

# Brand book

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BRAND COMMUNICATION  
AND VISUAL IDENTITY



GREEN  
FURNITURE  
CONCEPT



# Content

## 01 Our brand – our story

<b>Creating places full of life</b> .....	03
Brand story .....	04
About this brand book .....	05
<b>Brand direction</b> .....	06
Brand promise .....	06
The Brand Circle .....	07
Mission .....	08
Vision .....	09
Purpose .....	10
Value proposition .....	11
<b>Brand personality &amp; key characteristics</b> .....	12

## 02 Successful communication

<b>Target audiences</b>	
One brand – different conversations .....	15
Facility managers .....	16
Architects .....	16
Visitors .....	16
<b>Purposeful communication</b>	
Our marketing model .....	18
<b>Core brand messages</b> .....	20
<b>Main principles for marketing material</b>	
Awareness .....	21
Consideration .....	22
Sales support .....	23

## 03 Visual identity

<b>Logotype</b> .....	25
Clear zone & minimum size .....	26
Colour versions .....	27
On different backgrounds .....	28
What not to do .....	29
<b>Colours</b> .....	30
Using our colours .....	31
<b>Typography</b>	
Primary typeface .....	32
Complementary typeface .....	33
Alternative typefaces .....	34
Using our typography .....	35
<b>Grid</b> .....	37
<b>Inspiration</b> .....	38

## 04 Tonality in voice and image

<b>Tonality in voice</b> .....	41
Brand voice .....	42
How we ewoke feelings .....	44
Out name .....	45
<b>Tonality in image</b> .....	46
What makes an image a Green one? .....	47
Photo considerations .....	49
Animation and film consideration .....	50
<b>Main principles for marketing material</b>	
Awareness .....	51
Considerations .....	52
Sale support .....	53
<b>Inspiration</b> .....	54
<b>What to avoid</b> .....	60



STOCKHOLM CENTRAL STATION



# Making places matter

OUR BRAND – OUR STORY



# June 19, 2013

Early morning passengers at Stockholm Central Station are welcomed by a combination of 168 Nova C Benches in dark oak, that work in harmony with the central marble fountain, creating a relaxing indoor place.



An intensive period has come to an end, and Green founder Johan Berhin is thrilled by the end result. "Making a grand installation in this historic scene is really special! The design is modern, but still it's like the benches always have been here". It's the first time that Green's ability to combine sustainable design, functionality and durability within a public environment has been put in action. And the journey has only just started.

Some places are more important to us than others. Some give an instant feeling of peace of mind, others might strike us with their magnificence. The places we embrace, become a part of us and form a representation of ourselves, a way to make a statement. We shape the places, fill them with life.

Because true places are full of life. Even when left empty they remain inviting. Filled with people, they still provide a place of your own. We go to our favourite places to rest, to reflect,

to focus and prepare for tomorrow. We invite our friends to share moments, feel connected and grow. With access to what we need.

Green exists to create places that matter. Public places that are good for the people who visit them, for the ones who created them, and good for the world. Destinations that provide a sense of belonging. To return to.

We are here to make a change. Sustainability guides us and is part of our soul as a company. By being passionate forerunners in sustainable furniture we are generating a world positive impact. We aim to show the world how sustainable products also can be functional, look beautiful and last longer. Because we don't do furniture. We make places matter.



# About this Brandbook

Green Furniture Concept have a lot to be proud of. We're setting new standards for public space interiors, generating a world positive impact with truly sustainable furniture that are functional, look beautiful and last longer.

Brand management is about all of us come together as one. It's about consistency and coherence – the same experience. No matter where, when or in relation to whom. Our communication creates an appealing perception. An idea of what public spaces should be like, and what it's like working with us. Therefore, we want our ambitions, abilities and competences to shine through in our communication. Our personality. So when people engage with us, they get a feeling of what to expect. And a desire to partner with us. We can be proud of ourselves. Together, we are on a mission, and for everyone on the team it's a possibility to really mean something.

We are all Green. Green is all of us. Alongside with our product- and services offering, our audiences benefit from who we are. Our competence, our ability, our intent and personality. Simply put, our culture. That's what truly makes us unique. That's us, and that's you.

This Brandbook helps us come together as one team, so that customer experiences are maximized. It's a compass to how we look, how we behave and how we talk.

How we make sense.





## BRAND PROMISE

# Making places matter

We're on a mission to become forerunners in sustainable public space interiors. By working together as a global team, we can set a new standard for sustainable design that will spread around the world.



# How to use the brand platform

- act, think and communicate from the inside out

## What

Our modular placemaking seating solutions for public interiors deliver a memorable experience with a positive impact for the visitor, the world, and everyone in between

## How

Making places matter by becoming forerunners in sustainable public space interiors

## Why

Our purpose is world positive impact

### Making places matter







## Mission

# We make places matter

Some say we're forerunners in sustainable design; if that's true, what's next? We're working to boost the standard of public space interiors as a whole. Our guiding principles are leading us forward, placing sustainability, design excellence and real human needs at the core of all we achieve. We bring nature indoors, connect people to places, and individuals with each other.



## Vision

# Our vision is to make public space thrive

We're setting out to make sustainability the new standard for public space design. We want to reshape industry mindsets, and inspire new corporate beliefs.

It's time to make world-positive impact by empowering individuals and revitalising the communities they serve. Can indoor spaces create deeper sensory experiences of nature, and make people feel like they belong? We think they can, and that's why we'll continue to make public interiors matter even more.







# Value proposition

Modular seating solutions for public space interiors, adding placemaking values and delivering a memorable experience with a positive impact for the visitor, the world, and everyone in between. Making places matter.



Purpose

# World positive impact

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# In everything we do we do good

First impressions last. When somebody meets us for the first time, they intuitively judge our competences and abilities, and more importantly our personality and intent. Building the Green brand is a matter of balancing rational and emotional values, and in every piece of communication we strive to consistently convey our unique brand character.

Our emotional positioning is naturally connected to kindness. We're here to do good. We believe in openness and the power of enabling people to meet, reflect, be united and grow. We create better places for the many, because we believe better places leads to a better world.

We convey our kindness by being humble, good listeners and honest. We are curious to understand what people desire and deserve. We talk less about ourselves, more about what we accomplish: places that matter.





# Key identifiers of our expression

To further enhance our personality, our communication is enriched with a set of key characteristics:

## Passionate

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We express our intent, dedication and determination with energy and vitality.

We inspire to reach the end game, and why we're in it.

We show engagement and walk the extra mile in our collaborations.

We constantly move ourselves, to move others and challenge status quo.

We are proud but not bragging.

## Purposeful

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We show determination to make a positive Impact – for the world, the visitor and everyone in between.

We are Green at heart – every action we take is fundamentally sustainable.

We are experts in making the best out of a space, and turn it into a place full of life.

We differentiate ourselves by standing out in what we do:  
– Architectural scale instead of design  
– Places instead of seating

We are focused and straight to the point.

## Pioneering

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We are perceived as thought leaders by generously sharing our insights and knowledge.

We inspire, rather than teach about outcomes.

We allow ourselves to balance the bigger picture with small details, functions and added values.

We constantly seek to gain and share insights.

By being sustainable forerunners we challenge our industry colleagues to follow our example.

02

# Successful communication

**Target audiences**

- One brand  
– different conversations ..... 11
- Facility managers.....12
- Architects .....12
- Visitors.....12

**Purposeful communication**

- Our marketing model.....14

**Core brand messages**.....16

**Main principles for marketing material**

- Awareness.....17
- Consideration.....18
- Sales support.....19

Our communication helps build the brand, support sales and engage employees.

Our goal is to build relationships with our stakeholders, by conveying the positive impact in a way that is relevant to the receiver.



