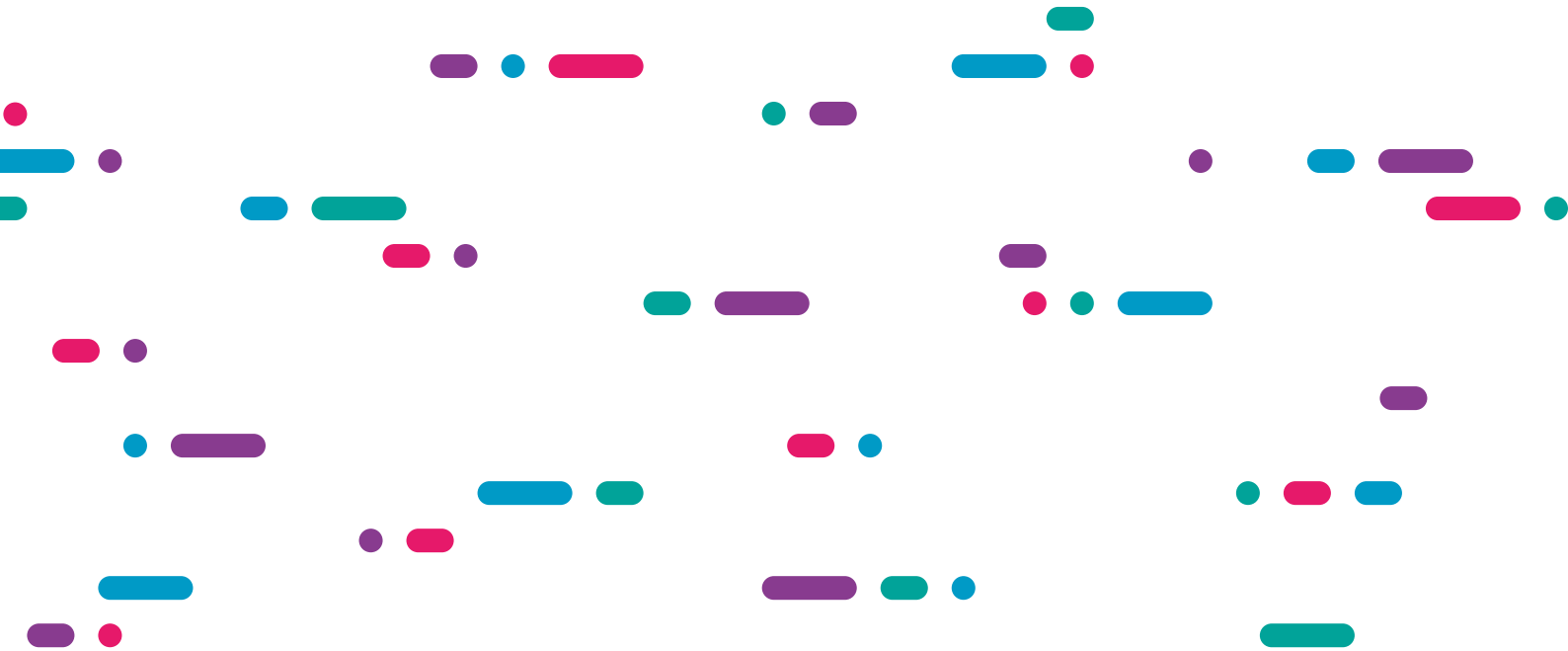
GROWENS

# Growens Brand Book



# Growens Trademarks & Brand Guidelines

These guidelines have been created to help our employees, customers, partners, licensees, outside vendors, and other third parties understand how to use Growens brand features correctly, including Growens logos and trademarks. You are permitted to use the Growens name, logos, artwork, and other brand features only in accordance with our Trademark Guidelines. Any use of Growens brand features contrary to our guidelines is prohibited.

The Growens name, logos, artwork, and other brand features are valuable Growens intellectual property. It is important to use them properly. By using Growens brand assets, you agree to these trademark guidelines, as may be updated from time to time, and you acknowledge that Growens is the sole owner of the Growens trademarks and service marks, and all goodwill derived from their use accrues only to Growens.

Growens may review use of our brand assets at any time and reserves the right to terminate or modify any use.

GROWENS

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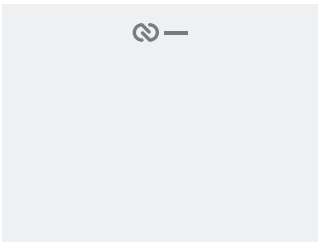
# Logo

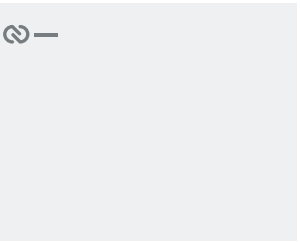
# The Logo

We are very proud of our logo, and we require that you follow the following guidelines to ensure it always looks its best.
The logo comes in two versions - please choose carefully which one to use according to the below specifications.

## Left Version

To be use left aligned or centered to the page, as the example below shows.



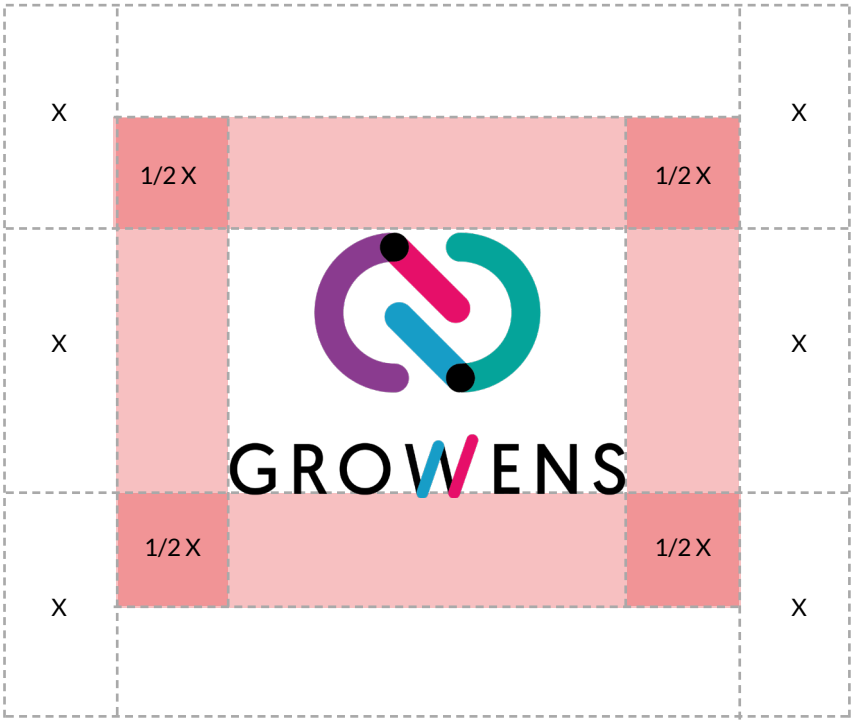


## Centered Version

To be use only centrally when the space is square-shaped , as the example below shows.

# Clearspace

Our logo should always have space to breathe. We have two clear zones. The minimum clear space is highlighted in red - never place anything in it. The optimal clearspace equals the logo's height.

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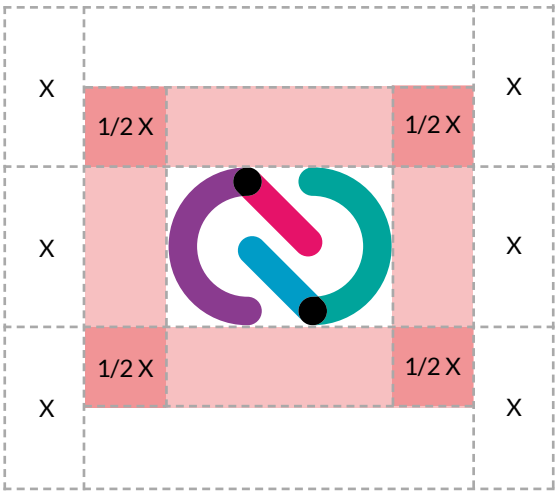
# Logomark

In cases when the Growens brand has already been established, the logomark can be used on its own - e.g. on the second and following pages of a PPT presentation.

