



BRAND GUIDELINES

Only for use with GreenPlanet Nutrients.



BRAND STRATEGY

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Quality Focused. Results Based.

**CULTIVATING A
GREENER WORLD!**





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MISSION STATEMENT

At Green Planet Nutrients it has always been, and will always be, about the quality and purity of our products. Based in British Columbia, Canada, we're able to implement our 25 years of craft growing knowledge into the production of our innovative and ethically-sourced nutrients. Through this, we plan to give the hobbyist or commercial grower the peace of mind they can reach new highs in their yields while doing their part in the cultivation of a greener future.

We're quality focused and results based!





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OUR MISSION

to offer conscious, nature-inspired nutrients to cultivate a greener world for all to enjoy.

OUR GOALS

To give growers, whether they are only a hobbyist or growing at a commercial scale, the peace of mind they can reach new highs in their yields while cultivating a greener future through high quality, pure, ethically-sourced products.

OUR VALUES

Clean - Conscious - Canadian





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CLEAN

At GreenPlanet Nutrients, it has always been, and will always be, about the quality and purity of our products.

CONSCIOUS

We are able to implement our 25 years of craft growing knowledge into the production of our innovative nutrients. Through this, we plan to give the hobby or commercial grower the peace of mind they can reach new highs in their yields while doing their part in the cultivation of a greener future.

CANADIAN

We're based in British Columbia, Canada. As Canadians, we believe Canada is a cultural mosaic. It is our Canadian community that gives us the strength of unity through difference to strive for a better future for all to enjoy.





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ADVERTISING.

SOCIAL MEDIA.

TRADESHOWS.

PRODUCTS.

Everything we do as a company expresses who we are. Every interaction, whether it be on Instagram, on a product label, or in a retail store, we always have to be our very best.

This is what these guidelines are for.





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FRIENDLY
INFORMAL
INSIGHTFUL
FUN
INNOVATIVE





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Our tone of voice reflects our brand personality, helps us connect with our target audience, and makes us different.

TARGET AUDIENCE:

83% of our target audience are men within the 19 - 44 age range. These people are growers, consumers, retailers, and people who are passionate about all things cannabis-related.

Who are we and why were we founded?

GreenPlanet Nutrients is a British Columbia based B2C company that specializes in the manufacturing of high-quality fertilizers for all forms of cultivation. GreenPlanet Nutrients was founded during owner Steven Betts and co-owner Justin Cooper seeing the need for better nutrients, and it was from those humble beginnings they evolved into manufacturing their own nutrients.

What does GreenPlanet Nutrients stand for as a brand?

We stand for a greener future through cultivation. At GreenPlanet Nutrients, we implement our 25 years of craft growing knowledge to formulate better and easier-to-use nutrients for others to enjoy, all for a greener world. We stand behind our consumers to ensure they get the best yields they can possibly grow.

What values do we share with our audience?

We focus on not only quality, but results. Whether you're a pro or a newbie, or anywhere in between, GreenPlanet Nutrients wants to equip you with the right knowledge and tools to help you succeed in being a better grower.

What makes us unique?

GreenPlanet Nutrients carries the philosophy that "making others successful in their gardening efforts, in turn, makes us successful." We fully believe in our customers, without them, we'd have nothing. We love our consumers 100%, and we believe quality is produced using a simple-to-use formula, ensuring every level of grower can maximize their yields.



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Quality-Focused

Results-Based

Business-Casual

Green & Eco-Conscious

Insightful

Experienced

Product-Based Ads

Informal

Laid Back

WHO WE ARE NOT

GreenPlanet Wholesale

Image-Focused

Sales-Based

Business-Formal

Money > Environment

Rude

Inexperienced

Sex-Related Ads

Stoner Culture

Uptight





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Message Architecture is an outline of communication goals and styles that reflects a common vocabulary.

Phrasing is important. In order to best communicate with our target audience, GreenPlanet Nutrients speaks with a casual and informal message architecture. Check out our social media platform to see how we structure our wording. The way we communicate matters and must be consistent across all platforms.

- 1 FUN & ENGAGING**
- 2 EXPERTS IN CULTIVATION**
- 3 SERVES CONSUMERS & RETAILERS**

"We're stoked to officially launch our Horti Line. Horti are the same powders (like Dense and Karbo Boost) you've known and loved for years, now under a new name. A rose by any other name is still a rose, so stock up at your local GreenPlanet Nutrients retailer today!" [LINK TO FIND A RETAILER]



@greenplanetnutrients



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Our tone matters. GreenPlanet Nutrients needs a consistent tone of voice with our audience.

