



Brand Guidelines

Table of Contents

| | |
|----|--------------------------|
| 03 | Welcome |
| 04 | Brand Positioning |
| 05 | Brand Essence |
| 06 | Brand Values |
| 07 | Audience |
| 08 | Brand Personality |
| 09 | Positive |
| 12 | Professional |
| 14 | Knowledgeable |

| | |
|----|-----------------------|
| 16 | Logo |
| 19 | Fonts |
| 21 | Color |
| 24 | Elements |
| 25 | Photography |
| 26 | Messaging |
| 27 | Advertisements |

Welcome

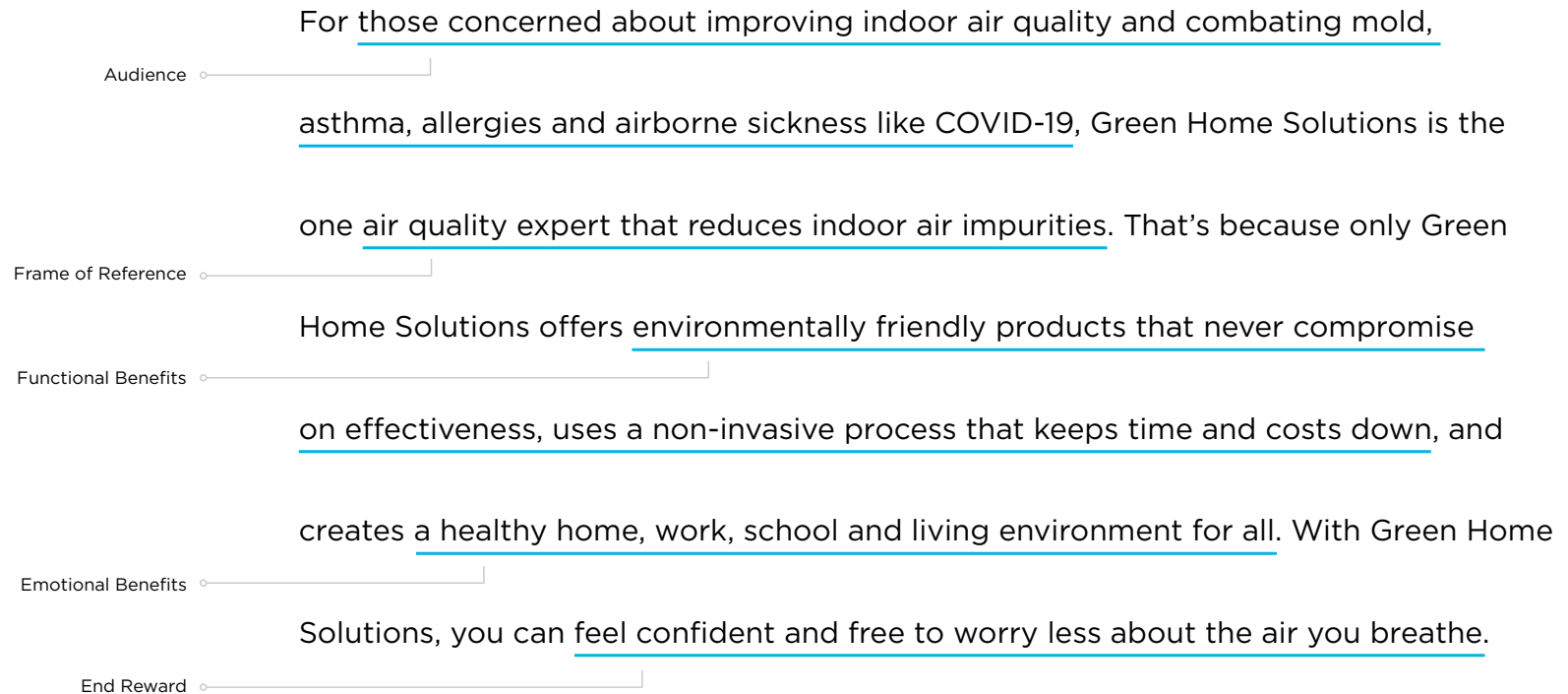
This document contains rules and guidelines for the Green Home Solutions brand that help to establish a unified presence across all touchpoints. It encompasses several items, including positioning, tone and style. Think of this guide as the lighthouse your team can rely on to safely navigate the consistent execution of materials, so we can generate familiarity and inspire vision with our customers, employees and each other.