## Logomark Clearspace

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# Colour Variations

When on dark background or on image, the all-white logo variation must be preferred. On white or light gray colour, the all-black logo can be used as a variation of the main logo, but only when the full-colour logo has already been used. Always be sure to give the right contrast to ensure maximum readability.

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# Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

NO

Do not rotate the logo

NO

Do not change the logo colour or tone

NO

Do not distort or warp the logo in any way

NO

Do not reverse the logo

NO

Do not manipulate the logo

NO

Do not use unofficial colour combinations

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# Colours

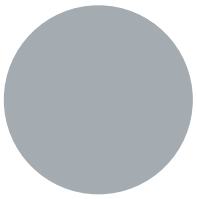
# Colour Palette

Our colour palette can be divided in two groups: primary and secondary. The first includes white, black and two shades of gray. The second group contains four of the five logo colours.

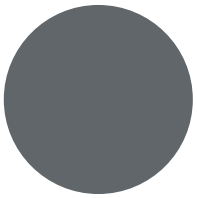
## Primary Colours



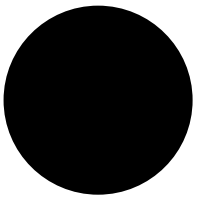
| | |
|---|---|
| NAMING | White |
| CMYK | 0, 0, 0, 0 |
| RGB | 255, 255, 255 |
| HEX | ffffff |
| PANTONE | - |



| | |
|---|---|
| NAMING | Gray |
| CMYK | 10, 0, 0, 40 |
| RGB | 164, 172, 177 |
| HEX | a4acb1 |
| PANTONE | 429 C |

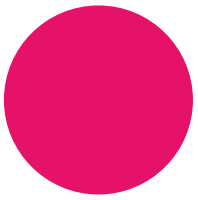


| | |
|---|---|
| NAMING | Cool Gray |
| CMYK | 12, 0, 0, 72 |
| RGB | 96, 102, 105 |
| HEX | 606669 |
| PANTONE | Cool Gray 10 C |

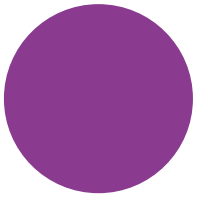


| | |
|---|---|
| NAMING | Black |
| CMYK | 0, 0, 0, 100 |
| RGB | 29, 29, 27 |
| HEX | 1d1d1b |
| PANTONE | Neutral Black C |

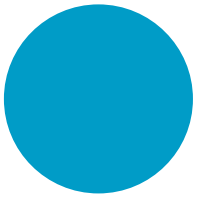
## Secondary Colours



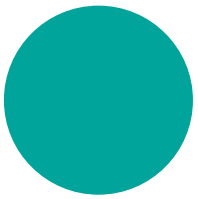
| | |
|---|---|
| NAMING | Rubine Red |
| CMYK | 0, 97, 28, 0 |
| RGB | 230, 20, 105 |
| HEX | e61469 |
| PANTONE | Rubine Red C |



| | |
|---|---|
| NAMING | Violet |
| CMYK | 56, 87, 0, 0 |
| RGB | 138, 60, 143 |
| HEX | 8a3c8f |
| PANTONE | 254 C |



| | |
|---|---|
| NAMING | Pacific |
| CMYK | 71, 0, 0, 22 |
| RGB | 0, 156, 199 |
| HEX | 009cc7 |
| PANTONE | 801 C |



| | |
|---|---|
| NAMING | Persian |
| CMYK | 81, 6, 46, 0 |
| RGB | 0, 164, 154 |
| HEX | 00a49a |
| PANTONE | 3272 C |

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# Colour Proportions

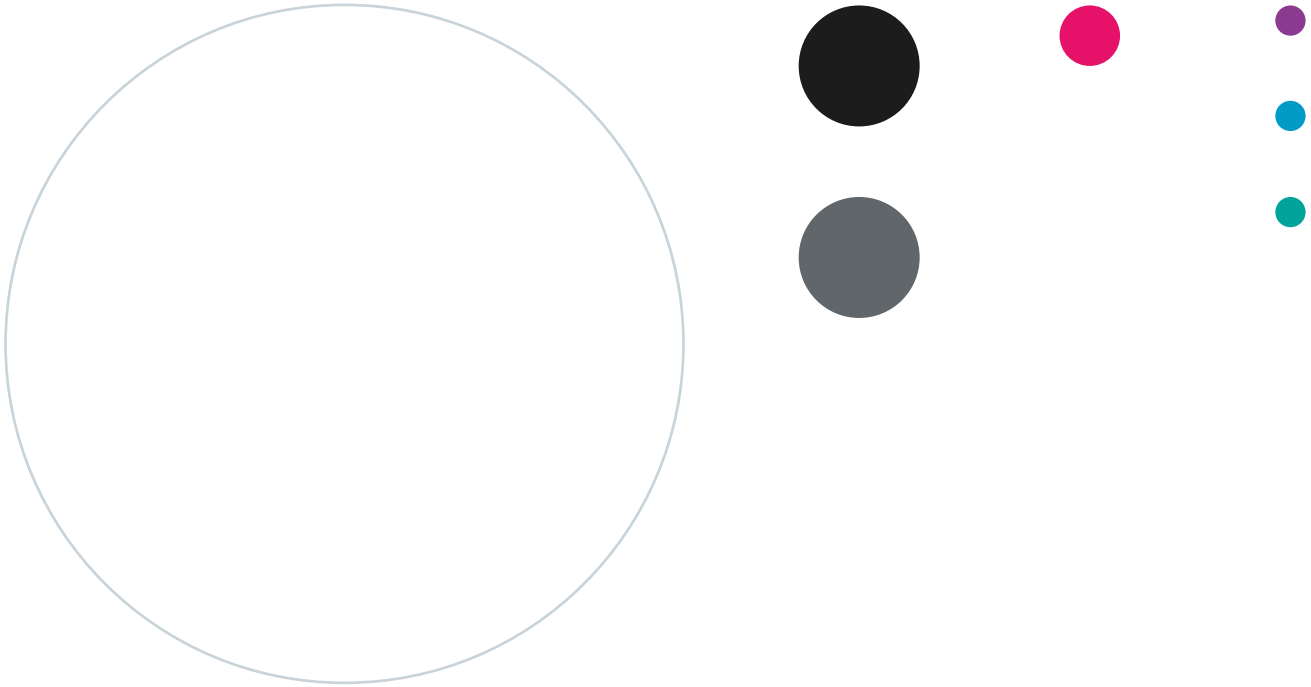
Corporate colours are selected to work on all media. White should be used for backgrounds (about 90% of the available space). Black and Cool Gray should be used for all information (about 8%). Rubine Red can be used for highlighting (about 1.5% of space). Violet, Pacific and Persian can be used for 0.5% of the space.

White (90%)

Black / Gray (8%)

Rubine Red (1.5%)

Other (0.5%)



Please note: these proportions are a recommendation, percentages are approximated and provide a general indication. Circle sizes have a representative ratio for an illustration purpose.