	Funny	Neutral	Serious	
	Casual	Neutral	Formal	
	Inclusive	Neutral	Exclusive	
	Respectful	Neutral	Irreverent	
	Enthusiastic	Neutral	Matter-of-fact	



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1. Strapline logo

Used on large print material such as banners, displays, website landing page.



2. Stacked Logo

Used when the strapline is too small to be read clearly; under 60 mm print size.



3. GreenPlanet Logo

Used predominantly on apparel and at tradeshow where we are promoting both GreenPlanet Nutrients and GreenPlanet Wholesale.



4. Logotype Logo

Used when the Logo size is smaller than 30 mm, or when the stacked logo does not fit proportionately, such as on the front of labels.



5. Icon Logo

Used predominantly as a graphic element, an icon, or on documents where the logo is smaller than 15 mm.





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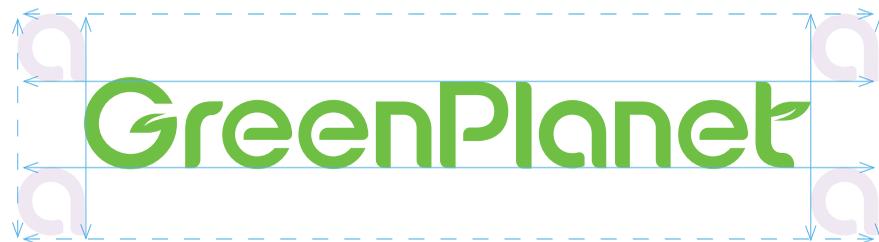
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Minimum spacing around the logo should be equivalent to the a in GreenPlanet, or the height of the leaf on the icon logo.





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Minimum Size



The strapline logo should not be smaller than 35 mm wide.



The stacked logo should not be smaller than 20 mm wide.



The GreenPlanet logo should not be smaller than 20 mm wide.



The Logotype logo should not be smaller than 15 mm wide.



The icon should not be smaller than 6 mm wide.

Maximum Size



The logo may not exceed 20% of the size of a document unless it is used as a graphic design element.



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The full colour logo must be on a black or white background.

When there is a lot of visual noise / pollution in the background, please use the black or white variant.

Documents printed in black and white: white paper with black logo, or black background with white logo.





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Don't

The logo is the face of the company. Green Planet Nutrients' logo must NOT be abused!

When using the logo, please:

- DO NOT apply a stroke.
- DO NOT rotate.
- DO NOT use graphic effects such as emboss or bevel.
- DO NOT change the colour.
- DO NOT stretch or skew.
- DO NOT crop.
- DO NOT alter.
- DO NOT use drop shadow or outer glow effects.
- DO NOT put a frame around the logo.



Do

When using any variant of the GreenPlanet Nutrients logo, leave the logo in its original format and abide by the branding guidelines!

The GreenPlanet Nutrients logo must be upright and unaltered in all marketing media.





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On an image background, the GreenPlanet Nutrients logo must be either white or black.

White colour variant: use a low-contrast, low-value image. Light values surrounding the logo must not be lighter in value than mid-grey.



Black colour variant: use a low-contrast, high-value image. Dark values surrounding the logo must not be darker in value than mid-grey.





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GreenPlanet Nutrients uses four primary colours.

Primary colours are the main colours in our branding. Colour is an important consideration in brand identity. Colours have a significant impact on emotion and the way people perceive and interact with our brand on a conscious and a subconscious level. These colours can be used in different shades, tones, and saturations, if necessary.

Mantis Green

#70BF45

Green symbolizes nature, balance, and growth.

Green is the centre of the colour spectrum. It requires no adjustment when in copious quantities, and is restful. Green is: natural, exciting, hopeful, restorative, refreshing, healthy, restful, peaceful, conscientious, compassionate, responsible, optimistic, growing, reassuring, motivating, stable, environmental, warm, and lucky.

Use Mantis Green as our main branding colour. Careful of too much green, as it can cause boredom. Green can be perceived as being too bland, stagnant, and enervating.

Light Sea Green

#22BCB9

Turquoise symbolizes open communication, balance, and clarity of thought.

Turquoise is the in-between of green and blue and balances blue, green, and yellow. Turquoise can aid in emotional balance and stability. Turquoise relates to the digital age and the world of computers. Turquoise is: serene, balancing, clear, creative, calming, peaceful, introspective, and emotionally stable.

Use Light Sea Green as a colour to balance greens, blues, and yellows. Too much turquoise can feel self-centred and can also feel exclusive emotionally. It can also indicate indifference and be controlling.

Deep Lilac

#8850A0

Violet symbolizes vision, awareness, and quality.

Violet takes awareness to a higher level of thought. Violet is the shortest wavelength, and the last visible wavelength. It inspires deep contemplation and communicates the finest possible quality. Violet is: aware, introverted, spiritual, containing, luxurious, visionary, authentic, truthful, and high quality.

