greenhalo

Brand Guidelines.

Introduction.

Welcome to the greenhalo Brand Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

Inside, you'll find the core elements of our identity—from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

Brand Identity.

Logomark.

Logo

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like app and social media avatars, favicons, or when the brand is already well-established.



Logotype.

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Logo



Full logo.

The primary logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



Minimum Size.

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

Logo



Logomark

Print: 10mm
Digital: 50px



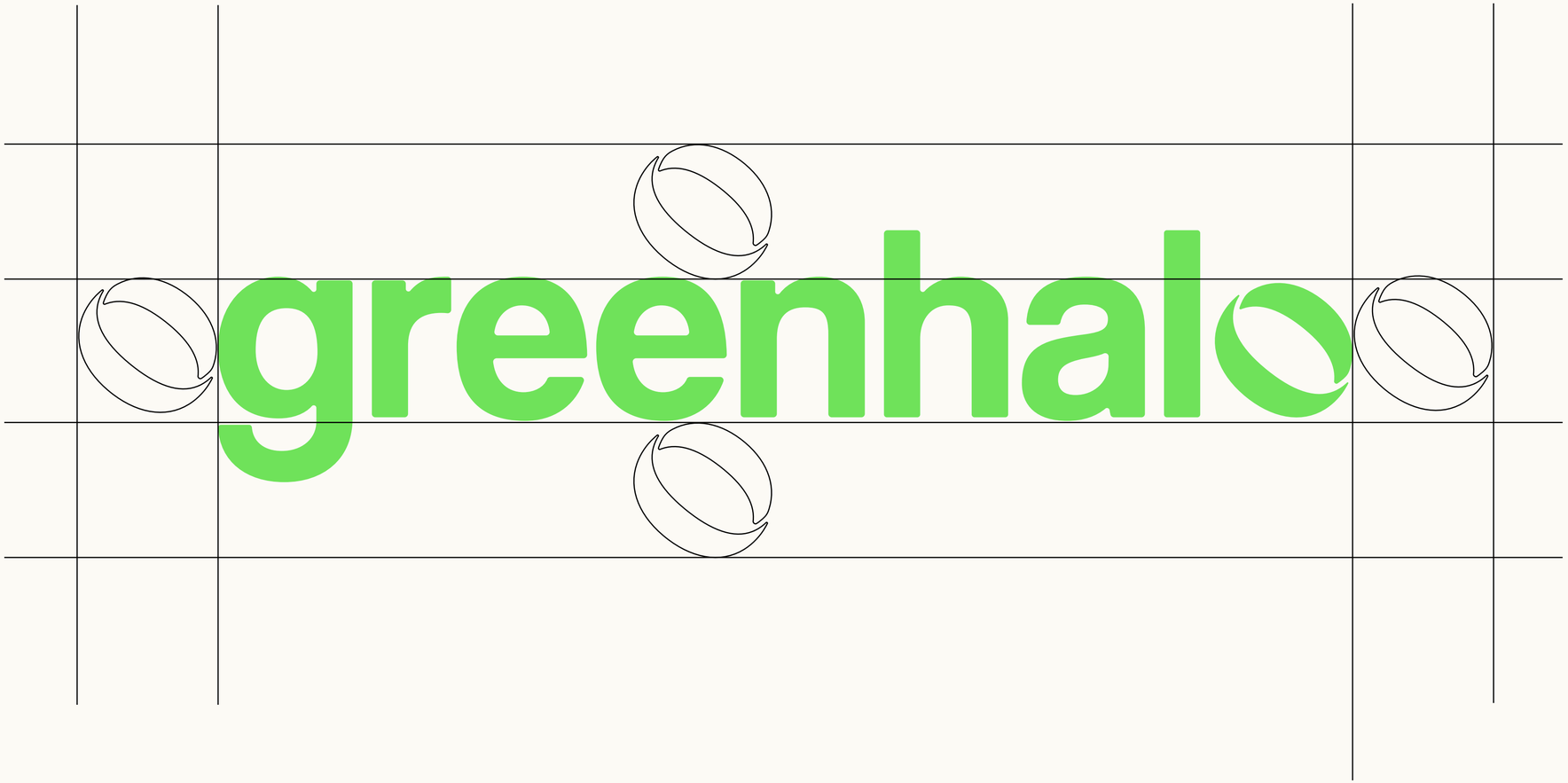
Full Logo

Print: 50mm
Digital: 150px

Clearspace.

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.

Logo



Logo Backgrounds.

Logo

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.



Logo Misuse.

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.

Logo



Do not not to skew or stretch the logo.The proportions of the logos should not be altered in any way.



Do not change the colours of any individual character of the logo



Do not change the orientation of the logo by rotating it anyway.



Do not add any kind of effects like a drop shadow to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.

Brand Colours.

Colour Palette.

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary and custom shades provide flexibility for a vibrant and dynamic visual language.

Primary greenhalo green.

Hex: {#6FE25A}
RGB: {110, 226, 90}
CYMK: {51, 00, 71, 00}

Secondary Offwhite.

Hex: {FCFAF5}
RGB: {252, 250, 245}
CYMK: {01, 01, 03, 00}

Tertiary Pink.

Hex: {#FC7CC8}
RGB: {252, 124, 200}
CYMK: {03, 63, 00, 00}

Purple.

