

About Green Together exhibition design guidelines



**MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK**

State of Green 
Connect. Inspire. Share. Think Denmark

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introduction

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introduction

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ABOUT STATE OF GREEN AND THE MINISTRY OF FOREIGN AFFAIRS

State of Green is the one-point entry to all leading Danish players working to drive the global transition to a sustainable, low-carbon, resource-efficient society. Through a series of branding activities, State of Green facilitates partnerships and relations across sectors and authorities that help achieve sustainable growth.

The State of Green brand serves to strengthen global perceptions of Denmark and position Danish public and private partners as the natural choice when it comes to solving global environmental and climate challenges. Based on Denmark's long-running expertise in developing innovative green solutions, we share our own experiences with the green transition, as we believe that by doing so, we all stand to gain.

The Danish Foreign Service comprise the Ministry of Foreign Affairs of Denmark in Copenhagen and a global network of Embassies, Consulates-General and Trade Commissions. On behalf of Denmark, the Ministry of Foreign Affairs is a warm advocate of a more sustainable world, and it is a main priority for us to promote the sustainability agenda in both national and international contexts.

The Ministry of Foreign Affairs of Denmark contributes to the achievement of the 2030-agenda including the Global Goals and the Paris Agreement but we cannot lift the task alone. Denmark wants to "walk the talk on the global goals" hand-in-hand with likeminded partners worldwide – be that state actors, local governments, civil society or private sector. Our public diplomacy efforts, our communication strategies and promotion materials are therefore designed to reflect the open, collaborative and dialogue-seeking approach that characterizes Denmark.

The exhibition Green Together is a coloration between State of Green and the Ministry of Foreign Affairs of Denmark.

ABOUT THE **GREEN TOGETHER** EXHIBITION PLATFORM

The exhibition Green Together showcases Danish green strongholds and solutions that respond to the challenges faced by companies, authorities, cities and nations across the globe.

The digital exhibition material is easy to update and print locally and can be used to promote both national and local green solutions and businesses.

The exhibition is divided into six categories with a variable number of cases in each category:

- Eye catcher – a visual marker that sets the green transition into a context of ‘liveability’
- Introduction – Green Together and partner logos
- Global challenges – Energy, Cities, Water and Circular Economy
- National positions of strengths – what Denmark is known for
- Solutions – Danish solutions solving a local problem
- Call to action – next step

The design guide provides instructions and ideas on how to use the exhibition.

We encourage you to submit your solution to State of Green so that your contribution can be made available to other stakeholders.

The exhibition is available through the Danish Ministry of Foreign Affairs and State of Green Toolbox.

Sincerely,
State of Green and the Ministry of Foreign Affairs of Denmark
June 2020

pd@um.dk

www.stateofgreen.com/toolbox
+45 7210 0179

QUICK FACTS

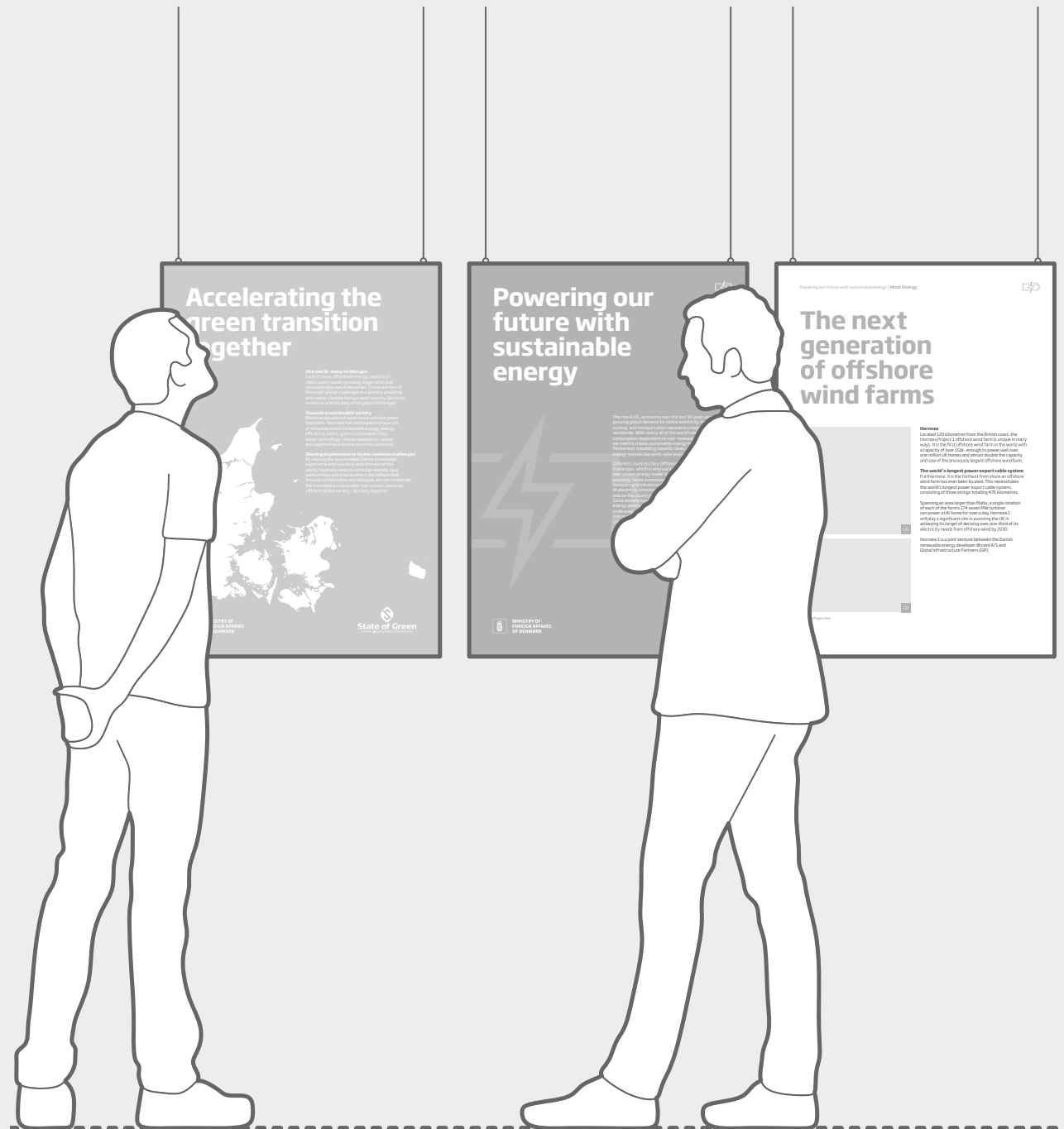
Number of posters: From the outset and for each format;
1 Eye catcher (+ template),
1 Introduction,
4 Global challenges,
14 National positions of strengths,
a growing number of Solutions
(+ templates),
1 template for a "Call to action poster"
- and more to come

Format: Small (A3), Medium (A1) &
Large (width 1200mm)

Language: English - check toolbox for additional
language templates e.g. Chinese,
German and Spanish.

Print: Colour - CMYK preferably on coated
paper - also possible to print on e.g.
wooden boards

Additional material: Additional material can be found at
www.stateofgreen.com/toolbox
- including film, animations,
PowerPoints about the Danish
green transition and sector
presentations, etc., which can be
viewed on e.g. iPads, screens or with a
projector.



