GREENER

Brand guidelines.

Version 1.0 · November 2026 · Harrison Greener

CONTENTS

What's inside.

01 The brand

02 Logo story

03 Logo anatomy

04 Logo system

05 Clear space and sizes

06 Logo on backgrounds

07 Colour

08 Colour pairs

09 Typography

Design it. Build it. Make it real.

Greener is my own brand as a designer. It's the name on everything I make, from brands and websites to apps and the odd physical object, and it should feel like one person made all of it.

Hands-on

I make the thing, on screen and in real life. The brand shows the making, not just the finish.

Curious

Always learning and trying new things. Room for experiments, never stiff.

Honest

Plain words and real work. No buzzwords, no promises I can't keep.

A bit playful

A wink, not a joke. A scratchcard CV, not a clown suit.

A logo I started at fourteen.

The Greener wordmark began when I was 14 or 15: a striped, multi-line green logo where the G flowed into the R and the letters sat on two baselines. Years later I came back to it, kept the ideas that worked, and redrew the whole thing from scratch as a clean vector.



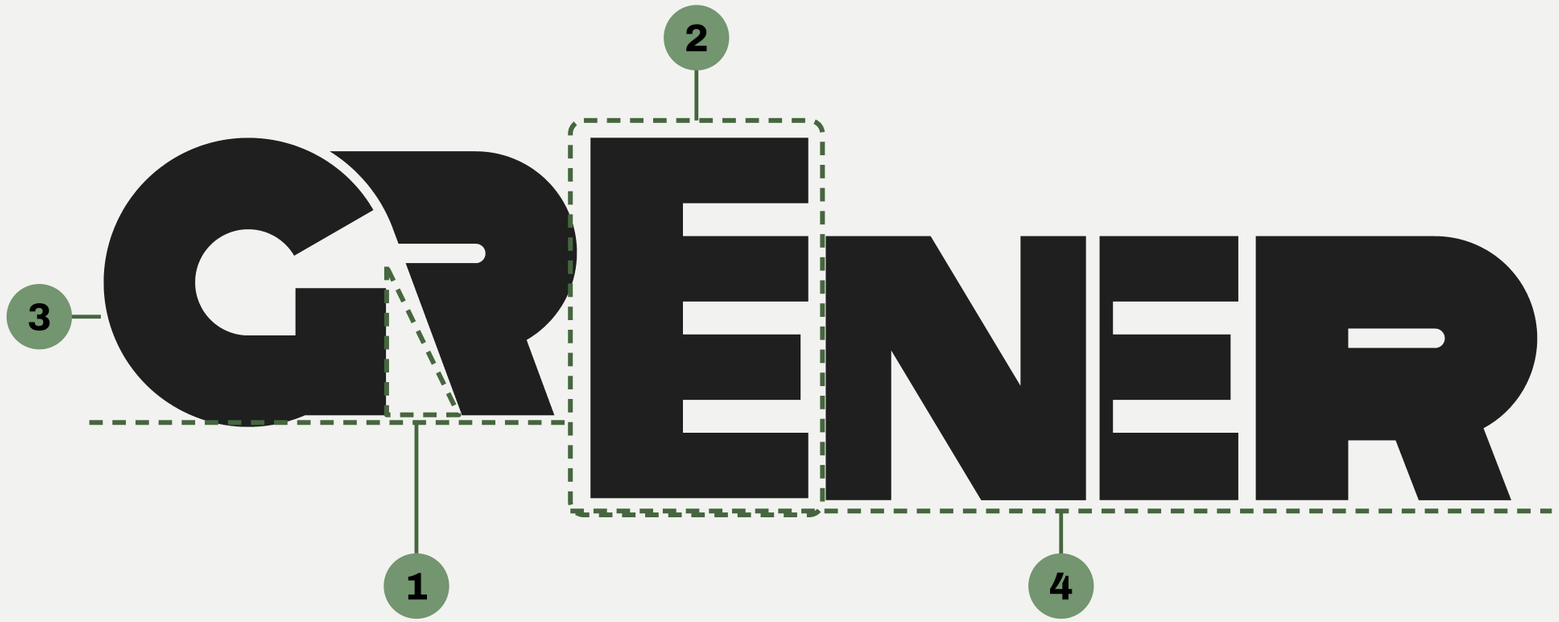
The original
Striped, multi-line, green. Started when I was 14.

→



Redrawn
Solid, vector, with the details made deliberate.

The little details.



1 **The pen nib.**
Under the join, the little triangle of space between the G and the R's leg is shaped like the tip of a pen nib. A small nod to being a designer, if you look for it.

2 **Stacked Es.**
GREENER has two Es together. They stack into one tall E, which saves space and gives the wordmark its rhythm.

3 **The G on its own.**
A thin cut where the G meets the R sets the G apart from the rest of the word, so it can stand alone as the monogram.

4 **Two baselines.**
GR sits higher than EENER, kept from the original logo, which gives a solid, chunky mark a bit of movement.

One wordmark, one monogram.



Wordmark

The main logo. The G sits apart behind a thin gap; the two Es stack into one tall E. Use it wherever there's room.



G monogram

For small spaces: favicons, stamps, patterns and debossing.



Inverse

Green or paper on ink. Never pure white.

05 CLEAR SPACE AND SIZES

Give it room to breathe.

Keep a clear space of at least **x** on every side, where x is the height of the G's top bar. Nothing else goes in that space.





GRENER

Wordmark minimum

90 px on screen · 25 mm in print

Monogram minimum

16 px on screen · 5 mm in print

06 LOGO ON BACKGROUNDS

The right logo for every background.

Ink on light, paper or green on dark. On photos, place the logo over a calm area or on a solid panel.



Ink on paper



Ink on green



Paper on ink



Green on ink

Green, with no pure black or white.

Greener
#73956F
RGB 115 149 111
Brand colour

Moss
#46663F
RGB 70 102 63
Accents, small text

Ink
#1F1F1F
RGB 31 31 31
Text, dark panels

Graphite
#5C5C59
RGB 92 92 89
Secondary text

Stone
#E3E3E0
RGB 227 227 224
Surfaces, the desk

Paper
#F2F2F0
RGB 242 242 240
Backgrounds

08 COLOUR PAIRS

Readable on every background.

Body text must meet WCAG AA: a contrast ratio of at least 4.5:1. Paper on green is for large display type only.

Aa

Ink on paper · 14.7:1 · AAA

Aa

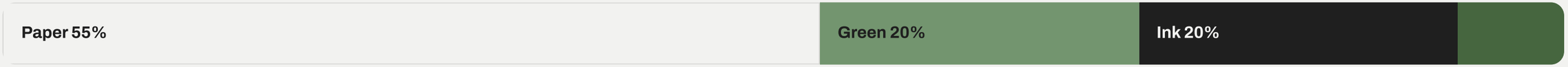
Paper on ink · 14.7:1 · AAA

Aa

Ink on green · 4.9:1 · AA

Aa

Moss on paper · 5.8:1 · AA



09 TYPOGRAPHY

Archivo for everything.

Aa

Archivo · Google Fonts, free
Weights 400 to 800, widths 62 to 125. Headlines run wide and heavy with tight spacing; body text stays regular and normal width.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Display · 800 · wide	**Make it real.**
Heading · 800	**Design it. Build it.**
Body · 400	I design brands, websites and apps, then I build them myself.
Label · 700 · caps	PORTFOLIO PROJECT