



Branding Guidelines

April 2019
v1



Standard Logo



Stacked Logo



Strapline

Lawntech™

Colour

Lawntech™

B&W

Icons



Colour



Greyscale



B&W

Icon Textures

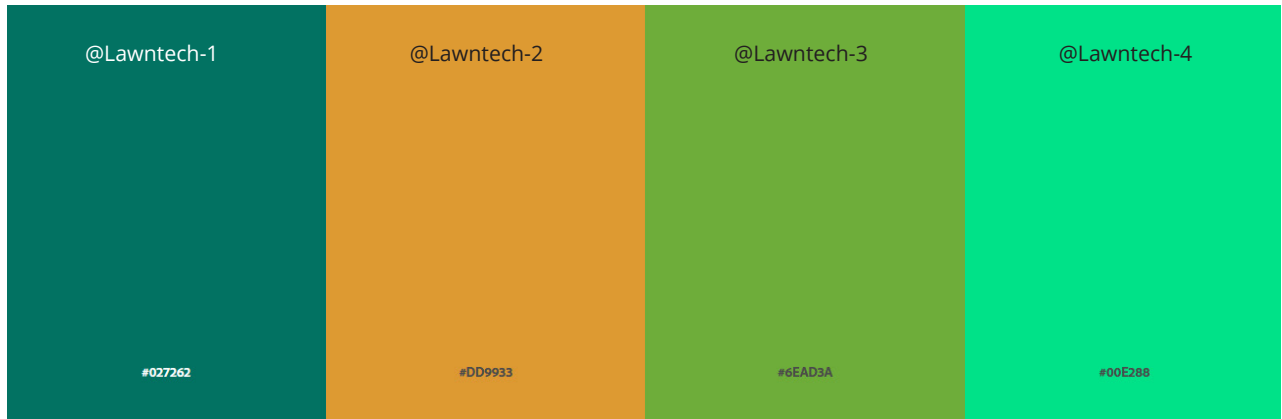


30%



10%

Colour Palette



Swatches

Hex

@Lawntech-1: #027262
@Lawntech-2: #DD9933
@Lawntech-3: #6EAD3A
@Lawntech-4: #00E288

RGB

@Lawntech-1: 2, 114, 98
@Lawntech-2: 221, 153, 51
@Lawntech-3: 110, 173, 58
@Lawntech-4: 0, 226, 136

CMYK

@Lawntech-1: 87, 31, 63, 19
@Lawntech-2: 12, 43, 87, 2
@Lawntech-3: 63, 7, 95, 0
@Lawntech-4: 65, 0, 64, 0

Font

Open Sans

<https://fonts.google.com/specimen/Open+Sans>

Character Map

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzžüÂÊÔăâêô
1234567890
'?'"!")(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;,:*.

Styles

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Extra-Bold

Extra-Bold Italic