



**Green Door**  
**Used Books and Studio**  
IDENTITY GUIDELINES DOCUMENT



## Identity Guidelines

### USE AND PURPOSE

The Green Door Identity Guidelines document explains the components of the Identity System and details its specified uses. This manual defines the identity system's graphic design standards, and illustrates how these standards are applied. These standards depend on relative size, proportion, and position of individual elements. They have been developed through careful consideration of many factors, both functional and aesthetic.

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# Green Door

## USED BOOKS AND STUDIO



### Components of the Green Door Identity System

The Green Door Identity System is comprised of two components: the monogram and the wordmark.

Configurations that combine these components in a defined relationship are referred to as a “Lock-up.” See page 6 for more information on using the lock-ups.

The monogram and wordmark are also available for use independently in specific contexts. For more information on using the monogram and wordmark separately see pages 4-5.



## The Monogram

### USE AND APPLICATION

The Green Door monogram can be used independently from the wordmark in appropriate contexts. Examples of this may include branding on merchandise.

The monogram is intended for use on applications where the width of the monogram is more than or equal to  $\frac{1}{2}$  inch. The monogram may never be used at sizes smaller than  $\frac{1}{2}$  inch wide due to readability concerns.

For configurations of the monogram and wordmark in a defined relationship, see page 6 for the available “lock-ups”.

The monogram may be reproduced in colors from the core color palette. The monogram is available in a black and white version for use in contexts where the use of color is not an option, or when the color palette conflicts with the application. See page 13 for the Pantone colors, CMYK, RGB, and HEX values.





## The Wordmark

### USE AND APPLICATION

The Green Door wordmark (set in typeface Teko Regular) is an integral part of the identity system.

The wordmark is a two-line, flush left configuration and should be used in both the preferred and alternate lock-ups. The wordmark is also available for use independently from the monogram in appropriate contexts.

For configurations of the monogram and wordmark in a defined relationship, see page 6 for the available “lock-ups”.

The wordmark is intended for use on applications where the width of the wordmark is more than or equal to 1 inch. The monogram may never be used at sizes smaller than 1 inch wide due to readability concerns.

The Green Door wordmark must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The letterforms have been arranged and altered with careful consideration to work at different scales, so it is crucial that independent versions of the wordmark are not created from the typeface directly by the user.

The wordmark may be reproduced in colors from the core color palette. The wordmark is available in a black and white version for use in contexts where the use of color is not an option, or when the color palette conflicts with the application. See page 13 for the Pantone colors, CMYK, RGB, and HEX values.

## Lock-Ups

### IDENTITY ELEMENT COMBINATIONS

Configurations that combine the monogram and wordmark in a defined relationship are referred to as a “Lock-up.”

There are two versions of Green Door lock-ups available for use:

- 1) THE PREFERRED LOCK-UP (HORIZONTAL CONFIGURATION)
- 2) THE ALTERNATE LOCK-UP (VERTICAL CONFIGURATION)

In all instances that require the combination of monogram and wordmark, the user must use the provided files and not typeset or create their own lock-ups from the monogram and wordmark files that are intended for use independently. This is to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lock-up are not created.



## Lock-Ups

### THE PREFERRED LOCK-UP

#### 1) THE PREFERRED LOCK-UP (HORIZONTAL CONFIGURATION):

The wordmark placed on the right side of the monogram is the preferred lock-up and should be used whenever possible in order to build equity around it. However, there are instances where using the preferred lock-up may not be possible. For these instances see page 9 for the alternate lock-up.

The preferred lock-up is intended for use on applications where the width of the lock-up is more than or equal to 1 inch.

Each lock-up defines the relationship of the monogram and wordmark and is designed for use in specific applications based on size, scale, and position of each element. The lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lock-up are not created.



## Lock-Ups

### THE PREFERRED LOCK-UP CLEARSPACE

To maintain the integrity of the Green Door Identity lock-ups, a certain amount of space around the lock-up must be kept clear of competing visual elements. The area around the lock-up should always provide ample space so that the balance and wholeness of the lock-up is not violated by the competing elements. The diagram shows the correct amount of space that should surround the preferred lock-ups.

The “x” value is shown as the x-height (specifically the “o” in door) of the Green Door typography.



## Lock-Ups

### THE ALTERNATE LOCK-UP

#### 2) THE ALTERNATE LOCK-UP (VERTICAL CONFIGURATION):

The wordmark placed underneath the monogram is the alternate lock-up and should only be used in contexts where the asymmetry of the preferred lock-up conflicts with the centered text-arrangement or layout.

