



**BRAND GUIDELINES**  
V2 : 2014



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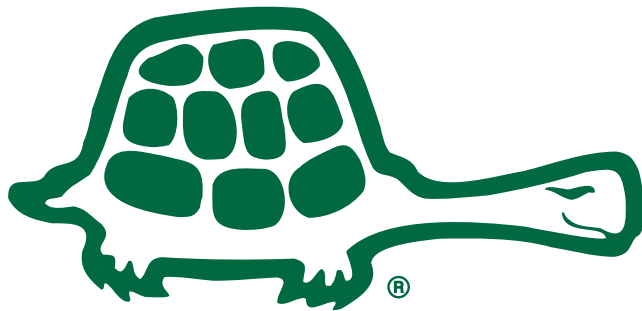
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## ABOUT US



## WHAT IS THE GREENE TURTLE?

The Greene Turtle is more than a sports bar & grille. We believe in being a community hangout for all ages, that serves great food and drinks in a fun, casual atmosphere built on the excitement and unity of sports.

The Greene Turtle has been a local hangout since 1976 when we opened our first location in Ocean City, Maryland. We've come a long way since then, spreading our love for food, sports and community across the mid-Atlantic region and beyond. Each location has added a little more to our character.



## APPROVAL PROCESS

### COMMUNICATING OUR BRAND

We convey our brand identity through every communication and guest experience. As we grow, our success will be measured by the connection people have with our brand and how we communicate it.

Use these guidelines when considering how you utilize and apply The Greene Turtle logo, colors, and trademarks in communicating our brand. While we encourage creativity, consistency is essential to our success.

### APPROVAL PROCESS

Our Marketing Team is available to create brand marketing materials. Design requests can be sent to us at **brand@thegreenturtle.com**. If you choose to create your own branded materials, we ask that you follow this simple approval process to help ensure we maintain consistency in our brand communications.

### BRAND COMMUNICATION APPROVAL PROCESS:

Prior to production, ALL creative that includes The Greene Turtle logo or any other brand elements must be forwarded for review to **brand@thegreenturtle.com** along with a completed design approval form. Design approval forms can be found in the Marketing & Branding folder in the File Library on the admin website.



### NOTICE REQUIREMENTS

The trademark, an indication of its federal registration, if applicable, and an indication of The Greene Turtle's ownership must be provided for each trademark and with every work that uses The Greene Turtle's trademarks.

#### NOTICE EXAMPLES – A TRADEMARK ATTRIBUTION BLOCK:

The Greene Turtle name and The Greene Turtle logo are registered trademarks of The Greene Turtle, Incorporated.

**“The Greene Turtle” is a registered trademark and the The Greene Turtle logo with the smirking turtle is a trademark owned by The Greene Turtle.** These as well as other Greene Turtle trademarks must be properly noticed and must be used in accordance with all legal applicable trademark usage requirements. **The ® symbol is part of the logo composition and its position should not change in relation to the other elements of the logo.**

### TRADEMARK USAGE REQUIREMENTS

The following trademark usage requirements are for all works, such as documents, labels, brochures, electronic displays or other materials, distributed in the U.S. and internationally, if applicable. These requirements help maintain the legal rights associated with the asserted trademarks and copyrights and provide proper notice of these rights.

**“The Greene Turtle” and “Greene Turtle” should always be written with initial capital letters.**

**A trademark symbol should be used with the trademark.**

Use the ™ symbol for trademarks that are not federally registered or the ® symbol for federally registered trademarks. If you are unsure about the federal registration status of a trademark, contact:

**The Greene Turtle Franchising Corporation**  
**443-661-4298**  
**brand@thegreenturtle.com**



## LOGO | USAGE



TURTLE ICON

CUSTOM LOGOTYPE

REGISTRATION MARK

Our logo is the most recognizable part of our company and as such is a valuable asset to us and our brand. The logo should be used consistently and in its proper and approved forms.

