



BRAND FIRST PRINCIPLES

Logo

The Green Kite brand is bold, confident and uplifting. The brand 'kite' motif simulates the brand ethos of "flying high above the rest".

Logo

- Logo Icon
- Typography
- Colours
- Patterns
- Devices
- Photography Style
- Uniforms
- Brand Values

GK Logo

The kite motif marks the exclusion zones around the Green Kite wording.



GK Logo with strapline

The kite motif marks the exclusion zones around the Green Kite wording. The strapline sits below the main logo with the kite marking the exclusion zone.



Logo 2

The Green Kite logo utilises the kite motif on the 'G' emphasising the 'green promise' associated with the brand values.

Logo

Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
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Brand Values



GREEN KITE



GREEN KITE
THE PROFESSIONAL INVENTORY COMPANY

Logo in colour

The Green Kite logo will only ever feature in the 2 band colours. The strapline may appear in the green or blue. It may also be converted to white over images.



Applying colour

The Green Kite logo will only ever feature in the 2 band colours, but may be used over images. When applying the logo to the blue background, the lettering inverts to white, but emphasis on the kite motif remains in green. The same applies to a green background, but with the kite motifs changing to the blue.

Icon

The Green Kite brand is bold, confident and uplifting. The brand 'kite' motif simulates the brand ethos of "flying high above the rest".

Logotype
Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
Uniforms
Brand Values

GK Icon

The kite motif marks the exclusion zone around the GK letters.



GK Icon with strapline

The kite motif marks the exclusion zone around the GK letters. The strapline sits below to the width of the letters.



Logo Icon

The Green Kite icon is a condensed abbreviation of the brand logo. This may be used for applications such as an app icon.

Logotype
Logo Icon
Typography
Colours
Patterns
Devices
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Icon in colour

The Green Kite icon will only ever feature in the 2 brand colours. The strapline may appear in the green or blue. It may also be converted to white over images.



THE PROFESSIONAL
INVENTORY COMPANY

Applying colour

When applying the logo to the blue background, the lettering inverts to white, but emphasis on the kite motif remains in green. The same applies to a green background, but with the kite motifs changing to the blue.



Typography

Logotype
Logo Icon
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Colours
Patterns
Devices
Photography Style
Uniforms
Brand Values

Avenir Next [Bold]

Aa

Avenir Next [regular]
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ur as ilis dis ne vent. Gendit aliquias endae estin et qui id ut landit,
coremquae et rerunt omnime volluptatem faci nonet lat occupatiis
voloreped quo qui se consecto bla nonesci alis cum volectem si
ium utemporisquo ipsam fuga. Ut eum fugitatem inverro to venim-
po reruptatem aut laccusdae niam, voluptisit excercipicit accullam

Bb

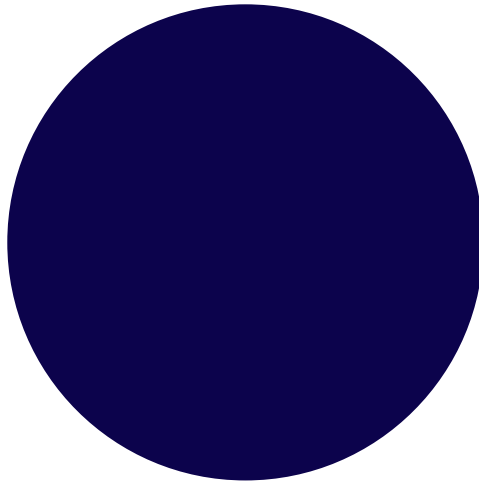
Avenir Next
[medium]
abcdefghijklm
nopqrstuvwxyz

Cc

Avenir Next [Ultra Light]
abcdefghijklm nopqrstuvwxyz

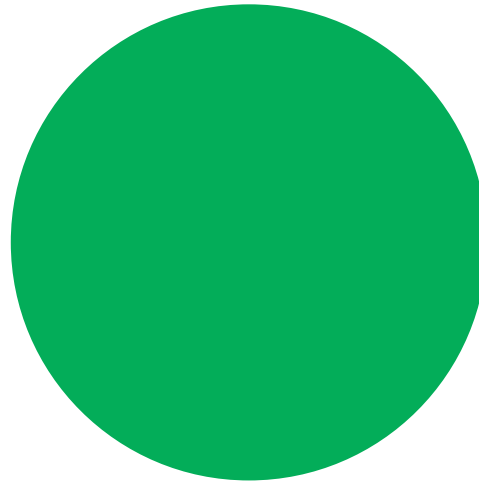
Colours

Logotype
Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
Uniforms
Brand Values



