



Brand guidelines

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Overview

Getting started with **greenway**

Building the future.

greenway isn't just another fintech ; it's a movement. Our mission is to revolutionize the world of carbon offsetting, one payment at a time, and to look stunningly modern while doing it. Our brand is tailored to appeal to decision-makers and leaders in finance, from CSE groups to CFOs in large corporations. We blend a contemporary aesthetic with a professional demeanor, striking a balance that resonates with an older, more discerning audience. **greenway** is more than a brand; it's a statement of change and style.

greenway is at the forefront of environmental finance, revolutionizing the way businesses approach carbon offsetting. Our mission is to make sustainability a core aspect of every business model. This guide outlines our brand's visual and communicative identity, ensuring consistency and impact across all touchpoints.



Brand Values

Impactful

We believe in creating significant, measurable impacts in the fight against climate change. Our solutions are designed to drive substantial environmental benefits and meaningful change.

Innovative

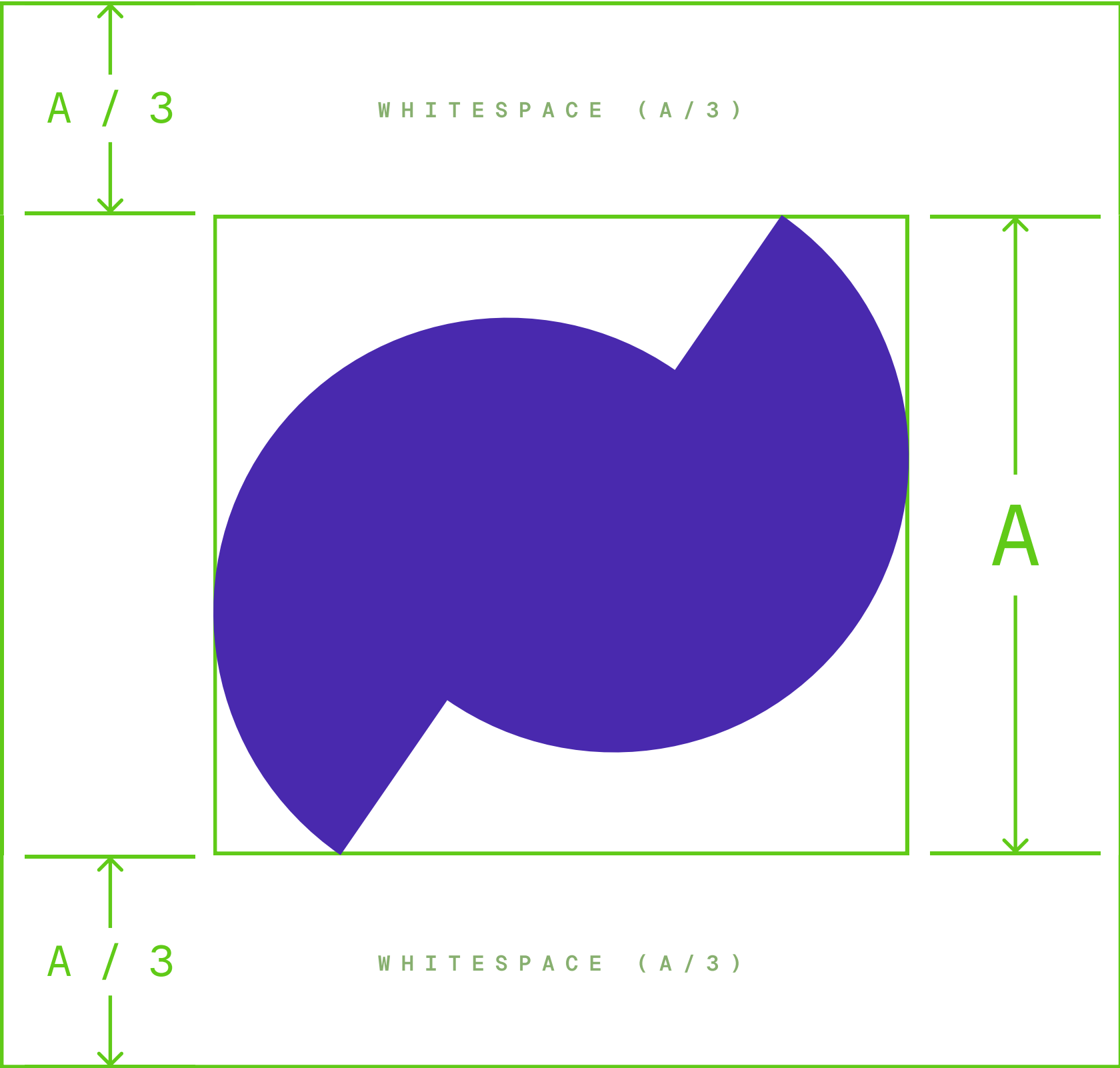
Innovation is our cornerstone. We're committed to leveraging cutting-edge technology and novel strategies to advance carbon offsetting solutions.

