



GEN

Style Guide

We are

Professional

Trustworthy

Progressive

ABOUT US

We're a nonprofit organisation that sets the global benchmark for ecolabel excellence.

At GEN, we support our members and accelerate emerging ecolabels through our incomparable industry expertise and global networks.

We make it simple for governments and businesses to cut through greenwash, make better decisions, and stimulate the global market for sustainable goods and services.

GEN membership is a powerful trust indicator. Our choices create our future, and GEN helps everyone make better choices.



GEN is the leading network of the world's most credible and robust ecolabels.

**We're
aspirational,
but not trite.**

We're changing the world for good. Our truth is already incredible - we don't need cliches.

**We're clear,
but not
oversimplified.**

We use straightforward words, and only use industry-specific terms when we need to.

**We're
friendly, but
not casual.**

We write and speak in a warm, human voice.

**We're
authoritative,
but not
conservative.**

We speak with confidence. We look to the future more than we talk about the past.

tone of voice

The way we structure our sentences and talk to our audience is clear, concise and comes from a point of knowledge.

GRASS

PMS: 382
CMYK: 32 0 100 0
RGB: 171 233 13
HEX: #ABE80D

CANOPY

PMS: 376
CMYK: 52 0 100 3
RGB: 127 193 0
HEX: #80C200

WHITE

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

LICHEN

PMS: 607
CMYK: 8 0 33 0
RGB: 225 255 157
HEX: #E0FF9E

FOREST

PMS: 7741
CMYK: 65 0 100 36
RGB: 61 129 0
HEX: #3D8200

MOSS

PMS: 3305
CMYK: 89 46 83 57
RGB: 0 61 42
HEX: #003D29

BLACK

CMYK: 60 40 40 100
RGB: 0 0 0
HEX: #000000

PALETTE

The palette is bold and fresh, inspired by the lush greenery and vegetation that our network helps to protect. Grasses, leaves, mosses and forest canopies naturally harmonise together, creating a rich visual patchwork. Our palette should be used the same way, with no one tone taking precedent over another.

The palette should feature heavily in all collateral, and while tints or tonal variations may be used, no other colours should appear.



LOGO

The logo always appears as a roundel. Filled, Mono and simplified logo variants have been supplied for limited circumstances (eg over bright contrasting colours), however the main and reversed variants are always preferred. Minimum clear areas apply, as shown below. These can be determined by doubling the 'O' from 'ECO' and stacking as shown in the example. Minimum sizing also applies. To ensure the logo is legible, it should never appear at a size smaller than 15x15mm.

Main logo



Reversed logo



Minimum clear area



Minimum logo size: 15x15mm



USAGE RULES

The logo should only ever be used as shown on the previous page. It should never be altered, expanded or added to as shown in the examples on the right.

DO NOT:

Recolour the logo



Stretch or mishape the logo



Add any effects to the logo

(Including embossing, drop shadows, beveling, etc)



Make the logo transparent



Spin or rearrange the logo



Add any extra elements to the logo



TYPOGRAPHY

Raleway is our corporate typeface, and can be used in a variety of weights and applications. A combination of bold and light weights should be used together, with a preference for bold headings and lighter sub copy, however this may be reversed where variety is required.

Raleway is our font

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t
1 2 3 4 5 6 7 8 9 0

PHOTOGRAPHY

Our photography is warm, honest and unpretentious, with a focus on green tones for corporate communications. We seek to illustrate the labelling and product process in a way which is simple and visually engaging.





ICONS

Our icons are simple and descriptive, always using a light line style to contrast against the use of bright imagery and bold colour blocks. Where new icons are required, they should always be recreated in the same style and line weight.

A close-up photograph of several overlapping green leaves. The leaves are oriented vertically, with their stems pointing towards the left. The veins of the leaves are clearly visible, creating a rhythmic, wavy pattern across the frame. The color of the leaves is a vibrant, healthy green, with some areas appearing slightly darker due to shadows or the way the leaves are layered. The overall composition is clean and natural, emphasizing the organic structure of the foliage.

Thankyou

