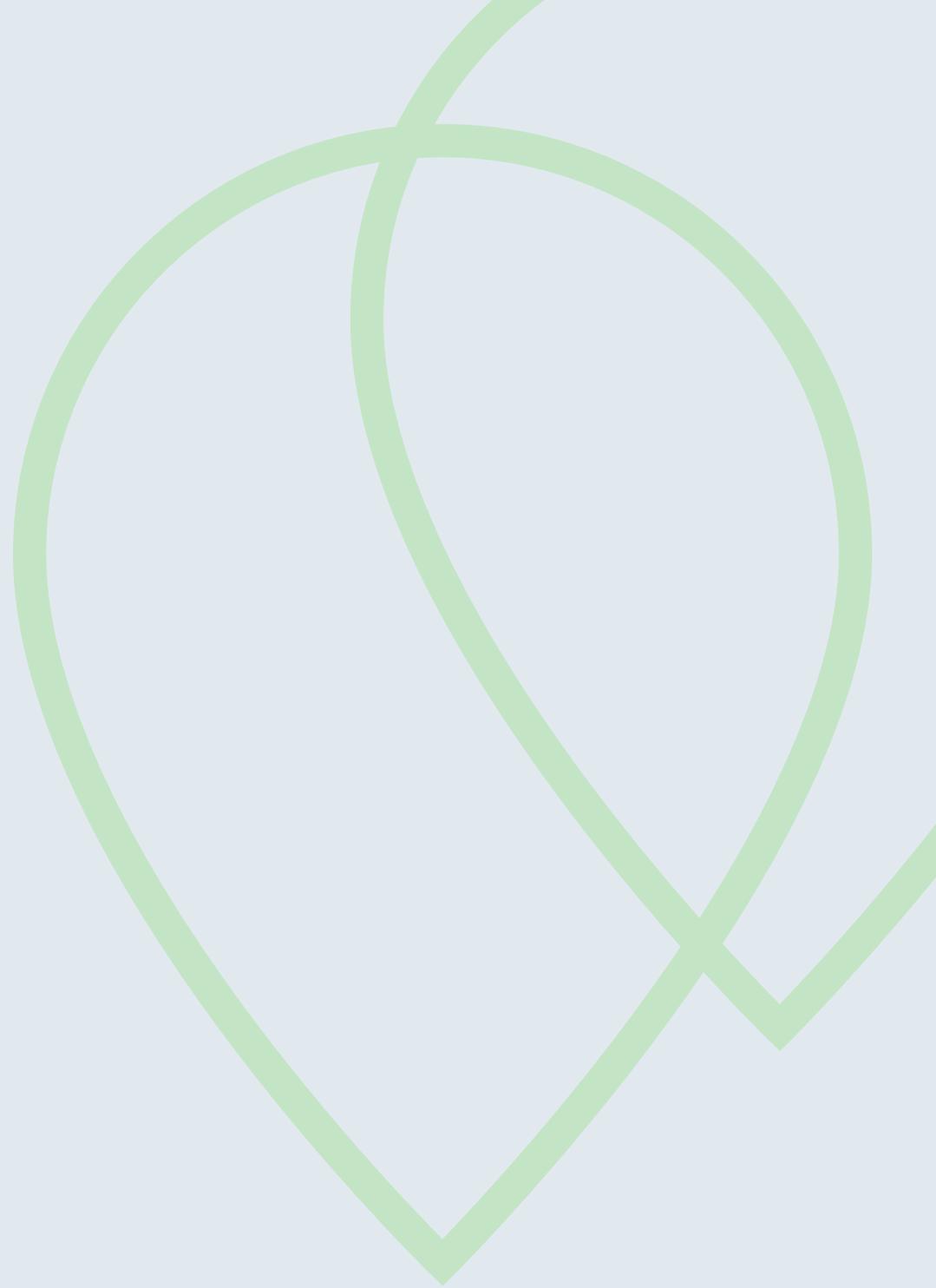




Brand Guidelines

March 2022



Capturing Value in Workplace Change



Workplaces are constantly evolving. Managing this change while maintaining the highest environmental, social, and governance (ESG) standards is essential. Green Standards has spent the last decade developing rigorous practices and global networks that deliver optimal value from workplace decommissioning. Our enterprise program measures and maximizes ESG performance while virtually eliminating landfill waste. A partner to the world's largest organizations, Green Standards enables the efficient and ethical redistribution of furniture, fixtures, and equipment (FF&E) during times of workplace change.



Approved statements for media use

“Workplace change is constant and costly. Major businesses and governments can manage that change efficiently and ethically by measuring and maximizing the value of everything that comes out of their offices.”

“The waste generated in a typical office move or refresh is the missing line item on ESG reporting. If you don’t know where your old furniture, fixtures, and equipment went, they’re probably in a landfill.”

“Sustainability demands scrutiny. In 2022, it should be easy to see exactly where every piece of furniture and equipment from your old office ends up.”

