

Nature to the people

GASA GROUP
DESIGN GUIDE



DESIGN GUIDE

The GASA GROUP Design guide is a tool for anyone who uses the logo and for anyone who communicates on behalf of GASA GROUP.

Having a design guide enables GASA GROUP to appear consistent and reliable.

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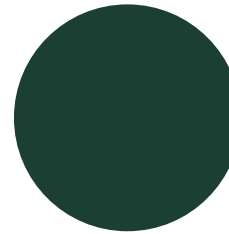
Page 18 Graphic elements

COLOURS

COLOURS

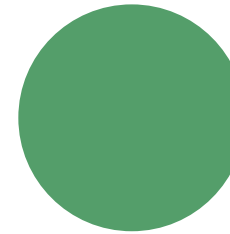
The colours must be used as far as possible 100%, but if there is a need for it, the colors can also be used respectively 20%, 40%, 60% and 80% color saturation.

Also note that Pantone, CMYK, RGB and The HEX values are all optimized for each platform and that they may not be used in other values.



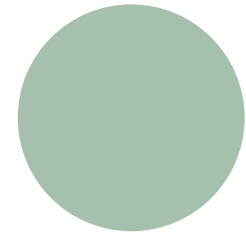
PINE GREEN

CMYK: 84 | 53 | 75 | 50
RGB: 39 | 67 | 52
HEX: #274334
RAL 6005
NCS S 7020-G10Y
Pantone 553 C
Pantone 19-5513 TCX TCX
Pantone CMYK coated P 138-16 C
Pantone CMYK uncoated P 147-16 U



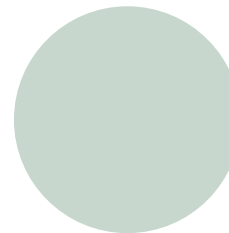
GREEN

CMYK: 70 | 20 | 75 | 00
RGB: 88 | 155 | 96
HEX: #589B60
RAL 6032
Pantone: 7730 C
Pantone: 16-6339 TPG
Pantone CMYK coated P 145-5 C
Pantone CMYK uncoated P 145-14 U



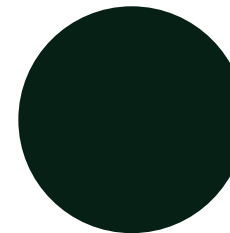
SAGE GREEN

CMYK: 37 | 12 | 34 | 00
RGB: 175 | 199 | 179
HEX: #AFC7B3
RAL 6019
Pantone 14-5707 TCX
Pantone CMYK coated P 137-10 C
Pantone CMYK uncoated P134-1 U



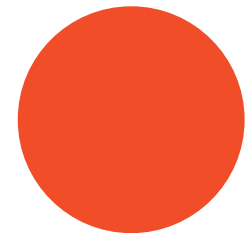
PALE MINT GREEN

CMYK: 21 | 08 | 19 | 00
RGB: 210 | 220 | 211
HEX: #D2DCD3
RAL 9018
Pantone 12-6205 TCX
Pantone CMYK coated P 153-1 C
Pantone CMYK uncoated P 134-10 U 96%



DARK FORREST GREEN

CMYK: 84 | 57 | 77 | 76
RGB: 21 | 38 | 27
HEX: #15261B
RAL 6009



TOMATO RED

CMYK: 00 | 85 | 95 | 00
RGB: 225 | 66 | 28
HEX: #E1421C
RAL 2009
PANTONE: 7597 C

LOGO





USE OF THE LOGO

The logo should be used with care, and should always be positioned so that it is obvious and clear.

The GASA triangle must never stand alone.

The logo's proportions must always be maintained – they must not be stretched or scaled.

If the logo is a part of a text, make sure always to write GASA GROUP in capital letters, and never let GASA stand alone.



...at GASA GROUP, we take our responsibility to the planet very seriously. We want to initiate and implement efforts to reduce, reuse and recycle.

...at GASA, we take our responsibility to the planet very seriously. We want to initiate and implement efforts to reduce, reuse and recycle.

COLOURS OF THE LOGO

The GASA GROUP logo comes in our primary colours and a white and black version.

You can never use other colours.



TYPOGRAPHY

PRIMARY FONT FAMILY

Gilroy is a geometrically drawn grotesque font. This means that it has a modern, friendly feel expression with its round shapes. It has either not feet, so-called serifs.

The most important thing is always to find a font that has characteristic details without compromising with readability.

AaBbCcDd

GILROY LIGHT
GILROY REGULAR
GILROY SEMIBOLD
GILROY EXTRABOLD



SECONDARY FONT FAMILY

Arial is used in digital presentations, emails,
etc. where Gilroy is not available.

