

G2 SOLUTIONS
Brand
Guidelines
2023



Howdy!

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Section 1:

Defining our Brand

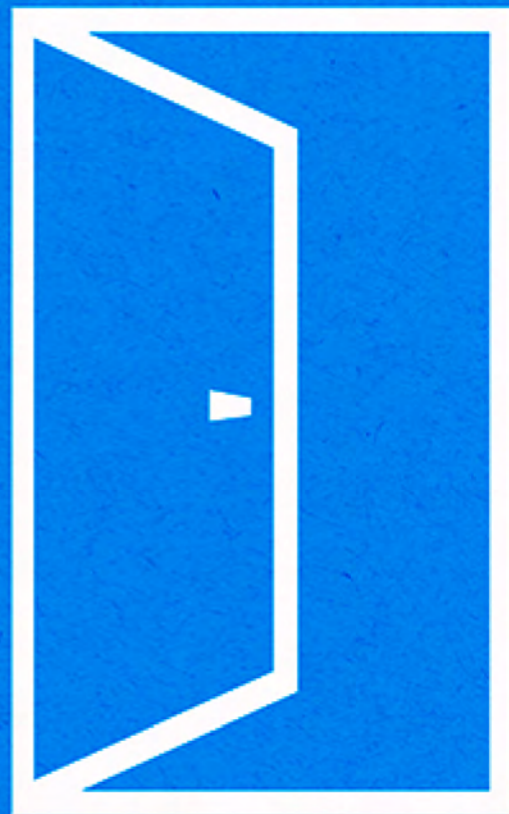
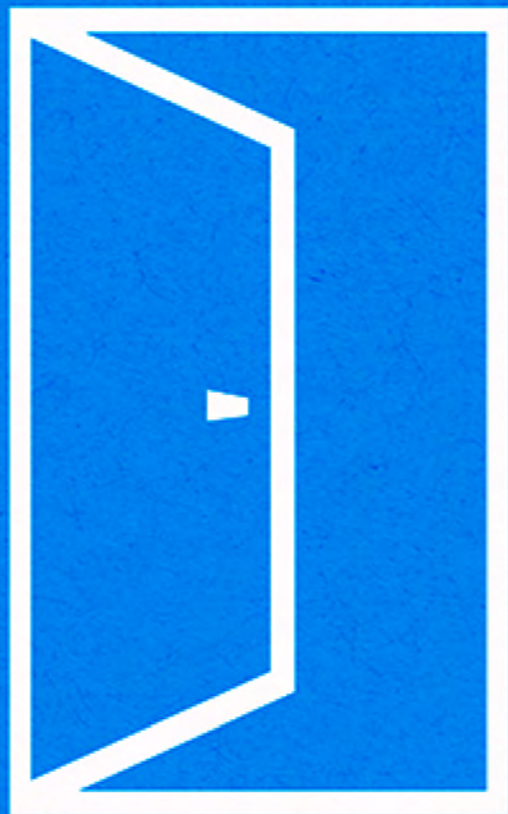
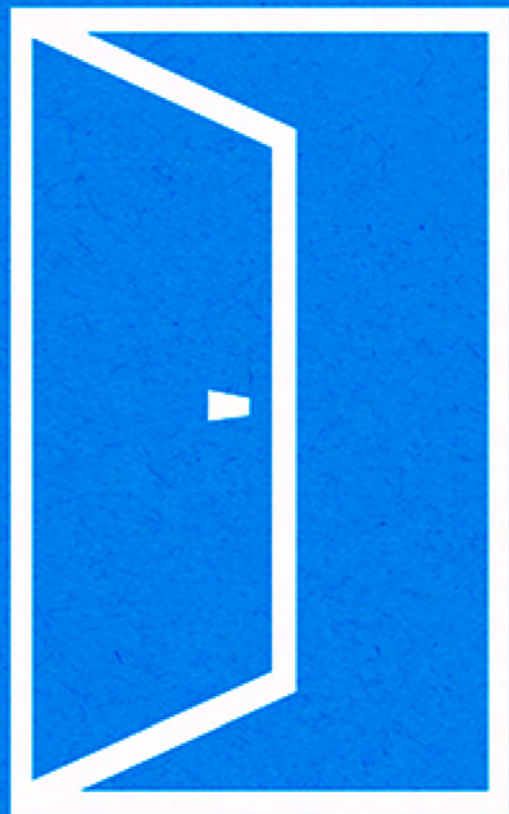
Human centered
consulting.