Medium format

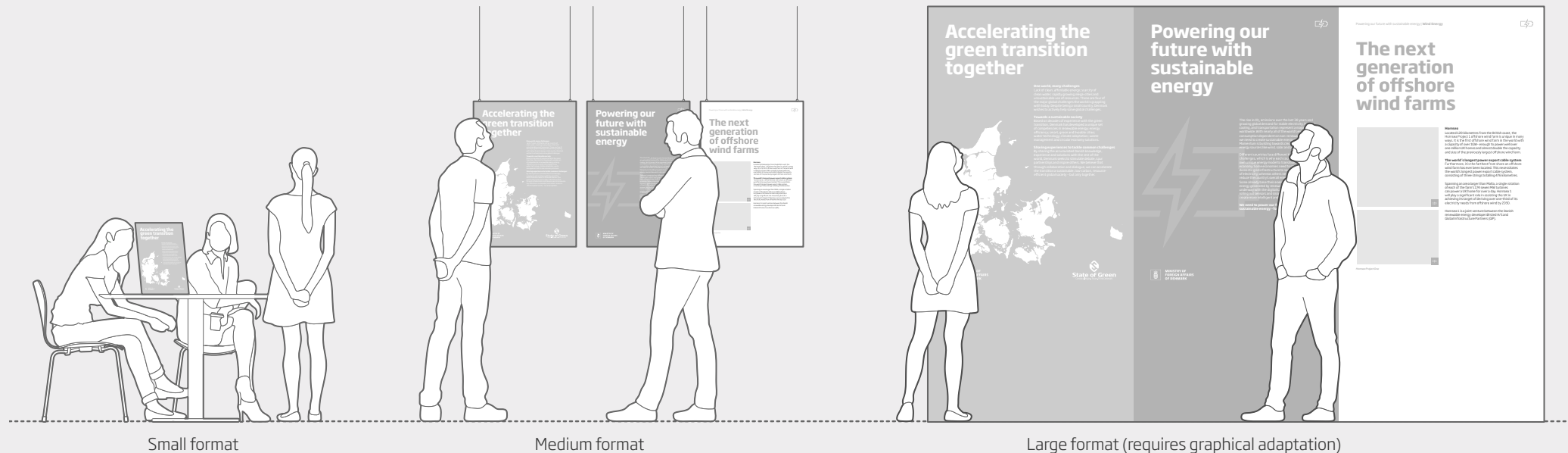
$\overline{01}$

format

TWO BASIC FORMATS

The Green Together exhibition comes in two basic formats: Small and Medium - and with some adaptations it is possible to create a Large format.

- Small format: an exhibition format with material that can support e.g. a roundtable discussion at an embassy.
- Medium format: an exhibition format with material that can create a frame around a smaller conference or seminar at the embassy or in external premises.
- Large format: an exhibition format with material that can be used for building an exhibition stand for a large event. This format requires graphical adaptation for the specific event.



PRINCIPLE LAYOUTS

Overview and organisational principle of the exhibition elements.

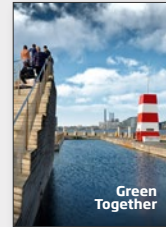
The exhibition Green Together is an ever expanding exhibition system, which consists of a series of posters that can be mixed and matched depending on the context and venue.

In time, more posters from different partners will be added to the exhibition.

To create an exhibition, you choose which posters and areas are relevant for your exhibition. An 'all inclusive' exhibition in English will showcase all posters from the eye catcher to the 'call for action' while other exhibitions will focus on one of the global challenges and showcase more local solutions designed specifically for a particular event and translated to the local language.

All newly added posters can be added to the exhibition system for all partners to choose from.

Eye catcher



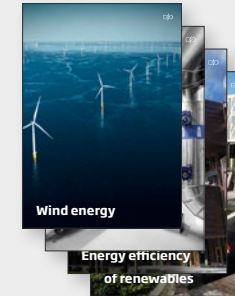
Introduction



Global challenges



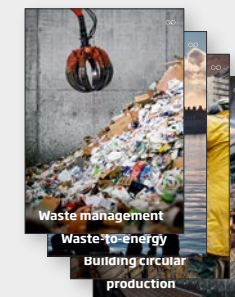
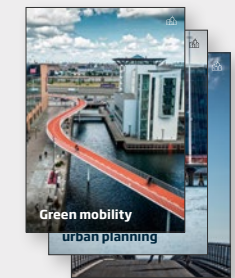
National positions of strength



Solutions



Call to action



GLOBAL CHALLENGES & NATIONAL POSITIONS OF STRENGTH

Each Global challenge has a set of images relating to the Danish National positions of strength - each containing a growing number of Solutions. Use the images as visually appealing dividers between Solutions. We have included a few alternative images - substitute at your own discretion.

Powering our future with sustainable energy has four positions of strength:

- Wind energy
- District heating
- Energy efficiency
- Integration of renewables

Creating smart, green and liveable cities has three positions of strength:

- Green mobility
- Sustainable urban planning
- Clean air

Ensuring water security for a growing world has three positions of strength:

- Wastewater treatment,
- Climate adaptation
- Water supply

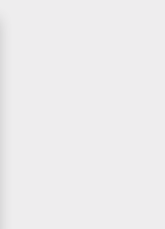
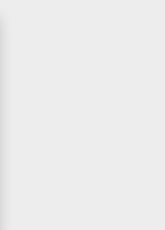
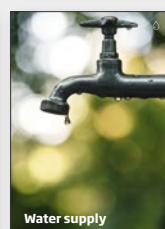
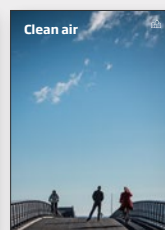
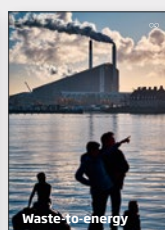
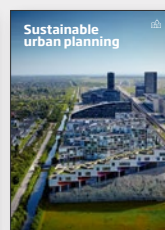
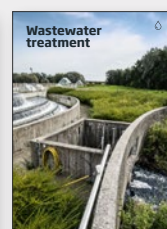
Moving towards a circular economy has four positions of strength:

- Waste management
- Waste-to-energy
- Building circular
- Resource-efficient production

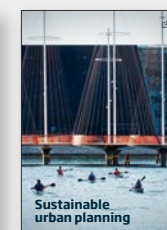
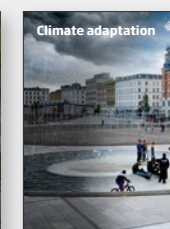
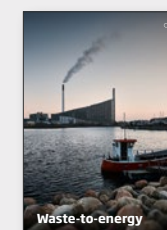
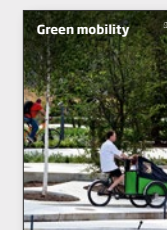
Global challenges



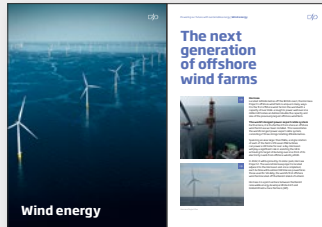
National positions of strength



National positions of strength (alternatives)



Solution: Wind energy



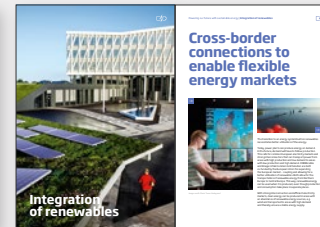
Solution: District Energy



Solution: Energy efficiency



Solution: Integration of renewables



Solution: Green mobility



Solution: Sustainable urban planning



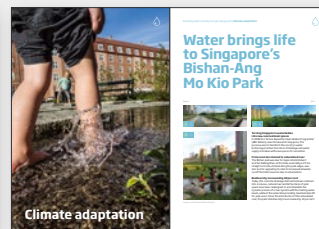
Solution: Clean air



Solution: Wastewater treatment



Solution: Climate adaptation



Solution: Water supply



Solution: Waste management



Solution: Waste-to-energy



Solution: Building circular



Solution: Resource-efficient production



01. Relevant Solutions

NATIONAL POSITIONS OF STRENGTH & SOLUTIONS

Each Danish national positions of strength has a growing number of Solutions. Use the images as visually appealing dividers between Solutions. You may use the provided Solutions as well as expand the exhibition with you own contribution. Please download the relevant Adobe InDesign templates and follow the guidelines for text and images. You can find more information on the following pages.

