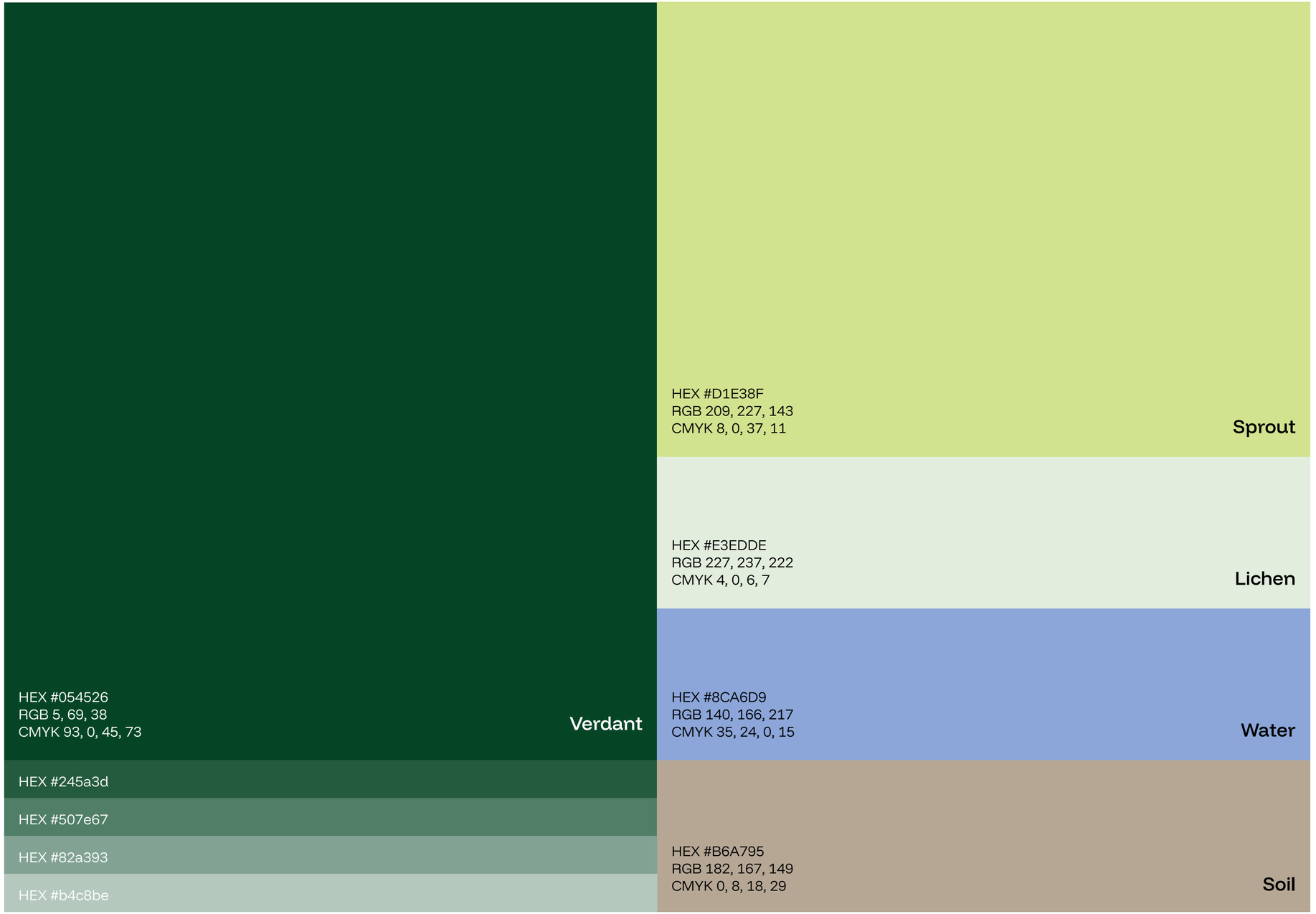
Este texto é para contextos onde o uso de letras pequenas é necessário, como rodapés ou elementos de menor destaque.

03 Color Palette

COLOR PALETTE

Our 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.



COLOR USAGE & BEHAVIOR

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.



04 Graphic Elements

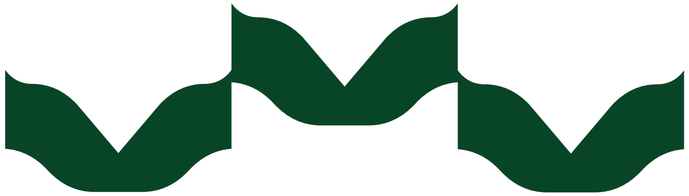
GRAPHIC ELEMENTS

These graphic elements extend the brand identity beyond the logo, creating a flexible and recognisable visual language.

