



# BRAND GUIDELINES

Only for use with GreenPlanet Wholesale, LTD.



BRAND STRATEGY

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**Quality Focused. Results Based.**  
**WHERE INNOVATION**  
**DRIVES YOUR SUCCESS.**





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# BRAND STRATEGY





## BRAND STRATEGY

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# MISSION STATEMENT

GreenPlanet Wholesale Ltd. is a British Columbia based company specializing in the wholesale distribution of quality impact products for the indoor gardening, hydroponic, and hobby greenhouse market.

With over 25 years experience in the hydroponics industry, we use our knowledge and experience to select the very best in innovation to elevate not only the cultivation community but the retailers supporting them. Our success is driven from the success of our partners.

***We're quality focused and results based!***





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## OUR MISSION

To bring the very best in horticulture innovation to the marketplace.

## OUR GOALS

To support the business to business horticultural market place by sourcing the very best this industry has to offer. By supporting our clients and partners, we know that being quality-focused and results-based is essential for growth.

## OUR VALUES

INNOVATION - RESULTS - CANADIAN





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## INNOVATION

We bring the most innovative products to the marketplace to ensure our clients reach new highs.

## RESULTS

Everything we do is about surpassing the results for every partner ensuring that they are successful within their industry. Their success in turn becomes our success.

## CANADIAN

We're based in British Columbia, Canada. As Canadians, we believe Canada is a cultural mosaic. It is our Canadian community that gives us the strength of unity through difference to strive for a better future for all to enjoy.





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# ADVERTISING.

# SOCIAL MEDIA.

# TRADE SHOWS.

# SALES.

Everything we do as a company expresses who we are.  
Every interaction, whether it be on Instagram or at a trade show, we  
always have to be our very best.

**This is what these guidelines are for.**







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**CORPORATE**  
**ASSURED**  
**INSIGHTFUL**  
**STRAIGHTFORWARD**  
**SYNERGETIC**





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**Our tone of voice reflects  
our brand personality,  
helps us connect with our  
target audience, and makes  
us different.**

## Who are we and why were we founded?

GreenPlanet Wholesale Ltd. is a British Columbia based B2B company specializing in the wholesale distribution of quality impact products for the indoor gardening, hydroponic and hobby greenhouse market. GreenPlanet Wholesale Ltd. was founded to bring the best of the best in the horticultural industry to the market.

## What does GreenPlanet Wholesale stand for as a brand?

Our mission and vision is to reduce the amount of products the consumer has to use to achieve optimum desired results. By taking this moral high road, confidence can be instilled with the retailer and consumer. Trust is a huge component of any market place and we ensuring our products fill the needs of the consumer and establish trust in us.

## TARGET AUDIENCE:

77% of our target audience are men within the ages 19-44, representing other businesses within the horticultural sector. These include brands we are selling, licensed producers, retail stores, farmers, cannabis industry professionals, etc.

## What values do we share with our audience?

Quality focused, results based. GreenPlanet Wholesale values quality, results, and trust in the consumer. Without trust, we would have no business. Ensuring we meet the needs of every consumer is crucial to our business strategy and purpose.

## What makes us unique?

GreenPlanet Wholesale uses our experience spanning over two decades in the hydroponics industry to save growers both time and money. GreenPlanet Wholesale is dedicated to distributing only reputable, tested products that display purpose and results.



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GreenPlanet Wholesale

Quality-focused

Results-Based

Professional

Corporate

Insightful

Experienced

Straight-Forward

## WHO WE ARE NOT

GreenPlanet Nutrients

Image-Focused

Money-Based

Carefree

Informal

Funny

Fresh & New

Stoner Culture





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# Message Architecture is an outline of communication goals and styles that reflects a common vocabulary.

Phrasing is important. Instead of saying “We are stoked”, for example, GreenPlanet Wholesale would say “We are excited”. Use large words and have a professional tone of voice. The way we communicate to our audience matters always. Visit our social media to see the way we structure our style of communication.

- 1 EXPERIENCED & TRUSTED
- 2 INDUSTRY EXPERTISE
- 3 SERVES BUSINESSES

*“The all-new ProductName from BrandName is changing the horticultural industry. This innovative masterpiece is designed to simplify the harvesting and trimming process in large-scale grow operations.”*



@greenplanet.wholesale



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# Our tone matters. GreenPlanet Wholesale needs a consistent tone of voice with our audience.

	Funny	Neutral	Serious	
	Casual	Neutral	Formal	
	Inclusive	Neutral	Exclusive	
	Respectful	Neutral	Irreverent	
	Enthusiastic	Neutral	Matter-of-fact	



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## 1. Strapline logo

Used on large print material such as banners, displays, website landing page.



