

Greenroom

BRAND STYLE GUIDE

The following materials constitute Greenroom's Brand Guidelines. Guidelines are not hard and fast rules, they are guidelines. Consistency is a cornerstone of successful branding, but there will be times when it is prudent to make exceptions.

Doing what is right for the customer and the brand is a prudent exception, personal preference is not.

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Logo

LOGO

Primary Logo

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LOGO

Secondary Logo

The Greenroom secondary logo should be used more sparingly and only when the primary use isn't appropriate – in smaller applications and settings.

The secondary logo for Greenroom, consisting of the words "green" and "room" stacked vertically in a bold, lowercase, sans-serif font. The text is dark green and is centered on a bright yellow background.The secondary logo for Greenroom, consisting of the words "green" and "room" stacked vertically in a bold, lowercase, sans-serif font. The text is a light yellow-green color and is centered on a dark green background.

LOGO

Icon & Avatar

The Greenroom Icon or Avatar can be used in smaller applications and settings, such as favicons or app screens.

There should always be an adequate amount of space between the 'gr' and the edge of the background circle.



Safety Space & Sizing

The Greenroom logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to 150% of the height of the landmark 'm' is drawn around the logo (starting from the baseline and not the descender of the 'g') to create the invisible boundary of the area of isolation.



The logo should never scale down below **32px in height**. The height of the logo is measured by the top and bottom edges of the landmark.



Incorrect Logo Usage

The Greenroom Primary Logo was designed to effectively evoke the Greenroom brand's core values and attributes. All elements of the logo, including but not limited to typography, size, spacing, and color, are deliberately designed with this goal in mind, and work together to establish a visual harmony and balance.

Modifying any of these properties or the relationship between them not only compromises the consistency of the Greenroom brand, but weakens the logo's representation of the Greenroom brand's core values and attributes.



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⊗ **DO NOT** rotate the logo for any reason



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⊗ **DO NOT** add drop shadows, bevels, or any other effects



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⊗ **DO NOT** use gradients within the logo



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⊗ **DO NOT** change sizing or capitalize text



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⊗ **DO NOT** apply transparency effects to the logo



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⊗ **DO NOT** reproduce the logo in unauthorized colors

Color

COLOR

Primary Logo Colors

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Greenroom Lemon Lime

Hex: #ecf776

RGB: 236 / 247 / 118

Pantone 379 C

CYMK: 13 / 0 / 83 / 0

Greenroom Dark Green

Hex: #093426

RGB: 9 / 52 / 38

Pantone 343 C

CYMK: 87 / 13 / 72 / 56

COLOR

Full Color Palette

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Greenroom Lemon Lime

Hex: #ecf776
RGB: 236 / 247 / 118
Pantone 379 C
CYMK: 13 / 0 / 83 / 0

Greenroom Dark Green

Hex: #093426
RGB: 9 / 52 / 38
Pantone 343 C
CYMK: 87 / 13 / 72 / 56

Greenroom Periwinkle

Hex: #8bb1f7
RGB: 139 / 177 / 247
Pantone 7451 C
CYMK: 45 / 25 / 0 / 0

Greenroom Midnight

Hex: #08082b
RGB: 8 / 8 / 43
Pantone 2765 C
CYMK: 98 / 98 / 0 / 60

Greenroom Olivine

Hex: #b5bc61
RGB: 181 / 188 / 97
Pantone 616 C
CYMK: 15 / 9 / 52 / 1

Greenroom Lavender

Hex: #e1ebfd
RGB: 225 / 235 / 253
Pantone 2120 C
CYMK: 23 / 13 / 0 / 0

Greenroom Light Gray

Hex: #ecf2fd
RGB: 236 / 242 / 253
Avoid for Print

Pure White

Hex: #ffffff
RGB: 255 / 255 / 255
CYMK: 0 / 0 / 0 / 0

Typography

Brand Type

The Greenroom brand uses one typeface family to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

Be sure to use the 'Wide' family as opposed to the standard or condensed families.

The type family can be sourced from either of the links below.

ACUMIN PRO WIDE

fonts.adobe.com/fonts/acumin-wide

fontspring.com/fonts/adobe/acumin-pro

myfonts.com/collections/acumin-font-adobe/

ACUMIN PRO WIDE

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

Type Hierarchy

Acumin Pro Wide is used for both headline and body copy. Headlines should use a thicker weight, while smaller body copy can use a variety of weights.

EXAMPLE HEADER 1

The quick brown fox jumps over the lazy dog.

