

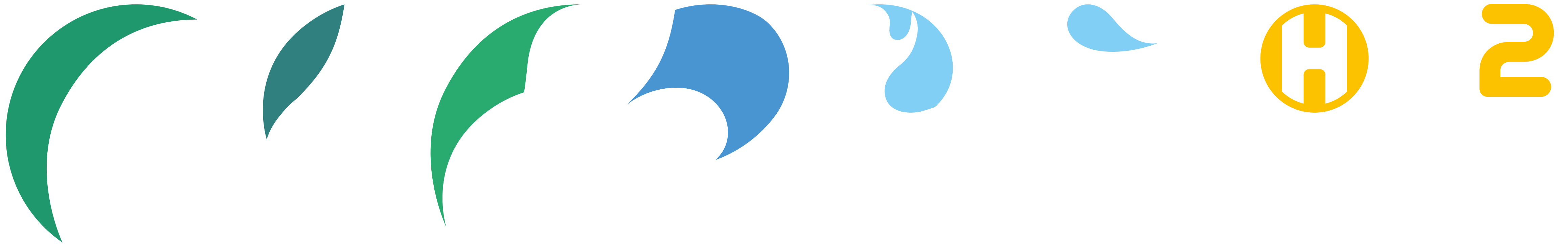


GREEN HYSLAND

BRAND BOOK

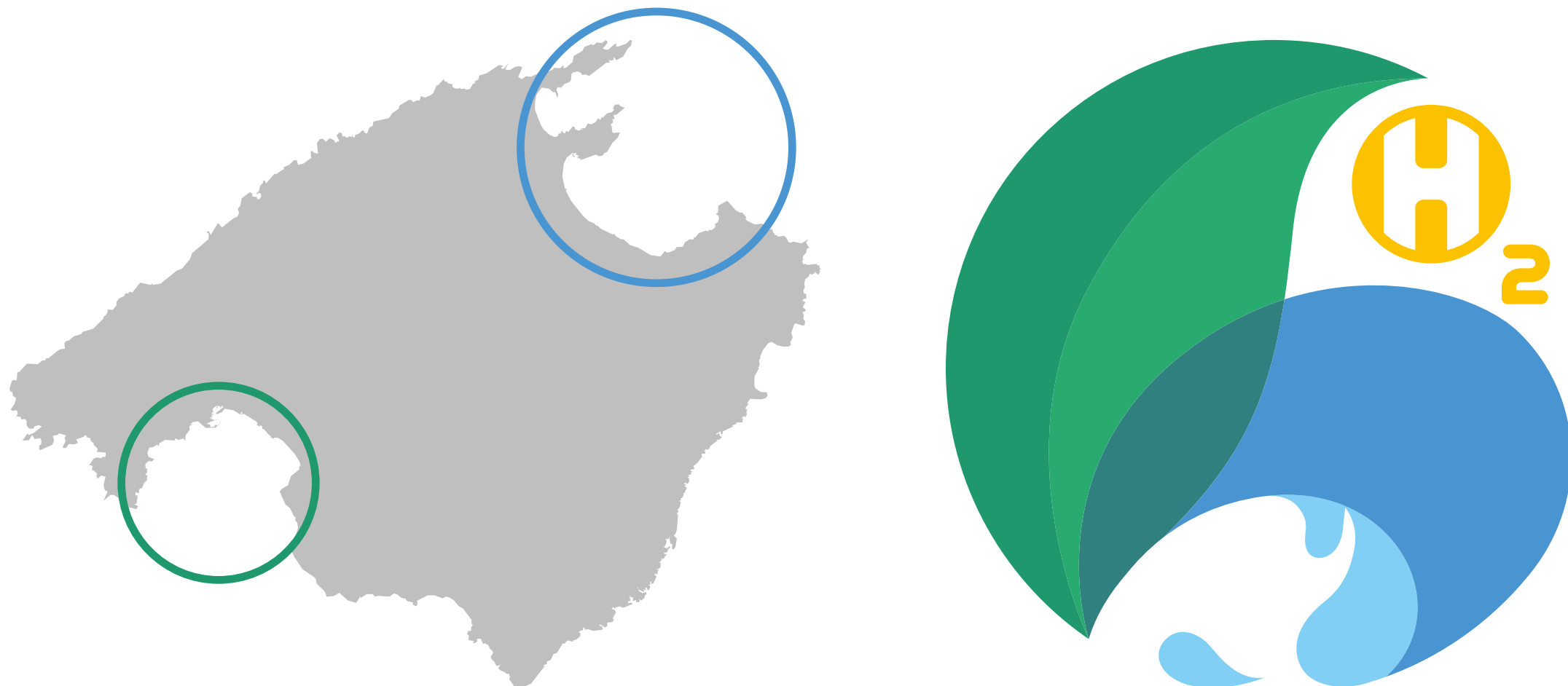
LOGO'S ELEMENTS

The concept design of the logo corresponds to the ecological characteristic of the project and his territory.
The logo behaves a leaf, a wave and the atomic symbol of hydrogen.