# One brand – different conversations

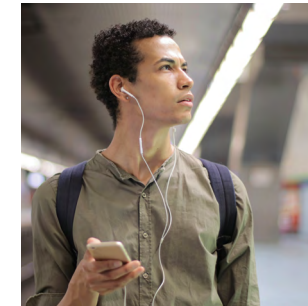
Ultimately, we want to reach out to people who provide public interior. Decision makers at shopping malls, railway stations and airports. People responsible for public areas at universities and hospitals. Their job is to provide visitor satisfaction, and we are well equipped to help them out.

## Connecting with audiences on their terms



The rational reasons to partner with us are of high importance for our core audience. Company and business benefits. Because that's how they are expected to motivate a case in their professional role. In order for them to stand up for us, we want to create Brand love.

We create Brand love when decision makers feel they can fulfil their personal needs together with us. Just like everyone else, they seek to grow, develop and increase their reputation. They're looking for a partner where they will have a good time. And when they feel that a relationship with us serves a bigger purpose



– a world positive impact – they will weigh in the rational reasons to work with us.

When our solutions becomes acknowledged among the general public, we maximize awareness and curiosity in our core target audience, so that they can familiarize with us. We take advantage of the fact that we are publicly visible and encourage people to visit the places we provide.

The way we address our target audiences differ, and the tonality is always the same.

# Target audiences

## Decision Makers

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When we communicate, we take stance in their personal values. The more we can showcase how we fulfil individual aspirations – privately or on the job – the more appealing we will be perceived. The more we convey who we are and why we do things the way we do – the bigger the trust.

Our engagement and dedication to help them fulfil their goals is immediately sensed when they familiarize with us. Because alongside with their personal values, they want to improve performance and smoothness at work. And minimise risk.

We provide content that speaks to both the heart and the brain – in that order. We help them sense that we provide extraordinary visitor experiences, and we explain how to accomplish that.

## Architects

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We believe in the power of having strong preference for our solutions among architects. They have a big say in the decision-making process, and can advocate for us in forums where we are not invited.

Their individual aspirations circle around creating bespoke solutions, crafting unique destinations in scale with the building.

They maximize smoothness at work through the services we provide, such as the architectural toolbox.

The content journey starts with the end-game: Creating places full of life. When they familiarize further with us, they are appealed by our philosophy and approach, and sense a connection through the impact we can accomplish together.

## Visitors

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When visitors love our places, they help carrying out our message and ultimately generate awareness among Architects and Facility Managers.

In providing desirable places we inspire people to actively visit them. Finding your place in public evokes a sense of joy and hope. It also creates brand love, because it is a way to make a statement and something to talk about.

The environment and functionality we provide forms a destination that is a statement as such for our visitors. When they feel they are socially responsible in using our solutions, their reason to actively seek for Green places increases.

By portraying how our solutions can strengthen the identity of the visitor, how they can accomplish their needs and have something to talk about, we will immediately contribute to customer success – and reach our core target audiences in the most credible way: When visitors refer to them.



# Purposeful communication

We use communication in order to inspire people to connect with our brand, and to provide what they need.

## WE ARE SUCCESSFUL BY:

### Providing a toolbox that supports relationship building

We make sure to provide content offers for different maturity levels within our target audiences, for them to use as support in their decision process, and thus strengthen the relationship with us.

Fundamentally, we provide inspiration and build trust before we sell. We are attentive to the combination of search and reach. We cut through the clutter and build brand love by standing for something meaningful.

### Mastering the way people find our brand

We leverage insights to deeply understand the new and complex customer journey, and where our brand should be present to add the most value. We keep our audiences as the true north to connect with them personally.

We provide content for the person who googles and actively looks for a solution – who prefers to look at themselves as rational, reflective decision makers.

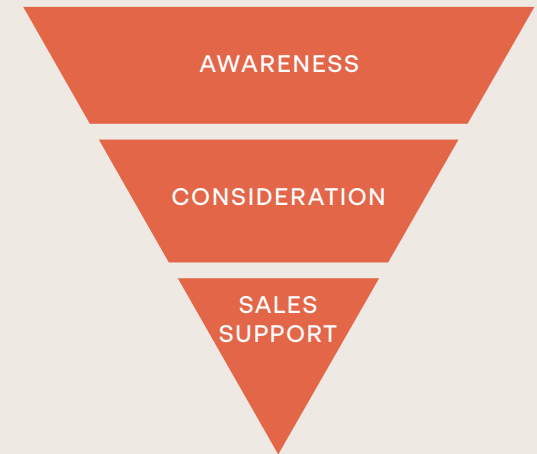
And we provide content that disrupts the person who picks up the phone – who looks for insights and inspiration, and might get them to reflect and change opinions on a matter.

### Mastering the ability to create compelling and relevant communication

We strive to be likeable. We unlock the magical combination of user and customer understanding and brilliant purpose-led creative to build deep and meaningful one-to-one relationships at scale, that targets emotional and inspirational values.

# Our marketing model

## THE COMMUNICATION FUNNEL



The larger we get – the more impact we have. Therefore, our communication is purposeful and targets growth. We want to maximize our brand awareness and perception, in order to have more people consider us in the first place. We want to support sales, by providing our target audiences with content that supports their decision process. And we want to drive engagement among our employees and potential talents, in order to have people join our cause.



# Successfully building relations through communication

Understanding, following and supporting our customer decision processes are vital to our success.



## Awareness

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### INSPIRE & BUILD PERCEPTION

We believe in reaching a wider target audience, in order for our core audiences to engage with us.

We are publicly visible, and publicly attractive. We believe in starting our customer journeys with the end-game: A better place for the many.

Emotional storytelling that generates curiosity and engagement.

## Consideration

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### EXPLAIN & POSITION

We are forerunners. We know what works and makes a better place.

We take the lead in explaining different types of solutions, pros and cons.

By doing so, we create a foundation to gain trust, be looked upon as thought leaders and strengthen our audiences with rational arguments.

## Sale support

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### ASSIST & CONVINCE

We're here to do good. And to walk the extra mile in order to have a customer that is more than satisfied.

The characteristics of our brand personality shines through when we help our sales organisation motivate a distinct business case, by reinforcing all values from awareness and consideration, presenting them as benefits.

# Core brand messages

## AWARENESS

Creating places  
full of life

- We create places with a world positive impact – improving lives globally.
- We create places that are visually impactful and filled with life, peace of mind.
- Our name is Green, reflecting sustainability and responsibility.

## CONSIDERATION

Dedicated to  
do good

- Dedication targets our engagement – for a world positive impact as well as customer success. We always walk the extra mile for best possible outcomes.
- Dedication also means we are ready to challenge the furniture industry by sustainable production as well as circularity and placemaking.
- Good signals our role as a world citizen.

## SALES SUPPORT

Endless  
opportunities

- Endless signals our design language
- Opportunities signals both modularity and functionality – and business opportunities by providing a destination



# Main principles for marketing material



## Awareness

This type of communication shows what we mean with places full of life. It addresses a broad audience drawing attention to the Green Furniture Concept brand, through emotional storytelling that generates curiosity and engagement.

### Core message:

Creating places full of life

Body copy is short with a warm tone of voice. It tells a story and does not go into detail about our offering.



### A place of your own

Oditem eaquodi onsequi volecaborest el  
eiciisiti berum velendi optias accus, que  
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tem destia volup tatent omnimil ipsapita

TAKE A LOOK AT EMPORIA

**G** GREEN  
FURNITURE  
CONCEPT  
WWW.GREENFC.COM

The headline is emotional, compelling and/or inspirational. Combined with an image of places full of life and people interacting, it is attention grabbing and tells an engaging story.

The image tells a story in itself of places full of life with people interacting, and occupies most of the visual space.



## Consideration

This type of communication builds trust in our core target audiences by focusing on the fundamental requirements on places full of life, and make it obvious that it's hard to accomplish without help from us.

