



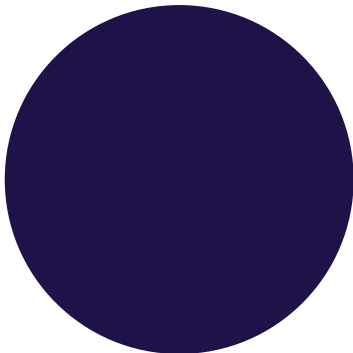
BRAND FIRST PRINCIPLES

Brand Colours

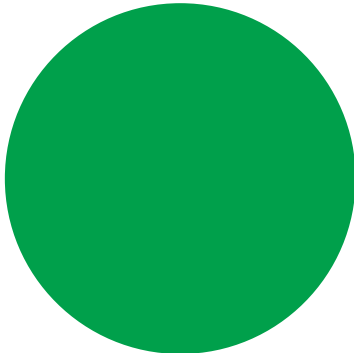
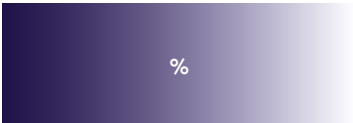
The Green Kite brand brand is made up of 2 core colours - green and blue.

Brand Colours

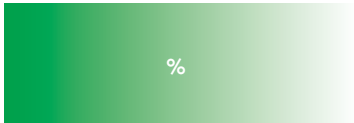
- Logo 1
- Logo 2
- Logo Icon
- Typography
- Pattern
- Core Values



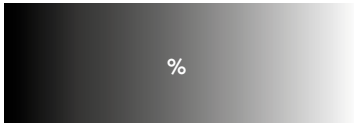
Pantone 275 C
CMYK 100 / 100 / 7 / 56
RGB 32 / 23 / 71
HEX # 201747



Pantone 2257 C
CMYK 87 / 0 / 91 / 0
RGB 0 / 173 / 80
HEX # 00AD50



Shades of Rich Black
CMYK 40 / 30 / 30 / 100
RGB 0 / 0 / 0
HEX # 000000



Logo

The Green Kite brand is bold, confident and uplifting. The brand 'kite' motif simulates the brand ethos - flying high above the rest.

Brand Colours

Logo 1

Logo 2

Logo Icon

Typography

Pattern

Core Values

GK Logo with strapline

The kite motif marks the exclusion zone around the Green Kite wording. The strapline sits below the main logo with the kite marking the exclusion zone.



GK Logo only

The kite motif marks the exclusion zone around the Green Kite wording.



Logo 2

The Green Kite logo utilises the kite motif on the 'G' emphasising the 'green promise' associated with the brand values.

Brand Colours

Logo 1

Logo 2

Logo Icon

Typography

Pattern

Core Values



Logo in colour

The Green Kite logo will only ever feature in the 2 brand colours. The strapline may appear in the green or blue. It may also be converted to white over images.



Coloured backgrounds

The Green Kite logo will only ever feature in the 2 brand colours, but may be used over images. When applying the logo to the blue background, the lettering inverts to white, but emphasis on the kite motif remains in green. The same applies to a green background, but with the kite motifs changing to the blue.

Logo Icon

The Green Kite icon is a condensed abbreviation of the brand logo. This may be used for applications such as an app icon.

Brand Colours

Logo 1

Logo 2

Logo Icon

Typography

Pattern

Core Values



GK Icon

The kite motif marks the exclusion zone around the GK letters.

Icon in colour

The Green Kite icon will only ever feature in the 2 brand colours. The strapline may appear in the green or blue. It may also be converted to white over images.

Colour backgrounds

When applying the logo to the blue background, the lettering inverts to white, but emphasis on the kite motif remains in green. The same applies to a green background, but with the kite motifs changing to the blue.

Typography

Brand Colours

Logo 1

Logo 2

Logo Icon

Typography

Pattern

Core Values

The Green Kite brand uses the font 'Avenir Next'. The font is legible, harmonious and has a sensible appearance for both text and headlines.

