UPPERCASE G

A custom character with an added customized arm and reduced upper flourish from the original typeface design. The character has been customized to read as a G even when separated from the wordmark. The left upper corner of the arm has been rounded to counter the contrast of the straight stroke.

THE TRIO

This part of the mark is an allusion to the three organizations, The Institute, the Greenway Court Theatre and the Trading Post. The three colors used are key colors in the individual marks. Yellow for the theatre spotlight, the collegiate blue of the Institute and finally the bright retro blue green of the Post.

SLAB SERIF

Instead of a San-serif or standard serif alternative for this second half of the wordmark, this is instead a slab serif. Strong and grounded it is designed to contrast the script Greenway is set in. Think of it like a tree with it's leaves the core trunk and the reaching leafy branches above it.

COLOR

This new palette is designed to be a forward progression of the previous Greenway identity. The green is brighter and lighter. It is ultimately a more open and fresh tone. The added secondary color is the grounded earthy note. (See note on divider rationale to the far left of this page.)

PMS 576 C

PMS 469 C

AS DIVIDER

The trio can also be used as a divider. It may be locked up with a partner logo, a header or a footer for example. It's a way subtly to carry the brand into nuanced areas of the collateral.

COLOR FORMULAS FOR PRINT AND WEB

Ilt will likely be rare that we can use the spot color printing option bcause of cost. However you can still supply the numbers for reference during press checks when jobs are sent out to be reporduiced on an offset press. The CMYK solution will be the one generally used in print. However it could be that a digital press might request a job as RGB, this is specific to vendor and vendor guidelines should be followed.

SPOT COLOR

Greenway Arts Alliance

PMS 576 C

PMS 469 C

PMS 1225 C

PMS 3015 C

PMS 631 C

CMYK

Greenway Arts Alliance

C: 58
M: 22
Y: 92
K: 0

C: 30
M: 70
Y: 85
K: 42

C: 0
M: 22
Y: 84
K: 0

C: 100
M: 58
Y: 20
K: 0

C: 70
M: 10
Y: 15
K: 0

HEX

Greenway Arts Alliance

#7a9c49

#6c4023

#ffc745

#006394

#3ab0c8

LOGOS

Each logo is a reflection of the organization it represents while still relating to one another.

1.) The theatre echoes the spotlight as does the style of typography reminiscent of theatre marquis past and present.

2.) The institute is focused on a collegiate, academic as reflected in the compass abstraction and heavy serifed typeface reminiscent of school jacket lettering.

3.) Finally the Melrose Trading Post has always been equally inspired by roadside signage of the route 66 era and symbols on maps. The Trading post is both a an adventure and a destination.

COLOR

The proposed color palettes are below and should be referenced with the hard copy spot color guide.

Greenway Identity on Color Fields

SPECIAL USE CASE SCENARIOS

There will be times when the standard version of the Greenway logo will not render legibely. Below we are covering typical full bleed background color issues that should solve the majority of these problems.

On black option 1 using the alternate lightest yellow in the system for the tagline.

There may be instances where the logo is reversed out of it's own shade of green.

This yellow works well also on a red

This yellow works well on a dark green

Should the identity need to be produced in a 1 color black and white job

profile pic, 180px X 180px

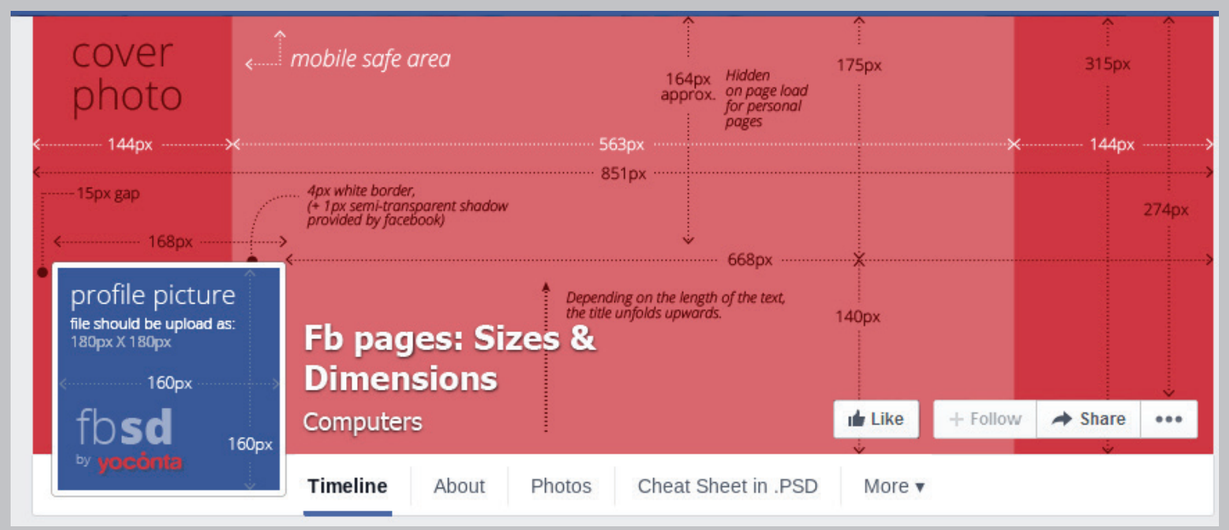
FACEBOOK

Note the diagram to the right. The full width of a facebook profile image is 851 x 315 px. But be cautious of type laid on this graphic 140px from the bottom should be left clear as shound 144px either side for mobile view considerations. The mobile safe area is delinated in the center pale pink box. Facebook has some very very ugly compression when uploading banner pic directly. To mitigate this problem the following should result in a much less compressed header.