CONCEPT OF THE LOGO

Le logo is designed in a ellipse to figure out the organic aspect of the project.
The layout of the logo takes as a reference of the shape of Majorca island, especially with two bays, one in South West and the second in Northeast.

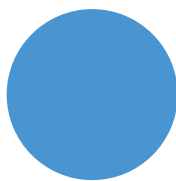


COLORS AND TYPOGRAPHY

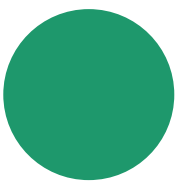


OMNES regular **OMNES semibold**
OMNES medium **OMNES bold**

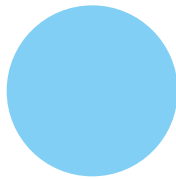
GREEN HYSLAND
TRACKING LETTERS 20
KERNING OPTICAL



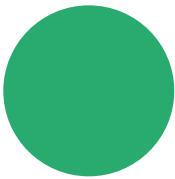
BLUE
R : 74 • V : 150 • B : 210
C : 70 • M : 30 • J : 0 • N : 0
#4a96d2



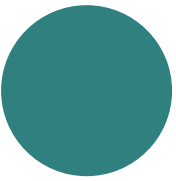
DARK GREEN
R : 30 • V : 153 • B : 108
C : 80 • M : 15 • J : 70 • N : 0
#1e996c



