

GREENROADS BRAND USAGE DOCUMENT

This document is intended as a quick guide for authorized users of Greenroads™ brand, which includes the logo, color palette and basic fonts.

GREENROADS LOGOS

The Greenroads™ Logos are the intellectual property of the University of Washington (UW) and are pending registration as proprietary marks. The Logos may only be used by authorized users with express written permission from UW or its agent, the Greenroads Foundation. Please note that “Greenroads” is one word, and that the second “r” is not capitalized. In text, the first and/or most prominent use of the word Greenroads should look like this: **Greenroads™**.

For more details or questions about the usage of the Greenroads Logos, please contact legal@greenroads.org.

This is an example of the primary Greenroads logo, and its variations in styles and colors.

GREENROADS LOGO IN COLOR



GREENROADS LOGO IN BLACK



GREENROADS LOGO REVERSED OUT IN WHITE



These are cobranded variations of the Greenroads logos (*Greenroads Member, Greenroads Founder, Greenroads Project, Greenroads Workzone*). There are **Greenroads certified logos** available for projects that achieve certification. For more information about the cobranding specific usage or certification logos, please contact legal@greenroads.org.

APPROVED COBRANDED VARIATIONS OF THE GREENROADS LOGO



* Variations of Greenroads Certified logo are available


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GREENROADS COLOR PALETTE

This is the official Greenroads color palette. The colors are divided into a primary and secondary palette. The Greenroads green is the primary color; the logo can only be shown using this color, in all black (when color reproduction is not available) or reversed-out in white on a contrasting background.


The secondary color palette is reserved for adding emphasis on a design. The colors cannot be integrated or substituted on the Greenroads logos. An example of seeing how the secondary colors are used in a successful way can be seen on the Greenroads website: www.greenroads.org.


PRIMARY COLORS


 **GREEN**
Pantone 356 U, RGB 0/107/71, CMYK 90/33/84/24, HEX #056b46


 **BLACK**
Process Black U, RGB 0/0/0, CMYK 75/68/67/90, HEX #000000

SECONDARY COLORS

 **ORANGE**
Pantone 718 U, RGB 205/80/33, CMYK 14/82/100/3, HEX #c9520b

 **TEAL**
Pantone 3282 U, RGB 5/148/152, CMYK 82/23/41/2, HEX #059498

 **BROWN**
Pantone 732 U, RGB 102/62/35, CMYK 41/69/87/45, HEX #523008

 **GREY**
Pantone 5803, RGB 198/205/189, CMYK 23/12/26/0, HEX #8a8c82

GREENROADS FONT USAGE

Greenroads uses the font suite ClearviewHwy for approved marketing materials. ClearviewHwy is the font used in the Greenroads logos. Do not modify or substitute this font in the logos. It should be used in certain instances for Greenroads marketing materials. Use the 2B or 3W faces of the font for callout text and use in all caps for headlines or titles. **For body copy and large portions of text, use the font Calibri.**

In cases where custom fonts are not available (for example, on websites) use Calibri as the screen-approved font.

SUGGESTED FACES OF CLEARVIEWHWY TO USE FOR CALLOUT TEXT/TITLES

CLEARVIEWHWY
2-B

ABCDEF
abcdef

CLEARVIEWHWY
3-W

ABCDEF
abcdef

CALIBRI
REGULAR
ABCDEF
abcdef

GREENROADS BASIC BRAND USAGE RULES

The colors and fonts in the approved Greenroads logos cannot be modified in any way.

Do not separate the leaves from the Greenroads logo and use separately, this element must remain with the logo.

For print: the Greenroads logos may not be reduced to more than 50% of its original print size and may not be enlarged to more than 300% of its original print size. The original print size is set in the EPS file given out by Greenroads.

For web: the Greenroads logos may not be reduced to less than a 50-pixel height and may not be enlarged to more than a 200-pixel height. The height and width of the logo must be constrained to its original proportions.

The Greenroads logos are intended to stand alone and cannot be integrated into other logos.