

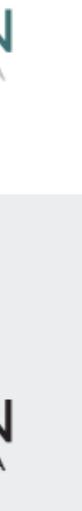
BRAND GUIDELINE

GREEN STONE

Vertical logo

A vertical logo is ideal for scenarios where space is limited in width but ample in height, such as on tall banners, mobile apps, or social media profile pictures. It performs well in designs where a stacked format complements the layout better than a horizontal arrangement, offering a balanced and cohesive visual presence.

Vertical logos are also effective for packaging, signage, and other narrow-format applications, ensuring the brand remains prominent and easy to read.



Horizontal logo

A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like letterheads and business cards.

It's ideal when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.

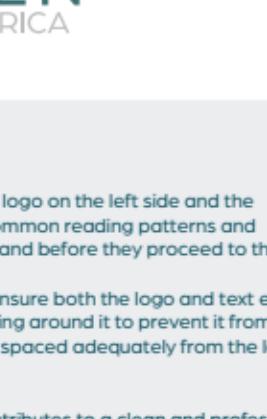
Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a sleek, elongated format helps maintain readability and strong visual impact.



Standard



Invert



Social media icons

Always use the primary brand colours for social channel profile pictures to ensure consistent and recognizable brand presence across platforms.



Icon spacing

Ensure ample space around the logo icon when using it as a social profile picture, so it remains clear, distinct, and easily recognizable even at smaller sizes.



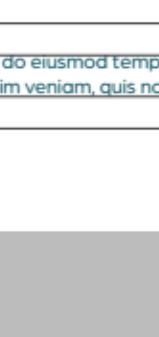
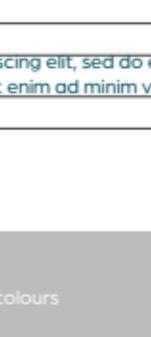
Logo placement on images/designs

When placing the logo on any design, it's essential to give it enough space to breathe to maintain its visibility and impact.

This clear space ensures the logo isn't crowded by other elements, like text, images, or graphics, allowing it to stand out and retain its integrity.

The minimum clear space around the logo should be equivalent to the "a" in "Vukela", ensuring no distractions or overlapping visuals.

By respecting this buffer, you preserve the logo's power and make sure it is always easily recognizable and legible in any composition.



Primary type face

Poppins

A
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Type styles

Headlines

Poppins semibold

Subheadings

Poppins medium

Body

Poppins light

Maximize readability within paragraphs, e.g.:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laborum.

Orphan paragraphs:

Typing margins

Secondary type face

Poppins

A
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Text alignment

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