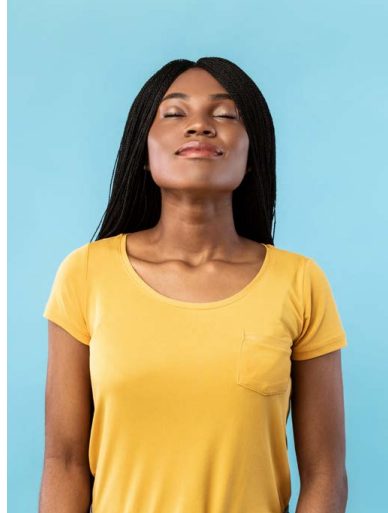
For additional questions, please contact marketing@greenhomesolutions.com.

All ads or marketing materials created by a third party must be reviewed and approved by the Green Home Solutions Marketing Team.

Brand Positioning Statement

The brand positioning statement is a short phrase that addresses our target audience and the benefits of Green Home Solutions. Keep it in mind when creating any messaging.





Brand Essence

**Confidently
free to worry
less about the
air we breathe.**

Our Values

...are our moral compass and help guide us in how we do business and interact with our customers, employees and the public.

Brand Values

Customer focused

Innovative

Trustworthy

Passionate

Caring

Health-conscious

Sustainability

Core Values

Internal Culture

Mutual Respect

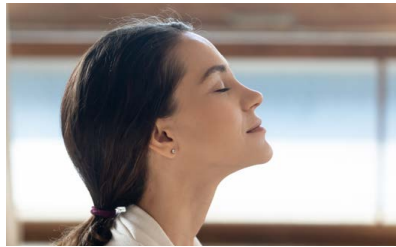
Integrity

Transparency

Teamwork

Our Audience

All Green Home Solutions' advertising is designed to appeal to a very specific audience that was derived from extensive research. Keep this audience in mind when creating any marketing and advertising materials.



Demographics

- Adults 30-50 years old
- With children ages 6-18 in the household
- Has family pets
- Working professional with household income of \$100K+
- Own their own home

Psychographic

- Online savvy
- Prefer to buy based on referrals
- Research brands online
- Like to show off their home and garden
- Love spending time with family
- Early adopters

Motivation

- I am stressed out and don't know how to get rid of mold or allergens
- I want to protect my family and pets
- I just want something easy
- I want to enjoy the indoors worry-free.
- I worry that my home is safe
- I prefer to use green products because I care about the environment (younger)

Our Brand Personality

Defining our personality drives a consistent and distinctive brand presence. Always use these characteristics to align to our brand identity.