Who we are

G2 Solutions is a business consulting firm that uses our background in psychotherapy to help leaders create a workplace where both the company and employees thrive.

Our Mission: To empower leaders to create a workplace where both the company and employees thrive.

Our Vision: That the G2 WAY will be the recognized standard for culturally conscious business operations.



Our Values

Our values are important to us as it allows us to bring them to not only our workplace and enrich our personal lives but our clients business and lives too.

Integrity

Honest, fair, and respectful

Be principled, consistent and respectful in all interactions.

Strengths Based

Self-awareness, confidence, and resilience.

Steadfast belief in the value of discovering & building on strengths & opportunities.

Empowerment

Inspire, equip, and trust

Inspire and equip partners for continued success.

Culturally Conscious

Diverse, respect, and inclusion

Cultivate behavior that leads to enduring and rewarding relationships in the workplace.

Results Oriented

Outcome-driven, proactive and collaborative

Create and implement solutions that lead to lasting change.

Personality & Persona

We aim to be the trusted advisors and partners of our clients, helping them navigate the complex challenges of the business world while staying true to their values and principles.

As a consulting company with a background in psychotherapy, we have a unique understanding of the psychological and systemic aspects of the business environment. We help our clients identify and address these factors to create a positive and productive workplace.

Our brand is a representation of our values and what we offer in the business world. We strive to be the best colleagues for our clients by being smart, humble, hardworking, and collaborative. We see our clients as experts in their fields and work alongside them to achieve their goals.

We prioritize our clients by placing their needs at the center of every interaction. We aim to never waste our clients' time and instead provide guidance and answers when needed.

We believe in empowering business leaders and employees to thrive by addressing psychological and systemic factors that impact their work.

Our aim is to be a trusted partner to our clients and support them in achieving their goals.



Section 2:

Design Elements

Logo

The G2 logo is composed of an iconograph encompassing the G2 look and feel alongside a logotype set in Poppins.

The horizontal logo is the primary logo and should be used in most instances.

The stacked logo is for large-scale use.

Avoid using at small sizes, as it can become illegible.

Always use the logo files provided.

Do not re-create.



Logo Color Use

The full-color logos should be used only on white.

Avoid using full-color logos on photographs unless the logo sits on a white area of the image.

The one-color logo should be used only on photographs and color backgrounds within the G2 color palette.



Logo Misuse

Do not crop the logo



Do not change the transparency of the logo



G2 SOLUTIONS

Do not use different colors



G2 SOLUTIONS

Do not change the size of position of the icon and logotype



G2 SOLUTIONS

Do not distort the logo



G2 SOLUTIONS

Do not use drop shadows or any other effects



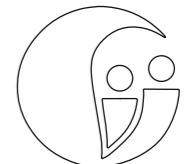
G2 SOLUTIONS

Do not re-create using any other typeface



G2 SOLUTIONS

Do not outline logotype



G2 SOLUTIONS

Do not rotate any part of the logo



G2 SOLUTIONS

Colors

Use these color proportions in any layout or collateral design. Green can be used as accent colors in the proportion shown on the right.

Use only black or white text on core colors as outlined on the right.

Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

Persian Blue
HEX: #1b40db
RGB: 27, 64, 219
CMYK: 88, 71, 0, 14

Blue Gray
HEX: #000c94
RGB: 0, 12, 148
CMYK: 100, 92, 0, 42

Light Gray
HEX: #f5f5f5
RGB: 245, 245, 245
CMYK: 0, 0, 0, 4

Green
HEX: #39b54a
RGB: 57, 181, 74
CMYK: 69, 0, 59, 29

Black
HEX: #141414
RGB: 20, 20, 20
CMYK: 0, 0, 0, 92

Secondary Colors

If using secondary colors as text, use them minimally and only in headline font; Canva Sans Bold.

If using secondary colors as backgrounds, use only black or white text as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

Secondary colors can be used with our core colors, but this should be limited.