**THE GREENE TURTLE LOGO** consists of a Turtle icon, custom logotype and ® mark. The logo, above, is our standard version. However, you'll find alternate options which are permissible to use on the following pages, depending on the required application. In every approved logo composition, the elements are in a fixed position to each other and must never be altered. To ensure brand consistency and legal protection, the elements must never be redrawn, condensed, elongated, embellished, repositioned or altered in any way.

When selecting a logo, the version chosen should fit the application, taking into consideration the size, shape, color, orientation, etc. of the material to which the logo will be applied.

The Greene Turtle logo color is **PMS 349**. PMS inks are the most accurate way to represent color for reproduction. Please use them to ensure the approved Greene Turtle colors are reproduced correctly and consistently. When printing with PMS is not possible, use the four-color process formula. When silk screening, embroidering or reproducing in other processes, match colors to PMS swatches.

#### FOR PRINT:

C=100

M=0

Y=83

K=47

#### FOR WEB:

R = 0

G = 105

B = 63

*Do not reproduce this logo from anything other than approved final art or approved final electronic files. When using the logo on a computer, do not attempt to recreate it yourself as it may be accidentally modified, altered or distorted. Approved art files can be found in the Marketing & Branding folder in the File Library on the admin website, or can be obtained by contacting:*

**The Greene Turtle Franchising Corporation**  
**443-661-4298 | [brand@thegreenturtle.com](mailto:brand@thegreenturtle.com)**



## LOGO | ALTERNATES

Do not reproduce these logos from anything other than approved final art or approved final electronic files. The logos are displayed visually and tagged with their electronic file names for easy identification. When using the logo on a computer, do not attempt to recreate it yourself as it may be accidentally modified, altered or distorted. Approved art files can be found in the Marketing & Branding folder in the File Library on the admin website, or can be obtained by contacting:

The Greene Turtle Franchising Corporation | 443-661-4298 | [brand@thegreenturtle.com](mailto:brand@thegreenturtle.com)

Standard\_Turtle+Name



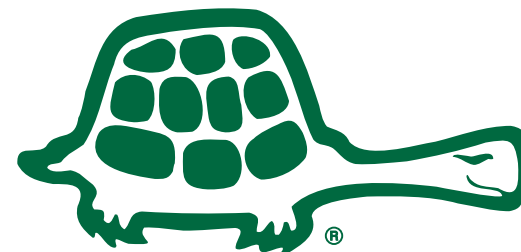
Standard\_Turtle+Name+ID



Standard\_NameOnly

the Greene Turtle®

Turtle Icon



Classic\_Turtle+Name



Classic\_NameOnly

the  
Greene  
Turtle®

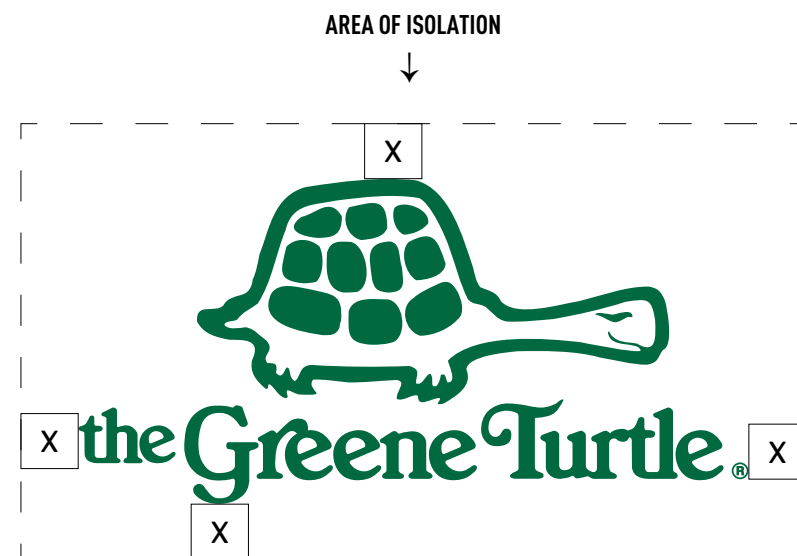


## LOGO | AREA OF ISOLATION

To ensure optimum legibility, a clear area surrounding the logo must be maintained. This area is referred to as the “area of isolation.”