PICK & CHOOSE

Before designing your exhibition, you should decide on the concept. This is done in three easy steps:

1. What is the overall theme? Is it Danish cleantech or local water solutions?
2. What are the sub-themes? Is it windpower in general or a specific project?
3. Which activities support the theme? Is it a line-up of speakers or a workshop format?

When you have decided on a theme and sub-theme, you can combine the exhibition elements into a coherent storyline supporting the theme and the activities.

If you do not have space for all posters, you can exclude some of the Global challenges or showcase fewer Solutions.

If you are working with e.g. Circular economy, you can also choose to focus only on one Global challenge – just remember to always include the Introduction, the Global challenge and the National positions of strength posters.

In general, we trust that you adapt the exhibition to your needs in a respectful manner – and we do not expect you to ask for any approval from Ministry of Foreign Affairs and State of Green.

Introduction



Global challenges



Positions of strength



Solutions



Example of the very minimum exhibition type consisting of the Introduction, one Global challenge, one National position of strength and at least 3-4 Solutions.

Eye catcher



Introduction



Global challenges



Positions of strength



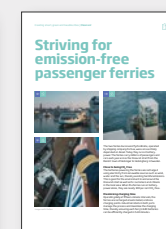
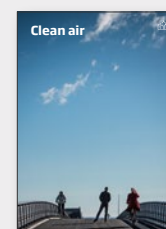
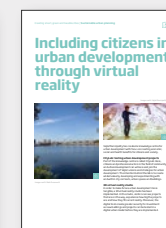
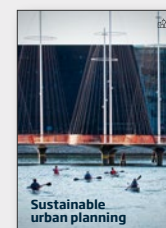
Solutions



Call to action



Printed on boards or hung on wall



Example of Global challenge exhibition consisting of an Eye catcher, the Introduction, one Global challenge, three National positions of strengths and at least 3-4 Solutions within each of the National positions of strength areas and finally a call to action poster

PRINT FORMAT

Format

The exhibition is designed for the Medium format, which is an A1-format (594 x 841 mm) in portrait mode.

It can be scaled by 50% - the Small format - to fit an A3 (297 x 420 mm).

It can be scaled by 200% - the Large format - to reach a width of approx. 1200 mm. The large format will likely require the assistance of a graphic designer to customise the design in height as well as adjusting the general layout of posters and enhance the image quality. Generally speaking, the image quality of an image at 75dpi is not suited for close-up viewing but works best at a distance.

Materials

It can be printed on various materials such as uncoated or coated paper and framed or mounted on foam- or paperboards. Or it can be printed on free-standing wooden boards or fabric hanging from wires.

We encourage you to refrain from using generic roll-up systems, but if it is the only option available, please respect the poster format and fill surplus 'white printing space' with the relevant Global challenge colour.

Type of print

Colour space - CMYK

Image resolution

The recommended minimum resolution for full size images (images that cover the entire poster) of the following formats:

Small: A3 - 297 x 420 mm 3508 x 4961 pixel @ 300 dpi

Medium: A1 - 594 x 841 mm = 3508 x 4961 pixel @ 150 dpi

Large: e.g. 1200x2400 mm = 3508 x 4961 pixel @ app. 75 dpi

A3

Small - A3
297 x 420 mm
3508 x 4961 pixel
@ 300 dpi

A1

Medium - A1
594 x 841 mm
3508 x 4961 pixel
@ 150 dpi

POSTER SIZE

Large - Poster size
e.g. 1200x1682 mm and up
3508 x 4961 pixel
@ app. 75 dpi

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set-up

SET-UP

The posters can be:

- Hung on walls
- Hung from wires (and/or printed on both sides)
- Printed on one or two sides of wooden boards that can stand either leaned against a wall or stand on its own with a mount (for two-sided use). Print on wooden boards requires a white fill behind images and coloured areas. Please consult the printing company regarding this.



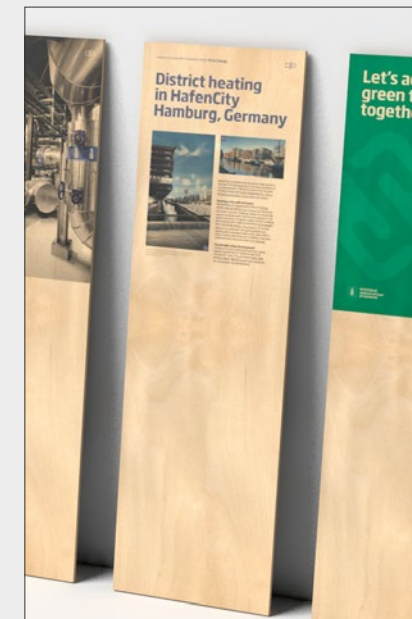
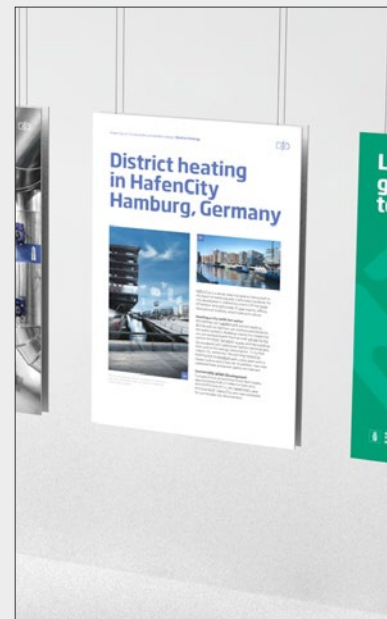
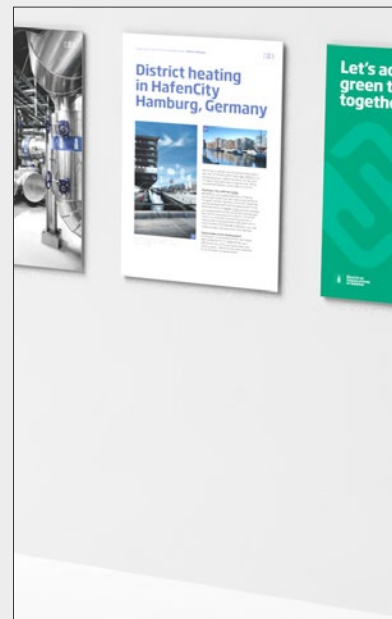
Printed on board, hung on wall



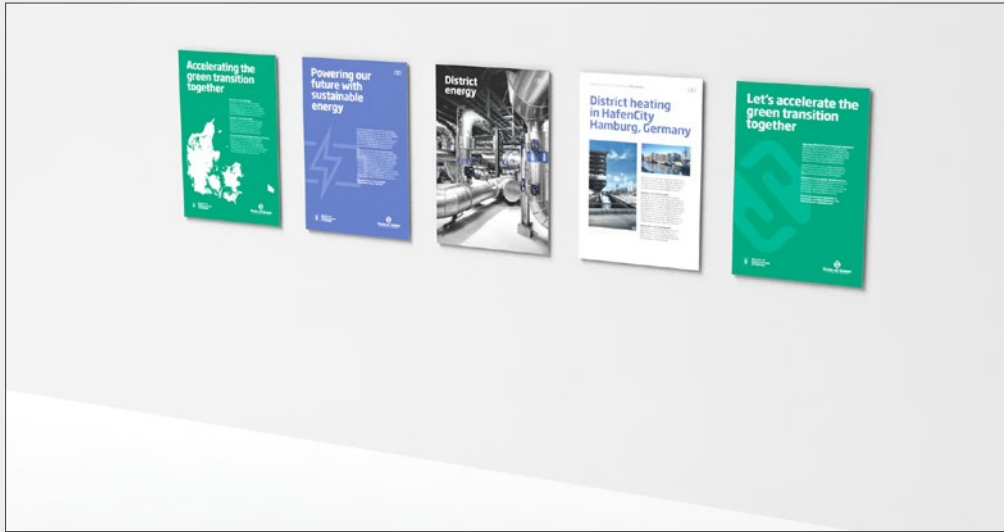
Printed on fabric or paperboards, hanging from wire



