




# Brand Manual





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The logo represents the three pillars of the organization: food safety, management and protection of environment and natural resources, and sustainable economy. The spiral position shows the unity of its allies and members in realizing such goals.

This manual is based on new, unique and distinctive elements such as lettering.

To maintain the exclusivity of the logo, the use of Arial (Black) font is admitted only for the construction of "Green Convergence" brands.

The Details As  
Distinctive Element





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## Brand Usage



## THE LOGO

- The logo (P1) is shown in the 4-color version, which is the base logo.

In special cases (e.g. stationery), in order to reduce time and costs, it is also possible to print the logo in two colors (greyscale).

- The stylized version in outline (P2), is to be regarded as natural extension of the base logo.



**P1** BASE LOGO - 4 COLORS



**P2** OUTLINE VARIANTS OF THE BASE LOGO

## THE LOGO

- P1** 3D base logo, 4-colors, to be used for all color applications.
- P2** 3D base logo, greyscale, adjusted to Photoshop preset: Maximum White, to be used for all applications in black-and-white.
- P3** 2D outline logo, use Photoshop hex code # 069c07.
- P4** 2D outline logo, black, to be used in special applications (e.g. gold, silver,

### BASE LOGO 3D

**P1**



**P2**

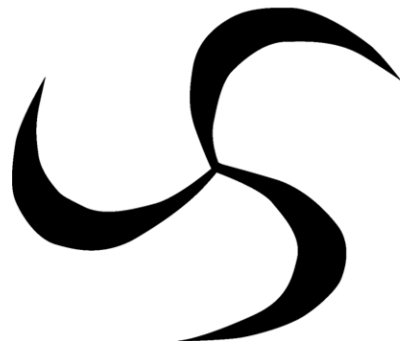


### BASE LOGO 2D

**P3**



**P4**



# 03 Brand Usage

## DESCRIPTOR

- A** GREEN CONVERGENCE: 100%  
Font: Arial Black
- B** For safe food, healthy environment and sustainable economy (Descriptor): 40% of A.  
Font: Arial Black



## THE BRAND

The brand, composed of logo, logotype and descriptor, is realized by developing exclusive lettering; therefore, use of original digital files is recommended.

For better legibility of the brand, the use of the illustrated grid, avoiding the insertion of any elements not being part of the brand, is recommended.

### DECLINATIONS 3D BRAND



### DECLINATIONS 2D BRAND



### RESPECT AREA BRAND





## THE BRAND

The Green Convergence brand consists of three elements: the logo, the logotype (Green Convergence) and the descriptor (For safe food, healthy environment and sustainable economy).

### TOLERANCES 3D



### TOLERANCES 3D GREYSCALE (PHOTOSHOP. MAXIMUM WHITE PRESET)



### TOLERANCES 2D (OUTLINE), HEX CODE# 026c01



## THE BRAND

### POSITIVE/NEGATIVE TREATMENT OF THE BRAND

1. 3D brand, 4-colors, positive
  2. 3D brand, greyscale, positive
  3. 2D outline brand, positive
  4. 2D outline brand, monochrome, positive (green, white, silver, gold)
- 1a. 3D brand, 4-colors, negative
  - 2a. 3D brand, greyscale, negative
  - 3a. 2D brand, outline brand, negative
  - 4a. 2D outline brand, monochrome, negative (everything which is black in the example shown, in the various applications will be the colors of the background)

### APPLICATIONS 3D BRAND



1.



1a.



2.



2a.

### APPLICATIONS 2D BRAND



3.



3a.



4.



4a.

## THE BRAND

### TREATMENT OF THE BRAND/LOGO WITH HALO

1. 3D brand, 4-colors, positive
- 1a. 3D brand, 4-colors, with halo on a low contrast background
2. 3D brand, greyscale, positive
- 2a./ 3D brand, greyscale with halo on a low contrast background
- 2b. contrast background

### APPLICATIONS 3D BRAND



1.