### Core message:

Dedicated to do good



The main image of places full of life and how our solutions blend in and stand out, occupies most of the visual space.



GREEN  
FURNITURE  
CONCEPT

Places full of life

### How to make an impact

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LEARN MORE ABOUT THE KEYS TO DESIGNING A DESTINATION AT [WWW.GREENFPC.COM](http://WWW.GREENFPC.COM)

The headline highlights aspects of placemaking in an emotional and interesting way, indicating how our solutions makes a difference.

Body copy is short and presents the most interesting and relevant things to consider when creating places full of life - in a captivating way.

Include a clear call to action and web address.





## Sales support

This type of communication reinforces the benefits of our products, services and brand personality – and provides evidence that our solutions are the right ones.

### Core message:

Endless opportunities



The headline presents proven claims.

## Endless opportunities

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LEARN MORE ABOUT THE KEYS TO DESIGNING A DESTINATION AT [WWW.GREENFC.COM](http://WWW.GREENFC.COM)



GREEN  
FURNITURE  
CONCEPT

Places full of life

An image of products in use or cut-out images of products may be used, but it does not take center stage. In this type of communication the headline and the body copy are more prominent.

Body copy is longer and more detailed. It presents facts in a professional language understood by the target group.

Include a clear call to action and web address.



# Visual identity

- Logotype** ..... 21
  - Clear zone & minimum size..... 22
  - Colour versions..... 23
  - On different backgrounds..... 24
  - What not to do ..... 25
- Colours**..... 26
  - Using our colours ..... 27
- Typography**
  - Primary typeface ..... 28
  - Complementary typeface..... 29
  - Alternative typefaces ..... 30
  - Using our typography ..... 31
  - Guidelines for graphics ..... 33
- Grid** ..... 32
- Inspiration** ..... 33

At the core of Green Furniture Concepts visual identity are a few elements – logotype, typefaces and colours – that provide instant recognition of our brand. This chapter presents how to use these core elements to safeguard the distinct look and feel of Green Furniture Concept.



## Logotype

The logotype is available in three versions. The primary one is mainly used. The secondary works well when when it needs to be centered. The alternative version is used in low space situations, such as pencils and lanyards for exhibition visitors. For Social Media avatars and situations when the readability of our logotype is limited, the stand alone symbol can be used.

We refer to ourselves as "Green Furniture Concept". When our name is repeated in text, we can refer to ourselves as "Green", once our full name has been introduced.

We never refer to ourselves as "Green Furniture" nor "GFC".

**Primary logotype**



**Secondary logotype**



**Symbol**



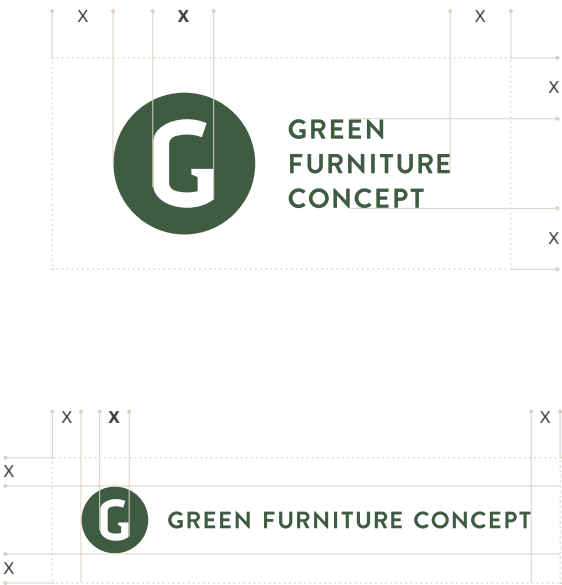
**Alternative logotype**



# Clear zone and minimum size

The logotype must never be boxed in. It needs to be surrounded by a clear zone on all sides equal to the width of the letter G in the symbol. All other design elements, including the edge of a page, must remain clear of this space. To maintain legibility, the logotype must never be smaller than the minimum sizes shown here.

## Clear zones



## Minimum sizes





## Colour versions

The logotype can be presented in a positive version (in the colour Forest with a white G), a negative version (white with Forest G) or a black version.

The preferred version is the positive version on a white or light background. In every document where the logo is used the full logo with text should be used the first time the logo appears. After it has been used once it is okay to only use the icon without text in the following pages of the document.

The black version is primarily used in black and white media and, for example, when the logotype appears together with other logotypes, as well as on merchandise.

### Positive



GREEN FURNITURE  
CONCEPT



### Negative



GREEN FURNITURE  
CONCEPT



### Monochrome



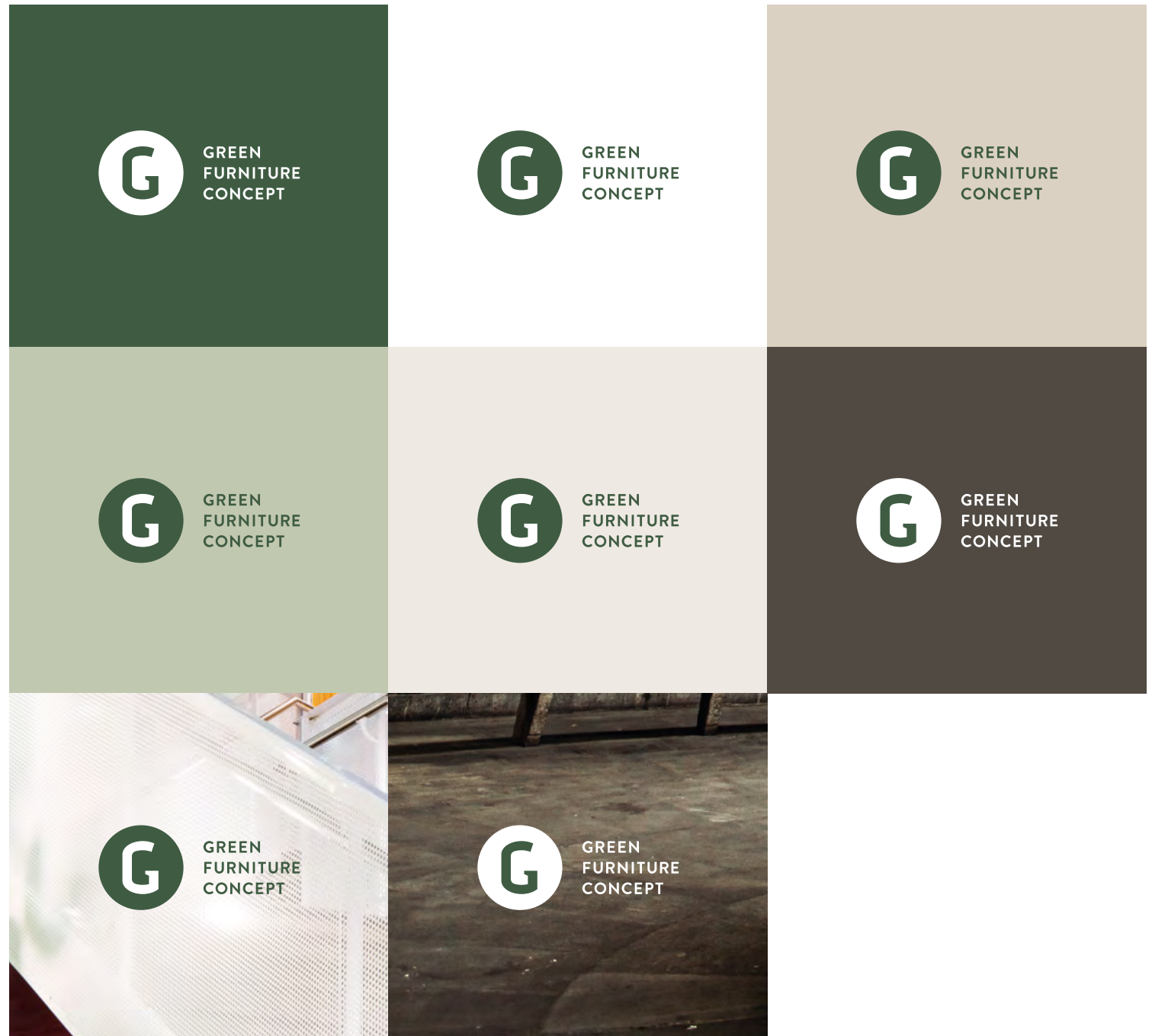
GREEN FURNITURE  
CONCEPT



## Logotype on different backgrounds

These are the allowed, set combinations of logotype colours and backgrounds.