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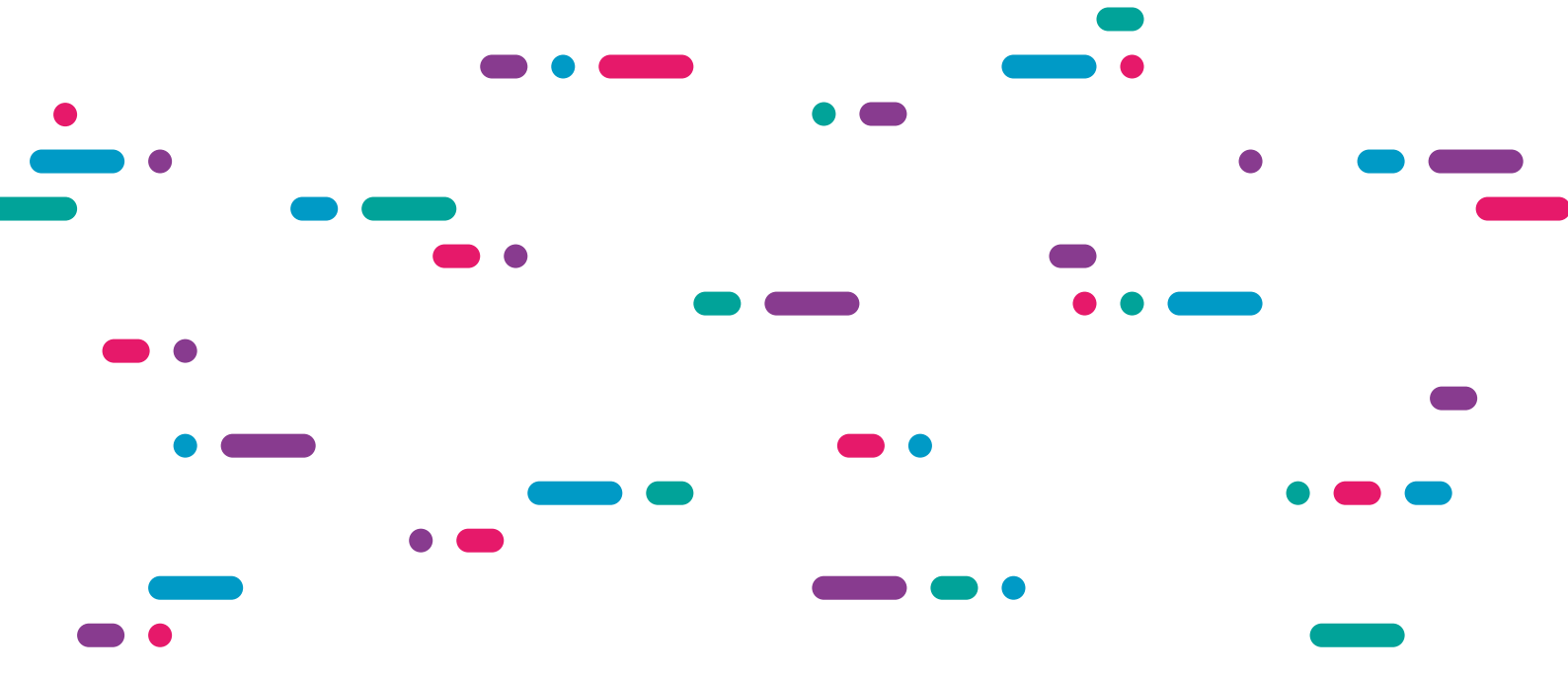
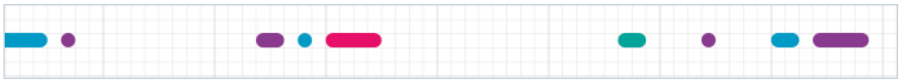
# Graphic Pattern



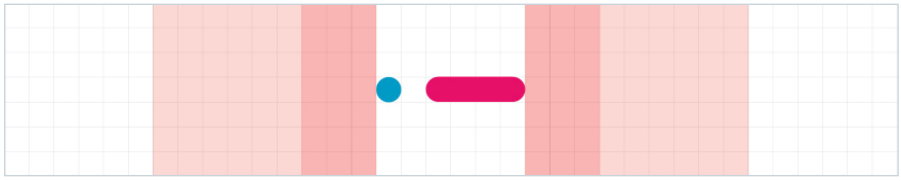
# Composition

Our graphic pattern - nicknamed “bit” - is derived from the graphic traits that make our logo. It is composed of 3 elements with alternating colours. The model is built on a regular grid.

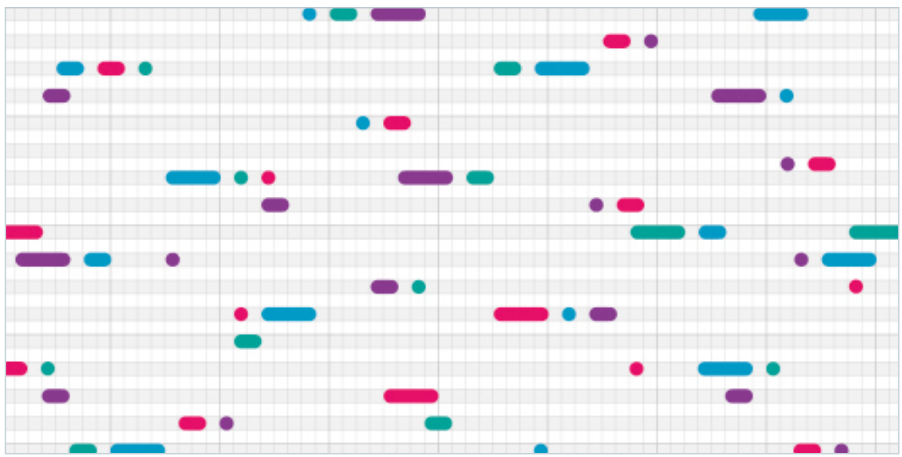
Graphic elements are always mixed in size and colour to create pleasant and non-repetitive horizontal blocks.



Allow at least 3 columns between the graphic blocks on the same row.



Always put the elements on alternate rows and don’t overcrowd them.



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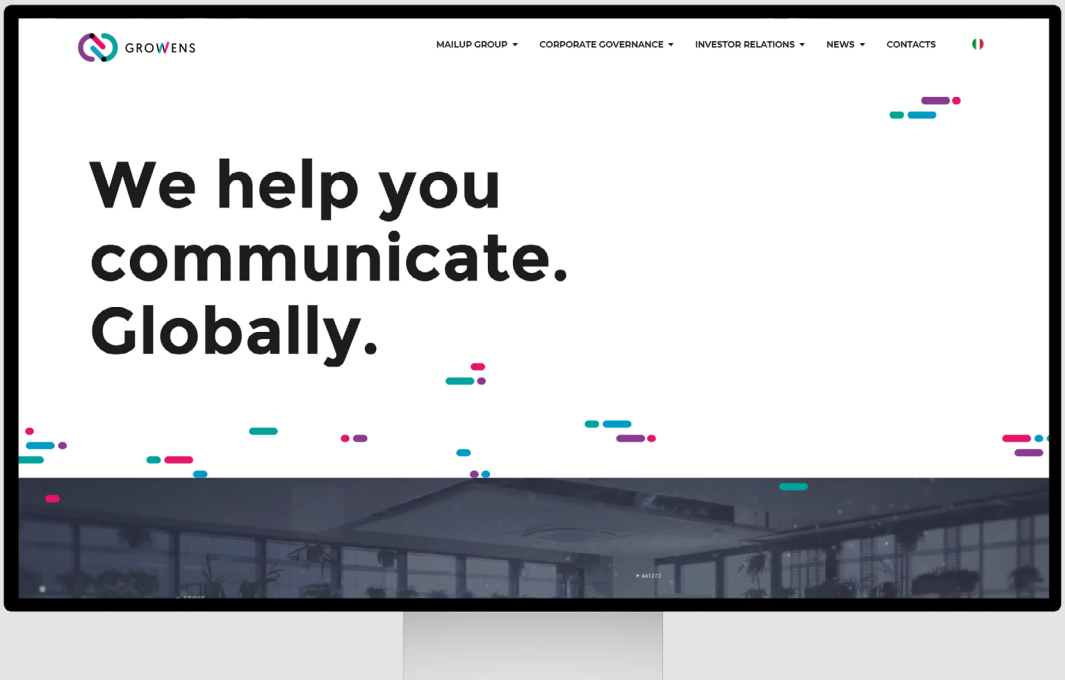
# Usage

Our pattern is our hallmark in our communication. We can use it in any official and non-official communication, in advertising and in publications. In any case, it should not be overused and should only be included on the main pages. It can cover the whole page or only part of it.

