Greenfield
engineering

BRAND GUIDELINES

V1.0 APRIL 2020

ABOUT
GREENFIELD

Our history & philosophy

ABOUT THIS GUIDE

The purpose of this document is to provide a single reference point for employees, freelancers, contractors, and partners to understand Greenfield Engineering's visual identity and how to implement it in the most consistent manner possible accross all platforms.

The Greenfield brand identity is a valuable asset that encompasses all parts of the business. It represents who Greenfield are and what they stand for in the industry. The Greenfield brand is the sum of all its parts and should be reflected consistently in every customer touch point.

How it all started, founders Frank & Michelle Green.

OUR HISTORY

Greenfield Engineering was established in 1989 and has always been a 'team' business in the purest sense. Continually working over the past three decades towards the main goal of delivering to the customer an efficient and successful diverse service at all levels.

Our strong engineering core has continued to develop and expand over the years to now having an industry reputation for producing high quality precision sheet metal components and assemblies for any market place.

Offering an unrivalled complete automated manufacturing portfolio of sheet metal capabilities, operating with many different business sectors for customers throughout the UK.

Greenfield Engineering always endeavours to be the first to use some of the most advanced automated machinery, giving our clients continued confidence that is unmatched in the sheet metal industry.

Greenfield Engineering guarantees precision sheet metal manufacturing and cost efficient service for all your high quality sheet metal components.

OUR PHILOSOPHY

Greenfield Engineering has been trading since 1989 and has always been committed to fine limit sheetmetal production.

Always remaining focused working towards the main objective of delivering to the clients an efficient sheetmetal solution. Over the years the business has concentrated in developing a strong engineering core which has expanded to now having an industry reputation for producing high quality engineers many of the former apprentices hold key positions within the company.

Additionally the manufacturing facilities offer an unrivalled automated portfolio of the latest Amada and Salvagnini sheet metal capabilities. Greenfield has always endeavoured to be the first to use some of the most advanced machinery, giving our clients unrivalled confidence that the demands will deliver high quality precision sheet metal manufacturing cost efficiently within the UK.

THE
LOGO

How and where to use it

THE MAIN LOGO

The Greenfield Engineering was introduced as part of a new website back in 2012. The logo is a modern twist on the previous version (available on request) and incorporates the "G" into a stylistic version of a tree which is infamous symbol for the town of Holsworthy, where Greenfield Engineering has long been established. The logo colour has changed from our "Alert Green" to "Workshop Green" to tie in with the new brand guidelines, website and marketing materials.

We also have the 30th anniversary logo which can also be used to emphasise the longevity of Greenfield Engineering.

POSITIONING AND SIZE

To ensure that no graphic element or typography crowds the logo and reduces legibility, always allow for the proper amount of clear space around the logo. The correct amount of clear space is equal to 50% of the "G" height and should be maintained around the logotype at all times.

To ensure that the Greenfield logo always appears legible and maintains its integrity, a minimum size is required. Minimum reproduction size is 40mm wide.

The Greenfield "G" may be used on its own when the complete logo has already been used in a piece for brand recognition.

COLOURS & VARIANTS

For Light Backgrounds
The logo should appear in full colour whenever possible as this is the preferred logo for most uses.

For Dark Backgrounds
The logo can also be printed in white or equivalent on a dark background when size and contrast are deemed appropriate/sufficient.

White
The logo can also be reversed from white out of a black/dark-coloured background.

Greenfield G
The "G" should not be used in all white or all black as standalones.

COLOUR PALETTE

Primary and secondary

PRIMARY COLOURS

Workshop Green - 350 C
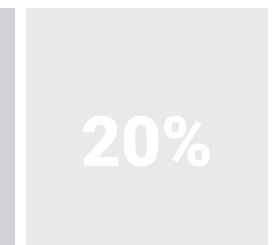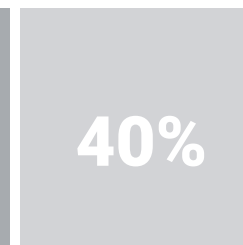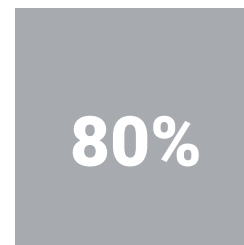CMYK: 94 - 48 - 80 - 68
RGB: 0 - 50 - 35
HEX: #003222

80% **40%** **20%**

Greenfield Grey - 422 C
CMYK: 45 - 32 - 30 - 10
RGB: 146 - 152 - 157
HEX: #92989D

80% **40%** **20%**

SECONDARY COLOURS

Alert Green
CMYK: 85 - 20 - 94 - 8
RGB: 13 - 134 - 63
HEX: #0D863F

Machine Red
CMYK: 30 - 94 - 90 - 20
RGB: 156 - 41 - 35
HEX: #9B2922

Pure Black
CMYK: 70 - 80 - 70 - 94
RGB: 17 - 5 - 2
HEX: #110501

Steel Grey
CMYK: 70 - 50 - 36 - 28
RGB: 78 - 96 - 114
HEX: #4E6071

Safety Yellow
CMYK: 10 - 34 - 76 - 0
RGB: 231 - 176 - 79
HEX: #E7AF4F

Text Grey
CMYK: 0 - 0 - 0 - 90
RGB: 60 - 60 - 60
HEX: #3C3C3C

OUR
TYPEFACE

Headings and body

ROBOTO

Typography is a crucial element of our visual identity

Using our chosen typefaces, the correct colours and weight, ensures that our typography is consistent and legible across all our communication channels.