The minimum area of isolation is derived from the height of the word “the” in The Greene Turtle logotype.

This area is the **minimum** allowable distance between the logo and all other imagery including: typography, photography, design elements, and page trim. A generous amount of clear space is always recommended.







## LOGO | IMPROPER USAGE

The integrity of The Greene Turtle logo is maintained through proper use. Inaccurate reproductions of the logo will erode The Greene Turtle's ability to legally protect it, as well as confuse audiences. Examples of typical/unacceptable logo use are shown on this page. For questions regarding proper logo usage, please contact:

The Greene Turtle Franchising Corporation | 443-661-4298 | [brand@thegreenturtle.com](mailto:brand@thegreenturtle.com)

### INCORRECT LOGO USAGE



Elements of logotype are repositioned



Improper order of elements



Squished



Stretched



Reversed turtle icon



Adding elements



Cropping off turtle icon



Elements are changed in logo composition



## LOGO | ADDING LOCATION



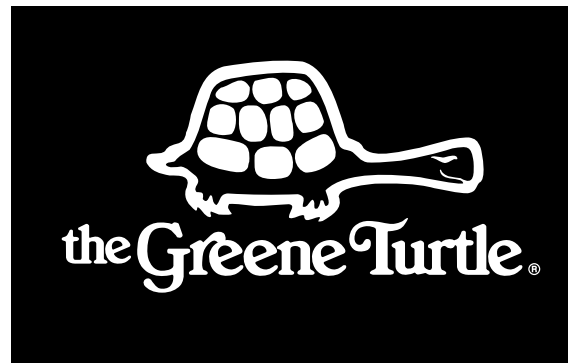
When adding the name of your location to our standard brand logo, use Vonnies Extra Bold for the font. Choose a color from the approved color palette. Make sure it's a contrasting color to the background you're using. Do not use PMS 349 (Greene Turtle green) for location ID. Align the location name with the left edge of the 'r' in Greene. In instances where the location name may run longer than the logo, adjust the font size smaller so that the name does not run past the 'e' in Turtle.