EXAMPLE HEADER 2

The quick brown fox jumps over the lazy dog.

EXAMPLE HEADER 3

The quick brown fox jumps over the lazy dog.

EXAMPLE HEADER 4

The quick brown fox jumps over the lazy dog.

EXAMPLE HEADER 5

The quick brown fox jumps over the lazy dog.

EXAMPLE HEADER 6

The quick brown fox jumps over the lazy dog.

Illustration

ILLUSTRATION

Illustration Style

Greenroom's brand is brought to life by playful illustrations, which pair with its clean, bright aesthetic to make the brand feel approachable, friendly, and unique.

The illustrations use a monochromatic color palette, and portray a Shakespeare-inspired character in silly, payroll-related situations. Bringing in Shakespeare allows the brand to nod to the history of the theater, while putting this character in modern, corporate-adjacent scenarios brings a tongue-in-cheek humor and whimsy to the brand. Shakespeare is also one of, or maybe *the* most recognizable personage in the theater world, allowing the Greenroom brand to connect to a wide audience.

As Greenroom expands into other sectors like sports, concerts, and comedy, other well-known characters can be added to play in these scenarios like (or with) Shakespeare.



Illustration Usage

Greenroom's Shakespeare illustrations fall into two categories: showing the problem, and showing the solution. For illustrations showing the problem, Shakespeare is portrayed as flustered, working hard, or confused. See the two examples at right.

For illustrations showing the solution, he is proud, happy, and calm. In the solution images, he also should be showing how Greenroom solved his problem or helped – see the example at right.

These two illustration categories can easily be used together to form a sort of story: before and after Greenroom. This will be useful in things like deck presentations where the team is making a case laying out the problems in the landscape and how Greenroom solves them.

Alternatively, a campaign, for instance, could use all of one category or the other.