Make sure the logotype is legible on photographic backgrounds.







## What not to do

Incorrect use of the Green Furniture Concept logotype has a damaging effect on the brand's impact and legal protection. Here are some examples of what not to do.




 Do not distort the logotype.




 Do not change the placement of the symbol.




 Do not add a shadow to the logotype.




 Do not substitute typefaces in the wordmark.




 Do not place elements inside the clear zone.




 Do not add visual effects to the logotype.




 Do not reproduce the logotype in outline.




 Do not alter the angle of the logotype.



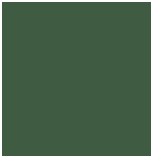
 Do not use non-corporate colors.



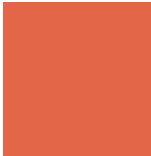
 Do not change the relationship between the wordmark and the symbol.

# Colours

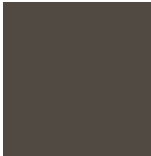
Follow the Green Furniture Concept colour palette at all times. Each colour on this page is shown with different color values that accommodate the most common reproduction methods. Colours may appear slightly lighter or darker depending on the value.



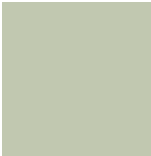
**FOREST**  
CMYK 70-35-70-45  
RGB 60-90-65  
Hex #3c5a41  
PMS 7735



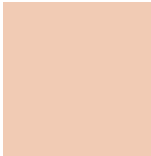
**SUNSET**  
CMYK 0-70-70-5  
RGB 225-100-70  
Hex #e16446  
PMS 7416



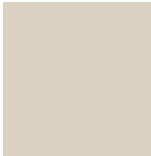
**SOIL**  
CMYK 55-50-55-55  
RGB 80-75-65  
Hex #504b41  
PMS 418



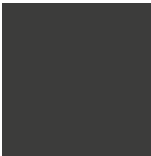
**LICHEN**  
CMYK 30-15-35-0  
RGB 190-200-175  
Hex #bec8af  
PMS 5803



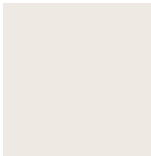
**NUDE**  
CMYK 5-25-30-0  
RGB 240-200-180  
Hex #f0c8b4  
PMS 489



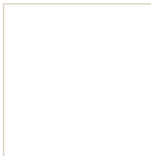
**SAND**  
CMYK 17-17-25-0  
RGB 220-210-195  
Hex #dcd2c3  
PMS 7527



**DIABASE**  
CMYK 0-0-0-90  
RGB 60-60-60  
Hex #3c3c3c  
PMS Black



**CHALK**  
CMYK 8-8-12-0  
RGB 237-232-225  
Hex #ede8e1  
PMS Warm gray 1



**SNOW**  
CMYK 0-0-0-0  
RGB 255-255-255  
Hex #ffffff  
PMS –

# Using our colours

The table shows approved color combinations.

















You can reinforce the message by using Forest and Lichen in association with sustainability.

The warm gray tones, Soil and Sand helps images that signal design or function to stand out.

The red colors, Sunset and Nude helps to create warmth to places full of life.

## Approved colour combinations

Using colour as accent on graphic elements or text.

Using color as background										
			•	•	•		•	•	•	
		•		•		•		•		•
		•	•		•	•	•	•	•	•
		•		•		•				•
			•	•	•		•	•	•	
		•		•		•		•		•
		•	•	•	•	•	•		•	•
		•		•		•				•
		Text colour only								

## Colour to reinforce message

Sustainability



Design/function



Placemaking





## Typography – primary typeface

Sonoma is the basis for all of our typography in external marketing. It is used for headings, preambles, shorter texts and captions.

*BR Sonoma is a new geometric grotesque built for the 21st century with a finely tuned modern aesthetic. BR Sonoma builds on the foundations laid by the classic Swiss grotesques such as Helvetica and Univers but combines their features with a stronger geometric base usually found in other early classics such as Avant Garde, Futura and Avenir. This hybrid combination of geometric and neo-grotesque styling creates a contemporary take on the workhorse sans-serif genre that is firmly rooted in modernity, simplicity and functionality.*

Brink Type  
[www.myfonts.com](http://www.myfonts.com)

# BR Sonoma

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö00123456789

BR SONOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö00123456789

BR SONOMA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö00123456789

BR SONOMA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö00123456789

BR SONOMA REGULAR AND REGULAR ITALIC

## Typography – complementary typeface

Tiempos is used for quotes, call-outs or longer body copy e.g. articles.

*The Tiempos Collection is a modern serif family for editorial typography. Tiempos Text takes the functionality of Plantin and Times, gently updating it for contemporary use. It's robust and clear, perfect for legible typesetting. Tiempos Headline is designed for larger headline sizes, striking a balance between practicality and elegance. Tiempos keeps the proportions and letterfit of Tiempos Headline, and intensifies the interplay between warm curves and sharp details.*

Klim Type Foundry  
[www.klim.co.nz](http://www.klim.co.nz)

# Tiempos

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz00123456789**

TIEMPOS HEADLINE SEMIBOLD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz00123456789***

TIEMPOS HEADLINE SEMIBOLD ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz00123456789**

TIEMPOS TEXT REGULAR

## Typography – alternative typefaces

For marketing material our main fonts are BR Sonoma and Tiempos. In those cases where a standard font is needed, e.g. Powerpoint/Google Docs, the proposed replacement fonts are; Arial and Georgia.

# Arial

# Georgia

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz00123456789**

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz00123456789

ARIAL REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz00123456789**

GEORGIA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz00123456789**

GEORGIA BOLD



## Using our typography

Examples of how BR Sonoma and Tiempos are used in different weights for headings, preambles, body texts, subheadings, quotes and captions.

Use Sonoma Semibold or Bold for headings. The text colour should primarily be Forest or Diabase.

Use Sonoma Regular for preambles. Text colour in Diabase or Snow.

Use Sonoma Regular for body copy. Text colour in Diabase or Snow.

Use Tiempos Headline Semibold or Tiempos Headline Semibold Italic for quotes and words you want to pop out. Text colour in Diabase, Forest or Sunset on light background. Snow, Chalk, Lichen or Nude on dark backgrounds.

Use Sonoma Bold for sub-headings. Text colour in Diabase, Snow, Forest or Sunset.

Use Sonoma Regular for captions and information text. Text colour in Diabase or Snow.

For longer texts or articles, use Tiempos Text Regular as body copy. Text colour in Diabase or Snow.

# This is Green Furniture Concept

Green Furniture Concept creates sustainable placemaking design for public interior spaces.

Our modular seating series give you the flexibility to create configurations as unique as your place. Leaf Lamp is a biophilic, acoustic lighting solution. Green Furniture can be found in places like Hong Kong Airport, Topanga Mall (LA) and London Victoria Station.

**We make a space become a place by filling it with identity, meaning and function.**

### The green mission

We are here to make a change. We aim to show the world how sustainable products also can be functional, look beautiful and last longer. Sustainability guides our development and is part of our soul as a company. We have a cyclic holistic approach from raw materials to the business model, and we take full responsibility of the state and function of our furniture over time.