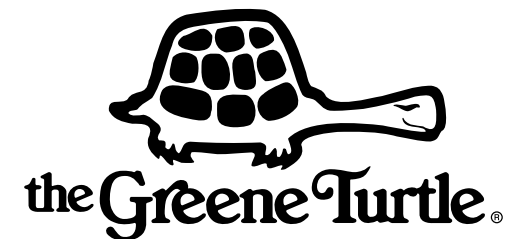
## LOGO | COLOR USAGE



PMS OR CMYK GREEN



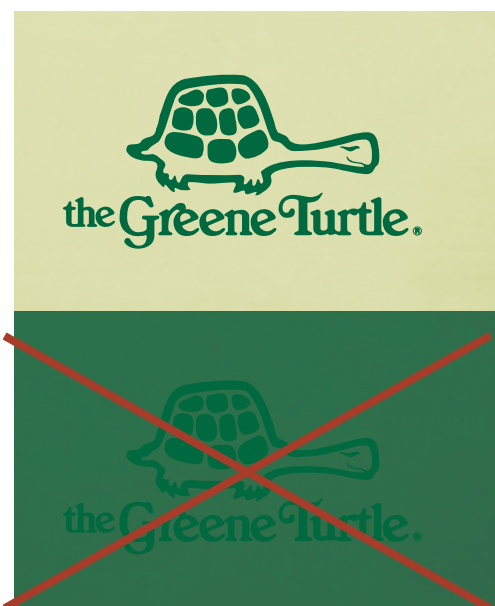
REVERSE



BLACK

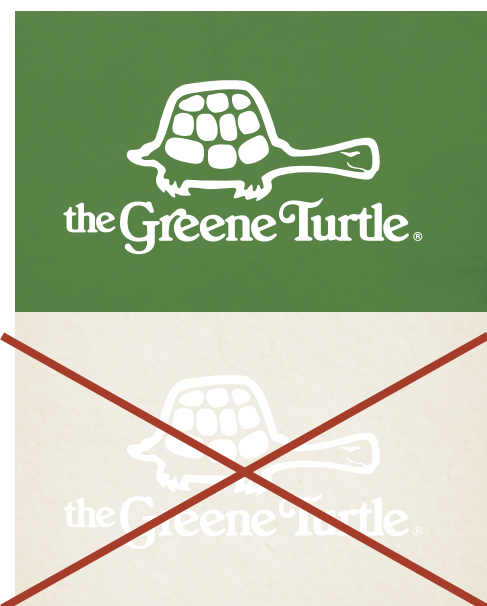
Logo visibility is the objective when selecting color for print communications. Every part of the logo must be clearly visible. Positive logos should be applied to light value backgrounds less than roughly 40% black on the gray scale. Reverse logos are applied to dark value backgrounds more than roughly 50% black on the gray scale. This includes any photographic background providing adequate contrast.

The black logo should only be used in one color applications where only black ink is being used.



< GOOD CONTRAST >

< BAD CONTRAST >



COLOR

When using the above logo composition ('Standard\_Turtle+Name+ID'), it should be displayed in our Primary Green (PMS 349) and Gold (PMS 139) brand colors. When being used, it should always have adequate background contrast.



## BRAND FONTS | PRINT APPLICATIONS

The following fonts are approved for all print applications.

### FOR HEADLINES & HEADINGS |

#### **DIN CONDENSED BOLD** | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Din Condensed Bold is the main font to be used for headlines and headings in any brand communication materials. Din Condensed Black should only be used with Bold when emphasis is needed. Vonnies Extra Bold and Champion HTF-Heavyweight can be used when a visual separation of messages is needed. Yanone Kaffeesatz should be used sparingly as an accent and because of its light nature needs to appear large for good readability.

**The styles should be used in all caps only.**

#### **DIN CONDENSED BLACK** | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### **CHAMPION HTF-HEAVYWEIGHT** | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### **VONNIES EXTRA BOLD** | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

#### **YANONE KAFFEESATZ** | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### FOR BODY COPY |

#### **CACHET BOOK** | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Cachet Book is the main font to be used for all body copy in any brand communication materials. Cachet Bold should only be used with Book when emphasis is needed. Conduit ITC Light Italic can be used in conjunction with Cachet when a visual separation of messages is needed.

#### **CACHET BOLD** | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

#### **CONDUIT ITC LIGHT ITALIC** | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890



## BRAND FONTS | DIGITAL APPLICATIONS

The following fonts are approved for all digital applications. This includes all instances of HTML. Images and graphics created for the web that are not HTML can utilize approved print or digital fonts.

FOR WEB HEADLINES & HEADINGS |

**ARIAL BOLD** | **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Arial Bold is the main font to be used for headlines and headings in any brand communication materials on the Web. The font should be used in all caps only.

FOR WEB BODY COPY |

**ARIAL** | **ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

Arial is the main font to be used for all body copy in any brand communication materials on the Web.