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## 2. Stacked Logo

Used when the strapline is too small to be read clearly; under 60 mm print size.



## 3. GreenPlanet Logo

Used predominantly on apparel and at tradeshow where we are promoting both GreenPlanet Nutrients and GreenPlanet Wholesale.



## 4. Logotype Logo

Used when the Logo size is smaller than 30 mm or when the stacked logo does not fit proportionately.



## 5. Icon Logo

Used predominantly as a graphic element, an icon, or on documents where the logo is smaller than 15 mm.





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**Minimum spacing around the logo should be equivalent to the a in GreenPlanet, or the height of the leaf on the icon logo.**







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## Minimum Size



The strapline logo should not be smaller than 35 mm wide.



The stacked logo should not be smaller than 20 mm wide.



The GreenPlanet logo should not be smaller than 20 mm wide.



The Logotype logo should not be smaller than 15 mm wide.



The icon should not be smaller than 6 mm wide.

## Maximum Size



The logo may not exceed 20% of the size of a document unless it is used as a graphic design element.



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# The full colour logo must be on a black or white background.

When there is a lot of visual noise / pollution in the background, please use the black or white variant.

Documents printed in black and white: white paper with black logo, or black background with white logo.





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## Don't

The logo is the face of the company. GreenPlanet Wholesale's logo must NOT be abused!

### When using the logo, please:

- **DO NOT** apply a stroke.
- **DO NOT** rotate.
- **DO NOT** use graphic effects such as emboss or bevel.
- **DO NOT** change the colour.
- **DO NOT** stretch or skew.
- **DO NOT** crop.
- **DO NOT** alter.
- **DO NOT** use drop shadow or outer glow effects.
- **DO NOT** put a frame around the logo.

## Do

When using any variant of the GreenPlanet Wholesale logo, leave the logo in its original format and abide by the branding guidelines!

**The GreenPlanet Wholesale logo must be upright and unaltered in all marketing media.**





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On an image background, the GreenPlanet Wholesale logo must be either white or black.

**White colour variant:** use a low-contrast, low-value image. Light values surrounding the logo must not be lighter in value than mid-grey.



**Black colour variant:** use a low-contrast, high-value image. Dark values surrounding the logo must not be darker in value than mid-grey.





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# GreenPlanet Wholesale uses four primary colours.

Primary colours are the main colours in our branding. Colour is an important consideration in brand identity. Colours have a significant impact on emotion and the way people perceive and interact with our brand on a conscious and a subconscious level.

## Mantis Green

#70BF45

**Green symbolizes nature, balance, and growth.**

*Green is the centre of the colour spectrum. It requires no adjustment when in copious quantities, and is restful. Green is: natural, hopeful, restorative, refreshing, healthy, restful, peaceful, conscientious, compassionate, responsible, optimistic, reassuring, motivating, stable, environmentally conscious, warm, and lucky.*

*Use Mantis Green as our main branding colour. Careful of too much green, as it can cause boredom and unstimulating. Green can be perceived as being too bland, stagnant, and enervating.*

## Summer Sky

#28BACA

**Blue symbolizes strength and dependability.**

*Blue the colour of clear communication. Blue affects us mentally, rather than physically. Blue is: secure, tranquil, serene, reliable, stable, orderly, intense, productive, sincere, calming, strong, inspirational, motivational, emotionally energetic, dependable, and spiritual.*

*Summer Sky can also be used as a bold background to bring secondary attention to something important. Summer Sky is our second main brand colour. Careful of too much blue as it can be perceived as cold, aloof, unfriendly, and unemotional.*

## Earth Yellow

#E2BB5F

**Yellow symbolizes inspiration, communication, sunlight, and vitality.**

*Yellow is the most visible colour and the strongest colour psychologically. Yellow is: joyous, radiant and increases mental activity, awareness, and energy. Yellow is cheerful, happy, energetic, intense, optimistic, confident, strong, emotional, extraverted, friendly, creative, bright, spirit-lifting, and cautious.*

*Use Earth Yellow as a tertiary highlight. Yellow can be overbearing if used as a colour background. Too much yellow can feel irrational, fearful, and anxiety-inducing.*

## Davy's Grey

#555555

**Grey symbolizes balance and formality.**

*Grey has no direct psychological properties. Grey is: neutral, balancing, exquisite, mysterious, unattached, settling, dynamic, emotionless, moderate, monotonous, conventional, intellectual, modest, formal, mature, and obligated.*

*Always use Davy's Grey sparingly, as too much grey can be dull, dirty, dingy, or depressing. Its lack of emotion allows it to be used in many applications without feeling out of place. Use Davy's Grey mainly as a type colour or background colour to help other colours stand out.*





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# GreenPlanet Wholesale uses five secondary colours.