Use Deep Lilac as a colour to balance red, blue, and green. Too much purple, or using it the wrong way, can feel suppressive and introverted and can even feel cheap and unauthentic.

Radical Red

#F04E60

Red symbolizes energy, power, and strength.

Red the simplest colour. It has the longest wavelength and is a powerful colour. Red can motivate people, yet can also make time feel like it is passing faster than it is. It has the property of being nearer than it is, and therefore grabs attention first. Red is: basic, alive, strong, powerful, physically courageous, warm, energetic, stimulating, exciting, lively, and friendly.

Use Radical Red as a colour to draw attention. Too much red can feel defiant, demanding, and aggressive, and can carry too much strain and visual impact.



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GreenPlanet Nutrients uses five secondary colours.

Secondary colours are meant to compliment primary colours in branding. Secondary colours are used for highlights, to bring attention to certain information, or for uses in web such as a hover link and a visited link on a website.

Nero

#232323

Tangerine Dream

#F78154

Supernova

#FDB73B

Shamrock

#2C7A5E

Picton Blue

#56B3E5



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Using the icon as a design element, it must be cropped on the left or remain whole.

There should always be equal space around the negative space of the icon logo and where the logo is cut off. Always crop the icon logo on the left so the leaf side is still visible, and place to the edge of the document. If using the whole icon, place centred.





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Amino

Amino is used for all headers, statements and call-to-actions.

Amino is a sans serif typeface with soft, round, friendly features and has a slightly calligraphic aesthetic. **Amino** has seven weights with an italic style of each weight.

Amino is a sans-serif typeface published by Cadson Demak and designed by Anuthin Wongsunkakon. **Amino** was designed with open forms, vertical stress, a tall x-height, ample intercharacter spacing, unambiguous forms, varying proportions, a single-story lowercase g, and a double-storey lowercase a. Although **Amino** fits the mold for "legibility", due to its aesthetic it is more suited as a header typeface.



What is a sans-serif? Sans-serif means "without" serif. Sans-serif fonts are clean, modern, and engaging. They were utilised as the preferred letterform style during the rise of the digital age, where body text needed to be easily rendered and legible on low resolution screens. Sans-serifs thrived due to their geometrical characters and lack of serifs, compared to traditional serif fonts, and been most preferred ever since in print and digital media alike.

Sans-serifs are used by brands that want to demonstrate a straight-forward, simple, and no-nonsense attitude. Sans-serif fonts are associated with honesty and sensibility.

"The quick brown fox jumps over the lazy dog."



ac o xiq limp g9 00 gpa

Amino Thin

Amino Thin Italic

Amino ExtraLight

Amino ExtraLight Italic

Amino Light

Amino Light Italic

Amino Regular

Amino Italic

Amino Medium

Amino Medium Italic

Amino Bold

Amino Bold Italic

Amino Black

Amino Black Italic

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Open Sans

Open Sans is used for all body text, a large amount of writing, and numerals.

Open Sans is a sans-serif typeface with a friendly, neutral, and simplistic appearance. *Open Sans has five weights and an italic style of each weight.*

Open Sans is a humanist sans-serif typeface developed by Google for print, web, and mobile optimization, and was created by typography designer Steve Matteson. Open Sans was designed with a vertical stress, a large x height, ample intercharacter spacing, unambiguous forms, varying proportions, a double-storey lowercase g, and a double-storey lowercase a. Open Sans' attributes are intentionally optimized for legibility across print, web, and mobile interfaces.



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ac o xiq limp g9 00 gpa

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans SemiBold

Open Sans SemiBold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans ExtraBold

Open Sans ExtraBold Italic

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Always write GreenPlanet as ONE WORD, not two.

The way we write our Brand name in text format should be consistent. This rule applies to all marketing media, official documents, e-mails, and any other form of written correspondence.

✓ **GreenPlanet Nutrients**

Acceptible Shortenings
& Abbreviations

GP Nutrients, GP Nutes, GPN

✗ **Green Planet Nutrients**

Unceptible Shortenings
& Abbreviations

*Green Planet N, GreenPlanet N, GreenPlanet Nutes,
Green Planet Nutes, GreenP Nutrients, GPlanet Nutrients,
GreenP Nutes, GPlanet Nutes, G P N, GP N*



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SHARING IS CARING

The resource centre gives you access to the latest safety sheets, product information, and everything in-between.

If you're a retailer or distributor and would like to access GreenPlanet Nutrients product images, our logo, and other marketing information, please ask your sales rep for the password, or email marketing directly.

✉ marketing@mygreenplanet.com

🔗 [Visit Resource Centre](#)