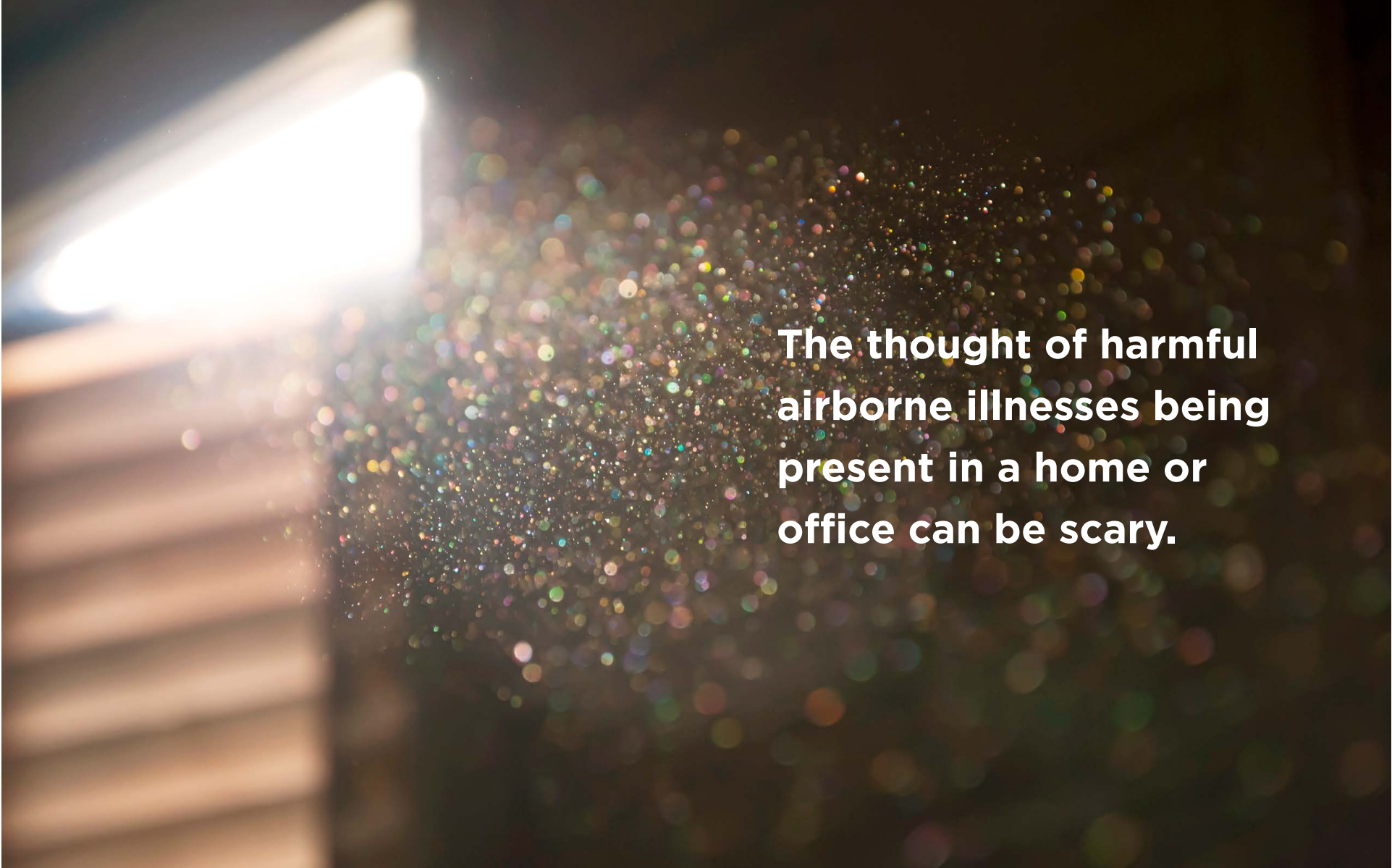
Positive
Professional
Knowledgeable





Positive

Peace of Mind, Removing
Worry, Easing Stress



**The thought of harmful
airborne illnesses being
present in a home or
office can be scary.**

**We are here to ease our
customer's stress by giving them
clear and transparent solutions
for better peace of mind.**



Professional

Experts: Experienced & Trusted




**We are an experienced
brand that knows healthy
indoor environments. Our
customers trust us and count
on us time and time again.**



Knowledgeable

Science-backed, Eco-friendly, Plant-based



A close-up, macro photograph of a green leaf, showing a detailed network of veins. The veins are light green and form a complex, interconnected pattern against the darker green, textured surface of the leaf. The lighting is even, highlighting the natural structure of the plant tissue.

**Even though our methods are
backed by science, we use
language that is simple and easy
for our customers to understand.**

Primary Logo

The Green Home Solutions logo is the representation of our core values. The twin leaves provide a connection to our plant-based products while also signifying the growth of the brand. The logo should always appear at a positive 7° (seven degree) tilt. On certain color backgrounds, elements of our logo may not show well, so we have provided variations to indicate how the logo should appear on other colors. No other variations of the primary logo are permitted. (Do not modify any of these logos by adding city names or other subtitles.)

Color Logo



Reverse Logo



On Dark Backgrounds



Additional Logos

We have two additional logos for use in marketing materials.

Tagline Logo



Tagline Logo – Horizontal



Logo Spacing

In order to keep the logo visible and to help it stand out from any background or other elements on the page, it is required to keep a minimum spacing around the logo between the Green Home Solutions logo and any other element on the page, including other marks, text or photos. In order to facilitate this easily, we have devised a method to keep the logo spacing accurate at all sizes. Using the 'O' from SOLUTIONS as a guide at each edge of the logo will maintain proper spacing.