The alternate lock-up is also useful where space constraints demand for a narrower arrangement of elements.

The alternate lock-up is intended for use on application where the width of the lock-up is more than or equal to 1 inch.

Each lock-up defines the relationship of the monogram and wordmark and is designed for use in specific applications based on size, scale, and position of each element. The lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lock-up are not created.

## Lock-Ups

### THE ALTERNATE LOCK-UP CLEARSPACE

To maintain the integrity of the Green Door Identity lock-ups, a certain amount of space around the lock-up must be kept clear of competing visual elements. The area around the lock-up should always provide ample space so that the balance and wholeness of the lock-up is not violated by the competing elements. The diagram shows the correct amount of space that should surround the preferred lock-ups. The “x” value is shown as the x-height (specifically the “o” in door) of the Green Door typography.



**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ**

**abcdefghijkl  
mnopqrstuvwxyz**

## Typography

### WORDMARK TYPOGRAPHY TITLE LINE

The Green Door wordmark uses the typeface Teko Regular for the title line however, the capital “G” was altered to emulate the “G” in the monogram. This typeface should not be considered an everyday typeface and should be reserved for the Green Door wordmark in order to maintain contrast against other typefaces used in applications. Teko Regular should never be set as running copy.

Teko is designed by Manushi Parikh and is free for commercial use. The typeface can be downloaded from:  
[http:// fonts.google.com/specimen/Teko](http://fonts.google.com/specimen/Teko)

For more information on the rights and licenses, please visit:  
[http://scripts.sil.org/OFL\\_web](http://scripts.sil.org/OFL_web)

The Green Door wordmark typography may never be manipulated or created directly from the typeface. The elements in the wordmark have been arranged to work at different scales. To ensure that the correct scale relationships and spacing are maintained, the user must always use the files provided as is outlined by this style guide.

ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
  
abcdefghijkl  
mnopqrstuvwxyz

## Typography

### WORDMARK TYPOGRAPHY SUBTITLE LINE

The Green Door wordmark uses the typeface Montserrat Regular for the subtitle line. This typeface should not be considered an everyday typeface and should be reserved for the Green Door wordmark in order to maintain contrast against other typefaces used in applications. Montserrat Regular should only be used in uppercase letters in the wordmark and never be set as running copy.

Montserrat is designed by Julieta Ulanovsky and is free for commercial use. The typeface can be downloaded from:  
<https://fonts.google.com/specimen/Montserrat>

For more information on the rights and licenses, please visit:  
[http://scripts.sil.org/OFL\\_web](http://scripts.sil.org/OFL_web)

The Green Door wordmark typography may never be manipulated or created directly from the typeface. The elements in the wordmark have been arranged to work at different scales. To ensure that the correct scale relationships and spacing are maintained, the user must always use the files provided as is outlined by this style guide.



PANTONE P 140-13 U  
 CMYK 66/0/62/23  
 RGB 64/154/112  
 HEX #409a70



PANTONE P 4-6 U  
 CMYK 0/6/70/0  
 RGB 255/231/107  
 HEX #ffe76b



PANTONE P 74-13U  
 CMYK 0/68/8/38  
 RGB 165/79/112  
 HEX #a54f70



PANTONE P 140-9 U  
 CMYK 23/0/22/8  
 RGB 182/212/193  
 HEX #b6d4c1



PANTONE P 140-9 U  
 CMYK 29/28/0/18  
 RGB 152/150/184  
 HEX #9896b8



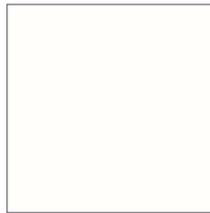
PANTONE P 140-9 U  
 CMYK 27/5/0/0  
 RGB 180/217/243  
 HEX #b4d9f3



PANTONE P  
 Process Black U  
 CMYK 0/0/0/100  
 RGB 35/31/32  
 HEX #231f20



PANTONE P 172-8U  
 CMYK 60/54/48/0  
 RGB 123/119/125  
 #7b777d



PANTONE P 1 - 1 U  
 CMYK 0/0/2/0  
 RGB 255/254/249  
 HEX #fffef9

## Color Palette

### CORE COLOR PALETTE (FIRST ROW)

The Green Door identity system should be reproduced using the core color palette. In contexts where the use of core colors is not an option, or when core colors conflict with the application, the identity system may be reproduced in black or white.

