

GREENGEAR  
**CORPORATE IDENTITY GUIDELINES**



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## THE GREENGEAR LOGO



## THE LOGO ELEMENTS

The complete GREENGEAR logo consists of 2 core elements:



The Logo is only available as a graphic object and should not be recreated - either on the web or in print.

## COLOUR USAGE

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### CORPORATE COLOURS

This is the main corporate logo to be used wherever possible.

#### SPECIAL/SPOT

- PANTONE 376C
- PANTONE 3435C

#### 4 COLOUR (CMYK)

- C 50 - M 0 - Y 100 - K 0
- C 100 - M 20 - Y 100 - K 70

RAL 5015



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### BLACK

A monotone version, only to be used in black, not as any other colour.



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### WHITEOUT

A solid whiteout version. Only to be used on a PANTONE C299, Black or CMYK version backgrounds.



## EXCLUSION ZONES

It is essential that the GREENGEAR logo remain free of graphics, photography and typography. Using our scaling box (shown below) will ensure correct placement and clear space on all corporate and internal communications.

### VERSION 1

**A** = Logotype depth



## SIZES

The logo must not be used smaller than the minimum specified size. There is no maximum limit.













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### Minimum

**x** width: 25 mm



# UNACCEPTABLE AND ACCEPTABLE USAGE

 X	 X
 X	 X
 X	 ✓
 X	 ✓
 ✓	 ✓



# THE COLOUR PALETTE

## CORPORATE COLOURS

There are 2 primary colours used for all applications of the GREENGEAR logo



COLOUR NAME	PANTONE	CMYK				RGB		
GREENGEAR <b>Green</b>	376C	50 c	0 m	100 y	0 k	149 r	193 g	31 b
GREENGEAR <b>Dark Green</b>	3435C	100 c	20 m	100 y	70 k	0 r	60 g	23 b

# TYPOGRAPHY

## THE CORPORATE TYPEFACE

For the use of all Corporate materials, only use the Arial typeface. This consists of three chosen weights.

Arial  
**Arial Bold**  
**Arial Black**

TYPEFACE	WEIGHT	USAGE
Arial	Regular	Text Body
Arial	Bold	Subtitle
Arial	Black	Headline

## ADVERTISING TYPEFACES

### ADVERTS

For the use of GREENGEAR Adverts only, the supporting typeface proforma can be used with moderation. One weight is available for each.

Din Alternate  
**Din Alternate**

TYPEFACE	WEIGHT	USAGE
Din Alternate	Regular	Text Body
Din Alternate	Bold	Headline

