



BRAND GUIDELINES

1. LOGO

Living Green Star Logo

The most important element of the Living Green Star visual identity is the logo. The Living Green Star logo consists of two elements: an icon based on the structure of a geometric cube with the addition of tree branches representing growth, and the 'Living Green Star' text. These elements should not be altered or edited in any way.



1. LOGO

Logo Variations

Full colour

The full colour logo should be used wherever possible. This protects the integrity of the visual identity and creates consistency in communications.

Mono / Black

In some situations, such as newsprint, it may be necessary to use a mono or black version of the logo.

Reversed colour

When the logo needs to be applied to a dark coloured background, the white reversed version can be used.

White

When the logo needs to be applied to a dark coloured background, the white reversed version can be used.

Full colour



Mono / Black



Reversed colour

White



1. LOGO

Spatial Guide

The logo is most effective when surrounded by as much uninterrupted space as possible.

When using the Living Green Star logo, please ensure the logo must have at least the 's' from 'star' height clear space above and below the mark and 's' height on either side.



Minimum Size

There is a minimum size for print reproduction. To ensure the text in the mark is legible, the minimum size related to height and width is illustrated.



2. POSITIONING LINE

Positioning Line

The positioning line for Living Green Star is 'A better home. A better world'. This is to be used on any marketing material where the use of a positioning line is appropriate.

**A better home.
A better world.**

3. COLOUR

Colour Palette

The Living Green Star colour palette consists primarily of the Green Star Green and Charcoal. The addition of a neutral grey is to be used as a background tint.



PANTONE 376 C

C 53

M 0

Y 96

K 0

R 132

G 196

B 71

HEX 8dc63f



PANTONE COOL GRAY 11

C 48

M 36

Y 24

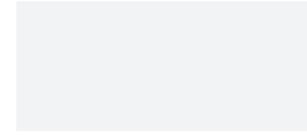
K 66

R 63

G 68

B 80

HEX 3f4450



PANTONE BLACK C 5%

C 0

M 0

Y 0

K 10

R 243

G 243

B 244

HEX f3f3f4

4. FONTS

This is a selection of fonts, of which one or more should be used for all communications. Poppins SemiBold should be used for all headings, subheadings and introductory text. As a general rule, Poppins Light should be used for all body copy.

For any digital, email or inhouse documents where Poppins is unavailable, Arial/Helvetica should always be used.

Poppins
Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Poppins
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Arial
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

5. IMAGERY

Photography

Good imagery is a vital tool in bringing the Living Green Star brand to life. Images should have a focus on green living lifestyle shots that are clean and well shot.



6. EDM



MONDAY 25 JULY 2017 EDITION NO. 1



How to manage expectations when buying your next home

As prospective property owners, how do we manage our expectations in order to break into the market?

We all have a list of 'desirables' in our minds when it comes to our dream home. For inner city dwellers, it may be a functional apartment flooded by natural light and adorned with modern features. For families, it's usually about space. Nestem re sit que volum dolum culpa quo ide il modigenis ad undit.

Living Green Tips



Heading 2 here

Nestem re sit que volum dolum culpa quo ide il modigenis ad undit magnificabo. Et ad et archicum es es vendel in estis rent et que plam, quis a nimus adi arum num.



Heading 2 here

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Living Green Tips



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Heading 2 here

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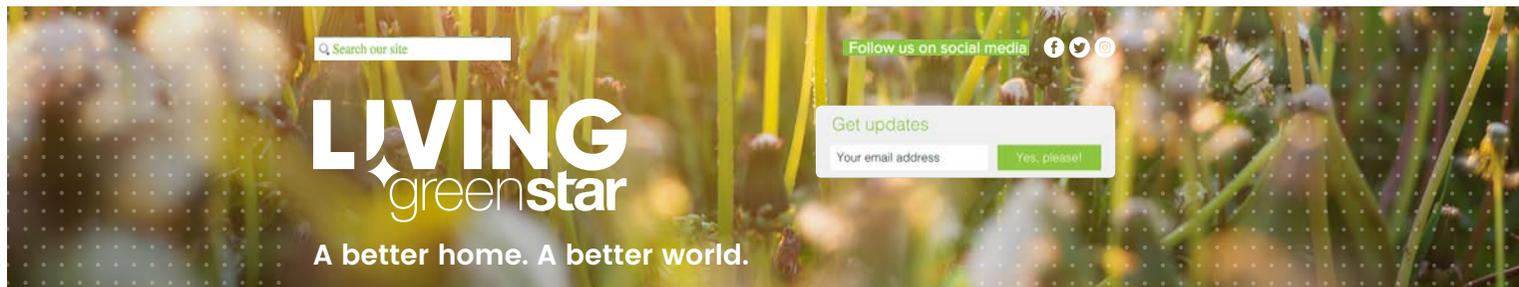
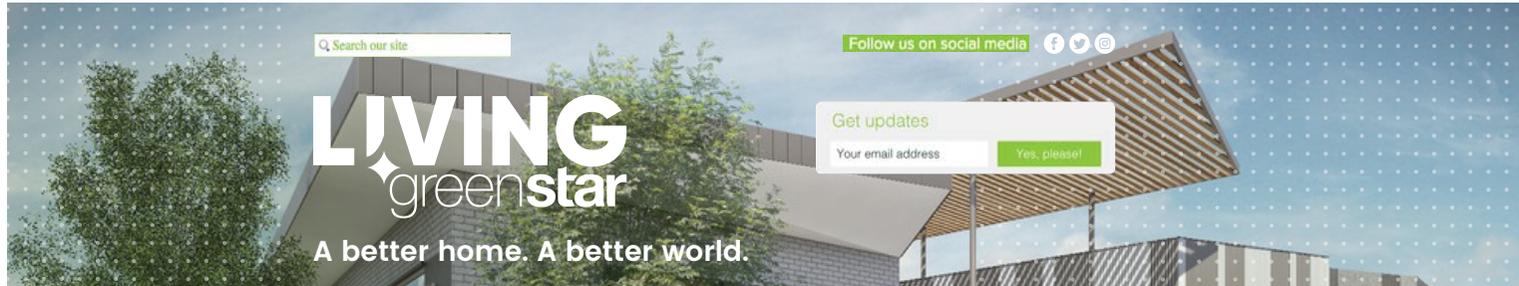
6. EDM BANNERS



7. WEBSITE



7. WEB BANNERS



7. SOCIAL MEDIA



LIVING
green**star**

www.livinggreenstar.org.au