LIGHT BLUE
R : 131 • V : 208 • B : 245
C : 50 • M : 0 • J : 0 • N : 0
#83d0f5



LIGHT GREEN
R : 43 • V : 173 • B : 112
C : 75 • M : 0 • J : 70 • N : 0
#2bad70



GREEN BLUE
R : 49 • V : 129 • B : 127
C : 78 • M : 29 • J : 47 • N : 13
#31817f



YELLOW
R : 253 • V : 196 • B : 0
C : 0 • M : 25 • J : 95 • N : 0
#fdc400

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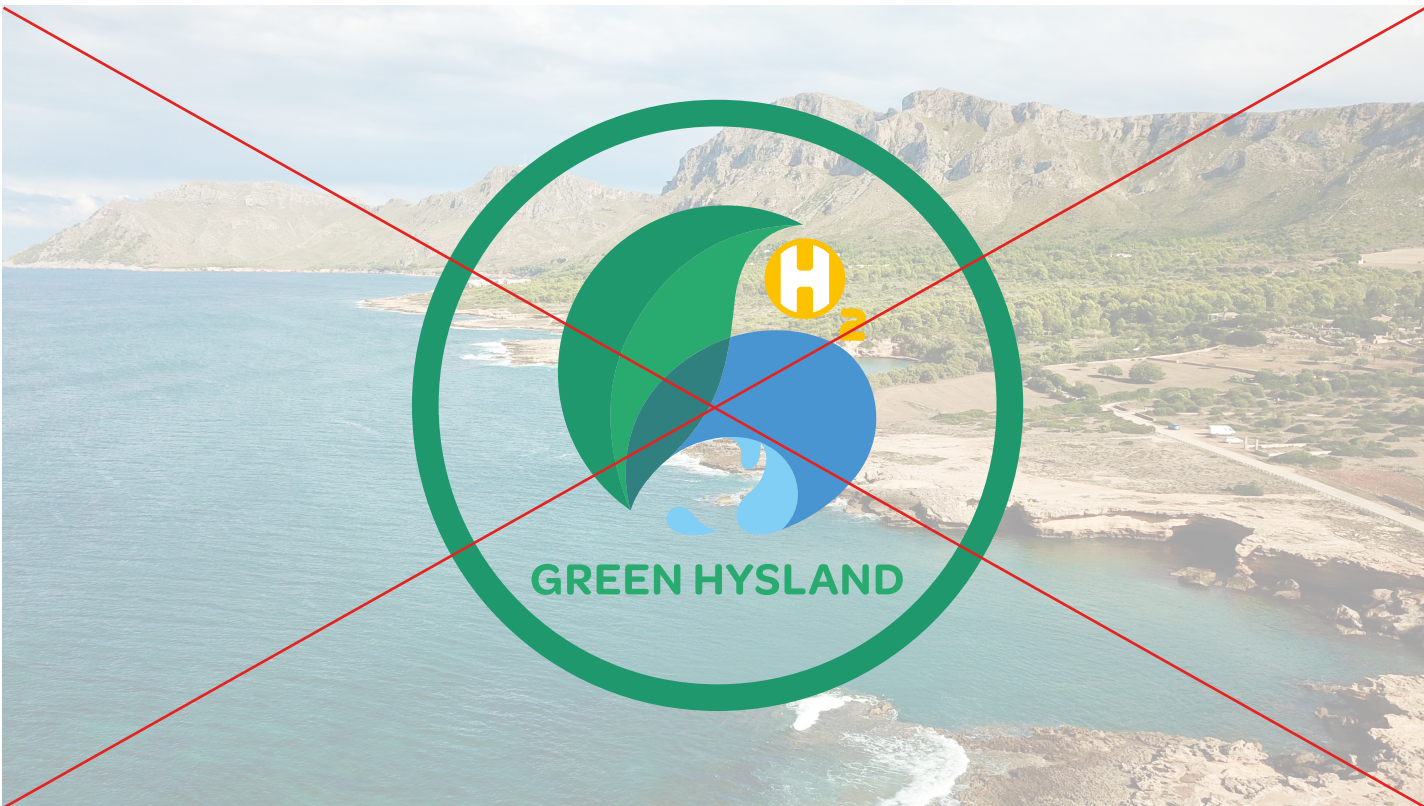
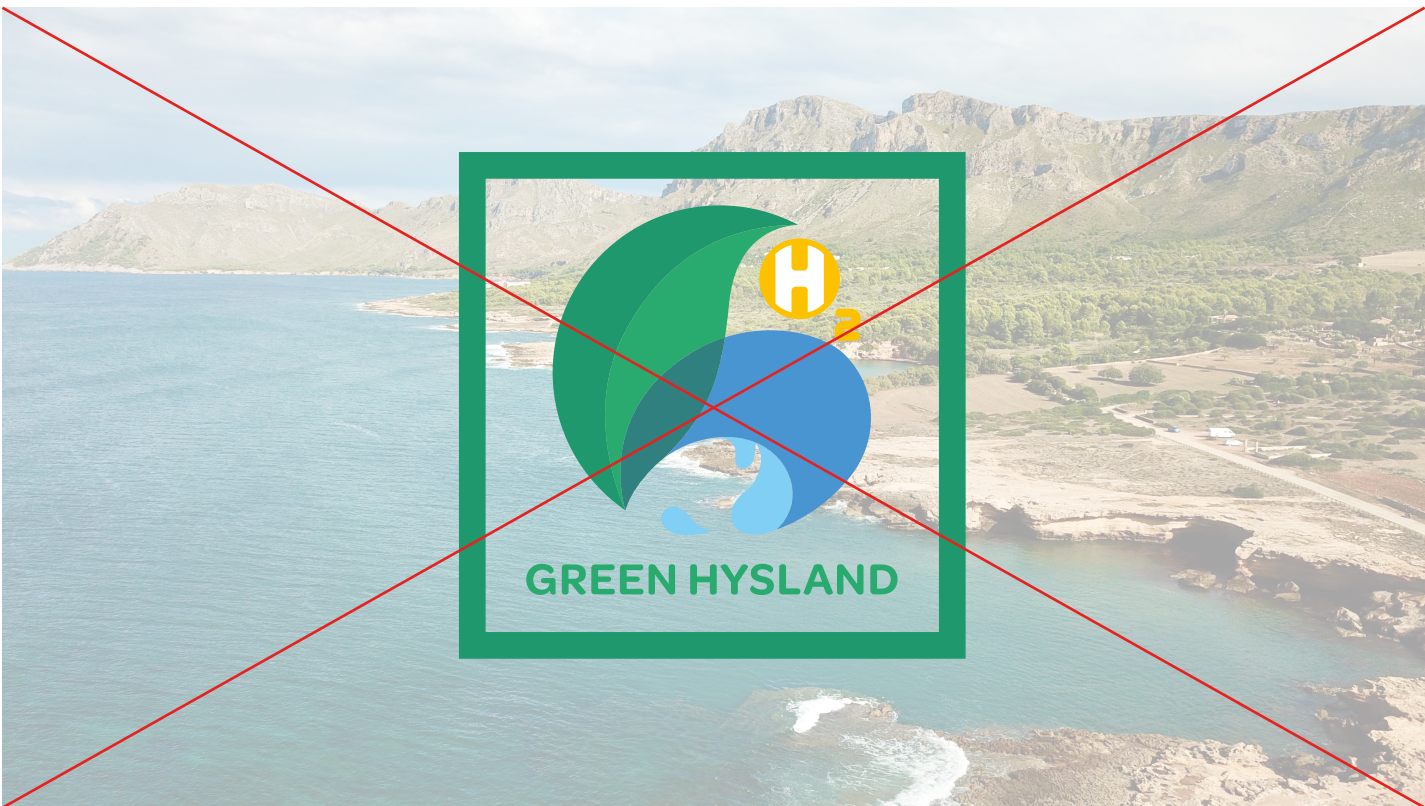
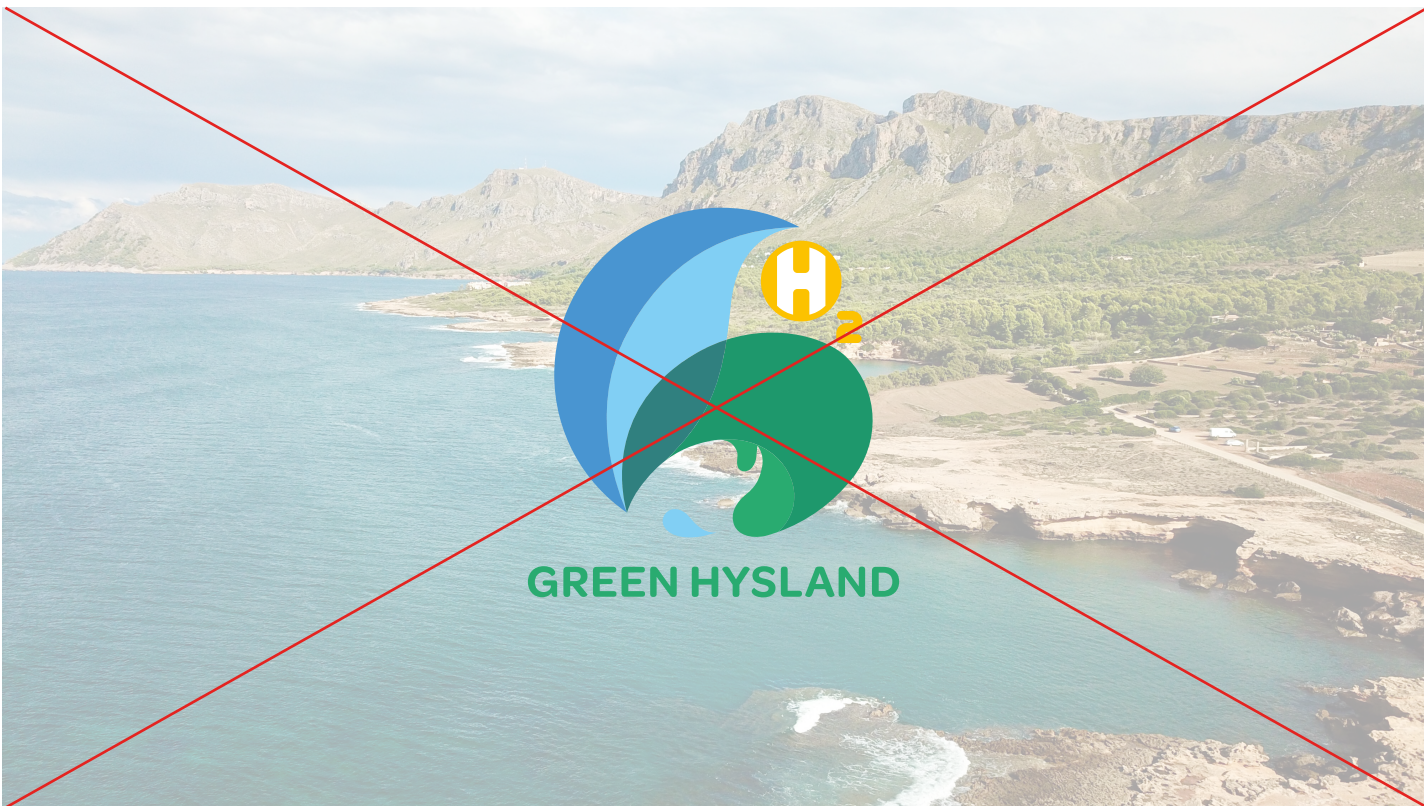
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LOGO USAGE





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