1.) Save for web in photoshop as .png 8 bit

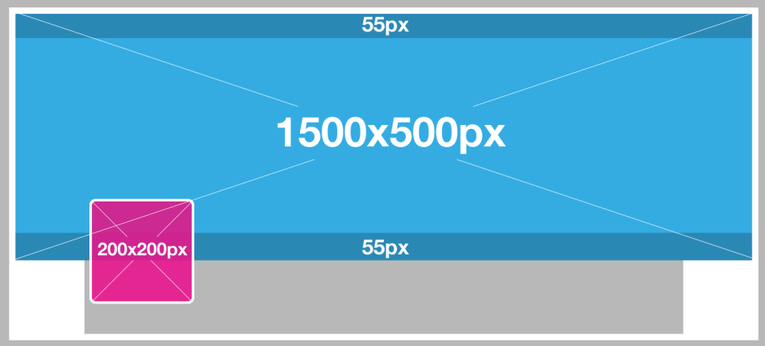
2.) Uploaded it to a facebook gallery with "high quality" checked

3.) from the home page banner switcher instead of uploading do a "choose from photos" in the banner uploader and locat the .png you uploaded in step 2



Twitter

The profile pic recommended size is 400px x 400px and the header image is 1500px x 500px. Be sure to place any live text 55px from the top or bottom as this area is trimmed on mobile view



Go! Go!

Go! Live Music Sundays

CAPTION HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec laoreet ultrices sapien, sit amet dictum leo pharetra eget. Nullam sed luctus elit. Aliquam vitae laoreet nunc, non dapibus sapien. Fusce dictum pretium tortor eget suscipit. Etiam dignissim consectetur tincidunt. Sed vel enim id odio cursus elementum. Fusce in sodales diam, at vulputate lacus.

Sed quis posuere orci. Nullam lacinia nulla sed metus tincidunt dictum. Aliquam euismod velit eu aliquet suscipit. Vestibulum consectetur arcu quis nulla sollicitudin eleifend. Integer nec libero eget elit consectetur porttitor eu a arcu. Nam hendrerit tempor turpis, in aliquet purus placerat semper. Ut venenatis eros sit amet libero euismod, eu dictum lectus fringilla. Nam fringilla auctor lorem ac fringilla. Sed eros enim, efficitur at ornare id, ultrices vitae mi.

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Go! Live Music Sundays

CAPTION HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec laoreet ultrices sapien, sit amet dictum leo pharetra eget. Nullam sed luctus elit. Aliquam vitae laoreet nunc, non dapibus sapien. Fusce dictum pretium tortor eget suscipit. Etiam dignissim consectetur tincidunt. Sed vel enim id odio cursus elementum. Fusce in sodales diam, at vulputate lacus.

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Go! Go! Go!

Go! Mark Exploration

As noted I don't think the angle of the G works well with a perfectly symmetrical circle. Also of note we wouldn't be able to include the outer circle of type without creating added confusion. We could inlclude the internal circle as shown but this would be roughly the minimum size it could render.

Go! Go! Go!

Go! Mark Exploration

I recommend this solution, this allows the companion mark to be the full height of the G. Note the lockup in the sample illustates both.

POSSIBLE LOCKUPS WITH DIVIDER

SPOT COLOR

4” Diameter

2” Diameter

1” Diameter

PMS 576 C

PMS 364 C

PMS 1225 C

PMS 1215 C

CMYK

C: 58
M: 22
Y: 92
K: 0

C: 74
M: 32.5
Y: 100
K: 19

C: 0
M: 22
Y: 84
K: 0

C: 0
M: 15
Y: 55
K: 0

HEX

#7a9c49

#4a7628

#ffc745

#fed771

851x315 with 144px pad right and left for mobile view

1500 x 1500 with 55px top and bottom for mobile view

FB profile pic

180px X 180px

Twitter profile pic

200px X 200px

POSSIBLE LOCKUPS WITH DIVIDER

SPOT COLOR

4” Diameter

2” Diameter

1” Diameter

PMS 629 C

PMS 364 C

PMS 541 C

PMS 1215 C

CMYK

C: 38
M: 0
Y: 12
K: 0

C: 74
M: 32.5
Y: 100
K: 19

C: 100
M: 78
Y: 32
K: 10

C: 0
M: 15
Y: 55
K: 0

HEX

#9ad1dc

#4a7628

#003b71

#fed771

851x315 with 144px pad right and left for mobile view

1500 x 1500 with 55px top and bottom for mobile view

FB profile pic

180px X 180px

POSSIBLE LOCKUPS WITH DIVIDER

SPOT COLOR

4” Diameter

2” Diameter

1” Diameter

PMS 631 C

PMS 715 C

Red 032 C

PMS 1215 C

CMYK

C: 70
M: 10
Y: 18
K: 0

C: 0
M: 54
Y: 93
K: 0

C: 0
M: 93
Y: 76
K: 0

C: 0
M: 15
Y: 55
K: 0

HEX

#3bb0c9

#fa8d29

#f7323f

#fed771

851x315 with 144px pad right and left for mobile view

1500 x 1500 with 55px top and bottom for mobile view

FB profile pic

180px X 180px

Twitter profile pic

200px X 200px

One Color and One Color Reversed

One Color Print

There will be necessity periodically to render the identities in 1 color. Solutions for this scenario are provided to the left.

100% Black
White
30% Gray