THE PROBLEM



THE PROBLEM



THE SOLUTION

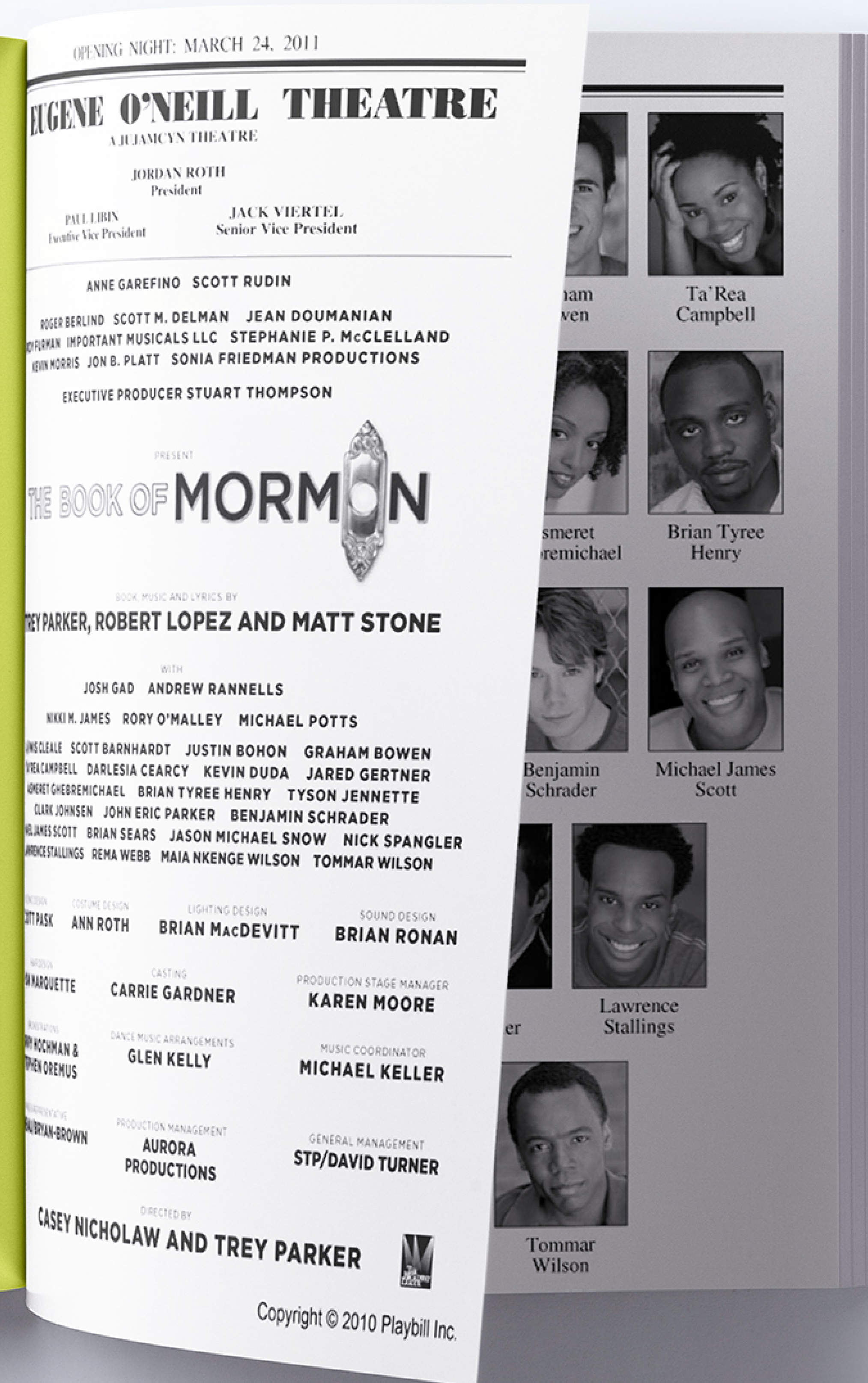
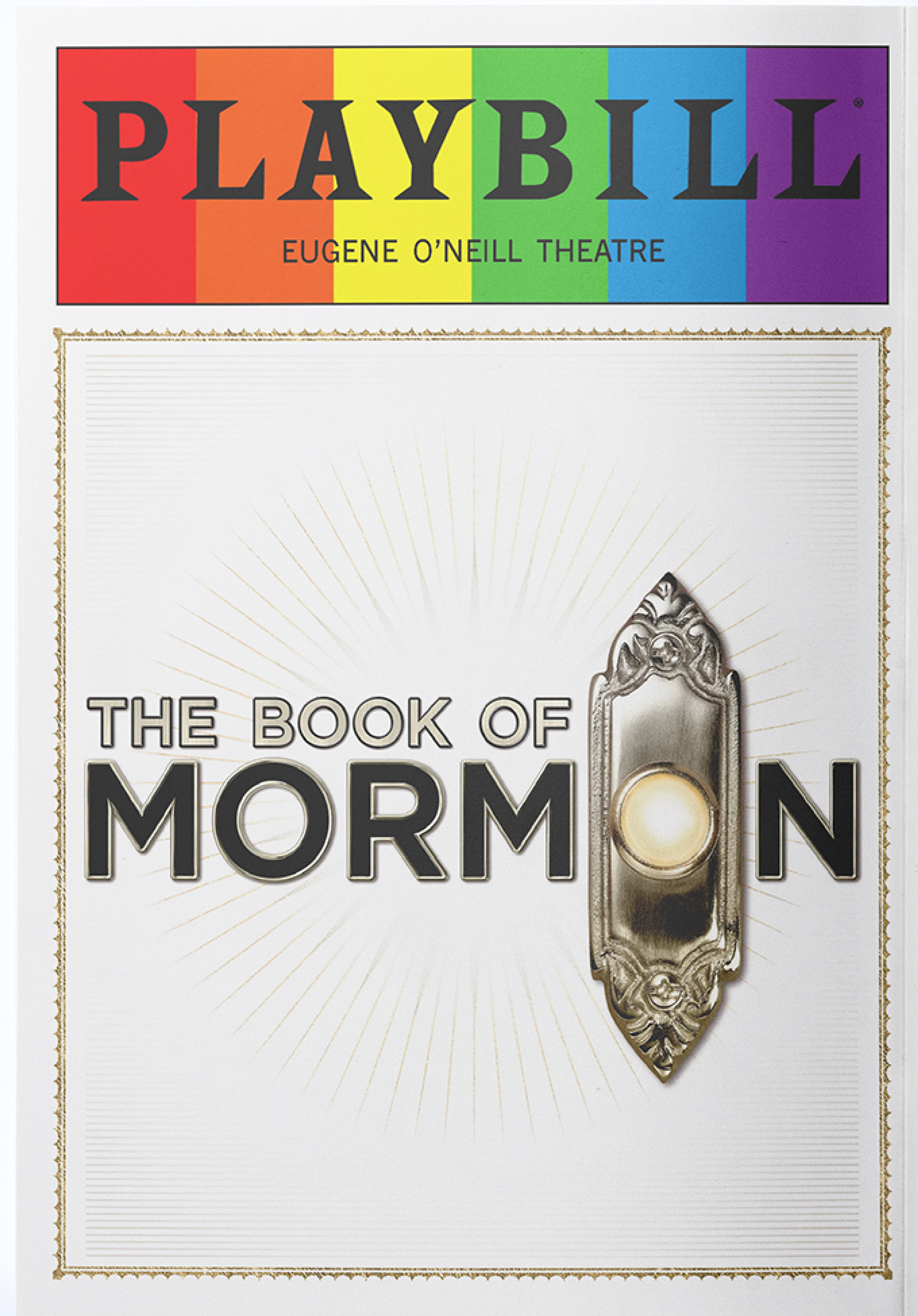