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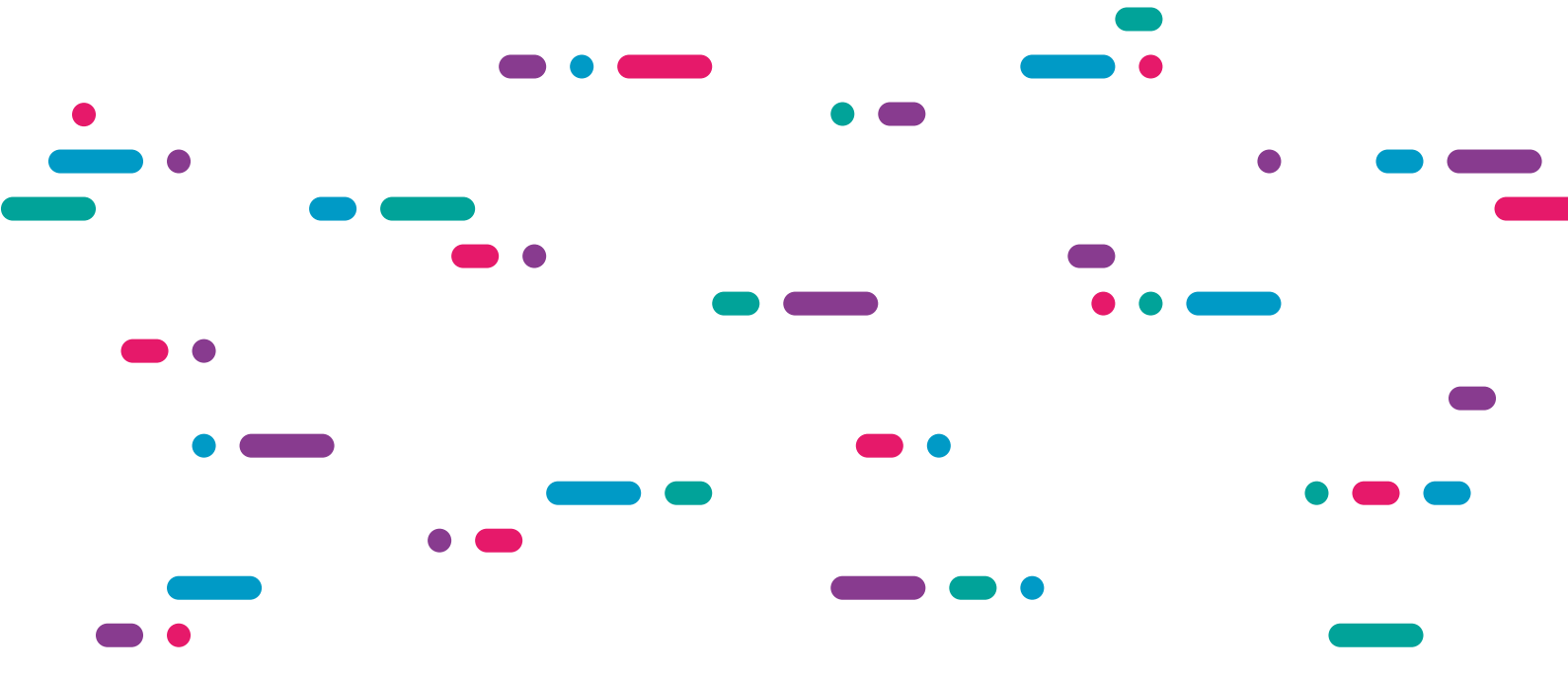
# Typography



# Typography

Our brand is modern and young, but also sophisticated and high-end. Typography reflects such concepts and is designed to maintain this perfect balance.

## Primary Typeface

Montserrat

AaBb

The Montserrat project is led by Julieta Ulanovsky, a type designer based in Buenos Aires, Argentina.
Montserrat is a free Google Font with an Open Font License.

Download:
https://fonts.google.com/specimen/Montserrat

## Secondary Typeface

Lato

AaBb

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic. The Lato family is published under the Open Font License by his foundry tyPoland, with support from Google.

Download:
https://fonts.google.com/specimen/Lato

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## Numbers Font

Roboto Mono

0123

Roboto Mono is a monospaced addition to the Roboto type family. The fonts are optimized for readability on screens across a wide variety of devices and reading environments

Download:
https://fonts.google.com/specimen/Roboto+Mono

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## Font Weights & Use

Montserrat Bold must be used as the main font for headings and titles. For body text, prefer Lato Regular.

Hero Title Montserrat Bold - Type 60pt / Leading 72pt

# Lorem ipsum dolor sit amet

Big Title Montserrat Bold - Type 30pt / Leading 36pt

## Lorem ipsum dolor sit amet

@2021 All Rights Reserved

Title Montserrat Bold - Type 20pt / Leading 24pt

# Lorem ipsum dolor sit amet

Big Body Text Lato Regular - Type 12pt / Leading 20pt

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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Text Lato Regular - Type 10pt / Leading 16pt

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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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# Icons

# Colours & Use

Icons are useful to better visualise concepts in presentations and emails. Their use is encouraged, provided that it is compliant with the official guidelines. Our official icon set is outlined and in Rubine Red C, White or Cool Gray colour.

## Main features

- 2 pt thickness
- Rubine Red colour

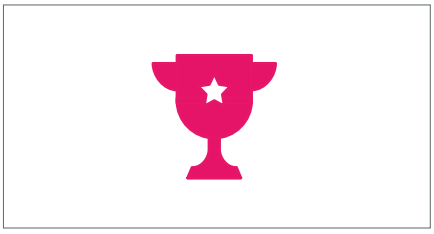
## Rubine Red version

To be used on white background

## White version

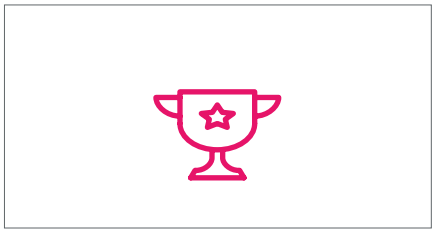
To be used on coloured backgrounds

## Icon misuse



**NO**

Do not reverse the icon



**NO**

Do not distort or warp the icon in any way

**NO**

Do not use any other colour

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# Social Network Images

# People / Moodboard

We prefer high-quality portraits in which the subject is posing on a flat white / light background, relaxed or smiling. The main colours of the image should be as neutral as possible, but complementary or analogous colours to the ones of our logo are also acceptable.

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# Other / Moodboard

Generally speaking, the right images to be used in our social feeds or on our website have a white (or light) colour prominence. Images with a spot of one or more brand colours are also permitted. Avoid pictures with a high level of noise. Always prefer a minimalist style.

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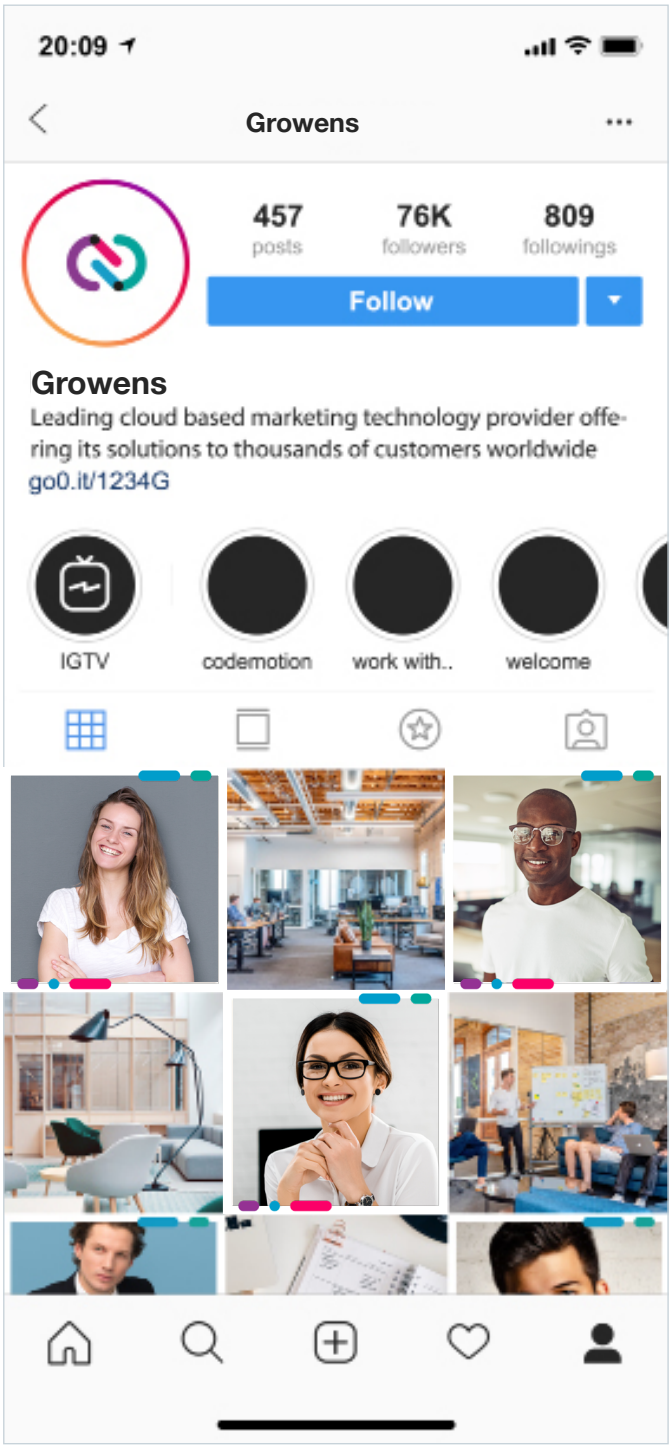
# Instagram Template for Portraits

The portraits are distinguished by a white frame and a pattern overlay.