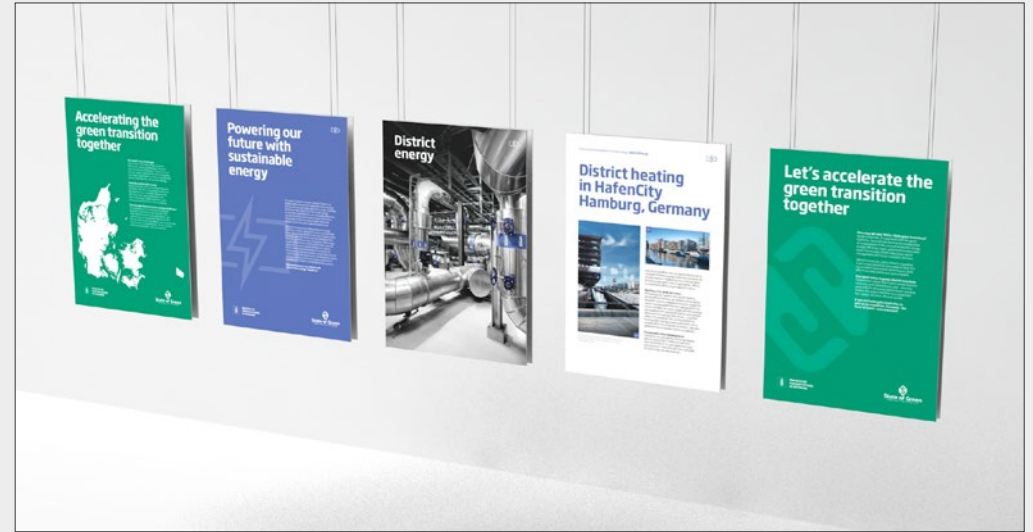
Printed on wooden board



INSPIRATION I



Printed on board, hung on wall



Printed on fabric or paperboards, hanging from wire



Printed on alu-sandwich or foam board



Printed on wooden board

INSPIRATION II

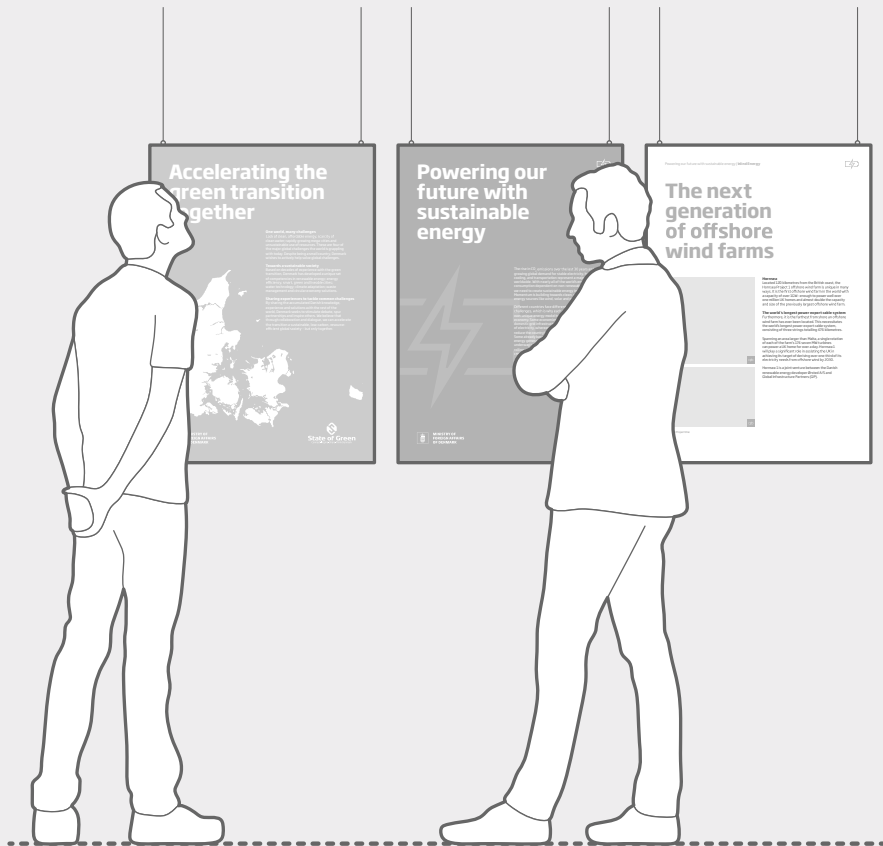
We have only provided you with the basics - the possibilities are endless and you are most likely only bound by your imagination, budget and ambitions.



MEDIUM POSTER ONE CHALLENGE

The posters can be:

- Hung from wires from the ceiling (paper, cloth or foam board)
- Mounted on the wall (foam, paper or in a glass frame)

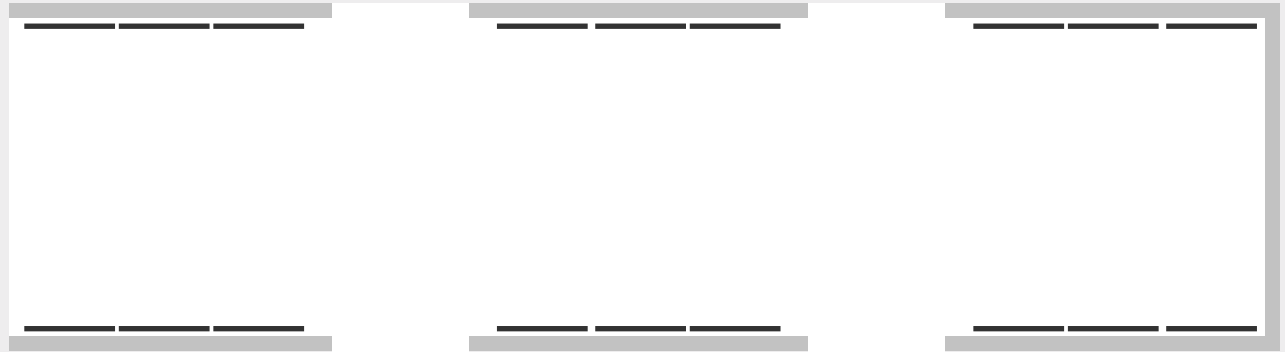


Medium poster size

594 x 841 mm (A1)

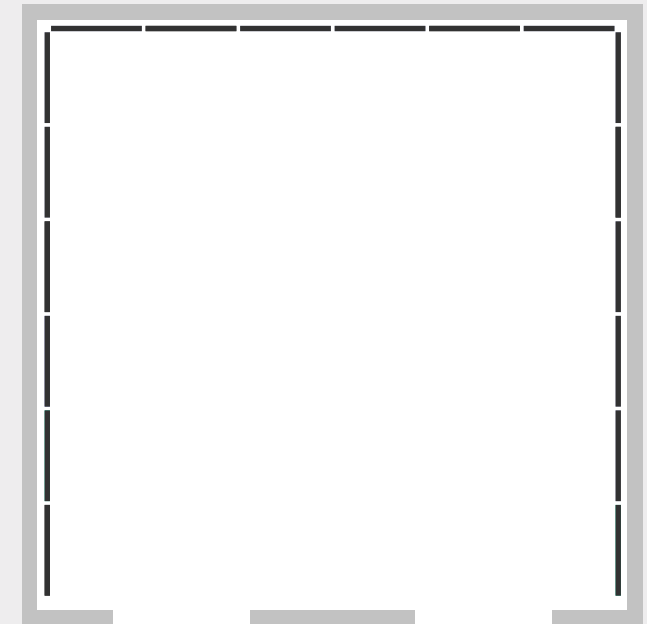
either hanging or mounted on the walls

Dimensions in mm



Plan diagramme - small corridor

19.2m² (approximately) 2.4x8 meter
for 18 posters either hanging or
mounted on the wall