# COLORS | COLOR PALETTE



turtle logo green  
PMS 349

C=100 R=0  
M=0 G=105  
Y=83 B=64  
K=47

GREEN 1

C=65 R=81  
M=20 G=128  
Y=80 B=69  
K=25

GREEN 2

GREEN 3

GREEN 4

GREEN 5

GREEN 6

C=55 R=120  
M=33 G=132  
Y=100 B=53  
K=13

C=58 R=121  
M=18 G=165  
Y=84 B=89  
K=2

C=80 R=35  
M=55 G=59  
Y=85 B=38  
K=55

C=30 R=179  
M=10 G=191  
Y=70 B=109  
K=5

C=14 R=221  
M=6 G=223  
Y=40 B=170  
K=0

NEUTRAL 1

NEUTRAL 2

C=4 R=244  
M=6 G=236  
Y=15 B=217  
K=0

C=8 R=236  
M=15 G=211  
Y=42 B=159  
K=0

## ACCENTS

## MAIN PALETTE

PMS 349 is the PRIMARY green color associated with The Greene Turtle brand. To add interest, the palette of greens displayed on this page can be used for variation, and to help support visual continuity in brand communications.

Neutral tans or beiges are to be used in support of the greens. Whether it is one of the color builds provided here, or any of the natural paper background textures on the following page, the neutral color should be the basis of any brand communication.

The Accent colors displayed on the right are meant to add some pop or emphasis and also create a sense of FUN!

C=100 R=0  
M=20 G=112  
Y=35 B=126  
K=30

BLUE 2

C=44 R=156  
M=0 G=203  
Y=100 B=59  
K=0

LIME

C=7 R=238  
M=17 G=202  
Y=100 B=23  
K=0

YELLOW

C=5 R=240  
M=35 G=173  
Y=81 B=75  
K=0

GOLD

C=20 R=205  
M=67 G=111  
Y=100 B=45  
K=0

ORANGE

C=15 R=165  
M=83 G=61  
Y=86 B=43  
K=26

RED



## COLORS | PAPER BACKGROUNDS

These neutral color paper textures can be used as backgrounds for any branded marketing materials.



GTPT1



GTPT2



GTPT3



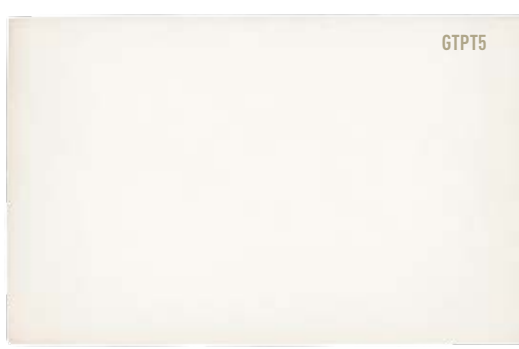
These three images have straight edges. Because of this, they should be used in full bleed applications only. Do not float them on a page.



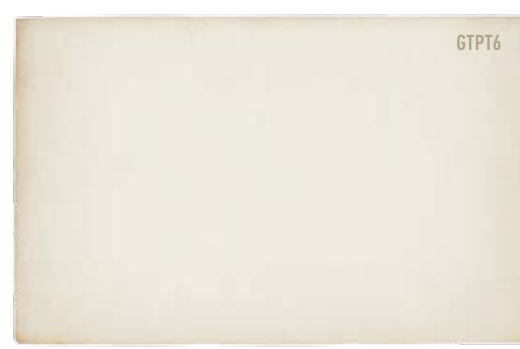
These three images have natural edges. They can float on a page or be cropped on one side.



