

# BRAND GUIDELINE

## GREEN STONE

### Vertical logo

A vertical logo is ideal for scenarios where space is limited in width but ample in height, such as on tall banners, mobile apps, or social media profile pictures. It works well in designs where a stacked format complements the layout better than a horizontal arrangement, offering a balanced and cohesive visual presence.

Vertical logos are also effective for packaging, signage, and other narrow-format applications, ensuring the brand remains prominent and easy to read.



### Horizontal logo

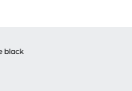
A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like letterheads and business cards.

It's ideal when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.

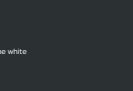
Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a sleek, elongated format helps maintain readability and strong visual impact.



### Standard



### Invert



### Monochrome black



### Monochrome white



### Social media icons

Always use the primary brand colours for social channel profile pictures to ensure consistent and recognizable brand presence across platforms.



### Icon spacing

Ensure ample space around the logo icon when using it as a social profile picture, so it remains clear, distinct, and easily recognizable even at smaller sizes.



### Vertical spacing

When placing the logo on any design, it's essential to give it enough space to breathe to maintain its visibility and impact.

This clear space ensures the logo isn't crowded by other elements, like text, images, or graphics, allowing it to stand out and retain its integrity.

The minimum clear space around the logo should be equivalent to the 'x' in 'Xukela', ensuring no distractions or overlapping visuals.

By respecting this buffer, you preserve the logo's power and make sure it's always easily recognizable and legible in any composition.



### Horizontal spacing

When placing the logo on any design, it's essential to give it enough space to breathe to maintain its visibility and impact.

This clear space ensures the logo isn't crowded by other elements, like text, images, or graphics, allowing it to stand out and retain its integrity.

The minimum clear space around the logo should be equivalent to the 'x' in 'Xukela', ensuring no distractions or overlapping visuals.



### Logo Application

#### Header placement

For narrow placements, the horizontal logo should be used to enhance visibility. If no additional information accompanies the logo, it should be positioned at the center.



#### Header placement with text

When designing a header bar, it's recommended to place the logo on the left side and the accompanying text on the right. This placement aligns with common reading patterns and enhances visual flow, allowing users to easily recognize the brand before they proceed to the text.

Applying spacing rules (previously specified) is essential to ensure both the logo and text elements are legible and balanced. The logo should have enough padding around it to prevent it from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements.

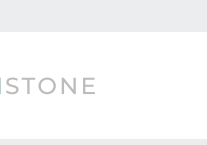
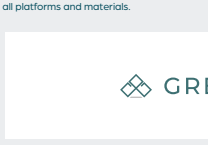
Consistent spacing not only improves readability but also contributes to a clean and professional look, making the header more appealing and user-friendly.



**Lorem ipsum**  
Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

#### Logo placement on images/designs

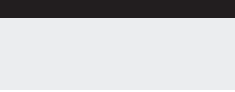
When placing the logo on an image, it must maintain consistent spacing on all sides equal to the width and height of the logo's stamp. The logo can be positioned in various locations, including the top center, bottom center, bottom left, and bottom right, depending on what best complements the overall design. Ensuring this spacing not only preserves the logo's visibility but also upholds brand consistency and clarity across different applications.



### Colour Variations

The logo can be used on a limited range of approved background colours to maintain brand consistency and visual impact. Each one should be paired with specific variations of the logo to ensure legibility and adherence to brand standards.

For example, the logo should appear in its full-colour version on light backgrounds, while on dark backgrounds, a reversed or monochromatic version may be required. Adhering to these colour guidelines helps preserve the logo's integrity and ensures that it remains recognizable across all platforms and materials.



### Primary type face

#### Poppins

**Ab**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

#### Type rules

##### Heading

##### Poppins semibold

##### Subheading

##### Poppins medium

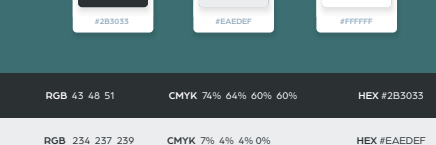
##### Body

##### Poppins light

No orphan text within paragraphs, eg:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation — Orphan

#### Typing margins



### Primary colours



RGB 60 110 113

CMYK 78% 43% 49% 16%

HEX #3C6E71

RGB 188 188 188

CMYK 27% 21% 22% 0%

HEX #B8B8B8

### Secondary colours



RGB 43 48 51

CMYK 74% 64% 60% 60%

HEX #2B3033

RGB 234 237 239

CMYK 7% 4% 4% 0%

HEX #EAEDEF

RGB 255 255 255

CMYK 0% 0% 0% 0%

HEX #FFFFFF