greenfly

Version
2.0

# Brand Guidelines 2021

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02 Typography
03 Color Palette
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01

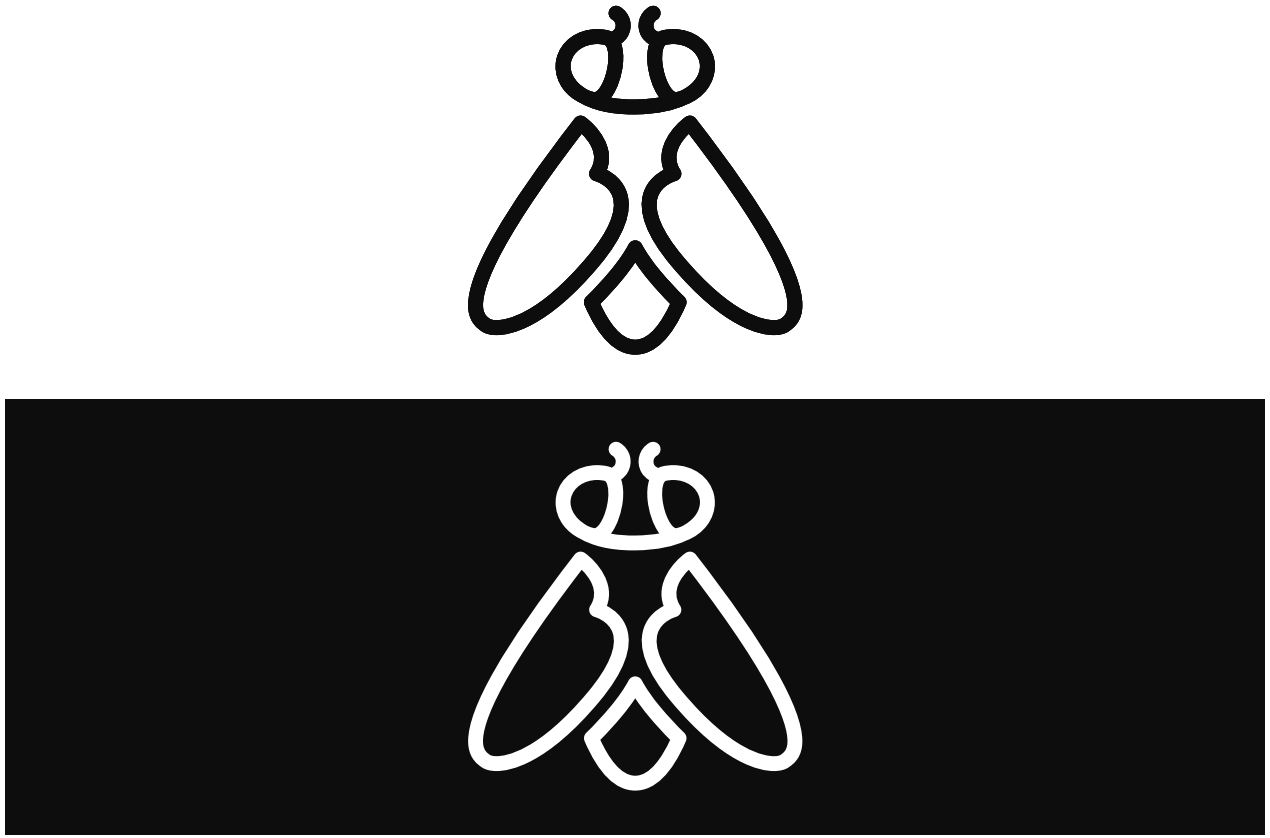
The Greenfly logo is the most recognizable asset in the brand identity system and should be used on all marketing materials.

# Greenfly Logo

# Greenfly Brandmark

The Greenfly brandmark symbolizes byte-sized media assets, moving through the air effortlessly, on their journey from one place to another.

The brandmark can be used on its own, or paired with the wordmark to create horizontal and vertical logo lockups as seen on the following pages.