Our primary font is the 'Roboto' font family. It should be used for all titles and body text. If you don't have a copy of this font you can download it using the button below. Alternatively please use the default system font 'Arial'.

SUB HEADINGS

ROBOTO BLACK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SUB HEADINGS

ROBOTO LIGHT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

MAIN TEXT

Roboto Light

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sagittis orci, at sodales elit. Sed ac consectetur dui, posuere mattis nunc.

WHEN ROBOTO ISNT AVAILABLE

HEADING ARIAL BLACK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sagittis orci, at sodales elit. Sed ac consectetur dui, posuere mattis nunc.

SUB HEADINGS ARIAL REGULAR

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sagittis orci, at sodales elit. Sed ac consectetur dui, posuere mattis nunc.

Main text Arial Regular

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis sagittis orci, at sodales elit. Sed ac consectetur dui, posuere mattis nunc.

OUR
IMAGERY

Clean and clear

THE STYLE

Photography should support Greenfield Engineering's brand's vision and philosophy. Images should always present the subject in a positive tone.

Lighting for images should be natural and not overly staged or posed. They should be natural moments captured in time.

There are 5 main areas of imagery that Greenfield Engineering use. These are:

• Factory Overview
• Machine Overview
• Machine Abstract
• Office Personal
• Factory Personal

These 5 sections each have their own styles which should be followed wherever possible.

How imagery is used should also be thought about. The website mainly uses letterbox style imagery which needs to be thought about before any shoot and that when cropped the main subject is still in view and the focus of the image.
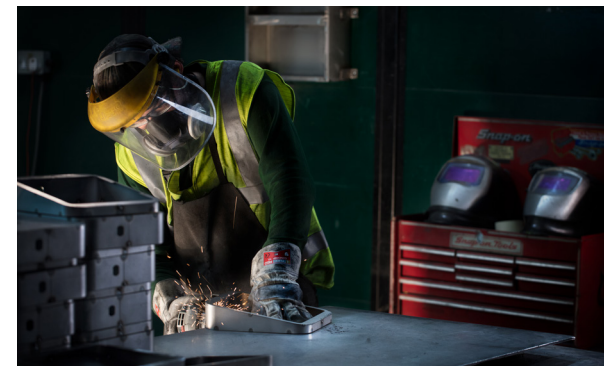
IMAGERY EXAMPLES

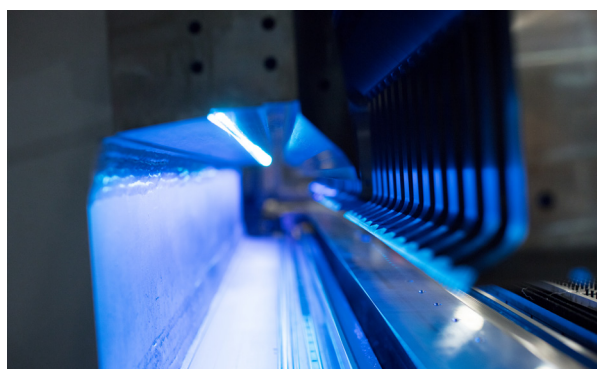Style for employees who are office based for use in print and on the website.

Style for employees who are factory based for use in print and on the website.

All images should be well lit with the main subject in focus.

All areas should be clean and tidy to represent the way in which Greenfield Engineering operates.

Abstract shots can be used focusing in on key parts of machinery.

Overviews of machines should be fully cleaned and background clear before shooting.

SOCIAL MEDIA

Keeping you updated

DO'S & DONT'S

Our social media posts must always be relevant to the platform being used. For example no images with text overlays to be used on Instagram and no "banter" that's posted on twitter to be used on LinkedIn.

Each of our social media has its own place:

Twitter
for light hearted entertainment and all other posts linking back to the website or other areas of the business.

Instagram
for imagery only. Small video clips of in and around the factory and throw back Thursday content.

Facebook
for community related posts as well as current vacancies.

LinkedIn
for professional content only. Pushing people back to sectors or capabilities of the website or showcasing achievements either by the company or team members.

All posts should be well thought out, proof read and scheduled in a calendar so not to clash and gain full exposure. Examples of relevant imagery are show opposite.

IMAGERY EXAMPLES

An example of a social image that can be used on LinkedIn, Facebook & Twitter with text overlaid in a box in the same style as our website.
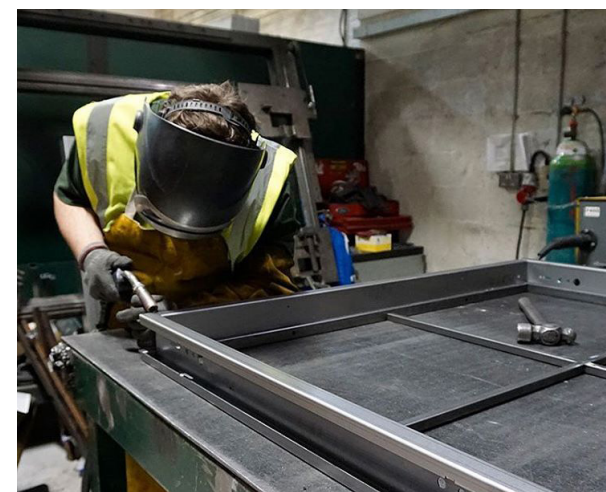
Examples of Instagram images such as Throwback Thursday & the Factory.