Template

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# Buttons

# Buttons

Buttons use a consistent style across media and channels. There should always be one primary CTA, with the addition - if needed - of one or more secondary CTAs.

For all types of buttons, two rules must be followed:
1. Button text must never span more than 1 line
2. Button height must be consistente with font size

## Primary button

Primary buttons are used for the most prominent CTA (call-to-action) in the page or communication, usually by position and importance. They toggle among three states and can be resized based on text length.

**Properties**

**Default** **Hover** **Disabled**

## Secondary button

Secondary buttons are used for any additional CTAs in the page or communication.
They toggle between two different states and can be resized based on text length.

**Properties**

Font-family: Lato Regular Font-size: 16px / 12pt max-width: 350 px

**Default** **Hover**

If you would like to know more about buttons, check our pattern library here.

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# Hyperlinks

# Hyperlinks

A hyperlink (or a link) is a reference to specific data that an user can find by clicking (or tapping). The font size can change accordingly to the typography and the text part where it can be found. Other properties must not change.

Lorem ipsum dolor sit amet

**Default properties**

Font-family: Lato Regular
Colour: Rubine Red
Text-decoration: Underlined

Lorem ipsum dolor sit amet

**Hover properties**

Font-family: Lato Regular
Colour: Violet
Text-decoration: Underlined

If you would like to know more about hyperlinks, check our pattern library here.

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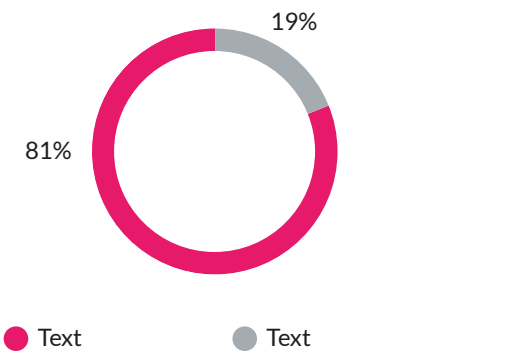
# Charts

# Pie Chart

Pie charts are to be used wherever the sum of data points in 100. In case of two shares, use Rubine Red for the main share and Gray for the lesser. For further shares, please refer to the Colour Palette. Do not use any colours outside of the official Colour Palette.




**Colours**

Please refer to the official Colour Palette

**Fonts**

Title: Lato 11 pt Rubine Red colour

Labels: Lato 9 pt Cool Gray colour

Key: Lato Black 10 pt Cool Gray colour (use a circle to show the colour)

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# Histogram

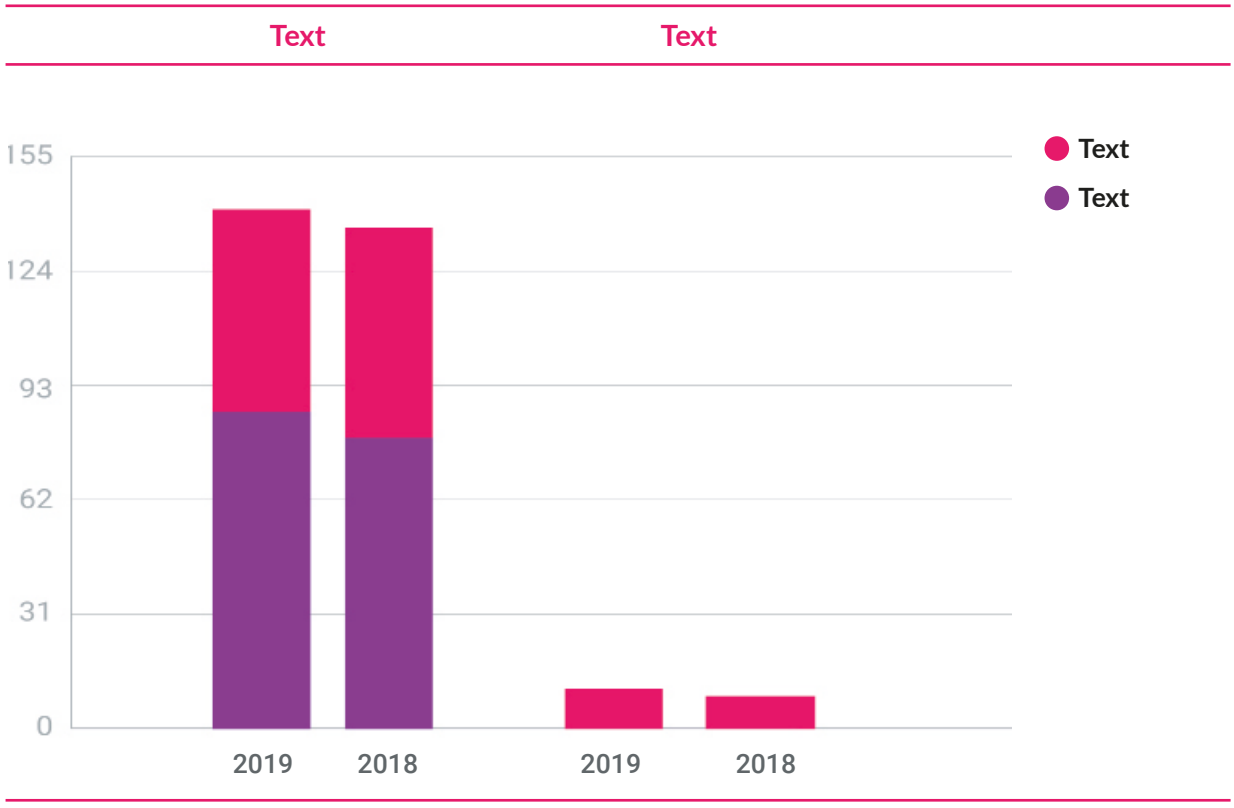
Histogram charts are to be used to visualise the distribution of numerical data. Bars can be simple or combined (as shown below).

**Colours**

Please refer to the official Colour Palette

**Fonts**

Titles: Lato 11 pt Rubine Red colour
X Axis Labels: Roboto Mono 11 pt Cool Gray colour
Y Axis Labels: Roboto Mono 11 pt Gray colour
Key: Lato 10 pt Black (use a circle to show the colour)