### SECONDARY COLOR PALETTE (SECOND ROW)

When finding an appropriate secondary color, first reference the chosen secondary colors that are complimentary to the core colors. The secondary color palette anticipates the need for a fuller range of colors that works in conjunction with the core colors of the Green Door identity system. The secondary color palette may also be used for contexts where there is demand for a coordinated spectrum of related colors (e.g. website, print collaterals).

Not all color combinations will work together, so this palette should be considered as an indication of the palette, but not an endorsement of all potential combinations possible within it. Please use this sampled color at your discretion.

### NEUTRAL COLOR PALETTE (THIRD ROW)

The neutral palette acts as a foundation that works with both core and secondary palettes. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules will give the primary and secondary palette vibrancy and prominence.

NOTE: Pantone (PMS), CMYK, RGB and Hex values are provided and should be used in the appropriate context. Pantone and CMYK should be used for print collaterals; RGB and Hex values should be used online. Pantone colors are typically used for one-color print jobs, however the CMYK color values will be used for the majority of your print collaterals.



Do not apply any filters such as a drop shadow or emboss



Do not apply a stroke to the identity design



Do not stretch the identity design in any direction other than in proportion



Do not place identity design at an angle



Do not adjust placement, spacing, and scale of any element of the identity design or its lock-up



Do not typeset any part of the identity design or its lock-up



Do not outline any part of the identity design



Do not create alternate lock-ups other than the ones suggested

## Integrity of the Identity Design

### TYPICAL MISTAKES

The Green Door identity is the official mark of the organization and should be rendered with utmost consistency and dignity. It should never be tweaked, stretched, or otherwise manipulated. This page shows typical mistakes to be avoided.

## Identity Files Index

Included on pages 16–17 are the following versions of the Green Door identity files:

- Green Door Preferred Lock-up
- Green Door Alternate Lock-up
- Green Door Monogram
- Green Door Wordmark

Each of these versions is provided in a color and a black & white option. All the files are provided in the following formats: PDF, PNG and JPG.

Notes for file format usage:

- PDF is intended for use with print. They are a scalable vector format, which doesn't lose quality when printed in large or small sizes.
- PNG is intended for your website. It is a transparent graphic, which means that it's not attached to any background color or flattened.
- JPG is also intended mostly for online use, but they have been saved at the highest quality, providing you flexibility in its use. JPG is a flattened graphic and contains a white background.

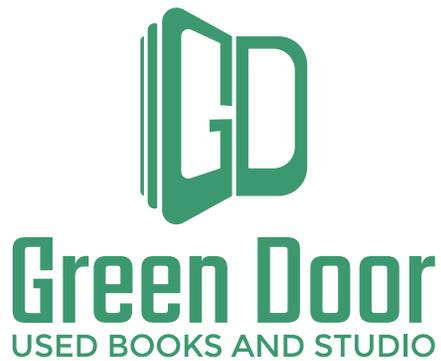
Depending on your use, you may need to scale the JPG or PNG formats down to the size you need and optimize them for your specific use.



GreenDoor\_PreferredLockUp\_Color.pdf  
GreenDoor\_PreferredLockUp\_Color.jpg  
GreenDoor\_PreferredLockUp\_Color.png



GreenDoor\_Wordmark\_Color.pdf  
GreenDoor\_Wordmark\_Color.jpg  
GreenDoor\_Wordmark\_Color.png



GreenDoor\_AlternativeLockUp\_Color.pdf  
GreenDoor\_AlternativeLockUp\_Color.jpg  
GreenDoor\_AlternativeLockUp\_Color.png



GreenDoor\_Monogram\_Color.pdf  
GreenDoor\_Monogram\_Color.jpg  
GreenDoor\_Monogram\_Color.png



GreenDoor\_PreferredLockUp\_Black.pdf  
GreenDoor\_PreferredLockUp\_Black.jpg  
GreenDoor\_PreferredLockUp\_Black.png



GreenDoor\_Wordmark\_Black.pdf  
GreenDoor\_Wordmark\_Black.jpg  
GreenDoor\_Wordmark\_Black.png



GreenDoor\_AlternativeLockUp\_Black.pdf  
GreenDoor\_AlternativeLockUp\_Black.jpg  
GreenDoor\_AlternativeLockUp\_Black.png



GreenDoor\_Monogram\_Black.pdf  
GreenDoor\_Monogram\_Black.jpg  
GreenDoor\_Monogram\_Black.png