Transparent

Transparency is key to trust and effectiveness. We want our openness to shine through our brand, providing clear and accessible information to our various partners and clients.



Logo - Symbol



Logo / Variants



WORDMARK



SYMBOL & WORDMARK



WORDMARK



SYMBOL & WORDMARK

Our logo, a bisected circle, embodies the essence of **greenway**. The circular shape represents the Earth, our home and focus of our sustainability efforts. The **split** symbolizes our commitment to **carbon offsetting** – dividing the burden of carbon emissions and conquering it piece by piece.

It’s a visual metaphor for breaking the cycle of environmental impact, designed to resonate with an audience that **values both innovation and tradition**.

The choice of a serif font for the wordmark, 'Suisse Works,' is deliberate. It contrasts with the modernity of the logo, adding a touch of elegance and timelessness. This subtle nod to tradition appeals to our more mature and professional audience, including CFOs and leaders in finance, while maintaining a contemporary feel.

When combining the symbol and wordmark, it's important to consider the context and medium. For formal and high-impact communications, the combination or the standalone wordmark work exceptionally well, offering a balance between modernity and tradition.

In digital spaces, the symbol can stand alone for a cleaner, more contemporary look. For print and official documents, using them together enhances the brand's professionalism and commitment to sustainability.

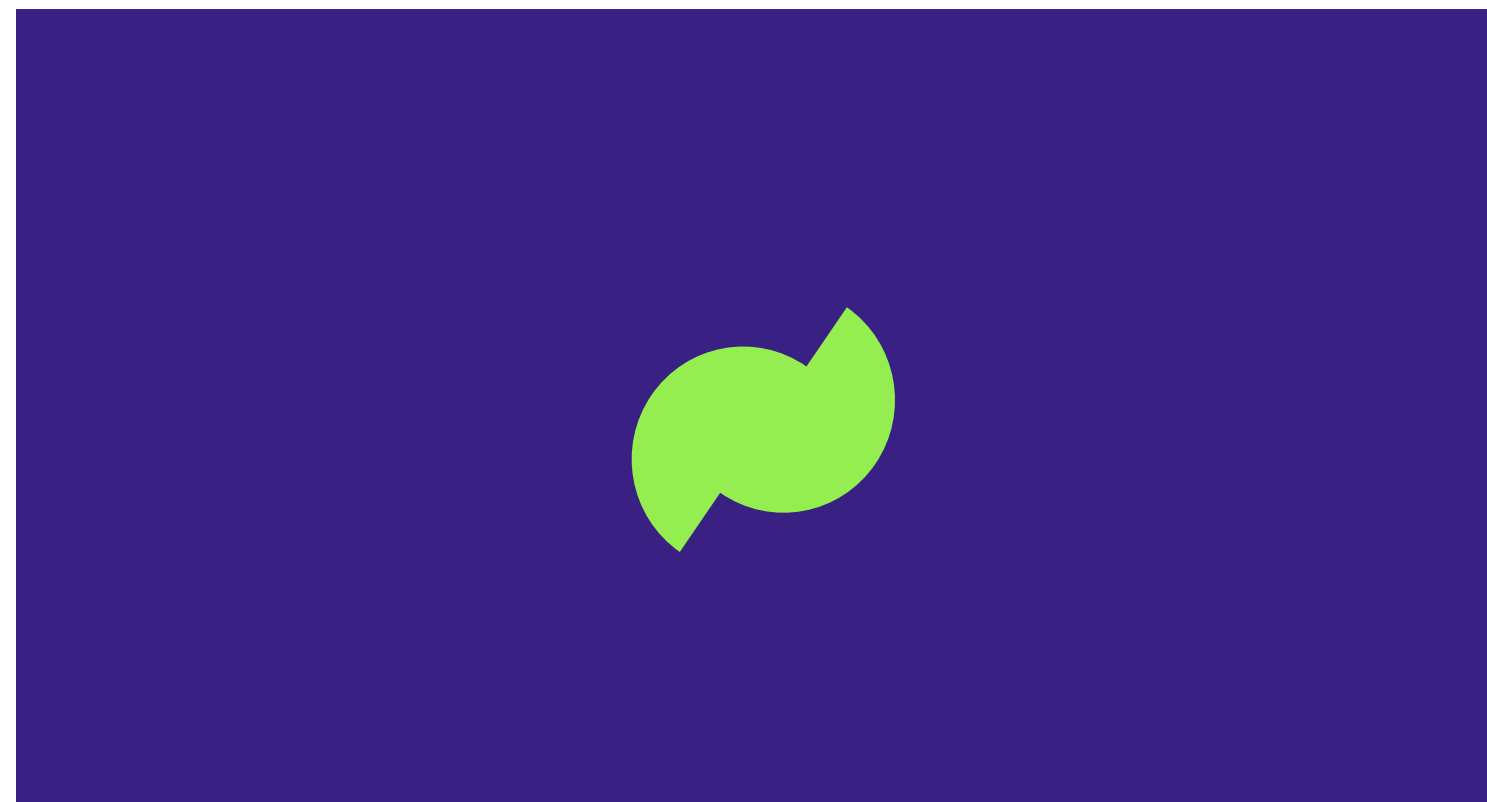


Best Practices

✔ Overlay the logo over contrastic minimalist backgrounds.



✔ Combine Meteorite and Chartreuse when overlaying.



❗ Combine Elm and other colors.



Best Practices

✔ Overlay another shade of the same color.



❗ Mixing shades and palettes in the logo.



❗ Provide sufficient contrast between layers.

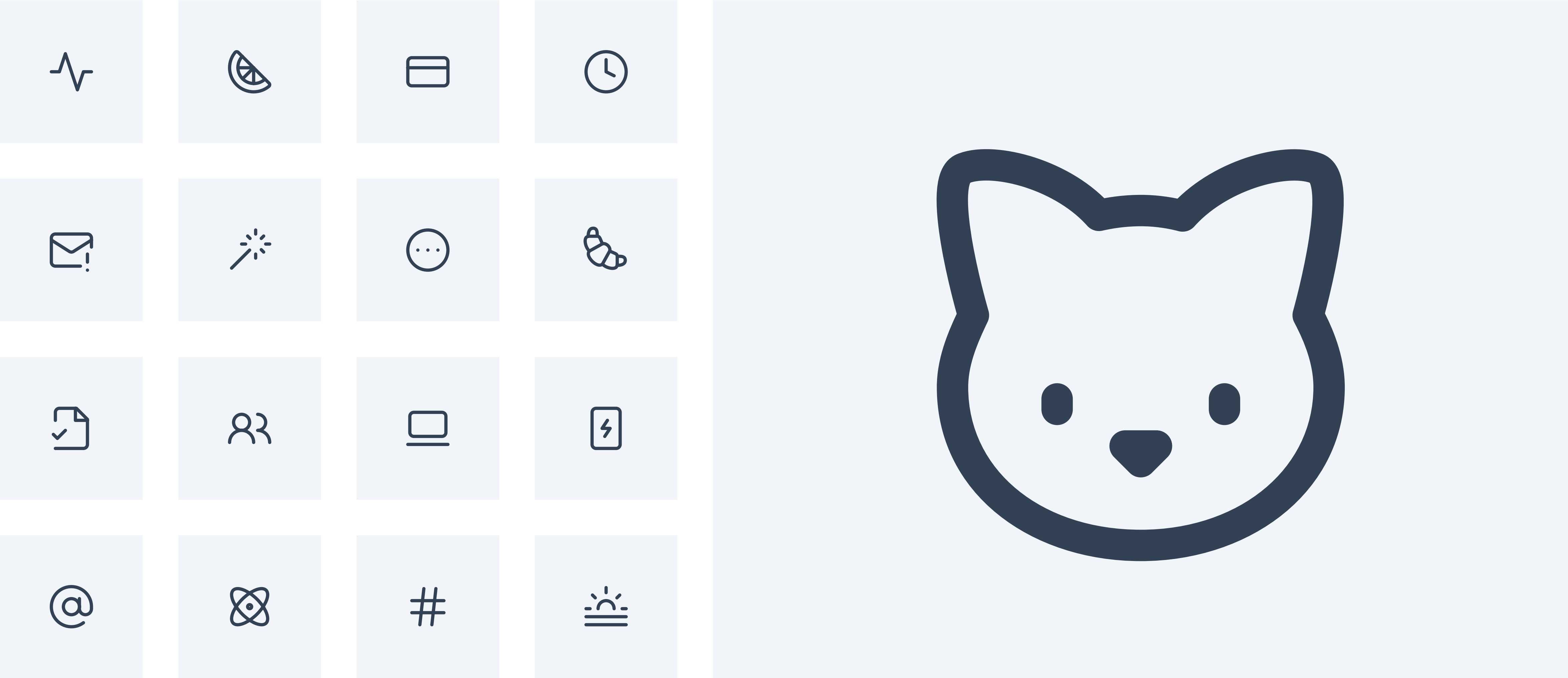


❗ Stack the symbol and the wordmark vertically.