Applications

Printed Collateral



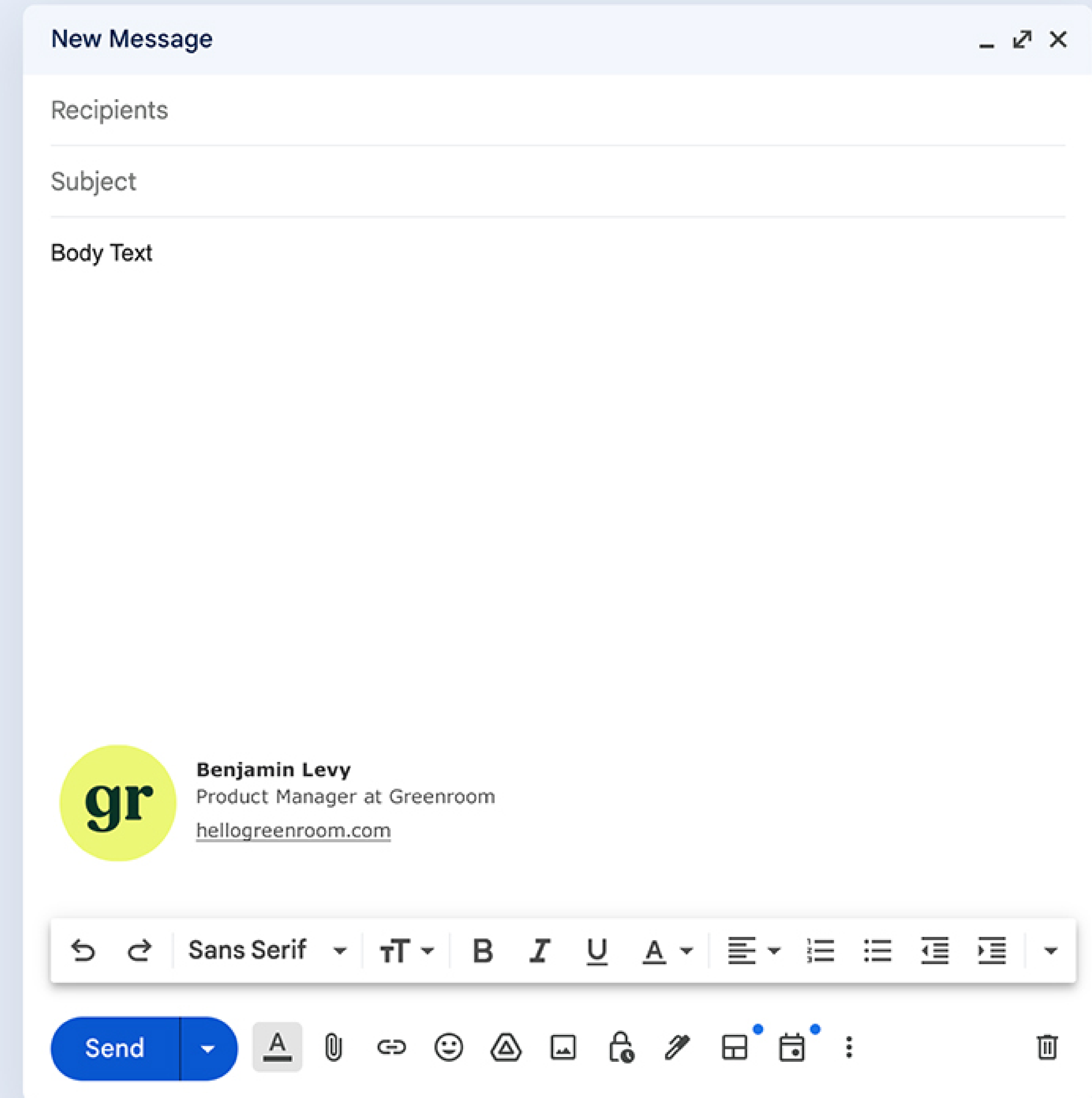