FOR MORE INFORMATION PLEASE VISIT [WWW.GREENFC.COM](http://WWW.GREENFC.COM)

### The green mission

We are here to make a change. We aim to show the world how sustainable products also can be functional, look beautiful and last longer. Sustainability guides our development and is part of our soul as a company. We have a cyclic holistic approach from raw materials to the business model, and we take full responsibility of the state and function of our furniture over time.

## Using graphics

Examples and guidelines of how to work with the types and graphic elements in different documents such as presentations for example.

- Point lists should always have one spacing between the points.  
EX:

- Test
- Test
- Test

- "*Italic*" text should only be used on quotes. Quotes can also be emphasised by using the type "*Tiempos*".

- Weight of the "Headline" should always "SemiBold" and be three times the weight of the rest of the text. If the text is 12pt the headline should then be 36pt. The distance between headline and text should always be the same as the hight of the headline.

Example with headline size 27 pt  
and text size 9 pt.

# Headline

Text

Example with headline size 36 pt  
and text size 12 pt.

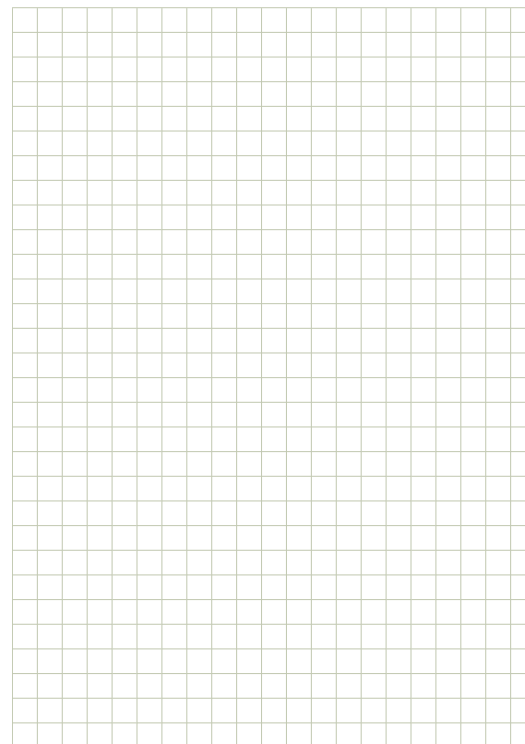
# Headline

Text

Always use Snow or Diabase as text colour for longer texts.

## The grid

The grid for the type area is based on quadrats. The quadrats of the grid can put together in different combinations, which both provide recognition and a less traditional expression. Its execution provides the opportunity to create dynamic layouts. The grid is designed for different format.



### Grid size

A5/half US letter  $\approx 0.7 \times 0.7$  cm,  $0.28 \times 0.28$  inch

A4/US letter  $\approx 1 \times 1$  cm,  $0.4 \times 0.4$  inch

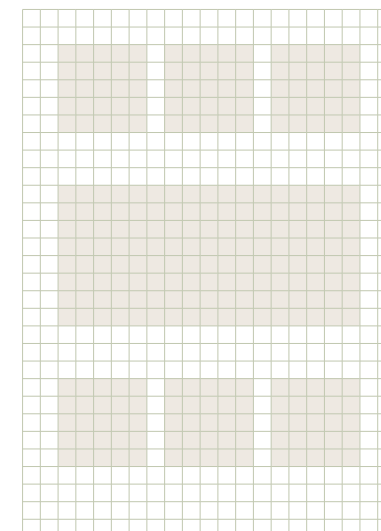
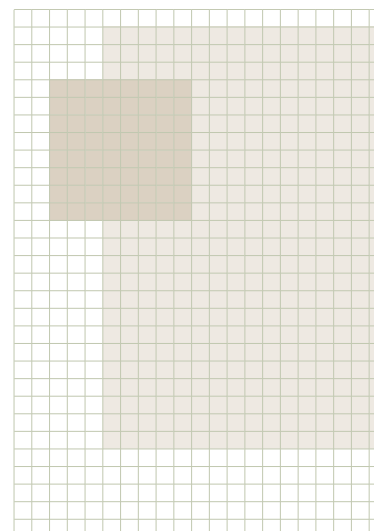
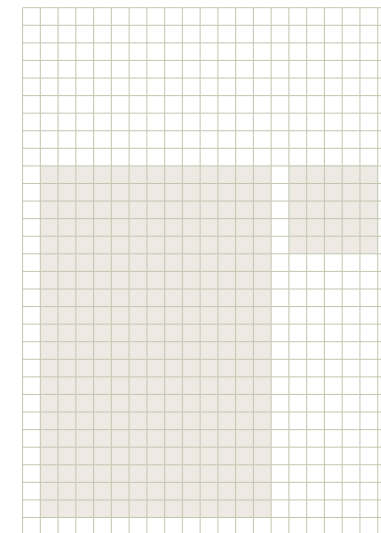
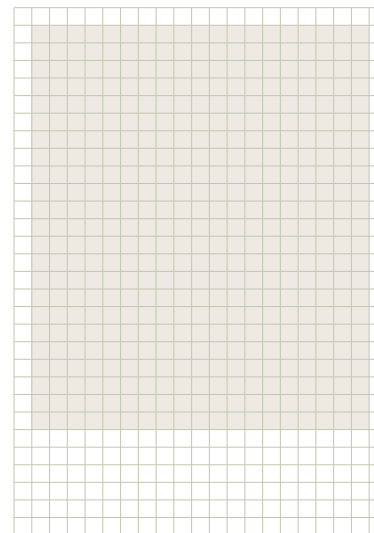
A3/Legal  $\approx 1.4 \times 1.4$  cm,  $0.56 \times 0.56$  inch

A2  $\approx 2 \times 2$  cm,  $0.8 \times 0.8$  inch

A1  $\approx 2.8 \times 2.8$  cm,  $1.1 \times 1.1$  inch

PowerPoint  $\approx 1 \times 1$  cm,  $0.4 \times 0.4$  inch

Roll-up  $\approx 4 \times 4$  cm,  $1.6 \times 1.6$  inch



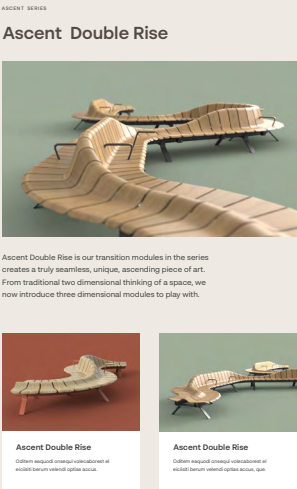
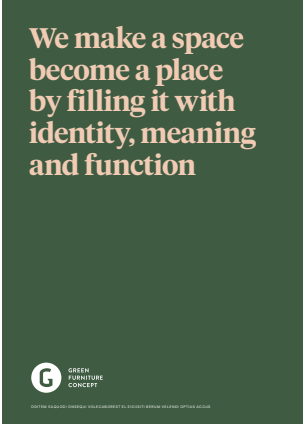
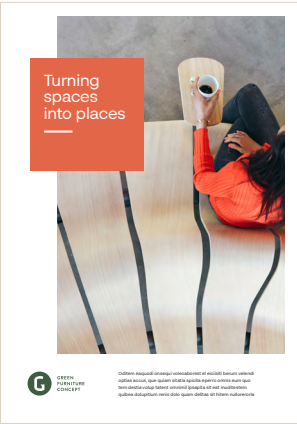
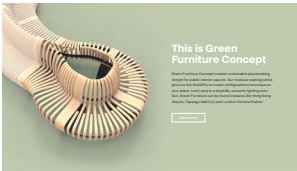




# Inspiration

Our visual identity elements provide a distinct look and feel for Green Furniture Concept.