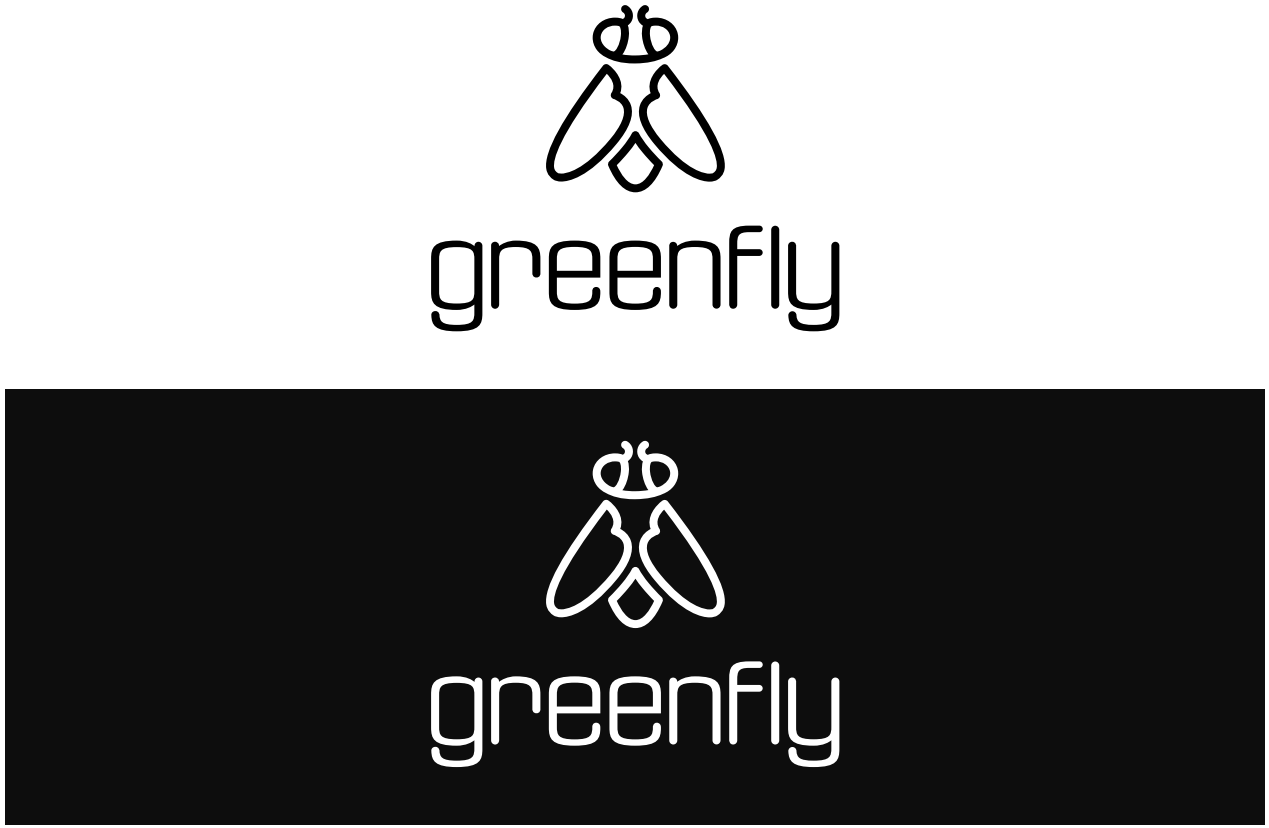


# Horizontal Logo Lockup

The Greenfly brandmark paired with the wordmark to create horizontal logo lockup.

# Vertical Logo Lockup

The Greenfly brandmark paired with the wordmark to create a vertical logo lockup.



02

Basis Grotesque and Komu are Greenfly's brand typefaces and should be used exclusively to create assets for the brand.

# Typo-graphy

## Primary Typeface

Basis Grotesque is a classic design that follows in the style of Akzidenz and various early Grotesques from Monotype.

