



LANDSCAPE & GROUNDS
MANAGEMENT

STYLE GUIDE

FEBRUARY 2017

This Style Guide has been developed to assist you in maintaining the integrity of the GrowPro brand. This style guide will assist you and any vendors that you use understand how you as a company use your brand assets. This was developed as a must follow set of rules every time you use the GrowPro logo.

With this Style Guide you will find the associated logo's, fonts and color schemes to assist you with your marketing efforts. Good luck and stay within the guidelines.

A large, light gray watermark of the GrowPro logo is centered on the page. It consists of the word "GROWPRO" in a large serif font, with a stylized leaf icon above the "O". Below "GROWPRO" are the words "LANDSCAPE & GROUNDS" and "MANAGEMENT" in a smaller, sans-serif font.

GROWPRO
LANDSCAPE & GROUNDS
MANAGEMENT

THE LOGO

The logo is the main element of the visual identity of the company and should appear on all corporate publications, promotional and collateral materials.



COLOR PALETTE

This is the main color palette for the logo and it should be used as the dominant colors in all NMPro materials.

RADIAL GREEN GRADIENT

GRADIENT GREEN

C 32
M 0
Y 100
K 0

R 186
G 213
B 50

HEX bad532

GRADIENT GREEN

C 78
M 27
Y 100
K 14

R 63
G 128
B 61

HEX 3f803d

ORANGE

C 12
M 73
Y 100
K 2

R 213
G 100
B 39

HEX d56427

GREEN

C 90
M 30
Y 95
K 30

R 0
G 104
B 56

HEX 006838

TYPOGRAPHY

The main typeface is Trajan Pro.
It should be used in all corporate
publications for the main headline
and to highlight specific ideas.

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LOGO VARIATIONS

The logo should be used with it's original colors and gradients as often as possible. In other circumstances it will only be applied in the background colors of the main color palette and in the manner shown here. When using the leaf icon, only use the green gradient with white background.



WRONG USES

Avoid changing the scale, proportions or angles of the logo. Avoid adding effects, shadows, patterns, etc.

Avoid using colors of the logo that are NOT in the Primary Palette.

Avoid using any colors in graphics that are not in the Primary or Secondary Color Palettes.

Avoid using any font other than Trajan Pro for headlines.