Secondary colours are meant to compliment primary colours in branding. Secondary colours are used for highlights, to bring attention to certain information, or for uses in web such as a hover link and a visited link on a website.

**British Racing Green**

#004225

**Oxford Blue**

#0E2245

**Spanish Grey**

#9A9088

**Charcoal**

#36454F

**Portland Orange**

#FF5A36



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# IMAGERY





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# Using the icon as a design element, it must be cropped on the left or remain whole.

There should always be equal space around the negative space of the icon logo and where the logo is cut off. Always crop the icon logo on the left so the leaf side is still visible, and place to the edge of the document. If using the whole icon, place centred.





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# Zilla Slab

**Zilla Slab is used for all headers, statements and call-to-actions.**

**Zilla Slab is a slab-serif typeface with a confident, clean, and geometrical appearance. Zilla Slab has five weights with an italic style of each weight.**

*Zilla Slab is a geometric-model slab-serif typeface commissioned by the Mozilla Foundation and was created by Peter Bil'ak and Nikola Djurek of the Typotheque foundry. Zilla Slab was designed with a closed shapes, vertical stress, average x-height, small intercharacter spacing, somewhat unambiguous forms, slightly varying proportions, a single-storey lowercase g and a double-storey lowercase a. Zilla Slab is best suited as a header typeface due to its attributes not being optimized for legibility at smaller sizes across print, web, and mobile platforms.*

**What is a slab serif?** Slab-serifs are a subset of serif fonts. Serifs are familiar, trustworthy, and respectable. Slab-serifs were designed in the early 19th century when printing and advertising material began to expand and more attention-grabbing letterforms became popular.

*Slab-serifs are associated with confidence, solidity, and bold attitude. Slab-serifs are used by companies that want to make an impact on the market with innovative ideas and intuitive products.*

"The quick brown fox jumps over the lazy dog."



ac o xiq limp g9 Oo gpa

Zilla Slab Light

*Zilla Slab Light Italic*

Zilla Slab Regular

*Zilla Slab Italic*

Zilla Slab Medium

*Zilla Slab Medium Italic*

Zilla Slab SemiBold

*Zilla Slab SemiBold Italic*

**Zilla Slab Bold**

***Zilla Slab Bold talic***

# "Quality focused, results based."



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# Roboto

**Roboto is used for all body text, a large amount of writing, and numerals.**

**Roboto is a sans-serif typeface with a confident, bold, and structured appearance. *Roboto has six weights and an italic style of each weight.***

**Roboto** is a neo-grotesque sans-serif typeface developed by Google for its Android systems and was created by typeface designer Christian Robertson. **Roboto** was designed with closed forms, a slight vertical stress, a large x height, adequate intercharacter spacing, unambiguous forms, varying proportions, a single-storey lowercase g and a double-storey lowercase a. These attributes make **Roboto** very legible at multiple sizes across print, web, and mobile platforms.

**What is a sans-serif?** Sans-serif means “without” serif. Sans-serif fonts are clean, modern, and engaging. They were utilised as the preferred letterform style during the rise of the digital age, where body text needed to be easily rendered and legible on low resolution screens. Sans-serifs thrived due to their geometrical characters and lack of serifs, compared to traditional serif fonts, and been most preferred ever since in print and digital media alike.

**Sans-serifs are used by brands that want to demonstrate a straight-forward, simple, and no-nonsense attitude. Sans-serif fonts are associated with honesty and sensibility.**

“The quick  
brown fox  
jumps over  
the lazy  
dog.”



ac o xiq limp g9 00 gpa

Roboto Thin

*Roboto Thin Italic*

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

Roboto Medium

*Roboto Medium Italic*

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black Italic*

# “Quality focused, results based.”



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# Always write GreenPlanet as ONE WORD, not two.

The way we write our Brand name in text format should be consistent. This rule applies to all marketing media, official documents, e-mails, and any other form of written correspondence.



## GreenPlanet Wholesale

Acceptible Shortenings  
& Abbreviations



*GP Wholesale, GPW*



## Green Planet Wholesale

Unceptible Shortenings  
& Abbreviations



*Green Planet W, GreenPlanet W, GreenPlanet WS,  
Green Planet WS, GreenP Wholesale, GPlanet Wholesale,  
GreenP WS, GPlanet WS, G P W, GP W*



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# CONTACT US

For any questions regarding the use of these guidelines, marketing or design enquiries, or creating third-party advertisements on behalf of GreenPlanet Wholesale, **please contact us at:**

✉ **[marketing@mygreenplanet.com](mailto:marketing@mygreenplanet.com)**