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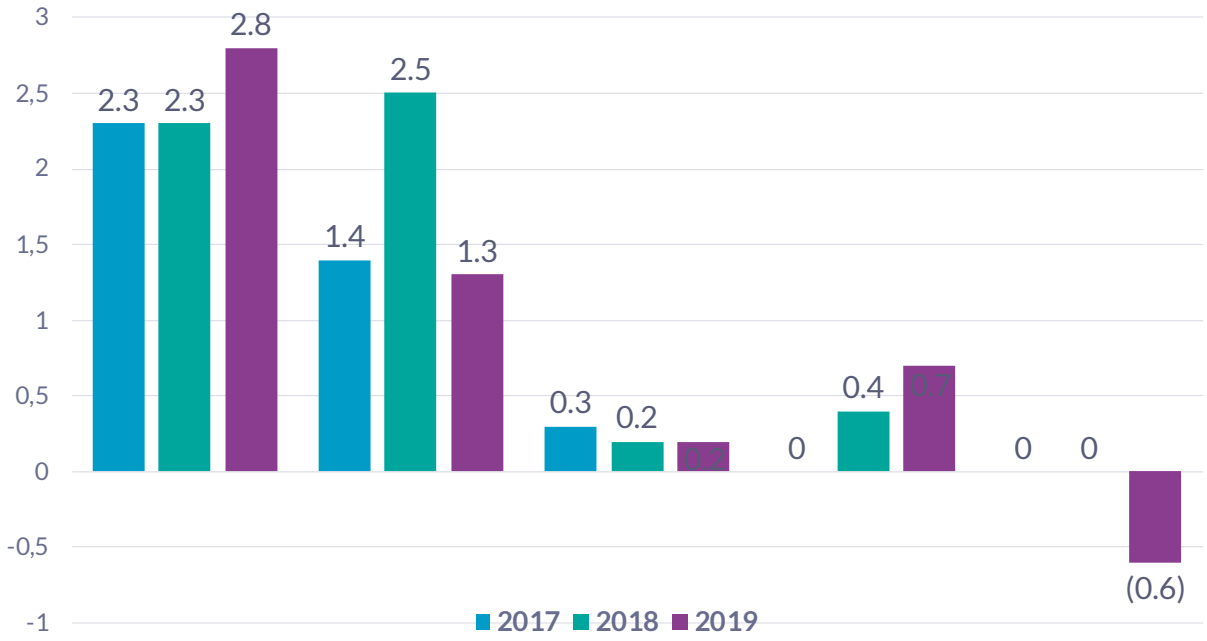
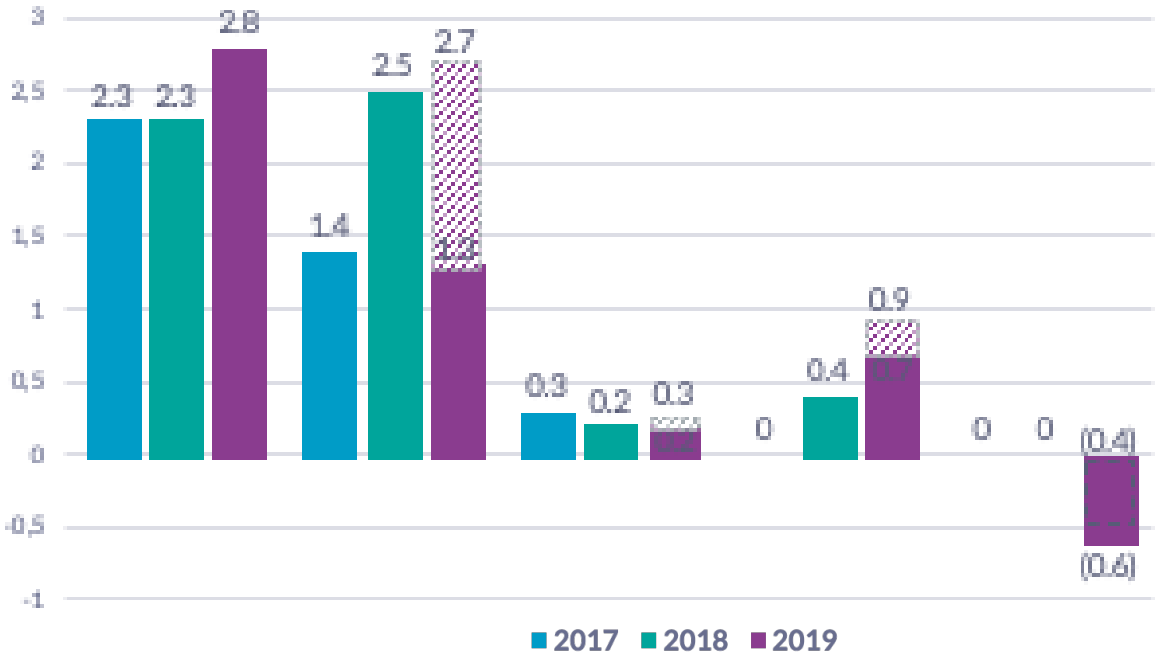
# Comparative Histogram

For comparative histograms, the same rules apply although with a different set of colours. Comparative histograms should be used to compare data related to business units, for instance, across a certain time range. Any data projections should use a lined rather than a full-colour background.

**Colours**
Please refer to the official Colour Palette

**Fonts**
Titles: Lato 11 pt Rubine Red colour
Text: 11 pt Cool Gray colour

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# Colour Significance

If you need to signify a positive or negative trend, result or data point in your chart, colours can help. Green and red generally stand respectively for positive and negative results: we respect such universal significance in our representations.
Further colour subsets, as shown below, can be used to integrate charts when more colours are needed.

## Positive significance

| | |
|---|---|
| NAMING | Persian |
| CMYK | 81, 6, 46, 0 |
| RGB | 0, 164, 154 |
| HEX | 00a49a |
| PANTONE | 3272 C |

## Negative significance

| | |
|---|---|
| NAMING | Rubine Red |
| CMYK | 0, 97, 28, 0 |
| RGB | 230, 20, 105 |
| HEX | e61469 |
| PANTONE | Rubine Red C |

## Colour subset 1

| | |
|---|---|
| CMYK | 56, 87, 0, 0 |
| RGB | 138, 60, 143 |
| HEX | 8a3c8f |
| PANTONE | 254 C |

| | |
|---|---|
| CMYK | 45,73,0,0 |
| RGB | 160,90,168 |
| HEX | 2583 C |
| PANTONE | Rubine Red C |

| | |
|---|---|
| CMYK | 31, 54,0,0 |
| RGB | 192,135,201 |
| HEX | c087c9 |
| PANTONE | 258 C |

## Colour subset 2

| | |
|---|---|
| CMYK | 71, 0, 0, 22 |
| RGB | 0, 156, 199 |
| HEX | 009cc7 |
| PANTONE | 801 C |

| | |
|---|---|
| CMYK | 70,5,15,0 |
| RGB | 47,180,211 |
| HEX | 2fb4d3 |
| PANTONE | 298 C |

| | |
|---|---|
| CMYK | 58,0,15,0 |
| RGB | 96,2017,226 |
| HEX | 60cfe2 |
| PANTONE | 310 C |

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# Tables

For tables, you can choose between two styles according to your needs. Use these styles on all supports - spreadsheets, presentations, Word documents, etc.

## Type 1

| | 2019 | | | 2018 | | |
|---|---|---|---|---|---|---|
| | Text | Text | **Total** | Text | Text | **Total** |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| **Total** | **00** | **00** | **00** | **00** | **00** | **00** |

**Colours**
Rubine Red & Gray

**Fonts**
Titles: Lato Black 11 pt bold Rubine Red
Text: Lato Regular 11 pt Cool Gray

## Type 2

| Text | Text | Text | Text | Text | Text | Text |
|---|---|---|---|---|---|---|
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |
| Text | 00 | 00 | 00 | 00 | 00 | 00 |