Atomic Tangerine
HEX: #FF956B
RGB: 255, 149, 107
CMYK: 0, 42, 58, 0

Xanthous
HEX: #FFC15E
RGB: 255, 193, 94
CMYK: 0, 24, 63, 0

Bright Pink
HEX: #FF6978
RGB: 255, 105, 120
CMYK: 0, 59, 53, 0

Mauve
HEX: #FF956B
RGB: 228, 194, 255
CMYK: 11, 24, 0, 0

Amethyst
HEX: #9067DB
RGB: 144, 103, 219
CMYK: 34, 53, 0, 14

Vivid Sky Blue
HEX: #00C8FF
RGB: 0, 200, 255
CMYK: 100, 22, 0, 0

Turquoise
HEX: #00D5B8
RGB: 0, 213, 184
CMYK: 100, 0, 14, 16

Tea Green
HEX: #BEEEA9
RGB: 190, 238, 169
CMYK: 20, 0, 29, 7

Fern Green
HEX: #297A35
RGB: 41, 122, 53
CMYK: 66, 0, 57, 52

Dark Green
HEX: #003D17
RGB: 0, 61, 23
CMYK: 100, 0, 62, 76

Midnight Green
HEX: #00373D
RGB: 0, 55, 61
CMYK: 100, 10, 0, 76

Oxford Blue
HEX: #000C2C
RGB: 0, 12, 44
CMYK: 100, 73, 0, 83

Accessible Color Combinations

All examples shown on the right pass the contrast standards for accessibility across all platforms, print and digital.

Lght Gray on Black

Lght Gray on Black

Green on Black

Green on Black

Black on Lght Gray

Black on Lght Gray

Drk Blue on Lght Gray

Drk Blue on Lght Gray

Lght Gray on Blue

Lght Gray on Blue

Typography

G2 headlines are set in Canva Sans Bold. If you are using a different program to Canva, please use Open Sans available on GoogleFonts.

Typeset all text and paragraph text in Lato Regular.

Primary

Canva Sans Bold

Oat cake icing jelly-o cookie icing
toffee oat cake pie. Macaroon cake
lollipop bonbon pie dragée carrot
cake fruitcake soufflé. Marshmal-
low danish oat cake pie macaroon.

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

Secondary

Lato Regular

Halvah liquorice soufflé pastry marsh-
mallow oat cake cupcake sweet gum-
mies. Croissant marshmallow cookie
cotton candy danish gummies candy
canes cookie caramels.

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

Icons

G2 icons are used across different brand touchpoints from marketing to environment to product.

They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.

g2solve.com



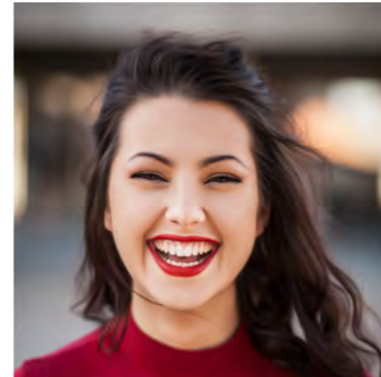
Photography

Photography should, if possible, include blue tones that work with the brand colors. Where possible include accents of green.

All photography direction is based on a spectrum of warmth and personality. We want our imagery to reflect not only our brand but who we are.

Avatars: Relatable, human, warm, quirky, but not silly. Colorful, but mature, personable.

Lifestyle: Aspirational, alludes to collaboration, confident, clear, and focused



Use Requirements and Terms

General

- a. Any use of G2 Solutions brand assets must conform to these guidelines
- b. These guidelines may be modified at any time. Use of the G2 Solutions brand assets constitutes consent to any modifications to the guidelines
- c. G2 Solutions has sole discretion in determining if use of the G2 assets violates these guidelines

Merchandise

- a. Do not use the G2 assets or any other confusingly similar words or marks on any apparel, toy, product or other merchandise
- b. Any merchandise purchased must be in compliance with the G2 brand guidelines. Any products that do not follow these guidelines will be classified as unofficial and may result in termination. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.

Logo use guidelines

v. Do:

1. Ensure that there is adequate space between the logo and surrounding elements
2. For the horizontal logo, the clear space around it should always be greater than or equal to the size of the icon
3. For the stacked logo, the clear space around it should always be greater than or equal to the length of the icon

vi. Do not:

1. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by G2, or in a way that confuses G2 with another brand (including your own)
2. Don't use any logos or similar imagery to represent G2 other than the examples we have provided in the G2 Brand folder

3. Don't use a G2 asset as a substitute for your own –if you don't have a logo, please do not co-opt ours

4. Don't overprint or obstruct any part of the logo

5. Don't add special effects to the logo, including animation

6. Don't use old versions or any other marks or logos to represent our brand

7. Don't distribute or otherwise make available our logos, marks or assets

8. Don't crop the logo

9. Don't outline logotype

10. Don't rotate any part of the logo

11. Don't distort the logo

12. Don't use drop shadows or any other effects

13. Don't re-create using any other typeface

14. Don't change the transparency of the logo

15. Don't use different colors

16. Don't change the size or orientation of the icon and logotype in relation to each other

17. No disparaging or objectionable use is permitted