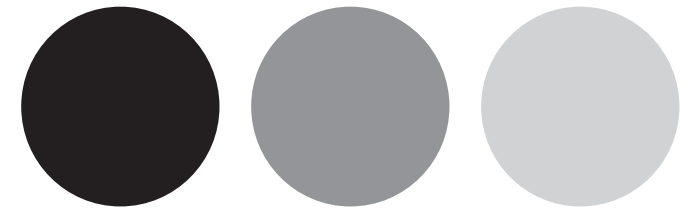
Pantone 275 C

CMYK 100 / 100 / 7 / 56
RGB 32 / 23 / 71
HEX # 201747



Pantone 2257 C

CMYK 87 / 0 / 91 / 0
RGB 0 / 173 / 80
HEX # 00AD50

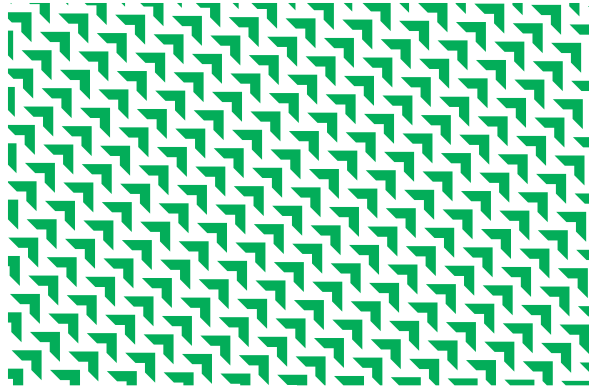


Shades of Black



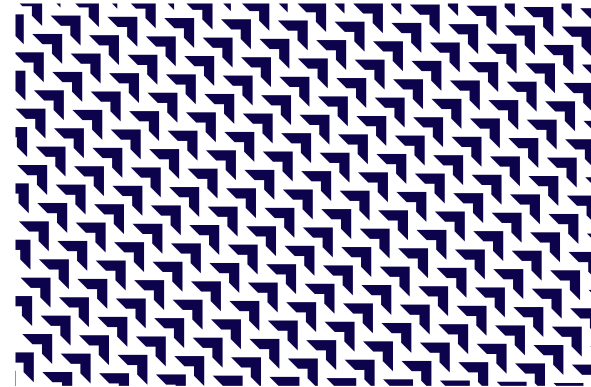
Patterns

Logotype
Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
Uniforms
Brand Values



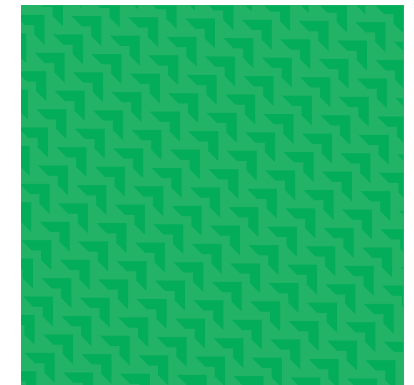
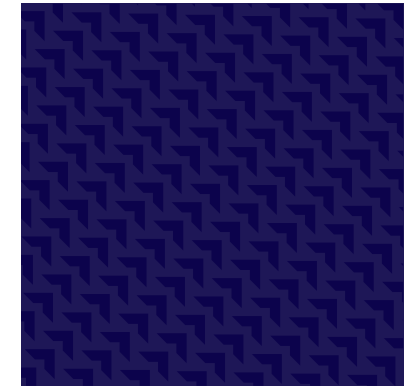
Kite motif in colour

The Green Kite pattern is a repeat of the 'kite' icon. It always points upwards at a 45° angle to represent 'flying high above the rest'. The upward positioning is consistent with the use of the icon in the logo and reitorates positivity and the drive to be the best.