This typeface is offered in 16 weights, however Greenfly mostly uses Light, Regular, Medium and Bold.

# Basis Grotesque

Basis Grotesque Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Basis Grotesque Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Basis Grotesque Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**Basis Grotesque Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**0123456789**

# Basis Grotesque Typesetting

This shows the correct way to set type for both print and digital applications when using Basis Grotesque. Please adhere to sizing and technical typesetting.

Bold, All Caps
Flexible Sizing
Tracking loose +150

EYEBROW: GREENFLY FOR CAMPAIGNS

Bold
Flexible Sizing
Tracking tight -25

## Headline: Let influential voices tell your story.

Medium
18pt/20pt Leading,
Tracking tight -25

### Subhead: Communicate more efficiently with teams on the go.

Regular
10pt/16pt Leading,
Tracking even 0

Body copy: Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincididunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam suscipit lobortis nisl.

# Secondary Typeface

Komu serves as a display typeface for Greenfly and should be used sparingly for headlines and attention grabbing callouts.

KOMU

KOMU A
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
0 1 2 3 4 5 6 7 8 9

03

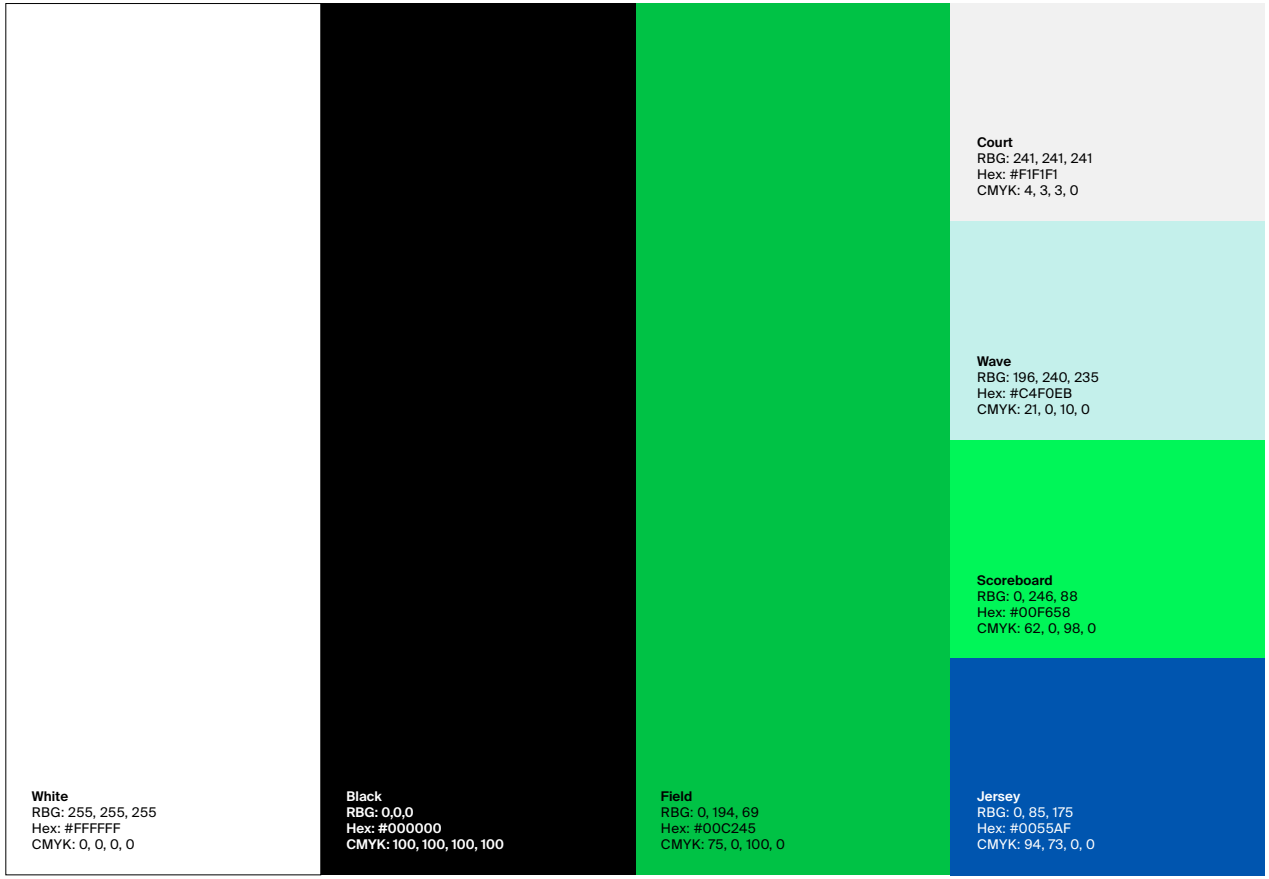
A color palette serves as the core of a brand's identity and should be used for any and all brand-focused executions.

