

Brand

Guidelines

EARTH SUSTAINABILITY PARTNER

Logo Position

Vertical



Horizontal



Vertical



Horizontal



Logo Variation



Concept



Monocolor



Monocolor



Logo in Different background



SustainabilityPartner[™]
.Earth



SustainabilityPartner[™]
.Earth



Logo in Different background



Typography

Work Sans

Work Sans is a typeface family based loosely on early Grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei. The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.



Aa

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Aa

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Aa

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Typography



Rubik

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project. Rubik is a 5 weight family with Roman and Italic styles, that accompanies Rubik Mono One, a monospaced variation of the Black roman design

Aa

Rubik

ABCDEFGHIJKLMN OPQR
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Aa

Rubik

ABCDEFGHIJKLMN OPQR
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Aa

Rubik

ABCDEFGHIJKLMN OPQR
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Work Sans

Typography

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?-=

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?-=

Aa

Rubik

Typography

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?-=

Aa

Background



Background



Color Palette

HEX CODE

#BEDF00

#54C000

HEX CODE

#54C000

#0D8000

HEX CODE

#13ADD0

#0099BE

HEX CODE

#FFDD3A

#FFC800