Avenir Next [Bold]

Aa

Avenir Next [regular]
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ur as ilis dis ne vent. Gendit aliquias endae estin et qui id ut landit, coremquae et rerunt omnime volluptatem faci nonet lat occupatiis voloreped quo qui se consecto bla nonesci alis cum volectem si ium utemporisquo ipsam fuga. Ut eum fugitatem inverro to venimpo reruptatem aut laccusdae niam, voluptisit excercipicit accullam

Bb

Avenir Next
[medium]
abcdefghijklm
nopqrstuvwxyz

Cc

Avenir Next [Ultra Light]
abcdefghijklmnopqrstuvwxyz

Pattern

The Green Kite pattern is a repeat of the kite motif angled upwards at 45° reitorating the action of - flying high above the rest

Brand Colours

Logo 1

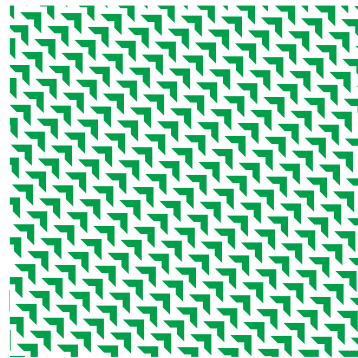
Logo 2

Logo Icon

Typography

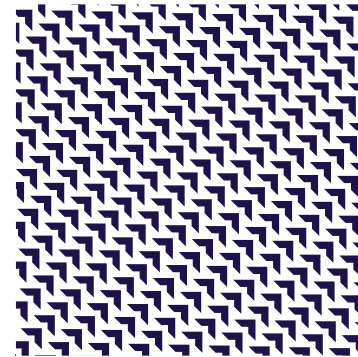
Pattern

Core Values



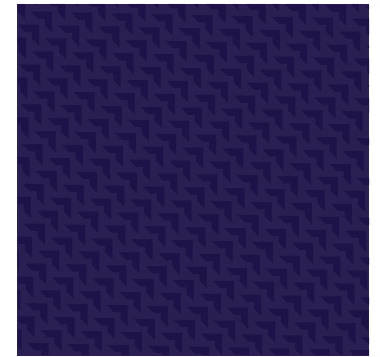
Kite motif in colour

The Green Kite pattern is a repeat of the 'kite' icon. It always points upwards at a 45° angle to represent 'flying high above the rest'. The upward positioning is consistent with the use of the icon in the logo and reitorates positivity and the drive to be the best.

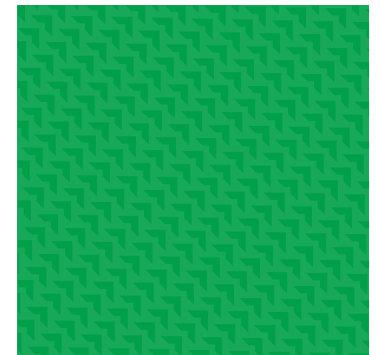


Kite Motif Backgrounds

The 'kite' repeat pattern may be used in iterations of the brand colours and inverted depending on the use. It may also be used a watermark in percentages of grey for items such as stationary.



2 Tint Backgrounds



Core Values

Green Kite represents the highest standards. We set out to achieve this by striving towards these core values:

Brand Colours

Logo 1

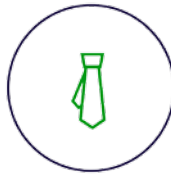
Logo 2

Logo Icon

Typography

Pattern

Core Values



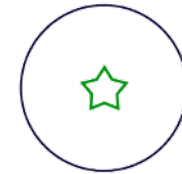
PROFESSIONAL

We are The Professional Inventory Company and we look for people who will live and breathe that ethos. Smartly presented, clearly spoken, calm and respectful at all times.



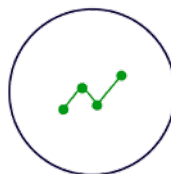
TRUSTED PARTNER

Our clients trust that we are the best company available to carry out inventory inspections for their landlords and tenants. This allows us to continue to build stable and secure long-term partnerships.



CONSISTENT

We have been providing our clients with the best service since 2009. In that time we have completed over 40,000 inspections, all to the same consistently high standard.



SOLUTION DRIVEN

We find solutions, not problems. That philosophy is fundamental to what we do. Finding ways to make our clients' lives as easy as possible is what drives the company forward.



PERSONABLE

We pride ourselves on being the most personable inventory company in London. Being friendly, polite, helpful and engaging are essential qualities win all Green Kite employees.



PROGRESSIVE

We are constantly looking for ways to innovate and improve in order to continue to set the benchmark for the best standards of service in our sector.