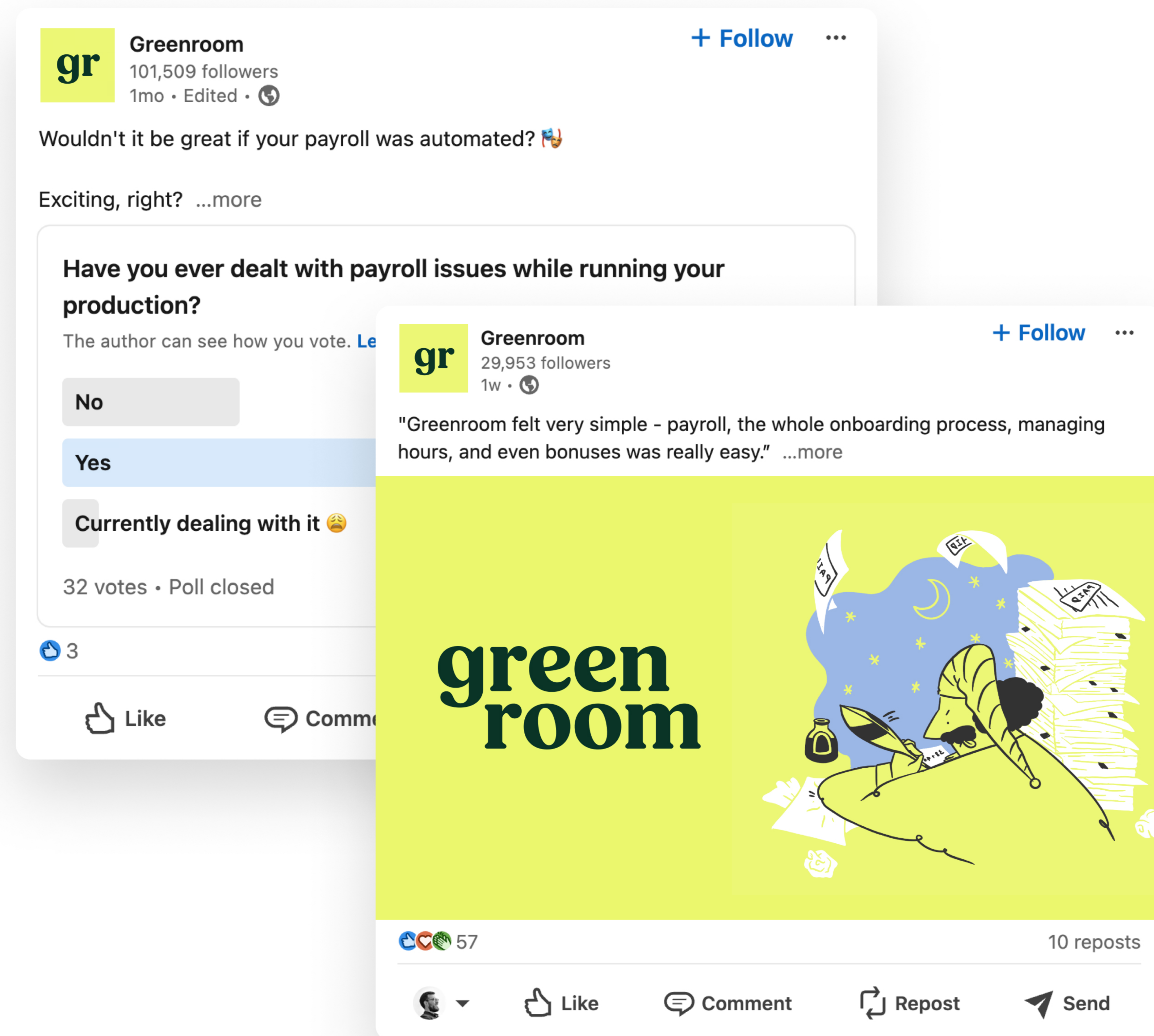
Printed Collateral