On the following pages, we have compiled some inspirational examples to guide your creation of marketing material.







**Placemaking design for public interiors**

Odiam exequi omnesq; volucrores et acilisti barum velendi optas accos, qui quiam stitita spicita aperro omnia eum quo tem deatla volup tatent omnesq; gapeila et modicatem quibus doluptum rema dolo quam

ODIAM EXEQUI OMNESQ; VOLUCRORES ET ACILISTI BARUM VELENDI OPTAS ACCOS, QUI QUIAM STITITA SPICITA APERRO OMNIA EUM QUO TEM DEATLA VOLUP TARENT OMNESQ; GAPEILA ET MODICATEM QUIBUS DOLUPTUM REMA DOLO QUAM

*We make a space become a place by filling it with identity, meaning and function.*



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ODIAM EXEQUI OMNESQ; VOLUCRORES ET ACILISTI BARUM VELENDI OPTAS ACCOS, QUI QUIAM STITITA SPICITA APERRO OMNIA EUM QUO TEM DEATLA VOLUP TARENT OMNESQ; GAPEILA ET MODICATEM QUIBUS DOLUPTUM REMA DOLO QUAM

*We make a space become a place by filling it with identity, meaning and function.*

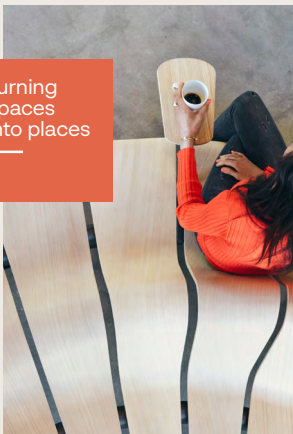


**Placemaking design for public interiors**

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Turning spaces into places




**GREEN FURNITURE CONCEPT**

Odiam exequi omnesq; volucrores et acilisti barum velendi optas accos, qui quiam stitita spicita aperro omnia eum quo tem deatla volup tatent omnesq; gapeila et modicatem quibus doluptum rema dolo quam deitlas ut hilem nullamoria

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Turning spaces into places



**GREEN FURNITURE CONCEPT**


Odiam exequi omnesq; volucrores et acilisti barum velendi optas accos, qui quiam stitita spicita aperro omnia eum quo tem deatla volup tatent omnesq; gapeila et modicatem quibus doluptum rema dolo quam deitlas ut hilem nullamoria

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**GREEN FURNITURE CONCEPT**

**Furniture consumption in a circular economy**

2021



Odiam exequi omnesq; volucrores et acilisti barum velendi optas accos, qui quiam stitita spicita aperro omnia eum quo tem deatla volup tatent omnesq; gapeila et modicatem quibus doluptum rema dolo quam

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**Furniture consumption in a circular economy**

2021





Odiam exequi omnesq; volucrores et acilisti barum velendi optas accos, qui quiam stitita spicita aperro omnia eum quo tem deatla volup tatent omnesq; gapeila et modicatem quibus doluptum rema dolo quam

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# Tonality in voice and image

- Tonality in voice**..... 41
  - Brand voice ..... 42
  - How we ewoke feelings ..... 44
  - Out name ..... 45
- Tonality in image** ..... 46
  - What makes an image a Green one?..... 47
  - Photo considerations..... 49
  - Animation and film consideration ..... 50
- Main principles for marketing material**
  - Awareness..... 51
  - Considerations ..... 52
  - Sale support..... 53
- Inspiration** ..... 54
- What to avoid**..... 60

Just as our solutions, the way we present ourselves and say things, makes a positive impact on the audience.

We inspire to engage, we explain to create understanding and assist in decision making. The way we say things reflect our personality.

# Our mission is simple

We want to inspire you to reimagine public spaces and their value to the individuals they serve. That's why we design places that invite people to pause, reflect and connect, and create products that uplift their surroundings.

Sustainability has been a part of our story from day one, and so has making designs that withstand the demands of evolving markets. At Green, we're driving fresh approaches to shared space, and setting a new tone for public space design.







# Blending in while standing out

In everything we do, we strive to make a positive impact. Our green approach generates a positive impact to the world, our architectural solutions does so for facility managers, and put together with our smart functions it makes a positive impact on the visitor.

# How we evoke feelings

Connecting with audiences by being:

## Friendly

---

Our kindness and our will to do good is best conveyed with a friendly tone. We want to signal that we are curious and open for our audiences' opinions and needs. Our friendliness opens up for a dialogue.

### Key expressions to inspire:

Conversational  
Sympathetic  
Generous  
Enthusiastic  
Sparkling witty  
Self distanced  
Down to earth

## Clear

---

A clear, straight-to-the-point voice reflects our focus, determination and passionate engagement in doing good. We want it to be clear that we strive for a world positive impact and client success.

### Key expressions to inspire:

Straight to the point  
Relevant  
Honest  
Fact based  
Transparent sharing  
Available to respond  
Situational

## Confident

---

We are forerunners and perceived thought leaders. Our in-depth knowledge on what can be accomplished, alongside with the skills to execute makes us confident.

We are the ones who challenge the industry and status quo, because the more that joins our cause, the bigger the impact.

### Key expressions to inspire:

We are proud but not bragging  
Clever  
Challenging without being aggressive  
Always bring something new to the table  
Signalling a sense of urgency  
Influential



# Our name is important

When talking and writing about the company we should all talk in the same way.

## Green Furniture Concept

### Green

Green Furniture Concept is written out as it is the first time Green Furniture Concept is mentioned in an article, interview, white paper, editorial, or any written content mentioning us. When we mention Green Furniture Concept repeated times in written content, we write it out as Green.

GFC 

Green Furniture 

We do not write or say GFC or Green Furniture at any place or time.

# Imagery and its importance!

Imagery is one of the most important building blocks of our identity. Grasping the opportunity to convey our values and products in an attractive and purposeful way is key to our communication.

The type of images and media we use spans over a wide range, mainly driven by the type of communication and the intended target group/s.

When creating new material, it is important that it is versatile and adaptable to different formats, both for digital and analog usage.



# What makes an image a Green one?

The purpose of a specific image should always lead the way. Images enhances stories, articles and posts. Therefore, the choice of a specific image is always purposeful and situational. The more we can incorporate key characteristics of a Green image, the easier it is to recognize us as a sender and recall our messaging.

The images that should convey our Brand personality the most, are our hero-shots. The images we use to create awareness and curiosity. These images should ideally be recognized as Green without the support of logotype and copy.

The more our audiences engage with us, the more specific and distinct the dialogue. This means that images are more reflected by our flexibility, smartness and clarity.

When we let purposefulness guide our way, we can judge to what extend we can take advantage of our unique image drivers in a specific shot.

**AS MUCH AS POSSIBLE, A GREEN IMAGE SIGNALS:**

Human presence

Warmth

Friendliness

Openness

Joy and satisfaction

Harmony

Clarity



## AS MUCH AS POSSIBLE, GREEN IMAGES:

### Tell a story by themselves

What we do have an impact on people's lives, both as a visitor and a partner to us. This shines through in all our awareness and positioning images.

### Have human presence

Everything we do ultimately improves life for people. What better way to convey our passion for places full of life than to include the very people we care about.

### Takes advantage of perspectives

Shooting with a range of perspectives allow us to capture the full picture as well as more intimate, personal feelings.

### Are authentic

Our places are portrayed in a desirable way, without being overly staged. Lighting adds to a warm and welcoming feeling. Take advantage of windows and natural light sources, without necessarily including them in the shot.

### Have a clear focal point

When we try to say everything, we risk that nothing cuts through. Sometimes we tell a story, sometimes we present a solution. Rarely at the same time. That's what we mean by purposeful and situational.