1a.



2.



2a.



2b.

## APPLICATIONS

For the correct application of the brand, it is advisable to use contrasting color codes between the brand and the background on which it is placed.

In order to achieve it, either brands with positive logotype (light backgrounds) or negative ones (dark backgrounds) can be used.

### EXAMPLES APPLICATION OF THE BRAND ON BACKGROUNDS



## APPLICATIONS

In general, the use of tone-on-tone background with the base logo is not recommended.

In those cases in which tone over tone is necessary, the logo has to be used as shown in the example.

### TONE-ON-TONE USE OF BRAND SATURATION LESS THAN 50%



### TONE-ON-TONE USE OF BRAND SATURATION HIGHER THAN 50% AND UP TO 100%



## APPLICATIONS

### THE EXAMPLES SHOW HOW NOT TO USE THE BRAND:

1. The brand must always keep the proportions shown in the previous pages.
- 2/3. The logo must not be moved from its original position.
4. A positive logotype must not be any color other than green.
5. The brand must not be used slanted.

6. The brand must not be used on a tone-on-tone background except as in the examples shown on the previous page.
- 7/8. The brand must not be placed on a background which hampers its legibility.
9. The brand must not be enclosed within a further geometrical shape.
10. The brand may not be used in the presence elements which do not respect the excluded areas as shown on the previous pages.



1.



6.



2.



7.



3.



8.



4.



9.



5.



10.

Do not allow any elements that disrespect the excluded areas as shown on the previous pages.

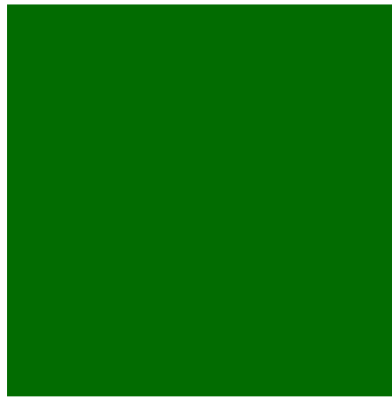
Do not allow any elements that disrespect the excluded areas as shown on the previous pages.

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## Brand Usage

### COLOR

This is the color used for the creation of Green Convergence's Brands.



**GREEN**

PHOTOSHOP HEX CODE # **026c01**



Identification of lettering

12

Font Usage





## IDENTIFICATION OF LETTERING

### ARIAL BLACK

- This is only used for the creation of Green Convergence's brands.

**BRAND FONT** ARIAL BLACK

**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**  
**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**  
**1 2 3 4 5 6 7 8 9 0 , . ? ; “ ” ! % \$ & @**

# 13

## Font Usage

### IDENTIFICATION OF LETTERING

#### ROBOTO CONDENSED/LIGHT/MEDIUM

- All stationery layouts (letterhead paper, business cards, envelopes, etc.) always use the primary font.

#### ROBOTO BOLD CONDENSED/BOLD

- The Roboto Bold Condensed and Roboto Bold are used for graphic design purposes.

#### PRIMARY FONT ROBOTO

ROBOTO CONDENSED

**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**

**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**

**1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @**

ROBOTO BOLD CONDENSED

**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**

**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**

**1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @**

ROBOTO 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

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

1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @

ROBOTO 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**

**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**

**1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @**

ROBOTO BOLD

**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**

**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**

**1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @**

## IDENTIFICATION OF LETTERING

### ARIAL REGULAR/BOLD

- The secondary font is used on electronic formats for letterhead, faxes, memos, e-mails, PowerPoint presentations and the text of letters and communications.

### SECONDARY FONT ARIAL REGULAR/BOLD

ARIAL 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

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


1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @

ARIAL BOLD

**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**

**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**

**1 2 3 4 5 6 7 8 9 0 , . ? ; " ' ! % \$ & @**



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Philippines is inspired by the **Brand Book of  
UniCredit Leasing**.

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The Creator 