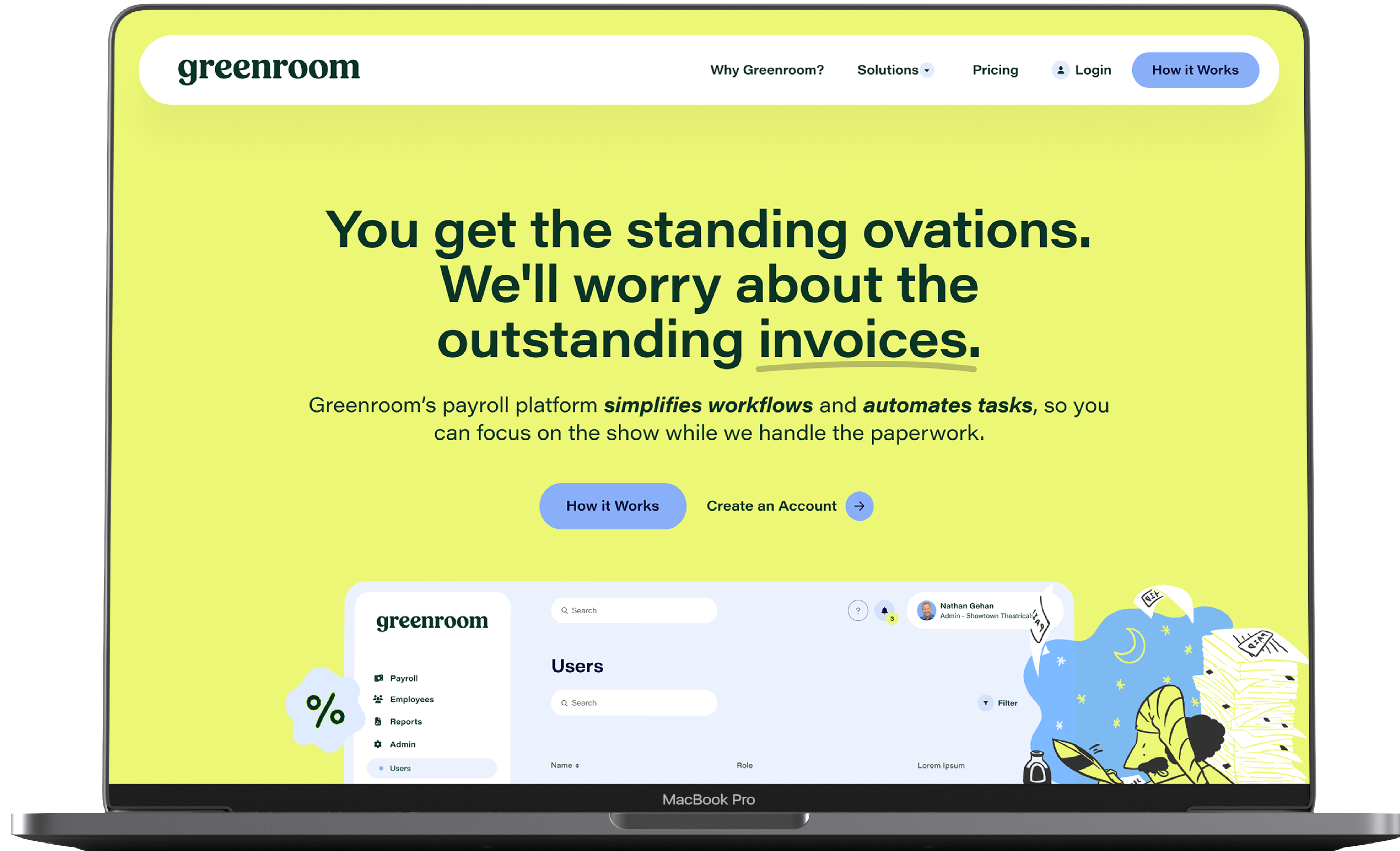


Out-of-Home



Social & Email Signature





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- Payroll
- Employees
- Reports
- Admin
- Users**

Lorem Ipsum





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Q Search


Q Search

Filter

Name	Role	Lorem Ipsum
<input type="checkbox"/>  Nathan Gehan	Lorem Ipsum	Lorem Ipsum
<input type="checkbox"/>  Michael Fiske	Lorem Ipsum	Lorem Ipsum
<input type="checkbox"/>  Matthew Sycle	Lorem Ipsum	Lorem Ipsum
<input type="checkbox"/>  Jamison Scott	Lorem Ipsum	Lorem Ipsum

?

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 **Nathan Gehan**
Admin - Showtown Theatricals

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Do not edit the contents of this document without the consent of relevant parties from Greenroom.

If you have any questions or require assistance on how to use this style guide,
please write to mike@trackcpayroll.com