# COMMUNICATIONS MATERIAL

## BUSINESS CARD TEMPLATE

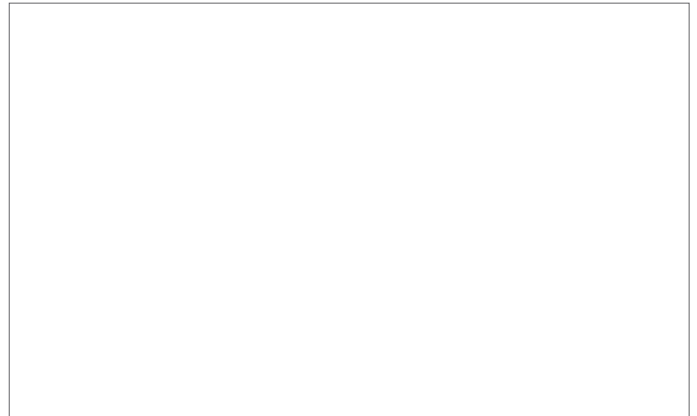
FRONT

BACK



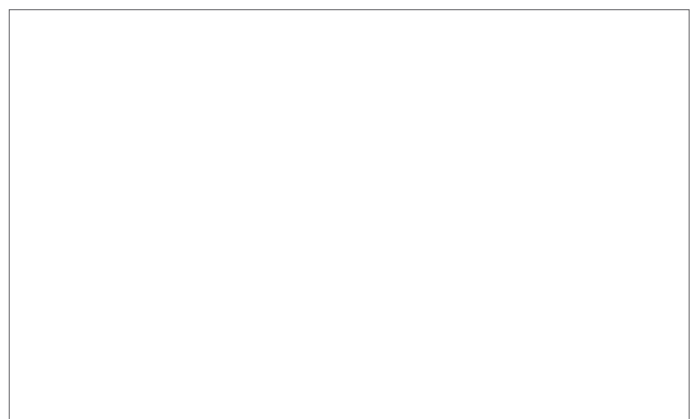
Andrea Foglietti  
Product Manager

**Greengear Global Ltd**  
Registered Office: 24 Longmoor Lane, Breaston,  
Derbyshire DE72 3BB, UK  
Tel: +44.1332.875878  
Fax: +44.1332.875868  
Mobile: +44.7736.273704  
andreafogetti@greengearglobal.com  
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 A Cavagna Group Company


Giorgio Basaglia  
Director

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www.greengearglobal.com

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# COMMUNICATIONS MATERIAL

## LETTERHEAD LAYOUT






**greengear**  
global

---

**Greengear Global Ltd**  
Registered Office: 24 Longmoor Lane, Breaston, Derbyshire DE72 3BB, UK  
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[info@greengearglobal.com](mailto:info@greengearglobal.com) - [www.greengearglobal.com](http://www.greengearglobal.com)

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# COMMUNICATIONS MATERIAL

## GREENGEAR ITALIA LETTERHEAD LAYOUT



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**Greengear Italia Srl**

Sede Legale: Viale Duca degli Abruzzi 163 - 25124 Brescia (Italy)

Tel: 030 3533370 - Fax: 030 3538315

info@greengearitalia.it - www.greengearitalia.it

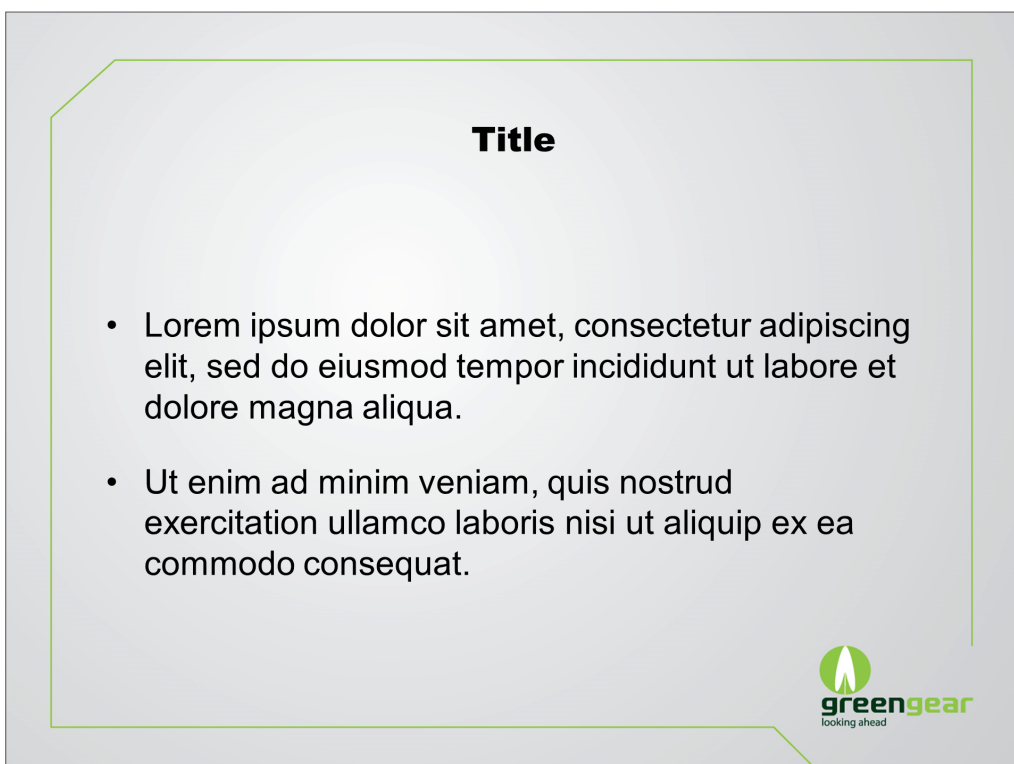
Codice fiscale ed Iscrizione al Registro delle Imprese di Brescia: 01687780906

