

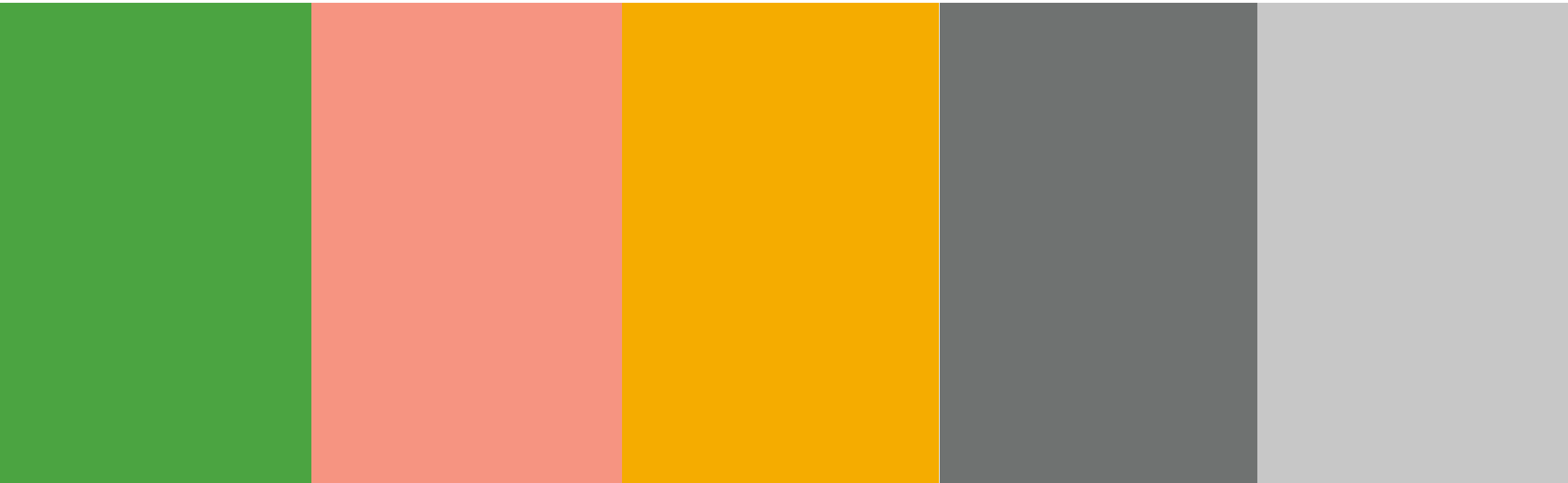
# Brand guidelines



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# Color Palette



# Primary colors

Green and grey are use in our logotype.  
Our primary colors are for general use,  
for communication and advertising.

**Pantone 370 C**  
**HEX : #4ba441**  
**RGB : (99, 140, 28),**  
**CMYK color (66%,25%,100%,9%)**

**Pantone 424 C**  
**HEX : 6f7271**  
**RGB : (111, 114, 113),**  
**CMYK color (54%,42%,43%,27%)**

**Pantone Cool Gray 1 C**  
**HEX : cccccc**  
**RGB : (204, 204, 204),**  
**CMYK color (23%,17%,18%,1%)**

# Complementary colors

Secondary colors will generally be used for web page elements and other marketing material.

**Pantone 15-1530 TPG**  
**HEX : f69481**  
**RGB : (246, 148, 129),**  
**CMYK color (0%,53%,44%,0%)**

**Pantone 130 XGC**  
**HEX : f5ac00**  
**RGB : (245, 172, 0),**  
**CMYK color (2%,37%,96%,0%)**

# Typography

Open Sans

**Franklin Gothic**

Raleway

Arial

# Logo typographies

Pine Grove logos are created on two typographies.  
These will only be use for the logo and nothing more.



Main Typography:  
Open Sans Regular

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  
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  
1 2 3 4 5 6 7 8 9 0  
¿ ? ! , ; : @ # \$ € & / ( )

Secondary Typography:  
Franklin Gothic Medium

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  
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  
1 2 3 4 5 6 7 8 9 0  
¿ ? ! , ; : @ # \$ € & / ( )

# Corporate typography

Arial typography will be used for documents and printing material since it is easier to display and more readable.

Main Typography:

## Arial

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

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

1 2 3 4 5 6 7 8 9 0 ; ? ! , : ; @ # \$ € & / ( )

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
SemiBold  
*SemiBold Italic*  
Bold  
*Bold Italic*  
Extra Bold



# Web typography

On web the chosen typography is Raleway.

Main Typography:

## Raleway

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

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

1 2 3 4 5 6 7 8 9 0 ; ? ! , ; : @ # \$ € & / ( )

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
**SemiBold**  
***SemiBold Italic***  
**Bold**  
***Bold Italic***  
**Extra Bold**

# Primary logo



# Rules of use

Margins:



The preferred clearspace around the label is equivalent to the width of the logo trees.



## Background color



Color



Background Color



Background Color

## What to avoid:



Avoid stretching or compressing the logo.



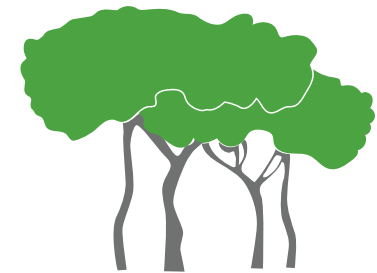
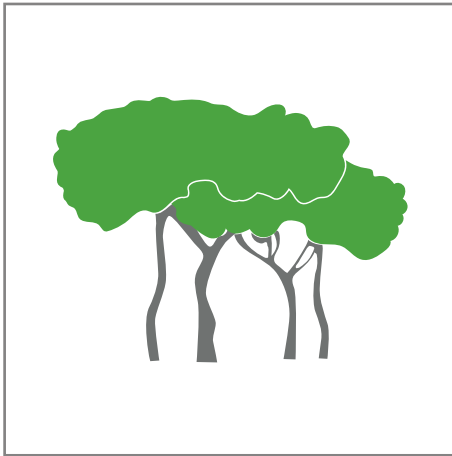
Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.

# Variations: icon

This variation of the logo consist on isolating the trees iconography. The use of the inconography icon is destined to favicon icon and social media.



The colors will always be the Pine Grove logo's colors over a white background.

# Market Pine Grove Logo



**MarketPineGrove.com**  
THE I O T M A R K E T P L A C E

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# Rules of use

Margins:



The preferred clearspace around the label is equivalent to the width of the logo trees.



## Background color



Color



Background Color



Background Color

## What to avoid:



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.



# Variations: icon

This variation of the logo consist on isolating the trees iconography. The use of the inconography icon is destined to favicon icon and social media.



For Market Pine Grove, the color use for this purposes will always be the tree iconography in the negative version white, over the green background

# Complementary logos



Partner



Distributor



Support



## Requirement

The "Pine Grove Partner" logo can be used by any entity which has signed a partnership agreement with Pine Grove S.L.

## Not Authorized

The logo can be used on collaterals and websites in respect of the associated graphic charter (authorized color versions).  
The « Pine Grove Partner » terms can be used in any editorial content.

## Authorized

It must not be used for any product or service. Anything that could lead to confusion with Pine Grove S.L, i.e. anything that would suggest that Pine Grove Partner communication materials come from Pine Grove

# Rules of use

Margins:



The preferred clearspace around the label is equivalent to the width of the logo trees.



## Background colors:



Color



Background Color



Background Color

## What to avoid:



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.