**Colours**
Rubine Red, Gray, Cool Gray

**Fonts**
Titles: Lato Bold 10 pt White
Text: Lato Regular 10 pt Black

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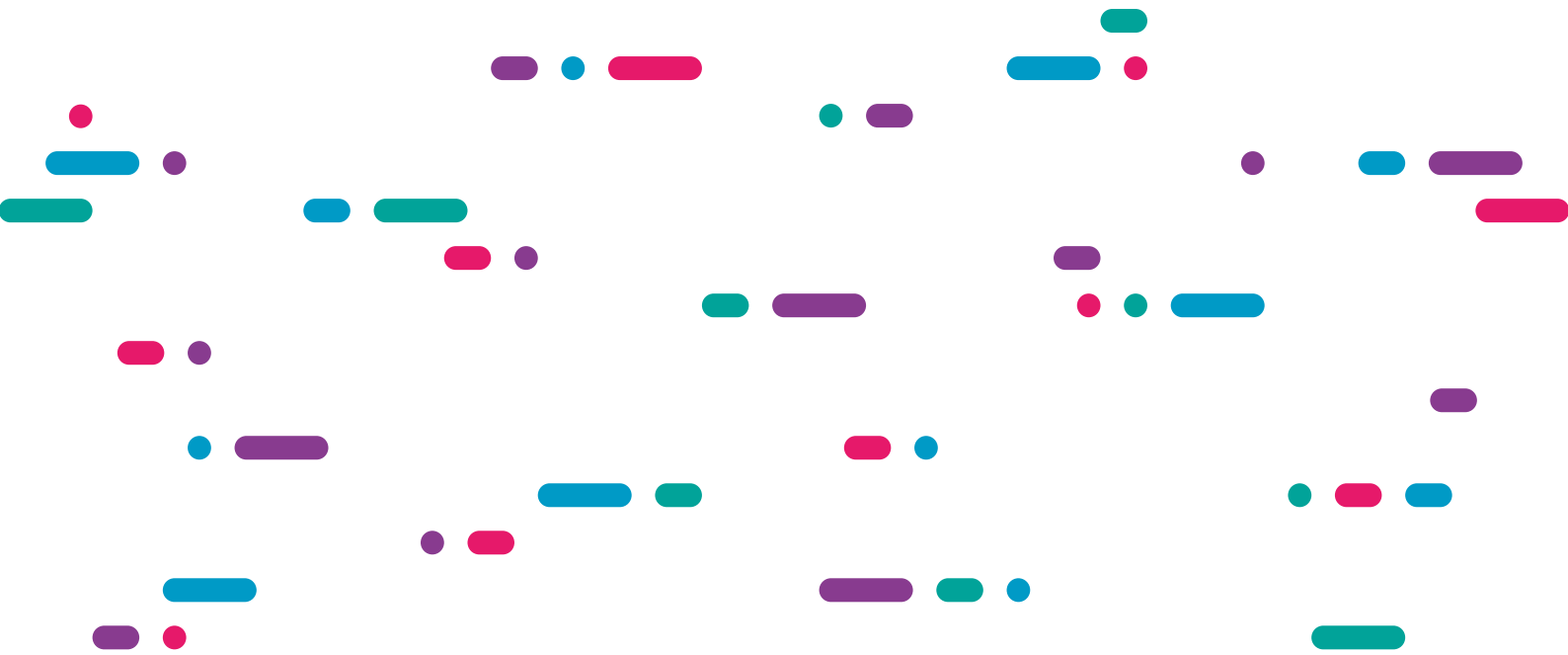
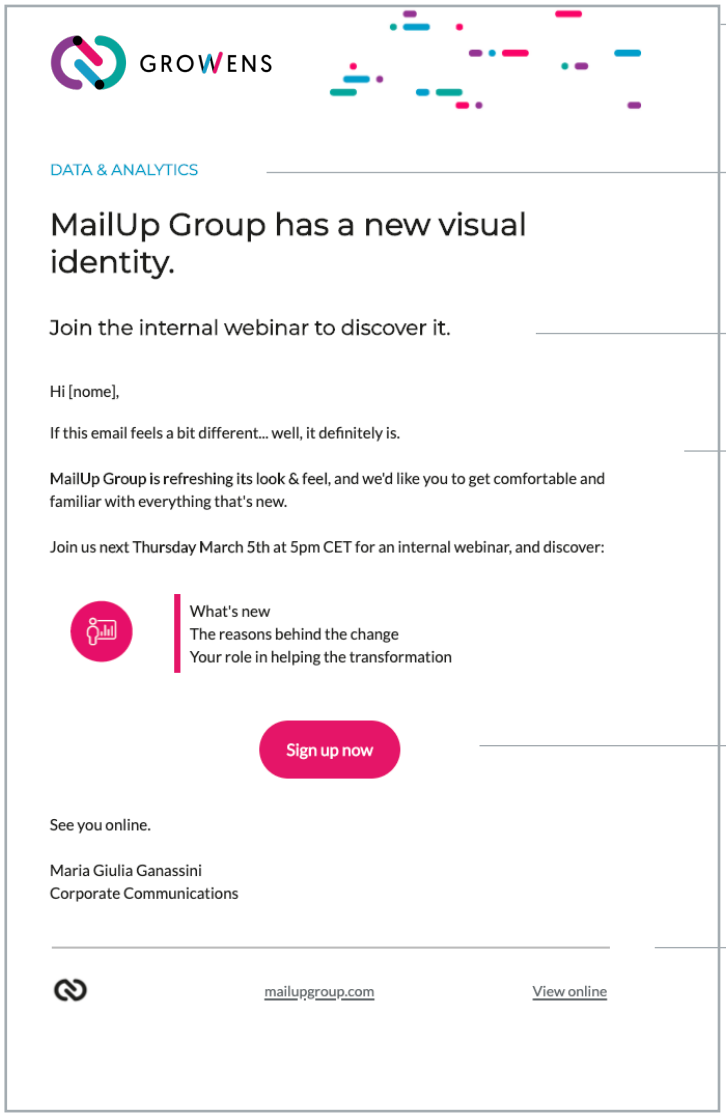
# Email



# Email Template

Internal and external emails share the same style, while differing in their headers and footers. White is predominant, with Rubine Red accents. The Bit graphic pattern is used to add personality and occasionally as a divider between sections.

## Internal Email




**Header**
Please do not edit or change the header in any way

**Department**
Montserrat Bold 15 px
Each department has its own colour

**Title**
Montserrat Bold 24 px

**Body Text**
Lato Regular 15 px

**Hyperlinks**
Colour: Rubine Red
Font: underlined

**Buttons**
Border radius: 50
Background: Rubine Red
Text: Lato 16 px, White colour

**Footer**
Please do not edit or change the footer in any way

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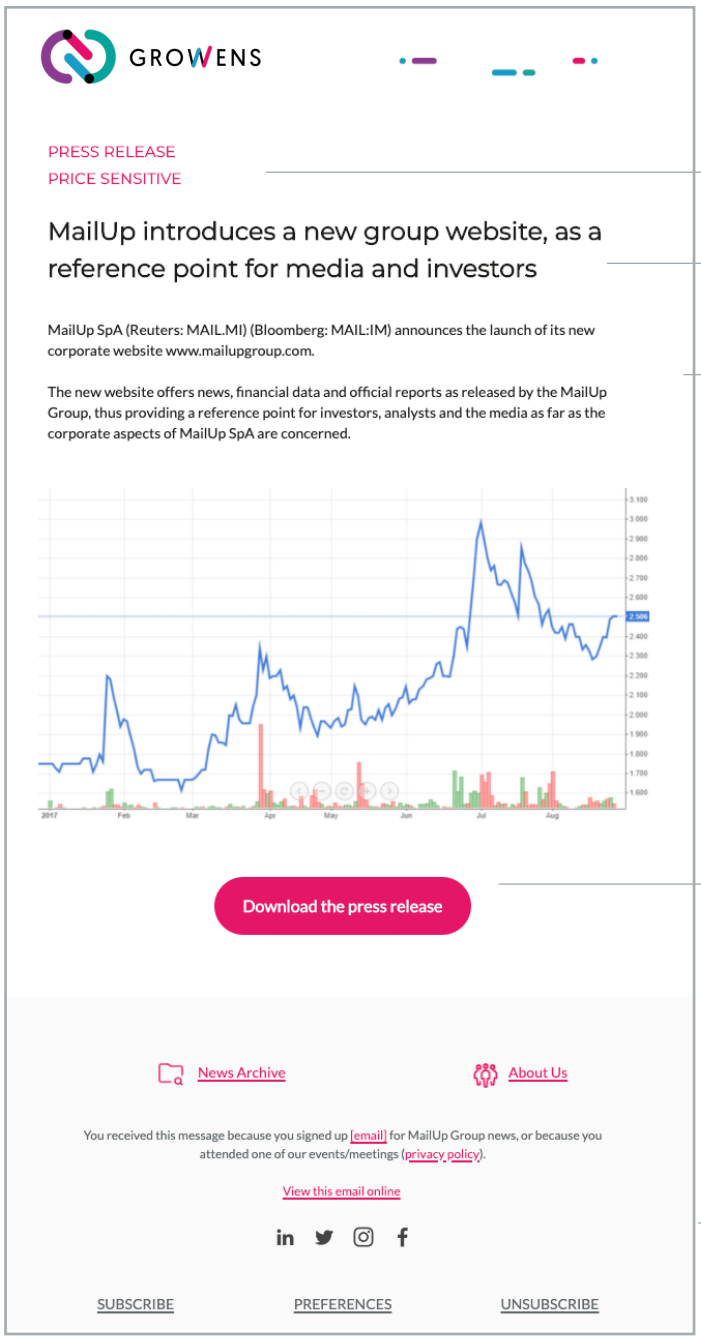
## External Email




**Header**
Please do not edit or change the header in any way

**Preheader**
Montserrat Bold 15 px

**Title**
Montserrat Bold 24 px

**Body Text**
Lato Regular 15 px

**Buttons**
Border radius: 50
Background: Rubine Red
Text: Lato 16 px, White colour

**Hyperlinks**
Colour: Rubine Red
Font: underlined

**Footer**
Please do not edit or change the footer in any way

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# Email Signature

# Employee Email Signature

Employee email signature includes a Bit divider, employee's first and last name, job position, contact information, company logo and links to social channels.

