



TREEFREE BIOMASS™

2017 - Brand Use Guidelines 1.0



March 2017

Font Use

Source Sans Pro

Get the font for your computer here: <https://fonts.google.com/specimen/Source+Sans+Pro>

Source Sans Pro Extra Light

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Source Sans Pro Light

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Source Sans Regular

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Source Sans Semibold

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Source Sans Bold - The logo will use Bold

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Source Sans Black

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Brand Color Usage



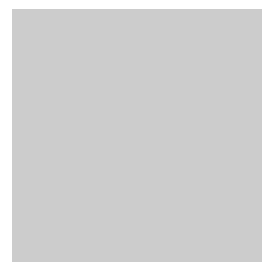
Hex #4B4A4B

H: 328°	
S: 2%	
B: 29%	
R: 76	C: 65%
G: 74	M: 60%
B: 75	Y: 57%
# 4C4A48	K: 38%



Hex #95BB66

H: 86°	
S: 45%	
B: 72%	
R: 149	C: 46%
G: 186	M: 10%
B: 101	Y: 78%
# 95BA65	K: 0%



Hex #CCCCCC

H: 328°	
S: 0%	
B: 80%	
R: 204	C: 19%
G: 204	M: 15%
B: 204	Y: 16%
# cccccc	K: 0%



TFBS Icon and it's use

The icon is meant to represent the leaves of the Arundo plant.

Spacing

The space around the leaves inside of the circle is equal to the width of the leaf itself there by giving stability and grounding the icon within the circle.

The icon should only be used when inside the circle.



Spacing of the Icon and type



Spacing of the TM off the S



Color use of the Icon and type



Spacing of the Icon and type



Color use of the Icon and type



Spacing of the Icon and type when logo is stacked



Color use of the Icon and type when stacked



Spacing of the Icon and type

Leaf Icon only



Horizontal Brand



Horizontal Brand with stacked logo



Stacked Brand



Branding on green and charcoal color bars



Here the gray and green are not working well together.

Branding on green and charcoal color bars



Here the gray and green are not working well together.





 **TREEFREE BIOMASS™**

Guidlines coming for Nile Fiber

NILE FIBERTM
ONE PRODUCT, MANY SOLUTIONS.



TREEFREE BIOMASS™