R.E.A. di Brescia N.433.686 - N. Mecc. BS1002286 - **P.IVA 00622330983** - Cap. Soc. i.v. € 98.000,00

## COMMUNICATIONS MATERIAL

In line with the GREENGEAR visual identity, PowerPoint document templates have been created to reflect the core elements of the Corporate identity and allow for a consistent framework in which to create and present GREENGEAR communications both internally and externally.

### POWERPOINT TEMPLATES



# COMMUNICATIONS MATERIAL

## DIGITAL SIGNATURE LAYOUT

**224 px**

**154 px**

<b>Name Surname</b>	—	<b>Arial Bold - 12 pt - K 90%</b>
<i>Job</i>	}	<i>Arial Italic - 9 pt - K 90%</i>
<i>Department</i>		
Address	}	Arial Regular - 9 pt - K 90%
Gen.		
Dir.		
Fax		
e-mail	}	<b>Arial Bold - 9 pt - K 90%</b>
<b>web site</b>		

# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

### PRINT SPECIFICATIONS

<b>SIZE</b>	CLOSED / mm 215 x 280 - OPEN / mm 430 x 280
<b>BINDING</b>	METAL POINT
<b>COLOR SPACE</b>	CYMK
<b>PAPER</b>	OPAQUE
<b>WEIGHT</b>	COVER - 130 gr
	INSIDE - 110 GR



# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT




### COVER



# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

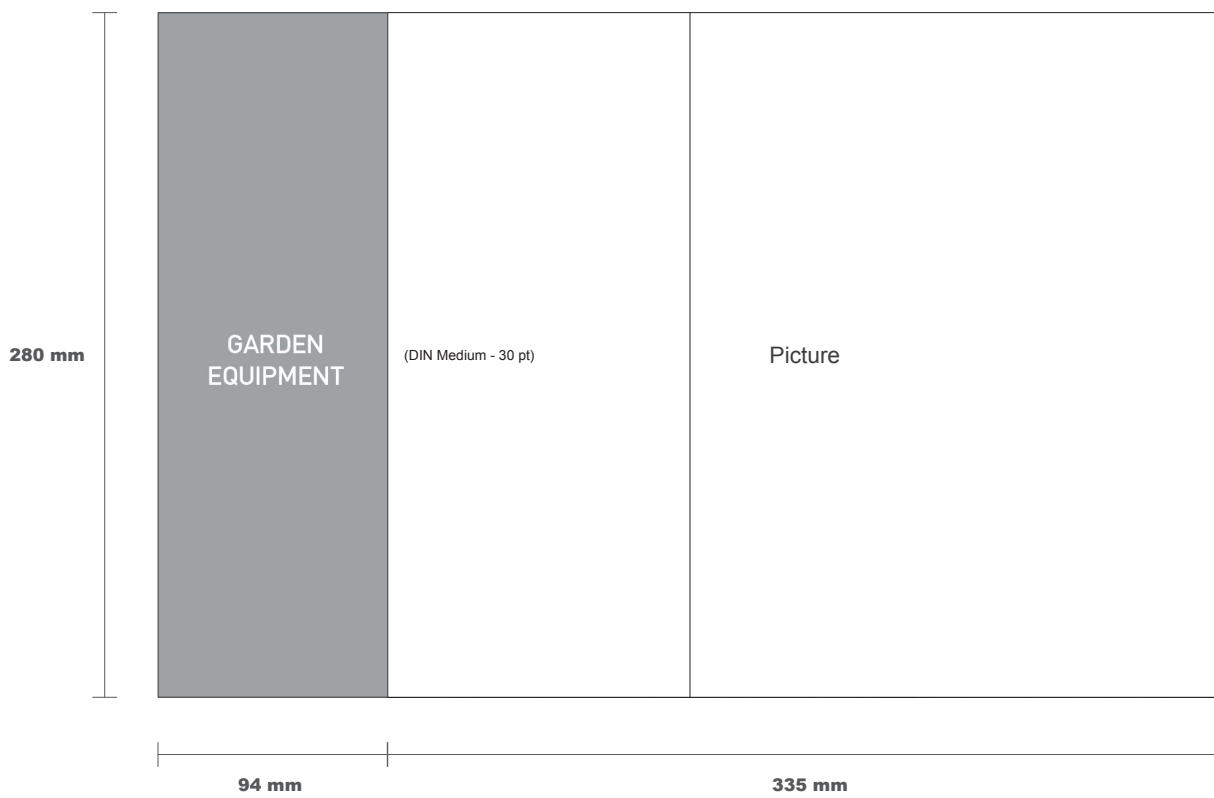
### TABLE OF CONTENTS

37 mm	<b>Table of Contents</b>																																										
30 mm	<table border="0"> <tr> <td style="background-color: #76b82a; color: white; padding: 5px; text-align: center;"><b>Garden Equipment</b></td> <td>Lawn Mowers _____ 12</td> </tr> <tr> <td></td> <td>Tillers _____ 18</td> </tr> <tr> <td></td> <td>Log Splitters _____ 20</td> </tr> <tr> <td></td> <td>Bio Shredders _____ 22</td> </tr> <tr> <td style="background-color: #e74c3c; color: white; padding: 5px; text-align: center;"><b>Power Equipment</b></td> <td>Inverter Power Generators _____ 26</td> </tr> <tr> <td></td> <td>Power Generators _____ 28</td> </tr> <tr> <td></td> <td>Pressure Washers _____ 37</td> </tr> <tr> <td></td> <td>Water Pumps _____ 38</td> </tr> <tr> <td style="background-color: #f39c12; color: white; padding: 5px; text-align: center;"><b>Non-Road Equipment</b></td> <td>Snow Throwers _____ 44</td> </tr> <tr> <td></td> <td>Power Wheelbarrow _____ 46</td> </tr> <tr> <td></td> <td>Mini-Transporter _____ 47</td> </tr> <tr> <td></td> <td>Zero-Turn Mowers _____ 48</td> </tr> <tr> <td style="background-color: #6b349a; color: white; padding: 5px; text-align: center;"><b>Engines</b></td> <td>AMG 210 _____ 54</td> </tr> <tr> <td></td> <td>AMG 270 _____ 55</td> </tr> <tr> <td></td> <td>AMG 390 _____ 56</td> </tr> <tr> <td></td> <td>AMG 2V 680 _____ 57</td> </tr> <tr> <td style="background-color: #2980b9; color: white; padding: 5px; text-align: center;"><b>Heating Systems</b></td> <td>Heaters _____ 60</td> </tr> <tr> <td></td> <td>Patio Heaters _____ 64</td> </tr> <tr> <td></td> <td>Forced Air Portable Heaters _____ 65</td> </tr> <tr> <td style="background-color: #f1c40f; color: white; padding: 5px; text-align: center;"><b>Outdoor Cooking</b></td> <td>Planchas _____ 70</td> </tr> <tr> <td></td> <td>BBQs _____ 74</td> </tr> </table>	<b>Garden Equipment</b>	Lawn Mowers _____ 12		Tillers _____ 18		Log Splitters _____ 20		Bio Shredders _____ 22	<b>Power Equipment</b>	Inverter Power Generators _____ 26		Power Generators _____ 28		Pressure Washers _____ 37		Water Pumps _____ 38	<b>Non-Road Equipment</b>	Snow Throwers _____ 44		Power Wheelbarrow _____ 46		Mini-Transporter _____ 47		Zero-Turn Mowers _____ 48	<b>Engines</b>	AMG 210 _____ 54		AMG 270 _____ 55		AMG 390 _____ 56		AMG 2V 680 _____ 57	<b>Heating Systems</b>	Heaters _____ 60		Patio Heaters _____ 64		Forced Air Portable Heaters _____ 65	<b>Outdoor Cooking</b>	Planchas _____ 70		BBQs _____ 74
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53 mm	<div style="border: 1px solid #ccc; padding: 10px;"> <p><b>Legend</b></p> <p> LPG / propane carburator</p> <p> LPG / propane system</p> <p> Equipment for emergency response</p> </div>																																										

# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

### DIVIDING PAGES



# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

## PRODUCT PAGES

37 mm

31 mm

147 mm



**greengear**  
looking ahead

## Lawn Mower

### LM-P18

**Garden  
Equipment**



18"  
460  
mm

25-75  
mm

BASIC

CE

EPA






The LM-P18 LPG Self-Propelled Lawn Mower will provide you with professionally manicured results.

Technical Data	
Engine	GG2LM - 4 stroke
Displacement	135 cc
LPG / Propane Technology	Enerkit Basic
Drive Type	Self Propelled
Rated Speed	2800 rpm
Cutting Width	460 mm / 18"
Cutting Height	25-75 mm, 10 adjustments (Central)
Grass bag capacity	60 L / 15.85 gal.
Deck	Steel
Wheel [Front / Rear]	7" / 8"
Dimensions	120 cm x 60 cm x 98 cm / 47.25" x 23.60" x 38.58"
Net Weight	33 kg / 73 lbs
Net Weight	38.4 kg / 84.65 lbs

14 greengearglobal.com

(Enter Sansman Bold - 25 pt)


(Enter Sansman Bold - 22 pt)

Titles	Enter Sansman Bold 25 pt
Paragraph	Helvetica Neue 45 Light Corpo 12 pt
Table head	Enter Sansman Bold 13 pt
Table text	Helvetica Neue 45 Light Corpo 12 pt

31 mm

## Power Generator

### GE-2000E




2 kW

Emergency Response

BASIC

CE

EPA



Picture

The GE-2000E LPG Power Generator provides you power at the jobsite, at home, or for recreational use. It is ready with clean, quiet power for any occasion and completely safe for even the most sensitive electronics.

Technical Data	
Engine	GG3GN - 4 stroke
Displacement	208 cc
LPG / Propane Technology	Enerkit Basic
Start Mode	Electric Start
Rated Voltage	110 V / 230 V
Rated Frequency	50 Hz / 60 Hz
Rated Output	2.0 kW
Max Output	2.3 kW
Dimensions	60 cm x 40 cm x 42 cm / 23.6" x 15.7" x 16.5"
Net Weight	43.5 kg / 95.9 lbs

greengearglobal.com 27

20 mm

Power Equipment (Enter Sansman Bold - 14 pt)

Picture

(Helvetica Neue - 12 pt)

(Helvetica Neue - 10 pt)

# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

### BACK COVER

5GG1456 - Rev. 4 Eng - 11/14

(Arial Regular - 8 pt)


31 mm

5 mm

16 mm




**greengear**  
**global**

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 [www.facebook.com/greengear.co](http://www.facebook.com/greengear.co)

 [https://twitter.com/greengear\\_#greengear](https://twitter.com/greengear_#greengear)

 <https://www.youtube.com/user/greengearco>



(Arial Regular - 8 pt)

(Social Icons)