Icons

We utilize Lucide (lucide.dev) icons for their versatility and broad appeal. Their sleek design fits seamlessly across various platforms, from print, to web or mobile apps UI design. Lucide's comprehensive library and existing npm package make it a practical choice for consistent and efficient brand representation from design to reality.



Color

Gradient

#392183 ~ #94EE4F

Meteorite

#392183

Chartreuse

#94EE4F

Elm

#064F56

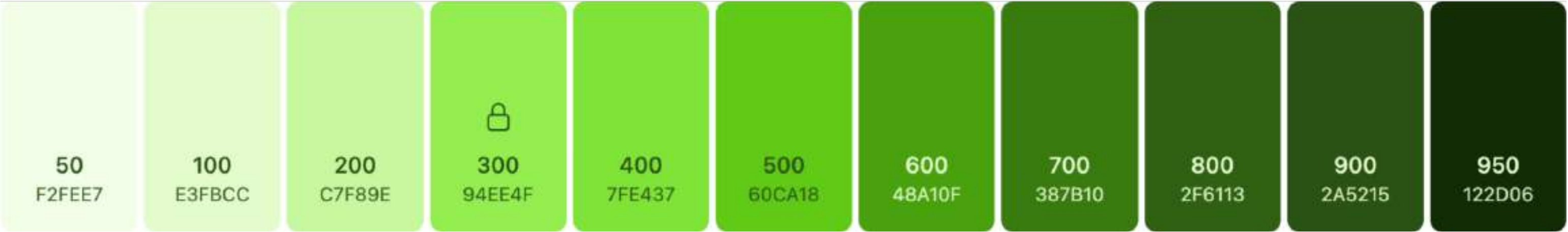
Slate

#E2E8F0

USING COLORS

Our color palette is deliberately diverse to cater to a wide range of communications and audiences. 'Meteorite,' a deep purple, embodies our tech-forward approach. 'Chartreuse,' a vivid light green, injects modernism and vitality. 'Elm,' a deep dark green, offers a more relaxed and subtle option. Lastly, our 'Slate' palette of warm grays adds a versatile and sophisticated touch.

These colors allow us to tailor our messaging – from the more environmentally focused to the tech-savvy younger audience. The combinations of chartreuse with meteorite or elm with slate/white enable us to adapt our tone, from bold and vibrant to calm and serious.



Typography

Main font

Geist

by Vercel

For prominent titles and our wordmark, we use 'Suisse Works,' a serif font that adds an elegant touch to our major communications.

For all other text, including UI elements, we employ 'Geist,' Vercel's new font. Geist's sans-serif, modern style ensures readability and a contemporary feel, aligning perfectly with our brand's forward-looking motives.

Geist Medium

All people are free and equal in dignity and rights.

Aa

Geist Bold

ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabccdefghijklmnop
qrsštuvwxyzž1234567890‘?’
“!”(%)[#]{@}/&\←+÷×=>®©\$€
£¥¢:;,.*

Geist Regular

ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabccdefghijklmnopqrs
štuvwxyzž1234567890‘?’“!”(%)[
#]{@}/&\←+÷×=>®©\$€£¥¢:;,.*



Typography

Brandmark font

All people are free and
equal in dignity and rights.

Aa

Suisse Works Bold, -2%

ABC CCDEFGHIJKLMNOPQRSSTUVWXY
ZZabccdefghijklmnopqrsstuvwxyz123456
7890'?''"!'"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢:;,.*



Typography

Numerals font

Geist Mono
Semibold

A B C D E F G H I J K L M N O

a b c c' d e f g h i j k l m

1 2 3 4 5 6 7 8 9 0 ' ? ' “

+ ÷ × ⇒ ® © \$ € £ ¥ ¢ : ;

Photography



Our approach to photography is to use it not just as decoration but as a fundamental component of our visual identity. The images we choose are minimalist, ensuring they don't distract but rather complement our color schemes and messaging.



We focus on three main themes: modern minimalist architecture, natural patterns, and nature visuals. These categories align with our environmental focus and our brand's modern aesthetic. While we have guidelines, we remain open to other imagery that fits our overall style and color schemes.