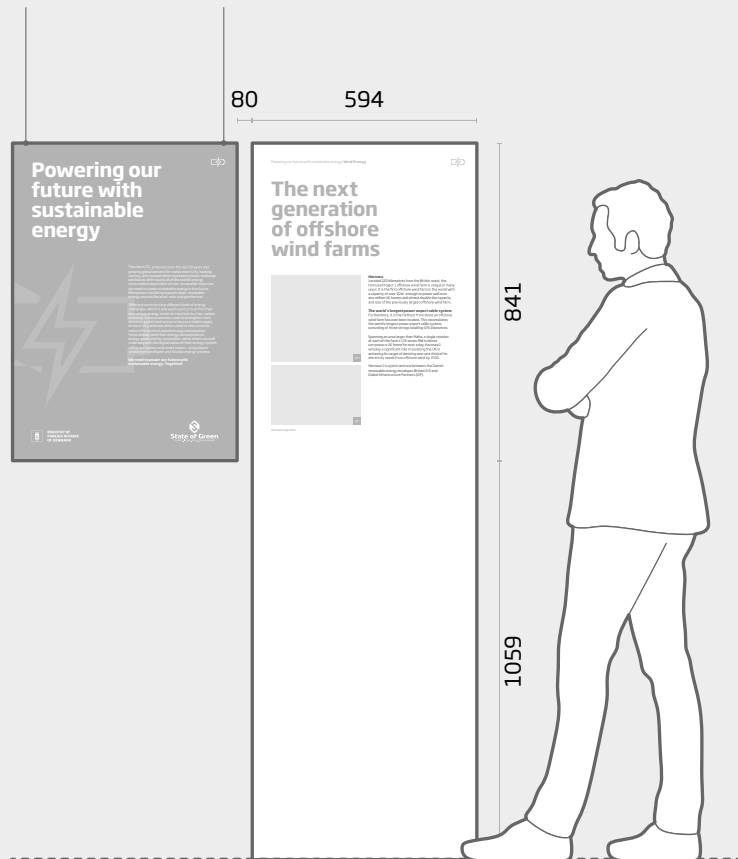
Plan diagramme - small space

15.2m² (approximately) 3.9x3.9 meter
for 18 posters either standing, hanging or
mounted on the wall

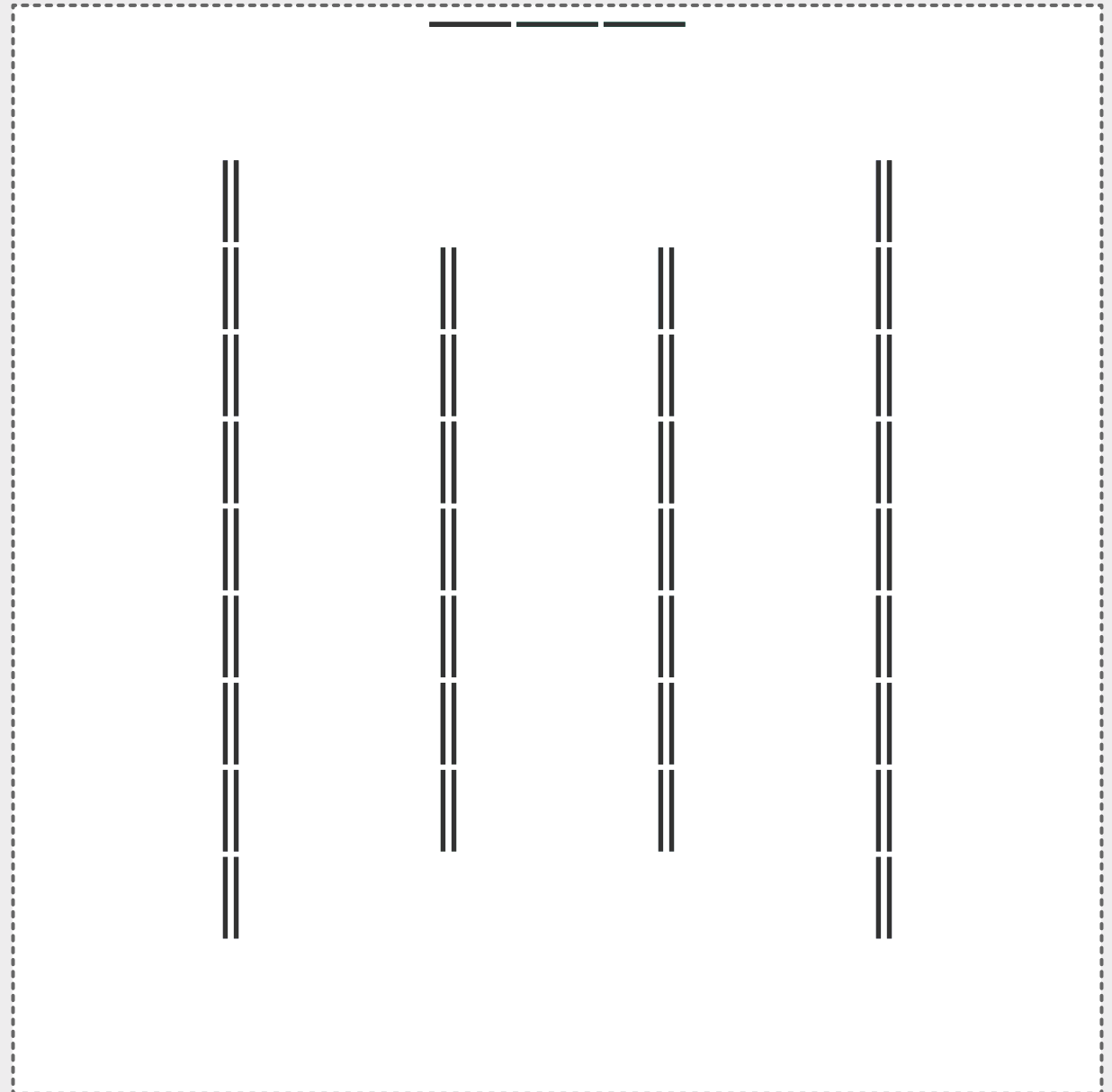
MEDIUM POSTER ALL CHALLENGES

The posters can be:

- Hung back-to-back from wires or printed on two sides (foam or paper)
- Printed on 1 or 2 sides on foam, alu-sandwich or wooden boards that can stand on its own or on a foot.



Medium poster size
594 x 841 mm (A1)
either hanging or standing
Dimensions in mm

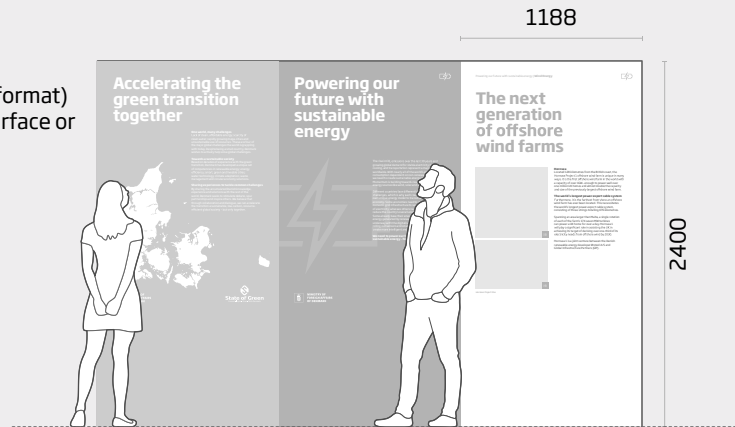


Plan diagramme - large gallery space
64m² (approximately) 8x8 meter
for 67 posters either standing or
hanging back to back