# Color Palette

# Color Palette

The Greenfly color palette features balanced, harmonious color temperatures. Black and white are used most often, followed by “Field” green. The secondary colors provide visual accent and pop. This proportion makes the use of secondary colors more meaningful – and allows for greater precision with how and when those colors are used.

**Note: An additional secondary color palette can be specified for UI needs and purposes.**



# Color Pairings

The entire Greenfly color palette works well together, but these color pairings are used most often and recommended for all brand materials.

04

Photography that represents the Greenfly brand should be organic, authentic and enduring.

# Photo-graphy

# Sport Specific

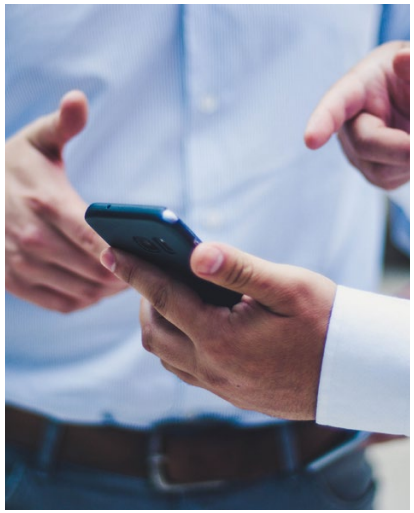
**Characteristics:**

Bold details of the players, fans, venues, and equipment. Vivid, high-contrast color and shallow depth of field. Movement through both potential and kinetic energy.

# Politics Specific

**Characteristics:**

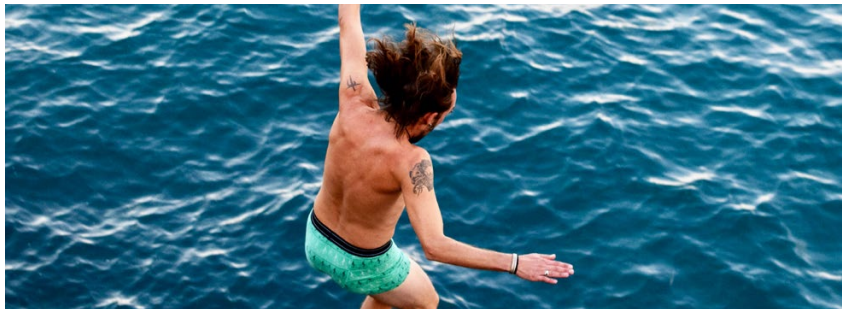
Relationships of candidates, voters, and the democratic process. Politically neutral, yet patriotic. Culturally diverse. Subjects appear modern, aware, educated and enlightened. Red, white and blue undertones when practical.