## Photo considerations

With storage space being a smaller issue over time, highest possible resolution setting is recommended. Always exhibit possibilities to create images that can be cropped and reused in various mediums and formats.

Ensure to have areas in an image where text can be applied. Make sure the image has the proper resolution to support the use type – 72 dpi for online view; at least 300 dpi if the image might be printed. Recommended image dimensions are at least 6–8 megapixels for printed A4, and 18–24 megapixels for printed 70x100.



Warm light.



Cold light.



Further from subject, longer lens (35 mm and higher)



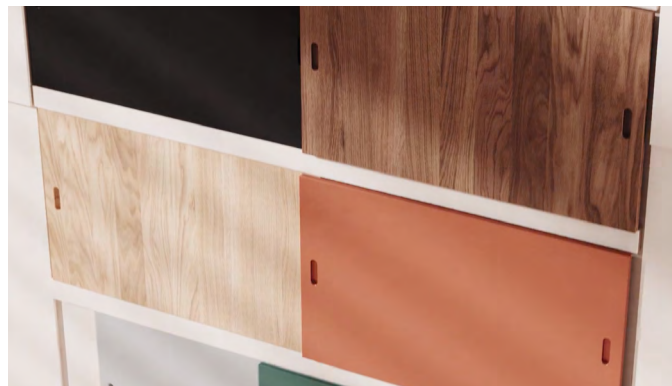
Too close to the subject and lens too wide, distorting the subject.

## Animation and film considerations

Animations should enhance our brand. They should inspire to engage, explain to create understanding, and assist in decision making. The way we tell things through animation reflects our personality.

Animated content should be used when:

- We want to explain our modularity or explain product-specific features
- We want to present our furniture and our design.
- We want to show more than a single image, for instance on the website or Social Media.
- We want to create stories around our products where real photography isn't an option. For instance, when we want to show an environment that doesn't exist.
- We want to tell stories about what you can experience when you visit a Green-place. It can be a time-lapse that show how the environment and the people visiting transform.







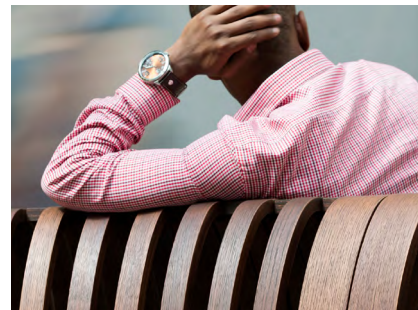
## Awareness

### INSPIRE & BUILD PERCEPTION

We believe in starting our customer journeys with the end-game: A better place for the many. Emotional storytelling that generates curiosity and engagement.

These images are our hero-shots, reflecting the peace of mind that comes with a memorable moment with us. A possibility to rest, reflect, meet, be inspired and grow.

Images that inspire to visit Green places.





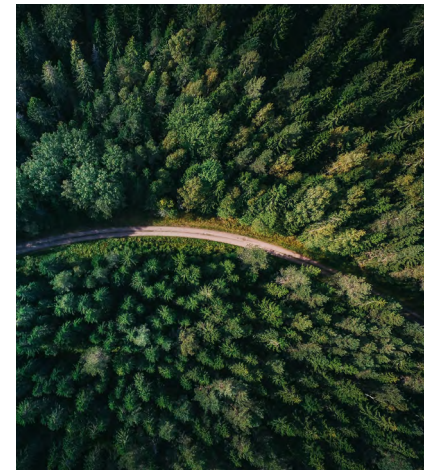


## Considerations

### EXPLAIN & POSITION

For the ones who engage with us we guide them to identify their solution. Deep dives in sustainability, design, functionality and added value.

Images that are pedagogic and aspiring at the same time; reflecting the endless possibilities we provide.



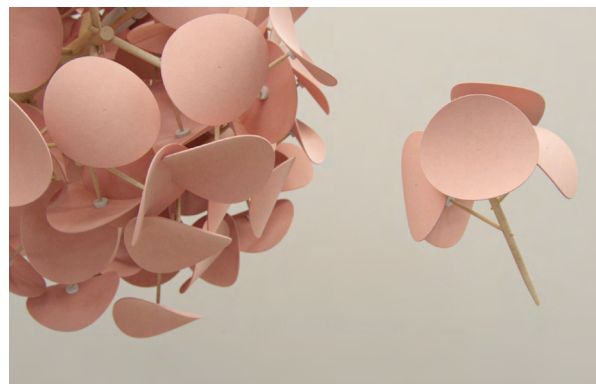
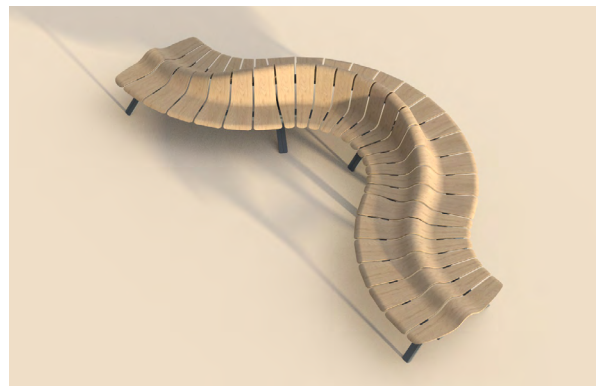
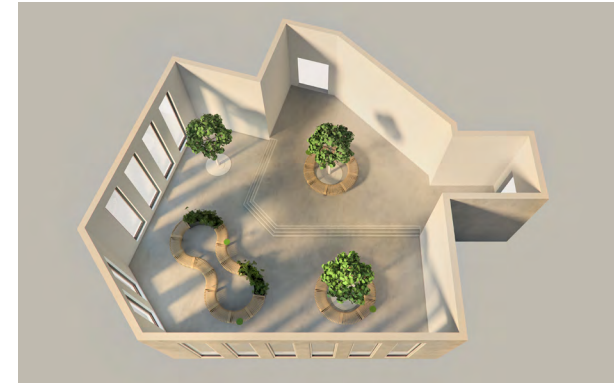


## Sales support

### ASSIST & CONVINCE

Our sales support images are straight to the point, clear and as personalized as possible. Ultimately, we want to be able to convey a distinct solution.

We also convince audiences by letting our brand personality shine through; our customer engagement and dedication in doing good.





# Inspiration

Every story deserves support of a great image. In choosing an image, our marketing model and the message as such should guide us.

On the following pages, we have compiled some typical categories of photos that we project will be used frequently.

The categories have no distinct belonging in our marketing model, nor from a message perspective. It's the combination of copy and imagery that makes us successful in carrying out our intended message.



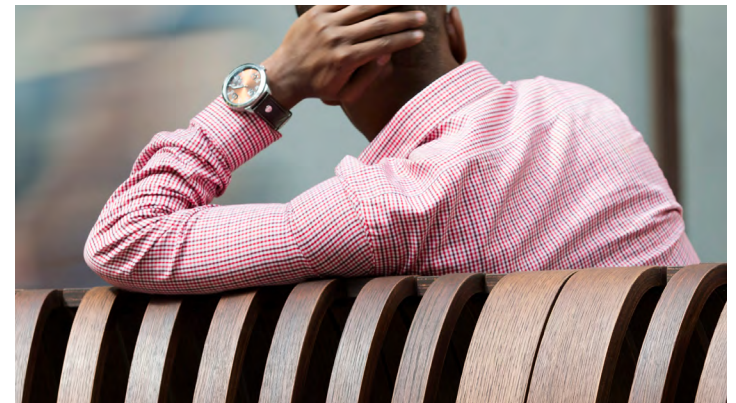
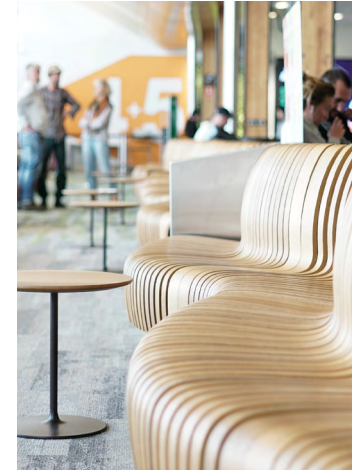


## Human presence

There's no better way to convey the positive impact we make, than to portray the satisfaction and enthusiasm of our visitors. Their stories.