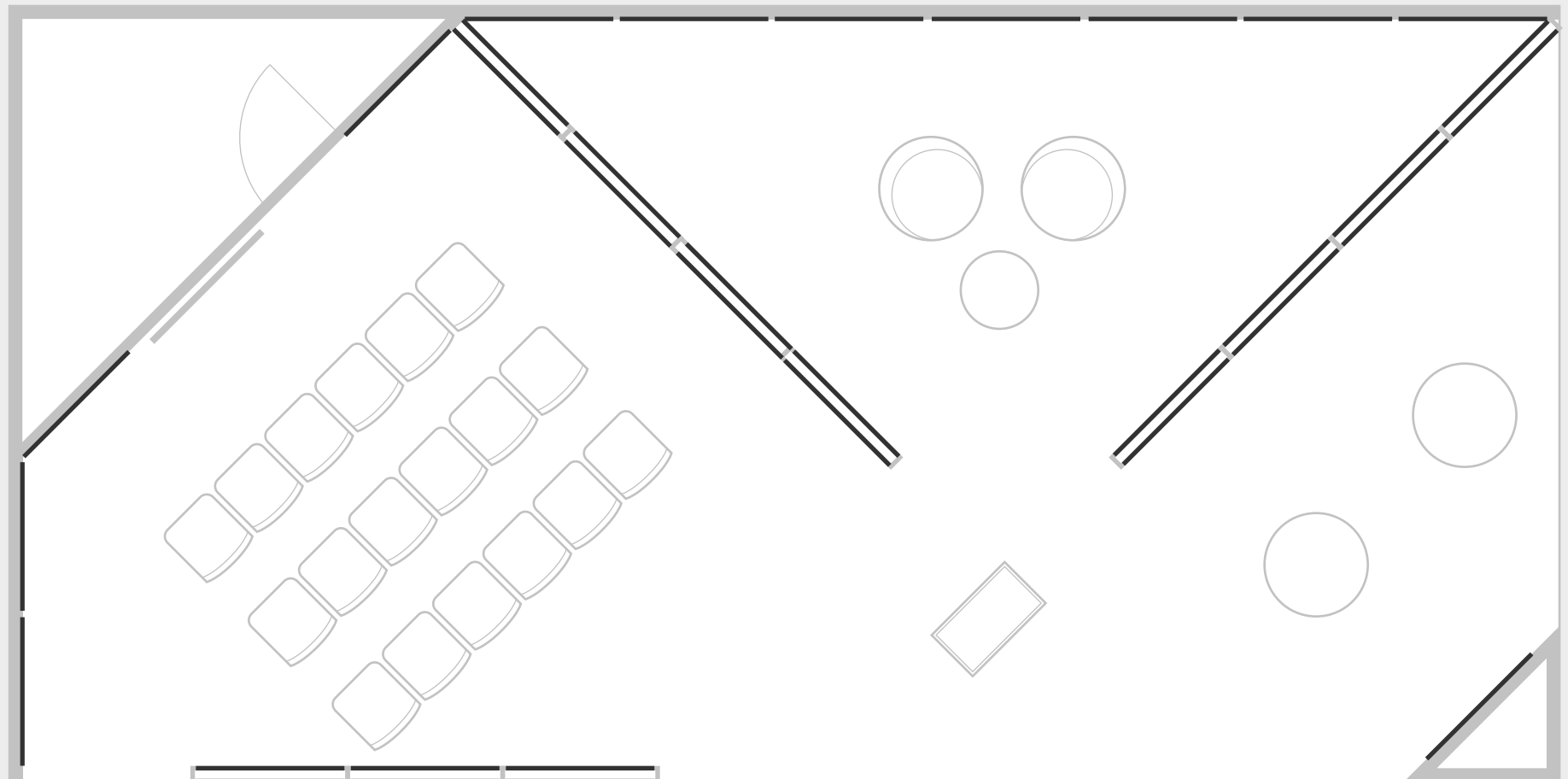
LARGE POSTER E.G. TWO CHALLENGES

For large trade shows or events we suggest that you seek graphical assistance to customise the layout.

Large Poster size
1880 x 2400 mm (Large format)
Printed directly on wall surface or
mounted as a foil.



Plan diagramme - event space
72m² (approximately) 12x6 meter
34 large wall prints.



03

additional

INVITATION & FOLLOW-UP

Invitation

When creating an invitation - e.g. a Facebook event or a virtual flyer - describe the concept (theme, subtheme, activities) and use images from the exhibition material supporting the thematic call.

Using digital elements

You can add digital elements to your exhibition or event by e.g. integrating greenboxes (more info at www.stateofgreen.com/toolbox/), integrating a touchscreen with access to State of Green's website, an embassy website or simply allowing visitors to sign up for a newsletter.

Culinary diplomacy

If you are looking for inspiration on how to create a culinary experience as part of your event, please have a look at Food Nation's How-To-Guide.

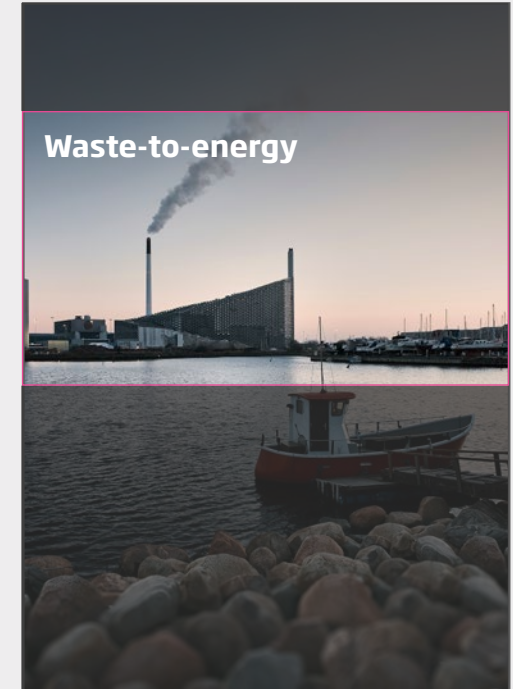
www.foodnationdenmark.com/

Follow-up

After the event, you can extend the experience by e.g. posting pictures from the event on social media, sending out a brief summary of the day to guests and people who expressed an interest or asking guests to evaluate the event using online surveys.



Example - Facebook, Twitter, Instagram, LinkedIn Image post as of 2020 (1200x1200px). Allow for crop in both top and bottom to a 2:3 format depending on SoMe platform



Example - Facebook event post as of 2020 (1920x1080px)



Foodnation Culinary Diplomacy Concept Book, 2019

NOTES ON THE TEMPLATES

Adobe InDesign templates

If you need to create your own Solutions, you can download a language specific (English, Chinese, Spanish or German) Adobe InDesign A1 template from:
www.stateofgreen.com/toolbox

We have designed the templates in such a way that by turning on and off specific layers you will be able to choose both the required Global challenge and National position of strength for your Solutions.

The templates also include different 'masters' that allow you to create a layout with either one, two or three images. You can find additional instructions in the Adobe InDesign templates.