# Brand Specific

**Characteristics:**

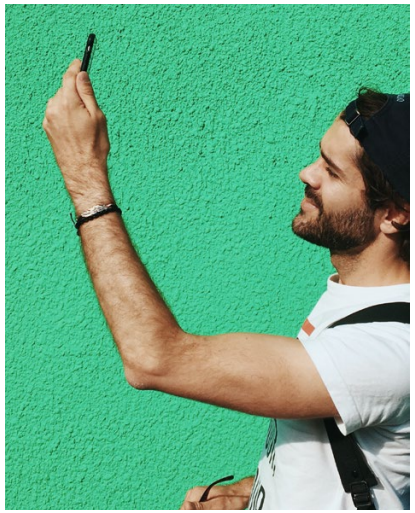
Advocate portraits that spotlight product, service or lifestyle. Thoughtful lighting. Interesting POVs. Subjects and framing should be hip, fashonable and on-trend. Elements of drama and depth in the compostion to elevate the visual storytelling.

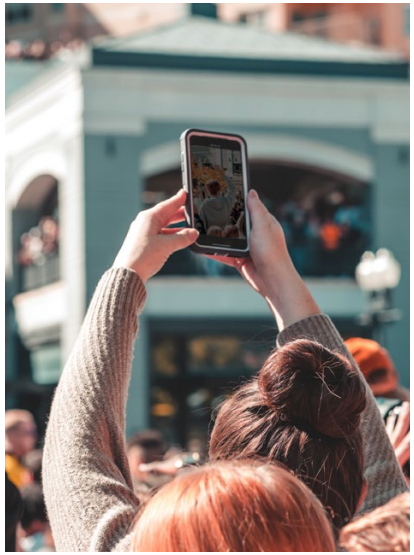


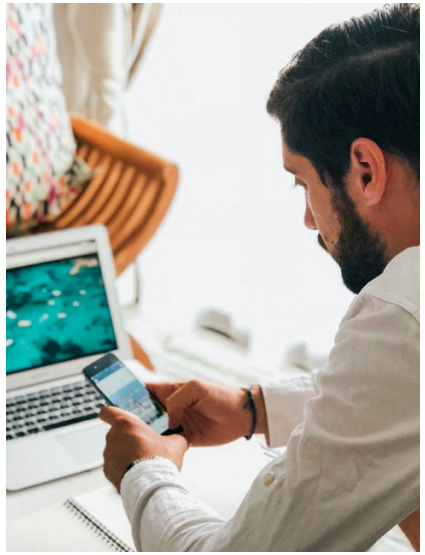
# People + Tech Specific

**Characteristics:**

Portraits of Greenfly customers, advocates, athletes, talent and fans interacting with hardware and the Greenfly Platform. Details of honest and organic engagement. Inspired and delighted facial expressions. Subjects should appear candid with limited direct eye contact.







05

Greenfly's iconography library is unique to the brand and further details brand personality.

# Icono-graphy

# Brand Iconography

Here is a sample of icons from the brand library. Additional icons can be created using the same values and illustation styling. When designing at a size of 100px x 100px, the stroke weight should be 3px.

06

These examples demonstrate potential applications for using Greenfly's brand identity system in the real world.

# Brand Applications

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Advocate Handbook
GUIDEBOOK #002
SPRING 2021