GTPT4



GTPT5

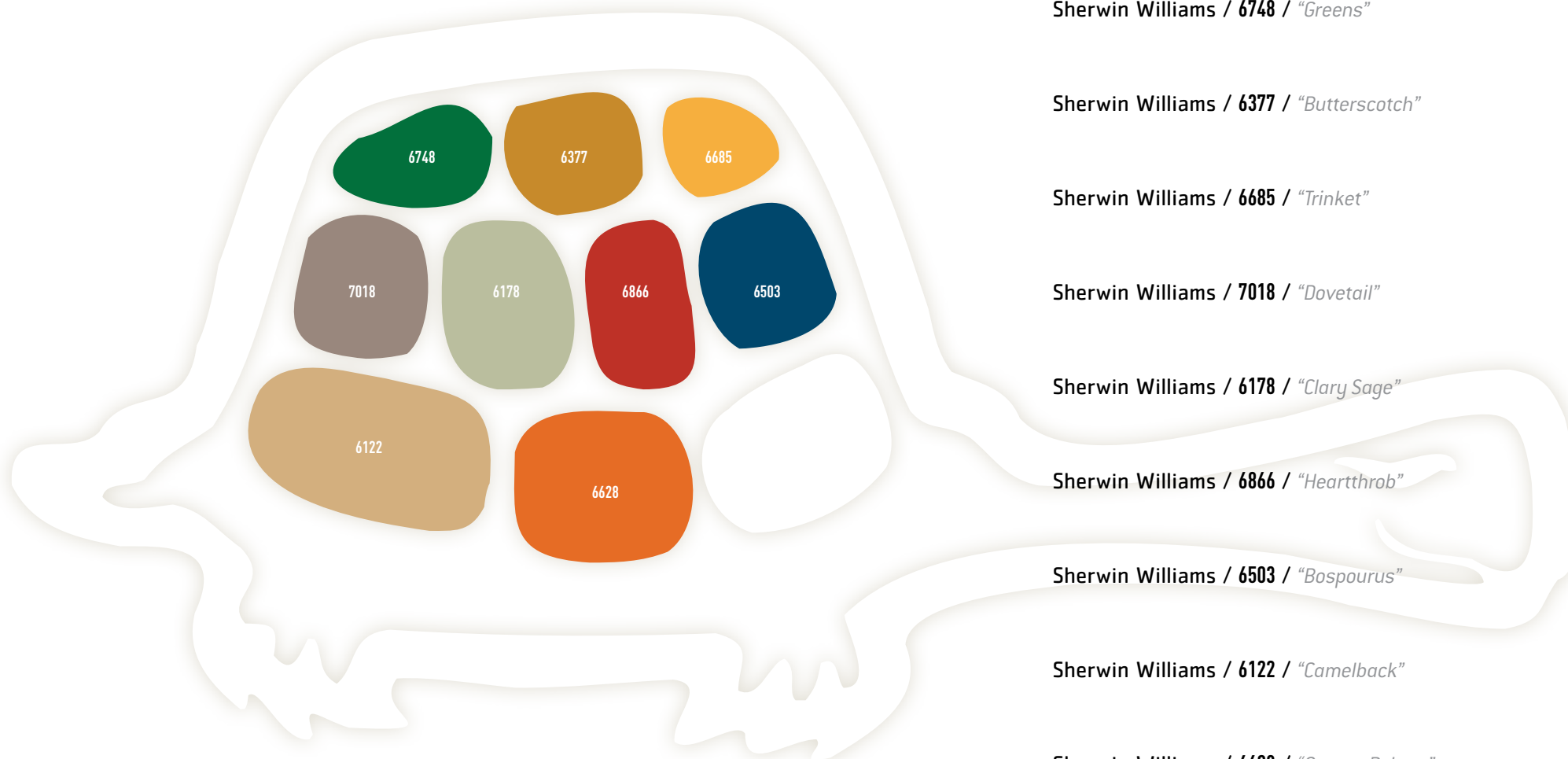


GTPT6



## COLORS | APPROVED PAINT COLORS FOR RESTAURANT INTERIORS

These Duron/Sherwin-Williams paint colors are approved for use in all Greene Turtle building interiors.



Sherwin Williams / **6748** / *"Greens"*

Sherwin Williams / **6377** / *"Butterscotch"*

Sherwin Williams / **6685** / *"Trinket"*

Sherwin Williams / **7018** / *"Dovetail"*

Sherwin Williams / **6178** / *"Clary Sage"*

Sherwin Williams / **6866** / *"Heartthrob"*

Sherwin Williams / **6503** / *"Bospourus"*

Sherwin Williams / **6122** / *"Camelback"*

Sherwin Williams / **6628** / *"Orange Robust"*





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