Images

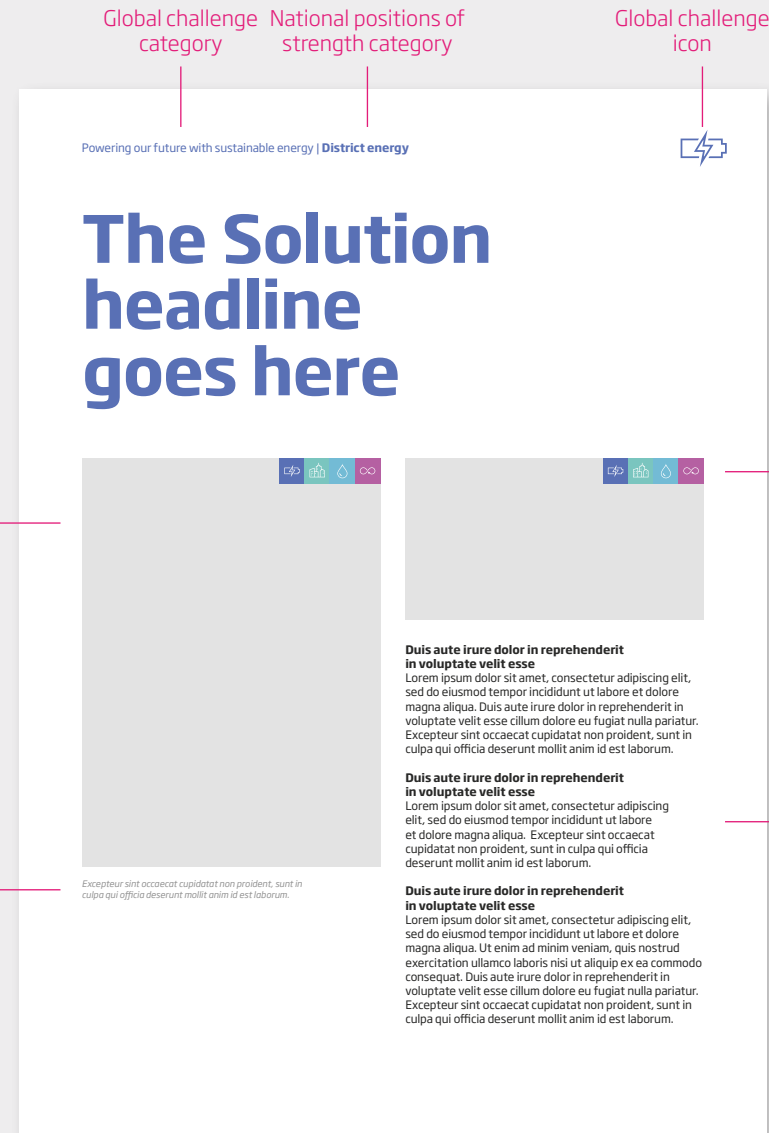
Please be diligent when choosing your images. It is very unlikely that an image downloaded from the internet has the required minimum resolution. As a rule of thumb, images should have a minimum resolution of 3000x2000 pixels for landscape mode and 2000x3000 pixels for portrait mode to fit a single column width. The image must have an effective ppi of at least 150 - preferably 200 ppi.

Please also consult chapter '07 Images' for guidelines regarding the motif and image composition.

Solution headline 3-4 lines - the template will automatically push other content up or down the page depending on the number of lines

Template with two images. One image in portrait mode (left) and one image in landscape mode (right)

Image credit and image caption



If the solution features images that also belong in other challenges, you may indicate this by choosing the relevant icons and deleting the others keeping at least one icon. Place the icon(s) in the least intrusive corner of the image.

Body text divided in three paragraphs

NOTES ON TEXT

Text size

Please don't change the text size in the templates. Text should be concise and preferably divided into three equal length paragraphs each with a small paragraph header.

The main header should be descriptive of the solution and may stretch over three to four lines. Please mix long words with shorter and be careful with too many consecutive long words as the template do not allow for hyphenation.

Please add image credit where due and an image text where relevant.

The body text is less than half an A4 sheet set in Times New Roman 12 pt equalling app. 1200 characters or 180-200 words.

The Solution headline goes here

Duis aute irure dolor in reprehenderit in voluptate velit esse

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body text:

12pt Times New Roman

187 words

1200 Characters

$\overline{04}$

logos

The State of Green Logo

The brandmark consists of two shaking hands forming a 'S' symbolising an invitation to connect. The wordmark - State of Green is the brand name and refers to Denmark being a green country but also a - green - state of mind. The pay-off is a four-step call to action.

Primary logo - centred

Use the centered logo in publications, sponsor pages, etc. or use the horizontal logo on web pages or where space is limited.

Logo language versions

The logo lockup also comes in a Japanese and a Chinese version. Only the pay-off is translated.

Secondary logo versions

On dark backgrounds, please use a negative version of the logo with a white wordmark preferably in colour. On image backgrounds, please consider which version works optimally - the coloured version or the all white version.

For more information on the use of the State of Green logo, please visit: www.stateofgreen.com/toolbox and consult the design manual.



The Ministry of Foreign Affairs of Denmark logo

The logo featuring the Danish coat of arms is the foundation of the visual identity of the Ministry. Always use the logo when working with the design. The logo can be used alone or in combination with an official Ministry name. The logo is available in different variations, suitable for different purposes and designs.

The logo can be used in different variations, suitable for different purposes. Use the colour logo on light backgrounds, and the monochrome on dark backgrounds.

Main logo / Sponsor logo

Also make sure to use the correct combination of logo and name for the correct representation.

Only use the logo alone (without name) in situations where the Ministry elsewhere is stated clearly as the sender.

For more information on the use of the Ministry of Foreign Affairs logo, please visit:

visualidentity.um.dk

and consult the design manual.



**MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK**



**EMBASSY
OF DENMARK**

Embassy of Denmark, Beijing



**MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK**

05

typography

Primary font

Soho Gothic Std. is the primary font and should be used for all written materials incl. headlines, bylines, bodytext, image texts etc. We recommend using Soho Gothic Std Regular as the main font in this family.

Soho Gothic Std, Bold

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 -§!"#€\$%&/()=?@

**THE FOX JUMPS OVER
THE LAZY DOG**

Used for headers

Soho Gothic Std, Regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 -§!"#€\$%&/()=?@

THE FOX JUMPS OVER THE LAZY DOG

Used for body text

Soho Gothic Std, Light

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 -§!"#€\$%&/()=?@

THE FOX JUMPS OVER THE LAZY DOG

Used for image text, quotes and illustrations

Soho Pro, Heavy

**abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @**

**THE FOX JUMPS OVER
THE LAZY DOG**

Used only for headers

Soho Pro, Bold

**abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @**

THE FOX JUMPS OVER THE LAZY DOG

Used only for headers/subheaders

Soho Pro, Regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @

THE FOX JUMPS OVER THE LAZY DOG

Used only under special circumstances for image text, quotes and illustrations

Supergraphics

The font Soho Pro can be used for supergraphics only, e.g. large banners and oversized prints.

Web & digital fonts

Open Sans is the fall back font for web and digital media if Soho Gothic Std is not available as a webfont. If the primary font or fall back font cannot be embedded, make sure that the solution defaults to Arial.

Open Sans, Bold

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @

**THE FOX JUMPS OVER THE
LAZY DOG**

Used for headers on web when Soho Gothic Std is not available

Open Sans, Regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @

THE FOX JUMPS OVER THE LAZY DOG

Used for body text on web when Soho Gothic Std is not available

Open Sans, Light

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 - \$! " # € \$ % & / () = ? @

THE FOX JUMPS OVER THE LAZY DOG

Used for labels, image text, quotes and illustrations on web when Soho Gothic Std is not available

Additional fonts

Soho Gothic Std. is the primary font but is not always available. If the primary font cannot be embedded in English written material, make sure that the solution defaults to Arial.

For Japanese please use Hiragino Kaku Gothic Pro combined with Soho Gothic Std. English names, symbols and numbers are set in Soho Gothic Std, Regular or Soho Gothic Std, Bold respectively.

For Chinese please use Microsoft YaHei. English names, symbols and numbers are set in Soho Gothic Std, Regular or Soho Gothic Std, Bold respectively.