Hex: {#7F89C3}
RGB: {127, 137, 195}
CYMK: {53, 44, 00, 00}

App Background Color.

Hex: {#hex}
RGB: {000, 000, 000}
CYMK: {00, 00, 00, 00}

App Background Color.

Hex: {#hex}
RGB: {000, 000, 000}
CYMK: {00, 00, 00, 00}

App Background Color.

Hex: {#hex}
RGB: {000, 000, 000}
CYMK: {00, 00, 00, 00}

App Background Color.

Hex: {#4F4F4F}
RGB: {79, 79, 79}
CYMK: {65, 57, 57, 35}

Typography.

Typeface.

Our brand typeface is Inter. Its clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Inter Extra Bold.
Inter Bold.
Inter regular.

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789 !@#$^&*()_+=;'<>,./?

Type Hierachy.

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header: {Inter} ExtraBold

Mindful connections.

Sub-Header: {Inter} Bold

Authentic, mindfulness and safety focus.

Body Text: {Roboto} Regular

This is some copy about greenhalo and why it is an amazing pivot towards more mindful, authentic and safe connections.

0000 Town, State - TN - Country
+ 1 00 000 000
contact@{Brandname}.co
www.{Brandname}.com

Photography.

Photography.

Our photography style is authentic, human-centricand at times quirky. Images should feel real and natural, capturing genuine moments to tell a relatable brand story.



DIRECTION 1

Use authentic, greyscaled portraits that feel natural, expressive, and unpolished. Choose people with personality, confident, and comfortable in their own skin. Avoid overly styled or stock-looking images. The tone should be real, relatable, and effortless, capturing genuine moments that reflect individuality rather than perfection or staged polish.



DIRECTION 2

Feature genuine, greyscaled imagery of quirky couples who feel real, slightly awkward, and unfiltered. Capture natural laughter, playful energy, and authentic connection instead of polished poses. Avoid anything that feels staged or stock-like. The imagery should celebrate individuality, warmth, and the charm of imperfect, effortless moments shared



DIRECTION 3

Use greyscaled animal images that subtly mirror human emotions to add a playful, imaginative touch. Capture expressive moments—curious glances, joyful gestures, or thoughtful poses—that evoke warmth and humor. Avoid overly cute or cartoonish imagery; aim for authentic personality that brings a fun, clever twist to the visual story.



DIRECTION 3

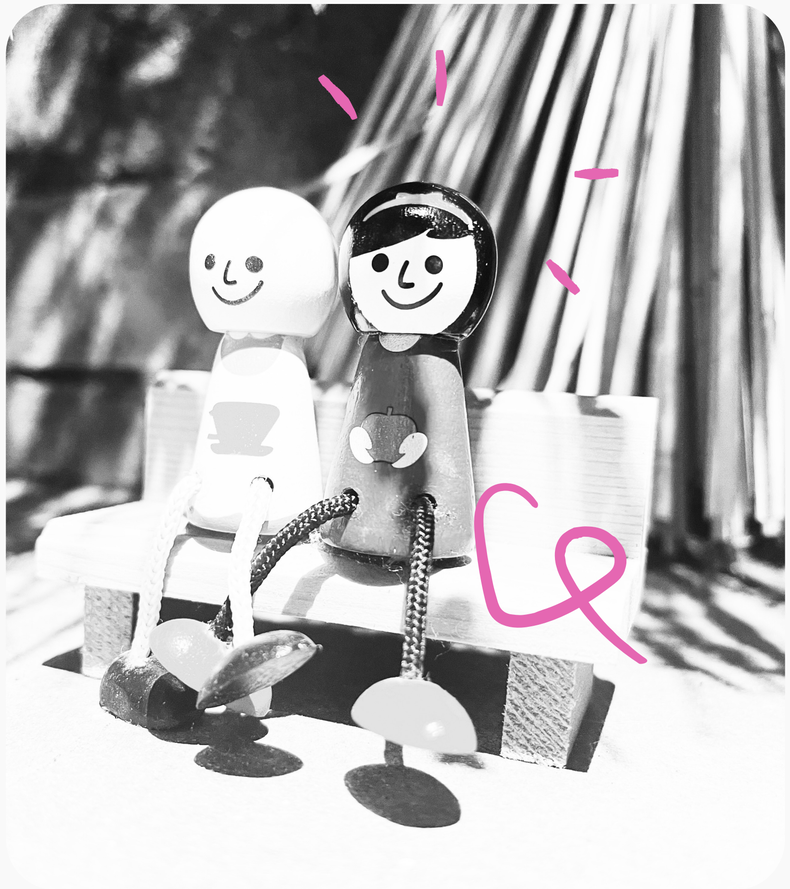
Use greyscaled object images that subtly mimic human emotions to add a playful, imaginative touch. Capture expressive shapes, gestures, or pairings that evoke warmth and humor. Avoid overly staged or decorative setups; aim for authentic character that brings a fun, clever twist to the overall visual story.

Photography & Visual elements

Photography

Use greyscaled images of objects combined with simple visual elements and illustrations to subtly mimic human emotions and create a playful, imaginative tone. Capture expressive forms or pairings that feel warm and humorous. Avoid overly polished designs; aim for authentic character and a clever, cohesive visual story.





Thank you.

greenhalo

Sept. 2025