GREENFLY.COM
GREENFLY.COM
GREENFLY.COM
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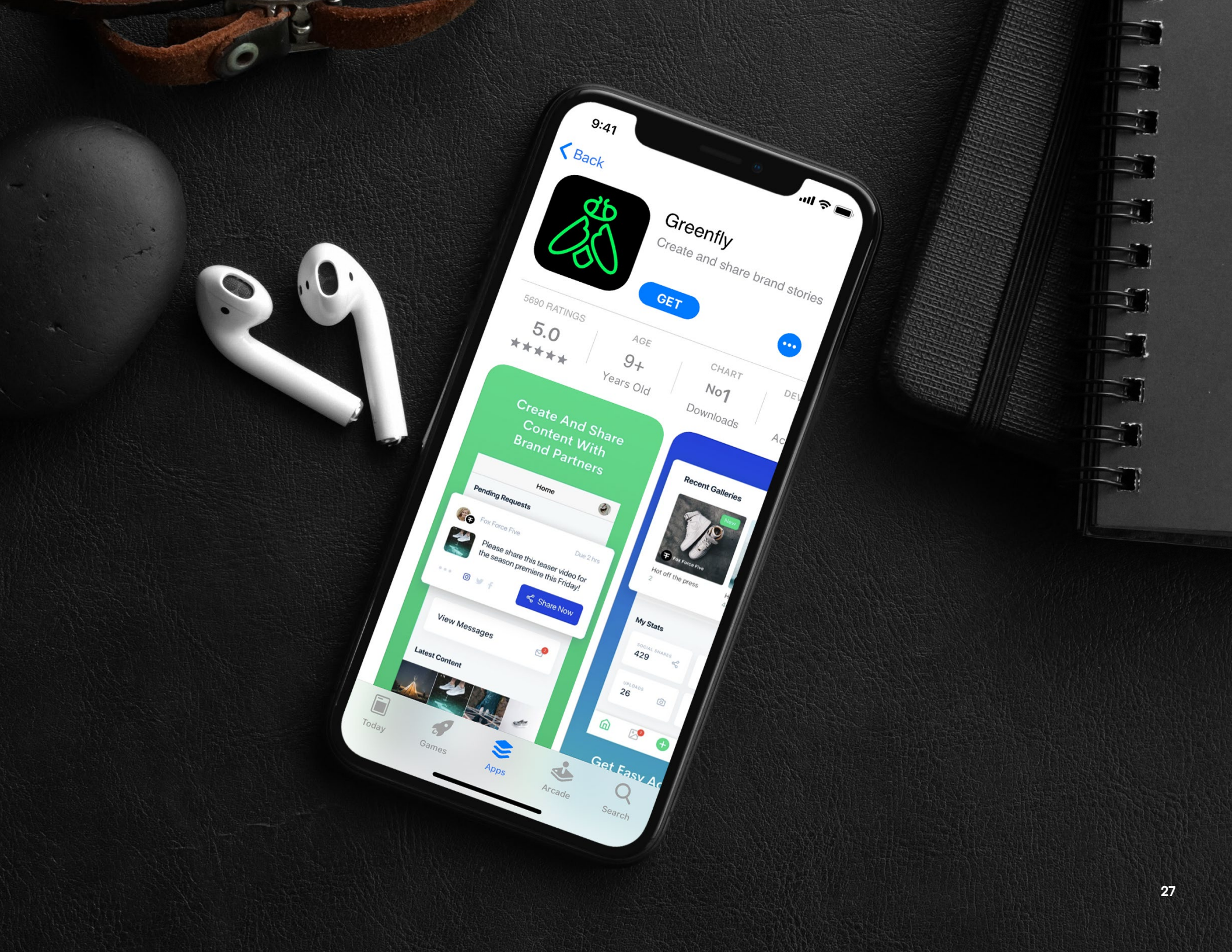
GREENFLY.COM
GREENFLY.COM
GREENFLY.COM
greenfly

MADRID
greenfly™
PRESENTATION #003
GUEST SPEAKER
+4
EVENT ROOM B
GIFT SHOP
PARKING GARAGE
ATM MACHINE

caps lock
shift
control
option


9:41
Back
Greenfly
Create and share brand stories
GET
5690 RATINGS
5.0
AGE
9+
Years Old
CHART
No1
Downloads
Create And Share Content With Brand Partners
Home
Pending Requests
Fox Force Five
Please share this teaser video for the season premiere this Friday!
Due 2 hrs
Share Now
View Messages
Latest Content
Recent Galleries
New!
Fox Force Five
Hot off the press
My Stats
SOCIAL SHARES
429
UPLOADS
26
Today
Games
Apps
Arcade
Search