Kite Motif Backgrounds

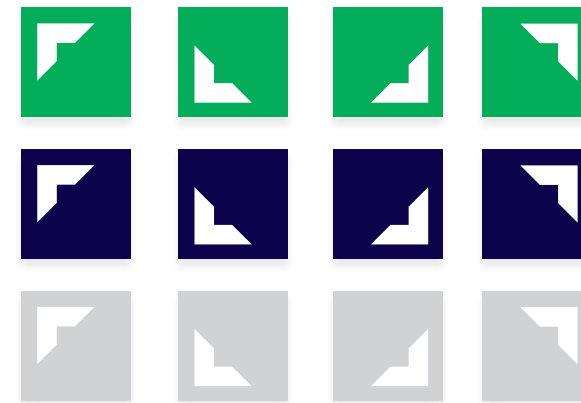
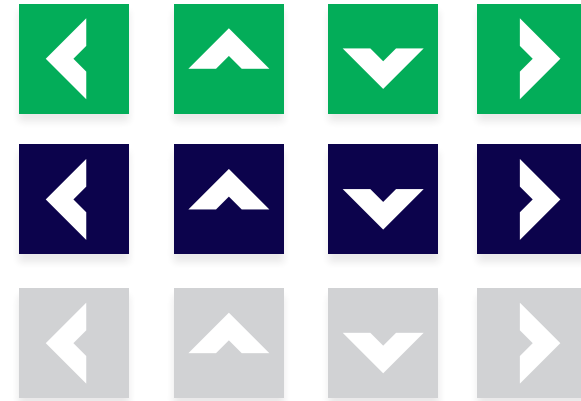
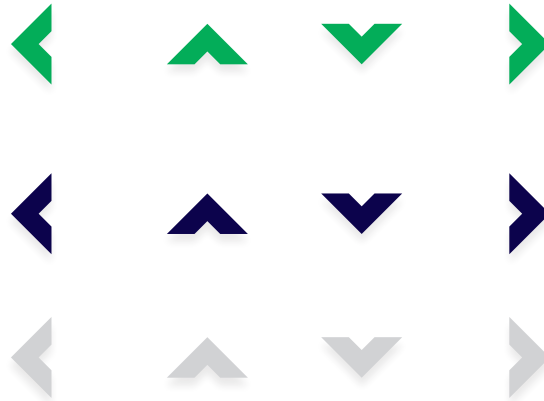
The 'kite' repeat pattern may be used in iterations of the brand colours and inverted depending on the use. It may also be used a watermark in percentages of grey for items such as stationary.



Devices

The kite motif may be used as a device for applications such digital; website or apps.

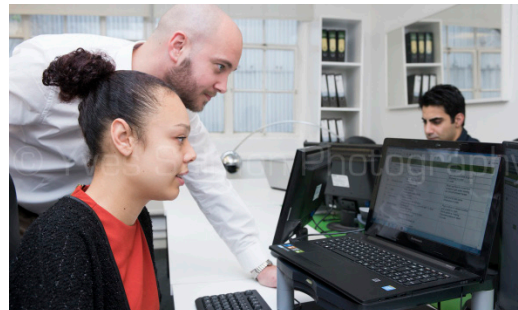
Logotype
Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
Uniforms
Brand Values



Photography

Green Kite photography is bold, rich and confident. The images should support brand text and keep in line with the brand values.

Logotype
Logo Icon
Typography
Colours
Patterns
Devices
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Uniforms
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Uniforms

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Logo Icon
Typography
Colours
Patterns
Devices
Photography Style
Uniforms
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Dresscode

We have proposed two variations of the company dress code. The first is for anyone office based, whom may need to uphold the professional stature of the company. Whilst the second, is for employees who's work requires them to perform site visits.



Option 1

The Green Kite rebrand focuses on setting high standards and the delivery of a credible, professional organisation. Therefore, employees of Green Kite should represent these values with their appearance. We suggest clean, crisp white shirts with an embroidery of the company logo.



Option 2

For a more practical attire which demonstrates 'personable' and 'progressive' values upheld by Green Kite, employees may have the option of a cotton polo shirt with the logo branded on the the best and sleeve. This may be adopted in either blue or green shirts.

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Patterns
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THE PROFESSIONAL INVENTORY COMPANY

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Green Kite aspires to be the best in their field. The re-brand marks a foothold towards future growth, expansion and recognition amongst peers as the best inventory company in London. To be the best, attention to detail is a must, therefore nothing below professional standard is good enough.

- Professional
- Personable
- Solution Driven
- Consistent
- Progressive
- Trusted Partner