Trevor Langdon, president, Green Standards

Key statistics

99%	Green Standards’ landfill diversion rate across 2000+ projects
205,000	Metric tonnes of CO2e offset
90K+	Tons of furniture, fixtures, and equipment diverted from landfill
\$35M	Fair-market value of all donations in USD
20M+	Square feet of office space decommissioned per year
20K+	Non-profit organizations in the Green Standards Charitable Network
25+	Countries in which Green Standards is active

Logo

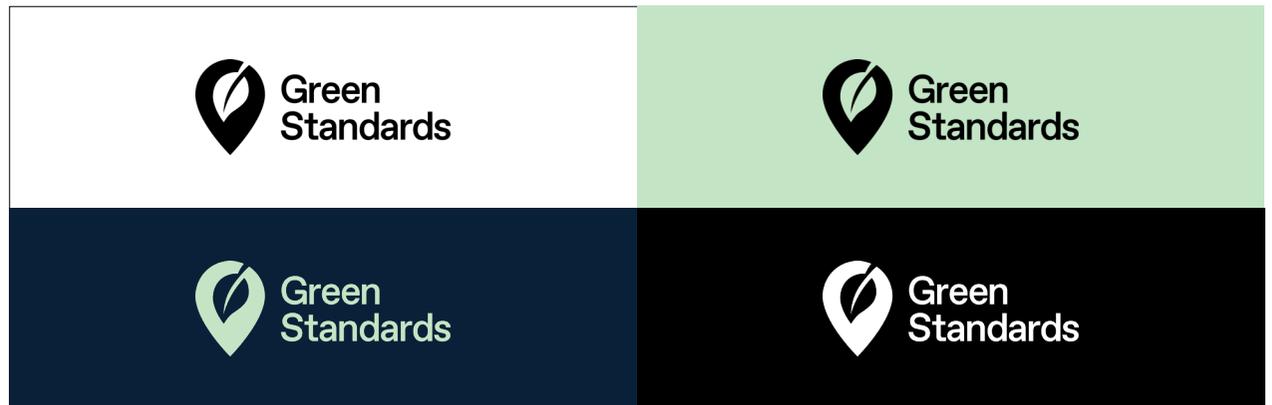
Primary logo should be used most often and for principal uses such as websites, headers, and letterhead.

The logo should have good contrast when placed on a background, whether on an image or color. When the background is dark, use the logo in mint or white. When the background is light, use the logo in navy or black.

Primary



Secondary



Logo clear space

To ensure the integrity of the logo, it is surrounded with a clear space. Do not crowd this clear space with typography, imagery, or any other elements except in approved logo lockups. The following shows the minimum amount of clear space that should surround the logo. This distance is determined by the letter G in the logo.



Logo minimum size

The Green Standards logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible, and its impact is diminished.

For print applications, the Green Standards logo should never be smaller than 1 inch or 2.54 centimeters.

For digital applications, the Green Standards logo should never be smaller than 200 pixels.



Digital - 200 pixels
Print - 1 inch or 2.54 centimeters

Unacceptable logo use

We ask that users respect the logo by keeping it in its pure form and following the rules specified within this guidebook. Be careful when using the logo not to alter, tweak, or take creative freedom that breaks the rules set out here. The following are a few examples of practices that would violate the logo and Green Standards brand guidelines.



Don't apply logo with poor colour contrast



Don't apply logo on image with poor contrast



Don't alter the colours



Don't flip, rotate or distort



Don't apply any effects including drop shadows, gradients, etc.



Don't change the font style of the logo

Colour

Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand.

The two primary colours are navy and mint, and we should use them across all communication materials. The secondary colours are meant to be used in infographics, graphic elements supporting the two primary colours.

Primary colour



PMS Pantone 655 C
CMYK C95 M80 Y49 K58
RGB R9 G33 B56
HEX 092138

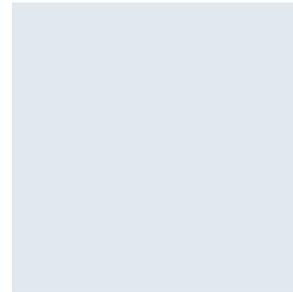


PMS Pantone 7485 C
CMYK C24 M0 Y28 K0
RGB R195 G229 B197
HEX C3E5C5

Secondary colour



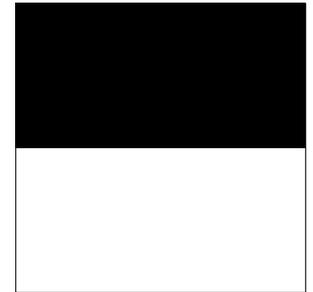
PMS Pantone 368 C
CMYK C45 M2 Y98 K0
RGB R155 G198 B62
HEX 9BC63E



PMS Pantone 656 C
CMYK C10 M4 Y3 K0
RGB R225 G233 B239
HEX E1E9Ef



PMS Pantone 877 C
CMYK C43 M35 Y35 K1
RGB R153 G153 B153
HEX 999999



Black
White



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