Arial, Regular abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 –\$!"#€\$%&/()=?@

Arial, Bold **abcdefghijklmnopqrstuvwxyzæøå**
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789 –\$!"#€\$%&/()=?@

Used as alternative for English written material

Hiragino Kaku Gothic Pro, W3 つながる、インスパイアする、共有する。Think Denmark

Hiragino Kaku Gothic Pro, W6 **つながる、インスパイアする、共有する。Think Denmark**

Used for Japanese text

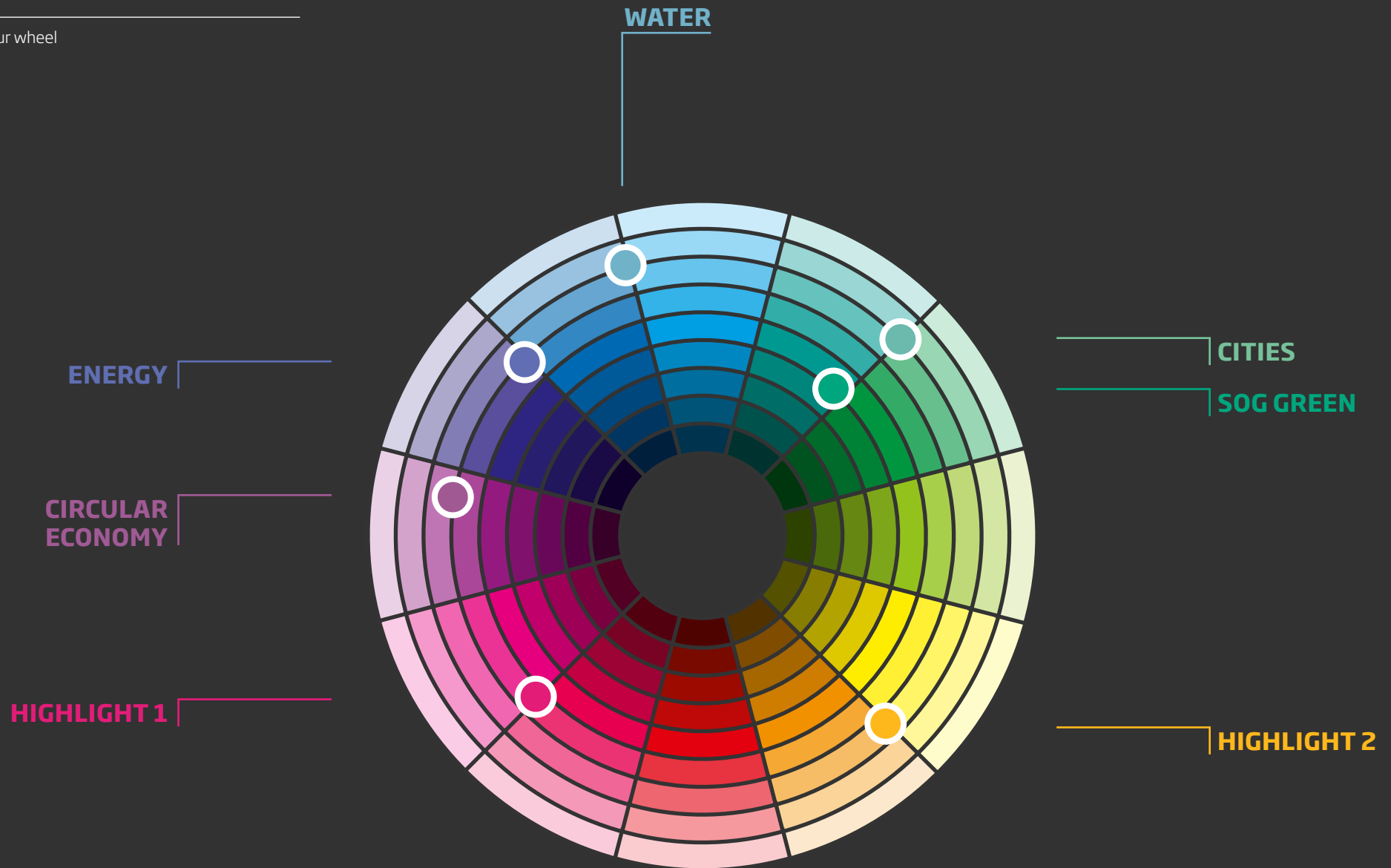
Microsoft YaHei , Regular State of Green 绿色国度 - 分享灵感. 联手丹麦

Microsoft YaHei , Bold **State of Green 绿色国度 - 分享灵感. 联手丹麦**

Used for Chinese text

06

colours



Primary colours

The green colour is one of the main signatures of the brand. The brand is predominantly bright, open and accommodating using pictures to create contrasts.

Secondary colours

The four secondary colours are primarily used in connection with the four focus areas of State of Green; Cities, Water, Circular Economy and Energy.

Highlight colours


The brand has two signal colours used for digital design, e.g. web, mobile platforms, movies, interactive exhibitions, etc.

The signal colours are used to mark important information or interactive calls to action.

Primary colours


State of Green

Pantone 3405 C
CMYK 100, 0, 70, 0
RGB 0, 167, 126
HEX 00A77E



State of Green

Pantone Process Black 95%
CMYK 0, 0, 0, 95
RGB 50, 50, 50
HEX 323232



Secondary colours

Cities

Pantone 563 C
CMYK 54, 0, 29, 2
RGB 107, 187, 174
HEX 6BBBAE



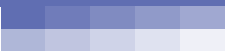
Water

Pantone 7458 C
CMYK 53, 3, 8, 9
RGB 113, 178, 201
HEX 71B2C9



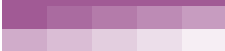
Energy

Pantone 7456 C
CMYK 72, 55, 0, 0
RGB 96, 110, 178
HEX 606EB2



Circular Economy

Pantone 7655 C
CMYK 33, 72, 0, 0
RGB 161, 90, 149
HEX A15A95



Highlight colours

Highlight 1

Pantone 213 C
CMYK 0, 92, 18, 0
RGB 227, 28, 121
HEX E31C79



Highlight 2

Pantone 1235 C
CMYK 0, 11, 98, 0
RGB 255, 184, 28
HEX FFB81C



07

images

Calm backgrounds



Calm images suitable for background images for magazine covers, posters and illustrations can be found at www.stateofgreen.com/toolbox

Concept photos



Various concept images and illustrations can also be found at www.stateofgreen.com/toolbox

The toolbox

You can find more inspiration and download publications, etc. at www.stateofgreen.com/toolbox, which you can use when developing promotional materials under the State of Green brand.

Do's

Always place header and the logo on a calm background and use sufficient contrast from logo to background



Do's - Use calm backgrounds

Preferably use only SoG Green, SoG Black or white header text set in bold and only use one colour at a time.

The logo should only be used on high contrast and calm backgrounds without any visual clutter.

Logo should be monochrome on coloured backgrounds, while the primary logo should be used on monochrome image backgrounds.

Don'ts - Avoid clutter

Avoid visual clutter behind the header and the logo. Avoid arbitrary use of highlight colours or text effects. The logo should only be used with the colours shown on previous pages. Effects like dropshadow should not be applied.

Don'ts

Avoid 'snapshot' images, poorly placed and low contrast text on images and colour logo in top of colour images. Don't use effects like dropshadow and glow to mask image clutter.



Primary
colour
multiplied
(not black)

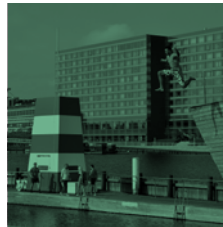


State of Green

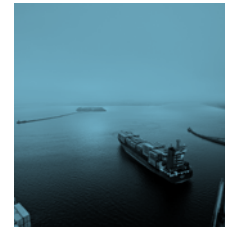


State of Green

Secondary
colours
multiplied



Cities



Water

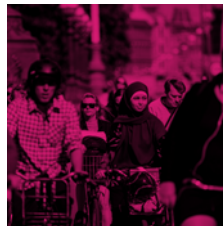


Energy



Circular Economy

Highlight
colours
multiplied



Highlight 1



Highlight 2

Colour overlay

Images can have a multiplied overlay in colour. Only use the relevant colour to emphasize the proper focus area; light green for Cities, light blue for Water, blue for Energy and purple for Circular Economy. The image motif should reflect the focus area.

Background images needs to be black and white.