First & Last name: Arial Bold 11pt #1b1b1b
Job Position: Arial 11pt #606669
Contact Information: Arial 11pt #1b1b1b

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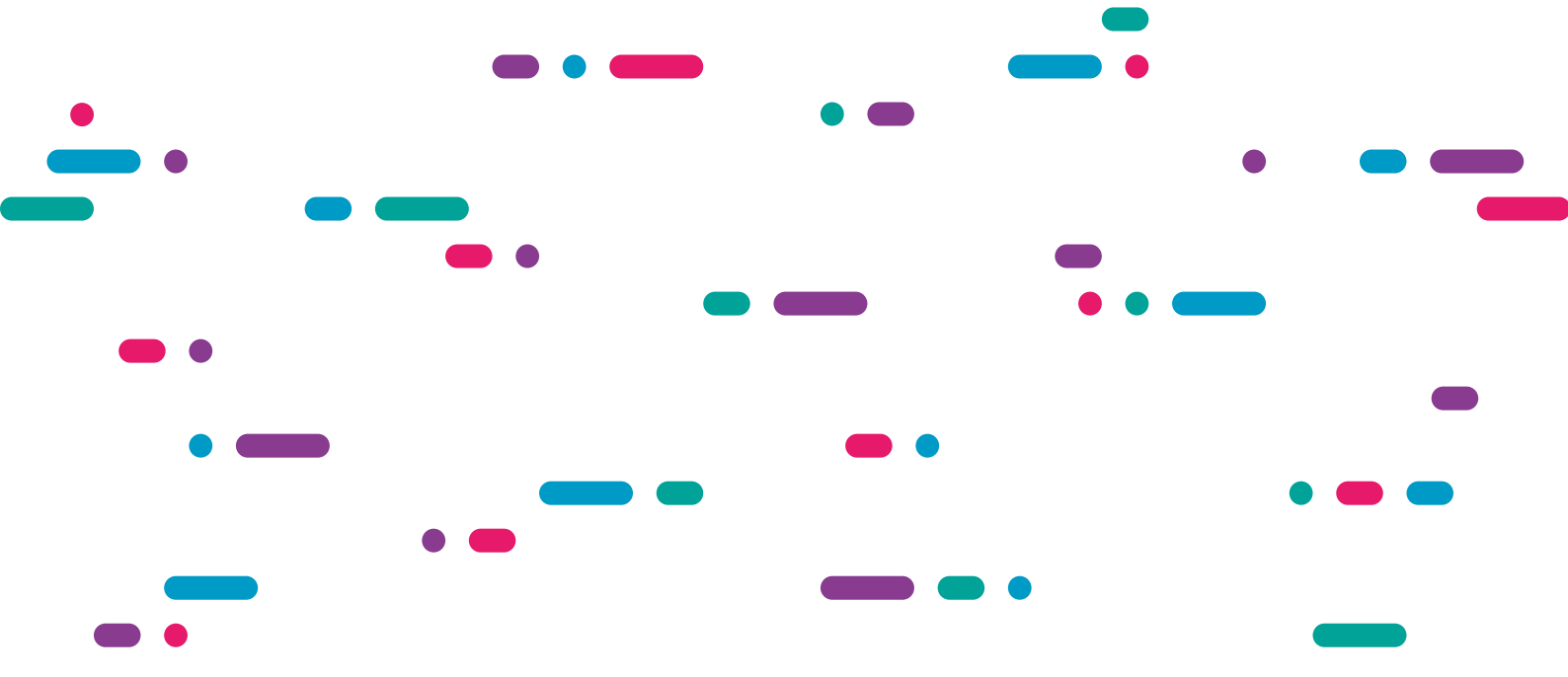
# Slide Decks & Presentations

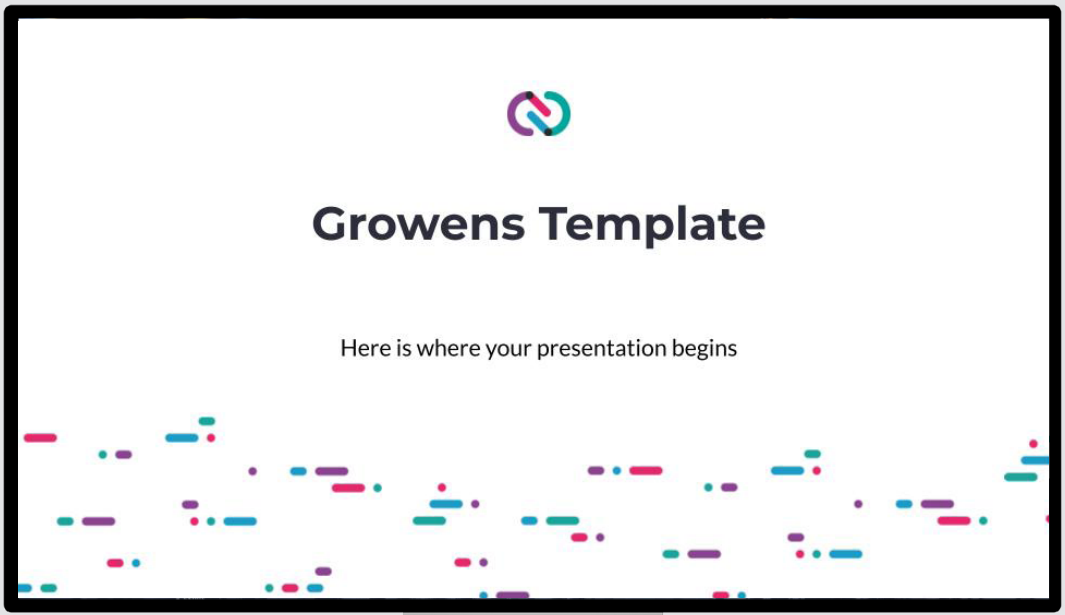


# Google Presentation Template

All Group presentations - both for internal and external use - must be based on the official Growens template, available in Google Presentations, PowerPoint and Keynote formats.

You can find the template on Drive, on our Intranet or by selecting *New Presentation* > *From a template* on Google Drive.

For presentations fonts and colours, general brand rules apply.

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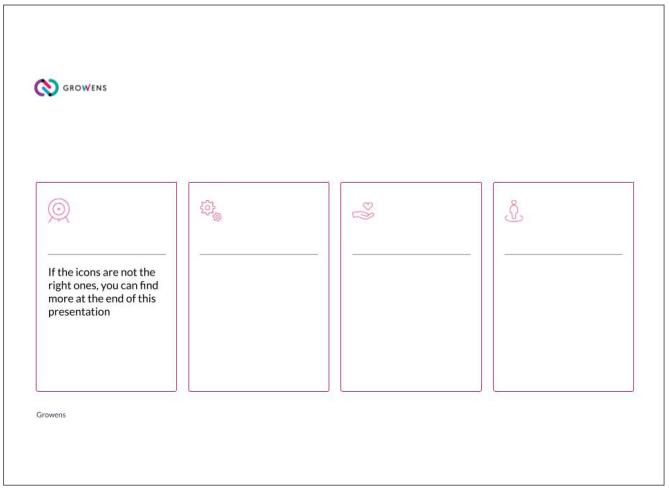
## Alignment & Spacing

Please use the text placeholders you'll find in the presentation template to properly insert texts and images.

All titles and texts should be left aligned. Please avoid stuffing slides with too much content, and allow plenty of white space.

## Bits

Bits are the signature graphic pattern of our brand. Their shape and irregular distribution along horizontal lines recalls computer "bits" or Morse code. Use them as suggested in the template as dividers, cover elements and colour accents for otherwise blank slides.
Do not change their orientation (e.g. vertically).




## Icons & Images

At the end of the presentation template you will find a gallery of on-brand icons to choose from. Icons should always be outlined and Rubine Red in colour. Please refer to the *Icons* chapter of this Brand Book for more information.
When using images, please refer to the *Images* chapter to know which ones are suitable.

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