We show human presence through seated people, and seen in the background.

Even left empty, our places contain human presence through details such as coffee mugs, bags, clothes, books. We also use stand-alone images of people in a storytelling context; a person reading a book, drinking a cup of coffee, spotting the arrival of their loved ones, preparing for a hug. There's always a direct or subtle contact with our solutions.





## Product – design

Strong design and perceived quality goes hand in hand. Design is a key strength of ours, we can allow ourselves to signal confidence and the inside-out perspective by the use of our corporate colors.

The use of CGI can strengthen our image even further, when the sole purpose of an image is to showcase our design abilities. The use of perspectives is vitally important in showcasing design. Product details, the sense of materials alongside with our modularity, flexibility and architectural impact.

These images suits perfectly for explicit sustainability messages, since our materials and name are strong signals for that purpose – and helps us avoid clichés.

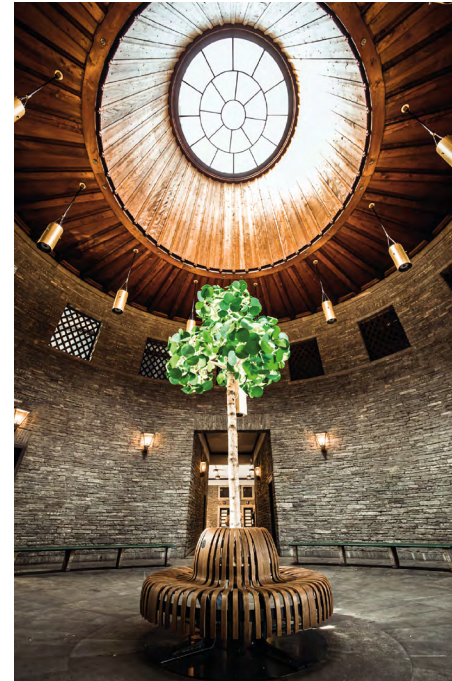




## Product on site

For consideration in specific segment audiences it serves a strong purpose to highlight our furniture in a relevant environment.

Leverage architecture, create grandeur. Pick up on playfulness in schools, lamps in restaurants.





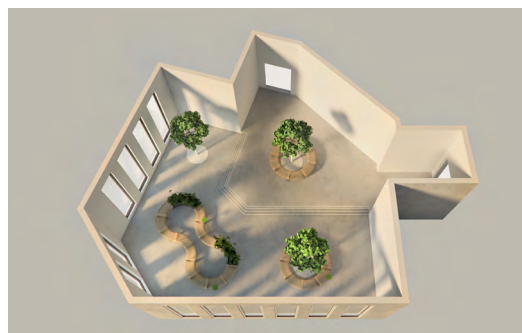
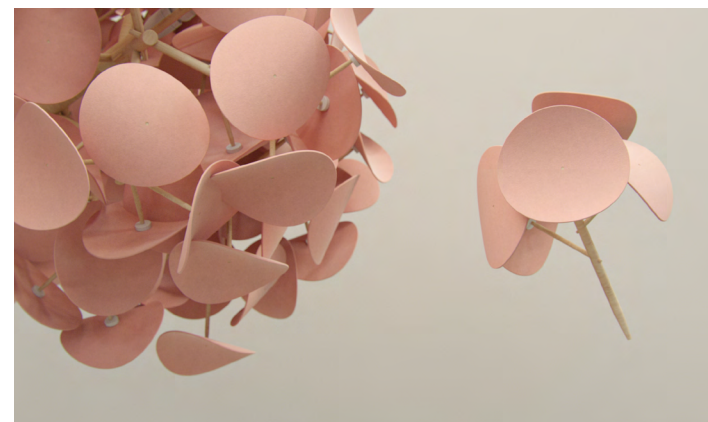
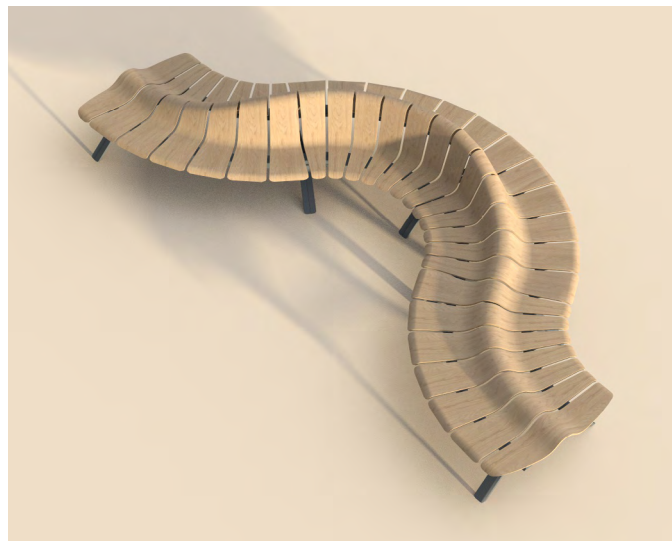
## Product in use on site

When familiarizing with Green solutions, it serves a good purpose to create a bridge between emotional storytelling and distinct product communication, by informally showing how people interact with places and furniture. What are they doing in the places? Studying, waiting, resting, meeting & creating stories.



## Product – functionality

Our smartness shines through when we dig deeper in the functional benefits we provide. It's a consideration trigger for both decision makers and potential visitors. Images have the clear focal point, and breaths more pedagogically.





## What to avoid



Avoid crowded and busy environments



Avoid unrealistic combinations of 3D & people



Avoid capturing un-open hours of business



Avoid un-architectural images without a story



Avoid unclear focus



Avoid cold and bright images

## What to avoid



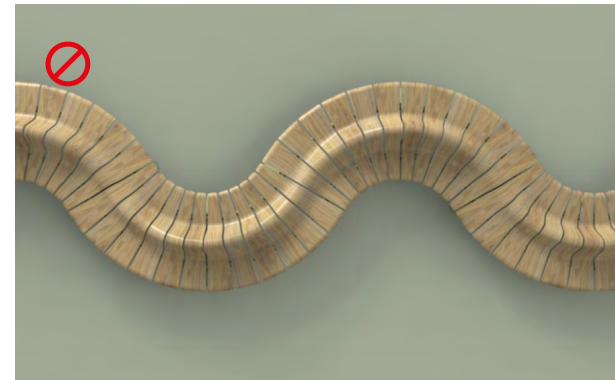
Avoid images without background.



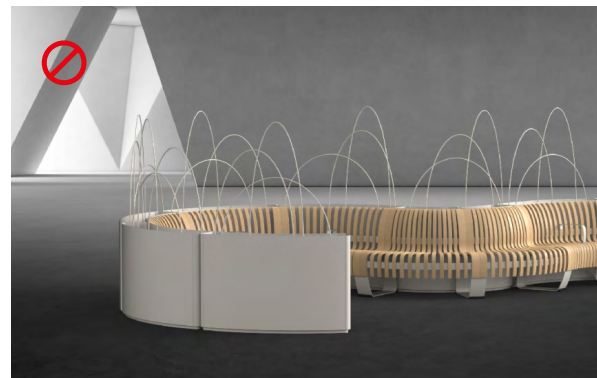
Avoid images with too cold lighting.



Avoid too saturated backgrounds.



Avoid images that lack correct representation of the material.



Avoid anonymous and unrealistic settings.



Avoid images with bad resolution.