9:41
FaceTime
Monday
8
Calendar
Photos
Camera
Weather
Maps
Clock
Mail
News
Stocks
Notes
Reminders
TV
Podcasts
App Store
Settings
Books
Wallet
Home
Health
Folder
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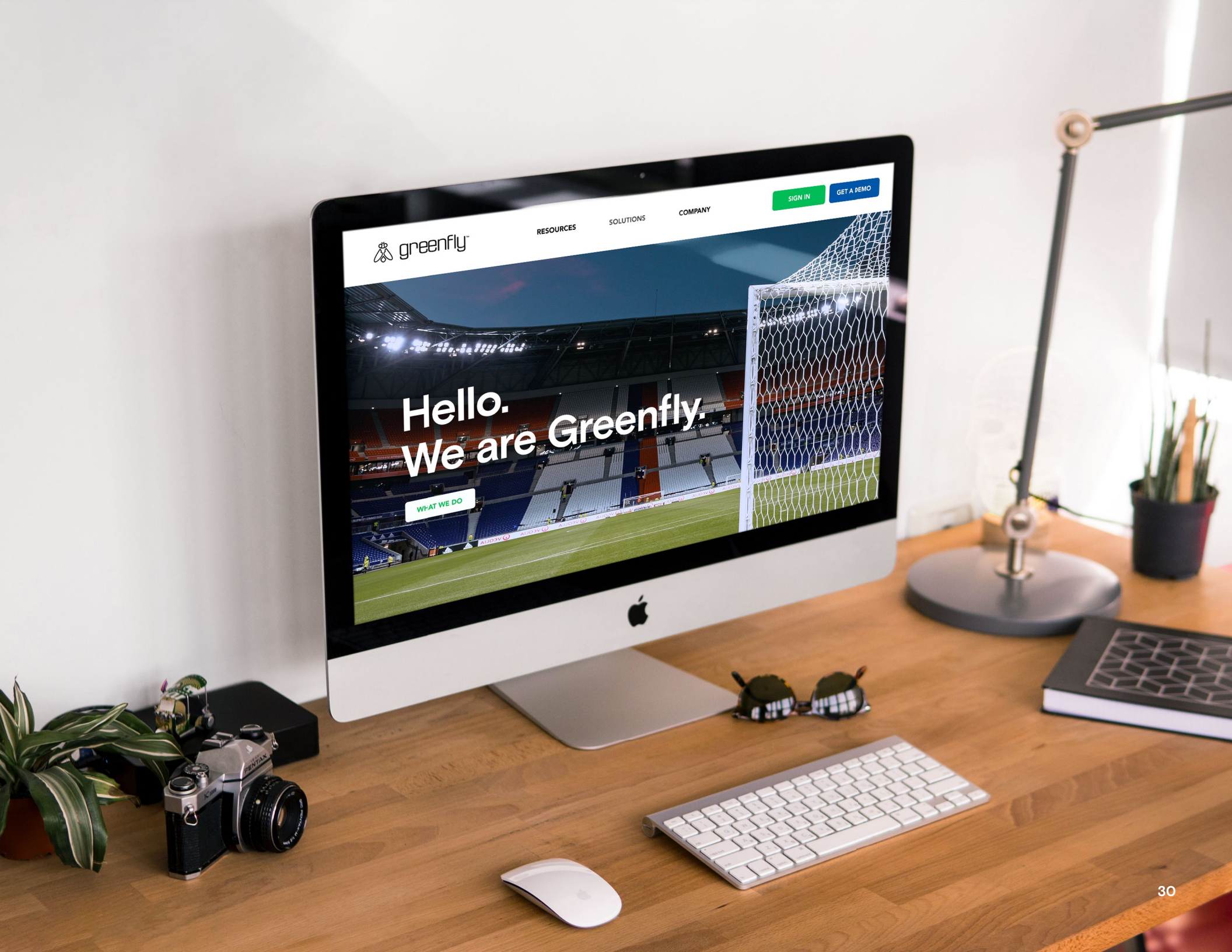
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RESOURCES
SOLUTIONS
COMPANY
SIGN IN
GET A DEMO
Hello.
We are Greenfly.
WHAT WE DO

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# Brand Guidelines 2021

Questions?
Contact us: marketing@greenfly.com