Questrial is used on websites.
This font only exists in Regular style.

AaBb

ARIAL REGULAR
ARIAL BOLD

AaBb

QUESTRIAL REGULAR



PAYOFF

Nature to the people

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USE OF THE PAYOFF

NTTP should be used with care, and should always be positioned so that it is obvious and clear.

If NTTP stand alone, use the predefined files to ensure the right proportions.

If NTTP is a part of a text, make sure to start with capital N, and if possible make the font in bold to emphasize our payoff.

Nature to the people

...at GASA GROUP we are delivering
Nature to the people. We are looking for
a sales consultant who will help create
growth and development for primarily our
German customers.

GRAPHIC ELEMENTS



Nature to the people

Nature to the people

GASA GROUP LIFESTYLE

2023 / 2024

This is about the people



GASA GROUP Denmark A/S • DK-5250 Odense SV
f GASA GROUP Denmark A/S i GASA GROUP Denmark @nature_to_the_people

THE STROKE

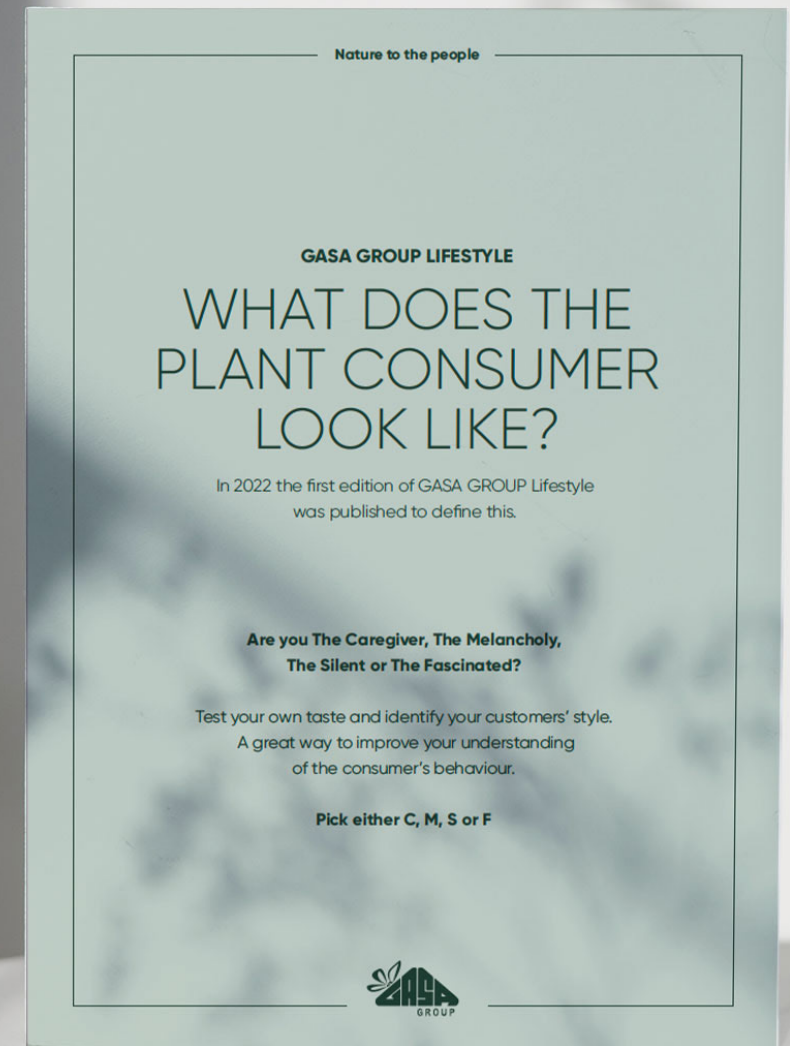
The stroke illustrates the plant journey from A-Z. GASA GROUP connects those who grow plants and flowers with all of us who need nature in our modern lives. We bring **Nature to the people.**

The stroke can be used as a graphic element and should always be positioned so that it is obvious and clear.

Stroke size follows stroke size on "GROUP" letters in the logo.

Stroke must be cut open to place logo or payoff properly.

GASA in logo should always align horizontal on the stroke. NTTP aligns centered to the stroke.



THE JUNGLE

The jungle can be used as a graphic element in itself, or used with a logo or payoff on top, for banners, flags, autodeco, exhibition materials etc.

The jungle is easy to recognize and associate with GASA GROUP.