Primary Font

Our marketing materials are produced using the Gotham family of fonts. This is a sans-serif font that has multiple variations to help you build consistent marketing pieces and have headline and body copy variants available to you.

Typeface

Gotham Ultra

Gotham Black

Gotham Bold

Gotham Book

Gotham Book Italic

Usage Example

Headline

Healthier indoor air

Intro Text

Get peace of mind by eliminating allergens, mold, odors, and other indoor irritants.

Sub Headline

Our Services

Body Copy

- Indoor Air Quality Testing
- Mold Removal
- Odor Removal
- Duct Cleaning
- Air Purification
- Crawl Space Encapsulation

Decorative Font

In some marketing pieces, you will see **Amithen Regular** as a secondary font.

This font is to be used sparingly as part of a headline lockup only. When this font is used, it should appear underneath the primary headline (Gotham Ultra). It is required to have a positive 2° (two degree) tilt.

Usage Example

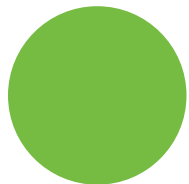


Primary Colors

Our brand's primary colors should be used within all marketing materials (except black and white applications) to ensure brand authenticity and brand association.

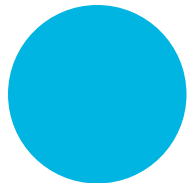
Print

For use in traditional advertising pieces and in logo usage across all platforms.



Leafy Green

CMYK: 59, 2, 100, 0
PMS: 368 C
HEX: 76BC43

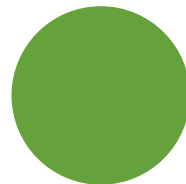


Sky Blue

CMYK: 85, 0, 8, 0
PMS: 801
HEX: 00B5E1

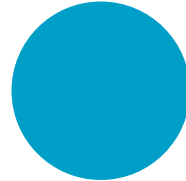
Web

To meet ADA accessibility standards, our primary colors have been modified for digital applications.



Leafy Green (ADA)

HEX: 65A13A
RGB: 146, 208, 80



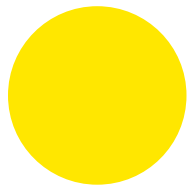
Sky Blue (ADA)

HEX: 009FC7
RGB: 1, 175, 218

To learn about accessibility, visit <https://webaim.org/> for more information.

Accent Colors

Here are supplementary colors you may use throughout branding and advertising materials:



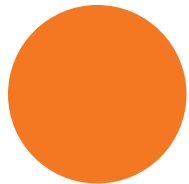
Lemon

CMYK: 0, 5, 98, 0

PMS: 108

HEX: FFE600

RGB: 255, 230, 0



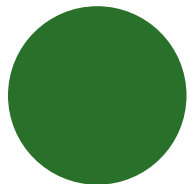
Orange

CMYK: 0, 66, 100, 0

PMS: 152

HEX: F37720

RGB: 244, 119, 33



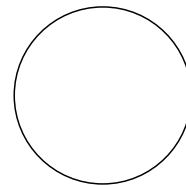
Forest Green

CMYK: 71, 4, 100, 45

PMS: 364

HEX: 28702A

RGB: 41, 113, 42

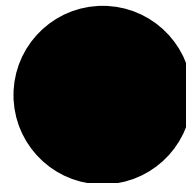


White

CMYK: 0, 0, 0, 0

HEX: FFFFFFFF

RGB: 255, 255, 255



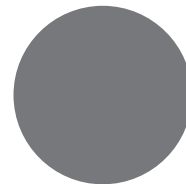
Black

CMYK: 0, 0, 0, 100

PMS: Black

HEX: 000000

RGB: 0, 0, 0



Medium Gray

CMYK: 0, 0, 0, 65

PMS: Gray

HEX: 76787A

RGB: 119, 120, 123

Gradient

Our gradient combines our two primary colors at a 90° angle. Employing a gradient allows us to infinitely extend the color palette while maintaining brand consistency.