Used independently or paired with the logo, this element adds rhythm, movement, and a distinctive brand signature across different applications.



SYMBOL AND LEAVES



LEAVES



SYMBOL AND TAGLINE

Living
Landscapes

TAGLINE

GRAPHIC ELEMENTS

Usage & behavior





GRAPHIC ELEMENTS

Usage & behavior





05 Logo Transitions

LOGO TRANSITIONS

As part of the evolution from Sograma and Jardim Vista to Greenview Living Landscapes, a phased transition system was developed to ensure continuity, recognition and a smooth adaptation across all brand touchpoints.

This transition strategy allows the legacy brand equity of both Sograma and Jardim Vista to remain present while progressively introducing and consolidating the Greenview identity.

Phase 1
The first stage prioritises the recognition of the existing brands while introducing the new identity through the endorsement “by Greenview”.
At this stage, Sograma and Jardim Vista remain the dominant visual elements, helping maintain familiarity and trust among existing clients, partners and audiences.

Objective:
To establish an initial association between the existing brands and Greenview while beginning the migration towards the new visual identity.



PHASE 1 - SOGRAMA BY GREENVIEW



PHASE 1 - JARDIM VISTA BY GREENVIEW

LOGO TRANSITIONS

Phase 2
The second stage shifts the visual hierarchy towards Greenview, which becomes the primary brand expression.
The Sograma and Jardim Vista logos remain present in a secondary position, reinforcing continuity and heritage while allowing Greenview to gain prominence and recognition.

Objective:
To strengthen Greenview as the main brand while preserving a visible connection to the previous brands during the transition period.

This phased approach ensures a gradual and strategic evolution of the brand identity, minimising disruption while building long-term consistency and recognition for Greenview Living Landscapes.



PHASE 2 - GREENVIEW SOGRAMA

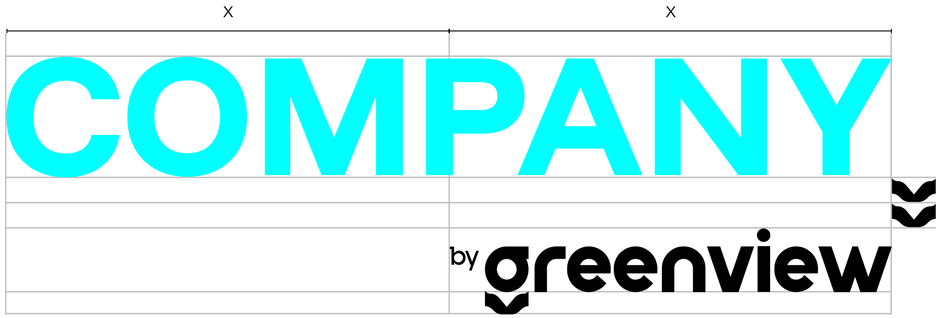


PHASE 2 - GREENVIEW JARDIM VISTA

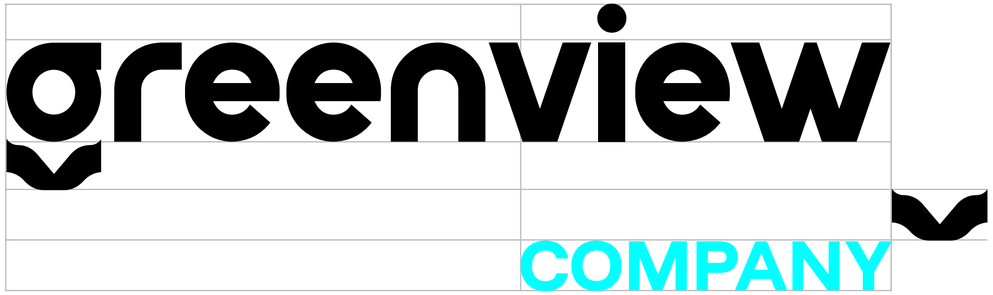
LOGO TRANSITIONS

Phase 1
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.

Phase 2
“Greenview” assumes the primary position in the upper portion of the grid. The “COMPANY” brand is right-aligned, spanning from the right edge to the lower-left vertex of the “v” in greenview, with a vertical offset between the two elements equal to the height of one leaf icon.



PHASE 1



PHASE 2



VISUAL GUIDELINES DEVELOPED BY WSA – WE ARE A BRAND YARD