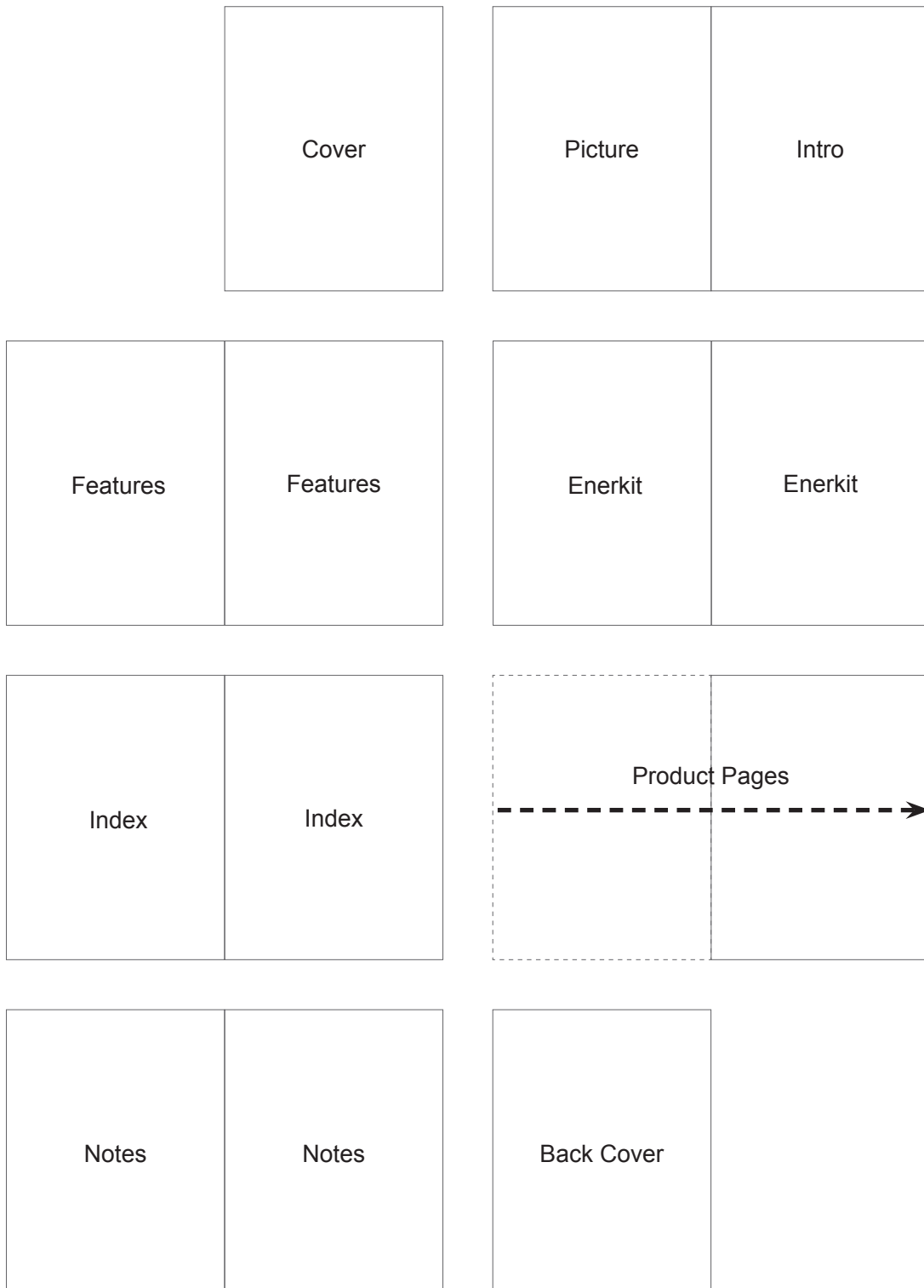
(Helvetica Neue - 12 pt)

(QR Code)

# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

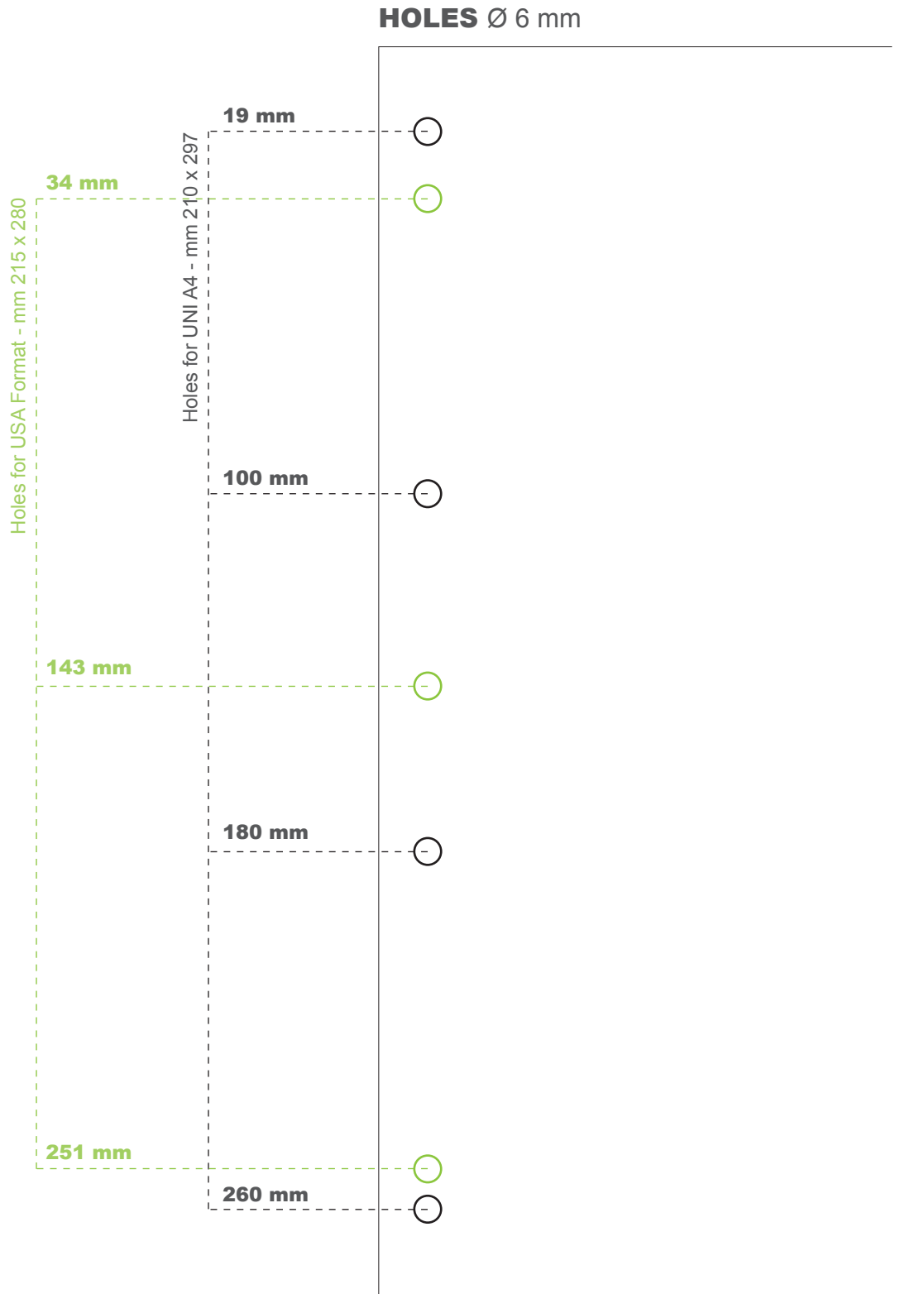
### STRUCTURE



# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

### HOLES FOR BINDING

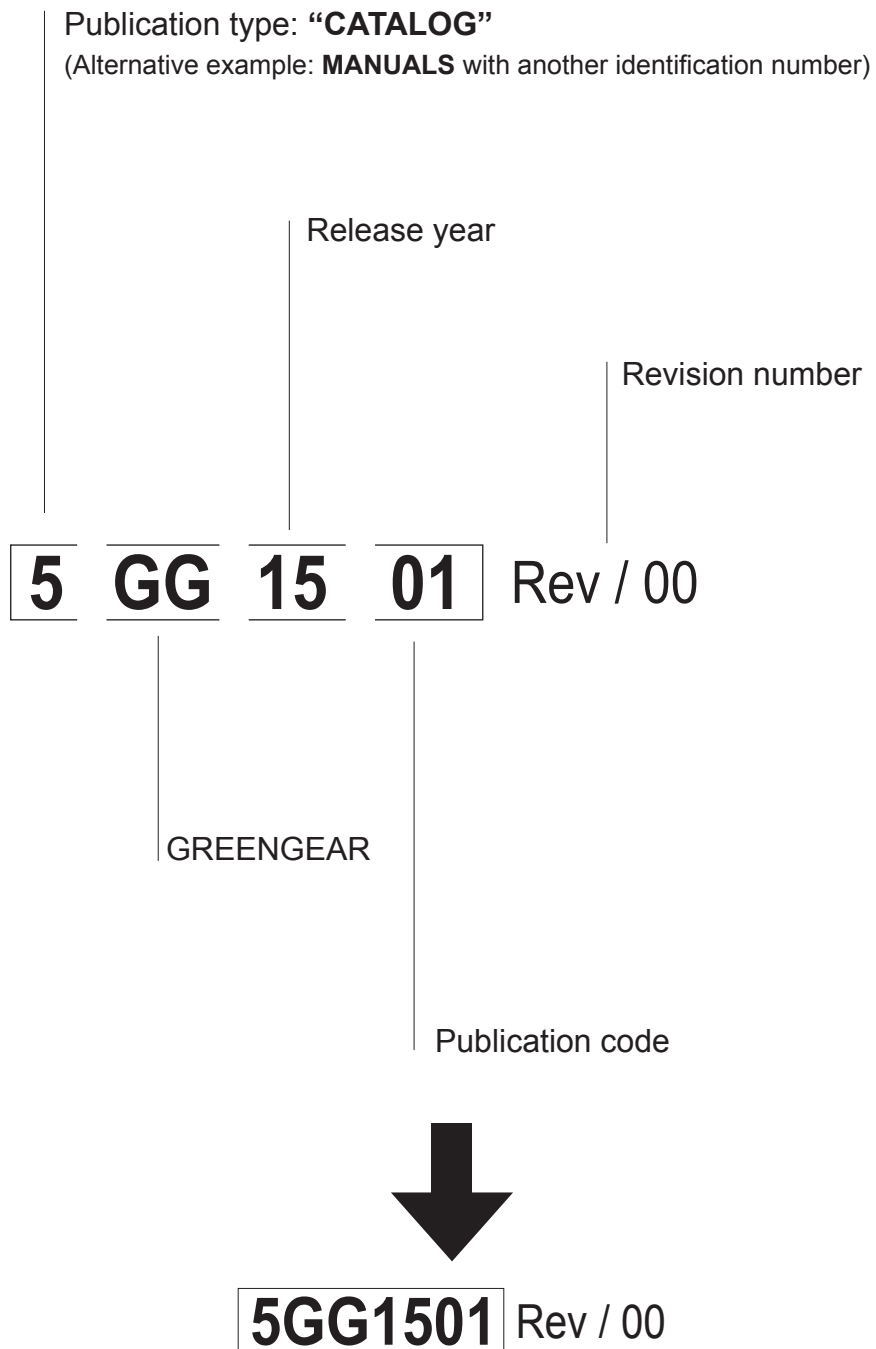




# COMMUNICATIONS MATERIAL

## CATALOGS LAYOUT

### CODE





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**global**



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