

DESIGN GUIDE



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” INTRODUCTION

This guide has been produced to make a guideline for design and production of materials and presentations in the name of Green-Jakobsen.

The Green-Jakobsen brand is expressed and explained in this Design Guide which comprises:

BRAND

A summary of what our brand promises to deliver to our colleagues, business partners and other stakeholders.

VISUAL IDENTITY

A set of guidelines to follow in order to effectively and consistently visualise our brand.

MATERIALS

A tool box with Materials needed to broadcast our brand.



” BRAND & VALUES

In Green-Jakobsen we believe...

- **People are the essence of our focus**
People and their environment are in the centre, - the focal point for everything we do. We want to move people and strive to get the best out of them.
- **Considerate cooperation creates viable solutions**
We have respect for the people we work with, both ourselves and the clients, and value intimacy and consideration, which can contribute to the creation of long-lasting solutions.
- **Holistic approach ensures sustainable solutions**
We want to achieve sustainable performance improvement and therefore we take multiple factors and considerations into account.
- **Uniqueness stimulates innovative thinking**
Our solutions are tailored to meet the clients' needs and conditions, which urges us to strive for constant development and creativity.

The brand of Green-Jakobsen is expressed in colours, pictures and creativity of the materials to demonstrate that we are a consultancy company with primary focus on the maritime sector and dealing with performance, safety and the importance of the human factor in the effort to enhance business performance.

” VISUAL IDENTITY



” LOGOTYPES

Our logo is our name, Green-Jakobsen, always spelled out with a hyphen between the two names and only G and J in capital letters.

The G in the logo illustrates a compass to signal that we are always searching for the right course/solution. The compass elements are three green and two light gray arrows around it. If the compass stands alone, e.g. as a watermark, it has four green arrows around it (pointing North, East, South and West).



COLOUR - PRIMARY
Used on white/light backgrounds

BLACK
Used on white/light backgrounds where only black is available

PHILIPPINES
The Philippine version has Philippines, Inc. added below the name. The PH logo can be used the same way as described above.

INDIA
The India version has India added below the name. The India logo can be used the same way as described above.



COMPASS ICON
The Compass icon can stand alone as long as the full logo can be found somewhere else in the material in question. The monochrome version can be used in opacity 20% as a watermark.



LOGO RESPECT
Free areas surrounding the logotype should always be respected. The logotype should always be produced from digital original, and never have a length shorter than 35 mm.



www.green-jakobsen.com

NEGATIVE – White
Used on dark coloured backgrounds and images. Can be combined with webaddress.

Originals can be found in the GJ Knowledge Bank >
04 Company Standards > Visual Identity > GJ Logo



Safety I's™ is a registered trademark of Green-Jakobsen A/S. The Safety I's™ logotype and the Safety I's™ icons represent the "Goal of any Safety Culture".



LOGO RESPECT

Free areas surrounding the logotype should always be respected. The logotype should always be produced from digital original, and never have a length shorter than 35 mm.



Insight



Innovation



Influence



Intervention



Integration

SAFETY I's ICONS

The Safety I's™ icons are united and must be presented as such. The Icons can be displayed with or without text label.



Originals can be found in the GJ Knowledge Bank >
04 Company Standards > Visual Identity > Safety I's



Safety Delta is a Green-Jakobsen concept covering three components: Diagnose, Dialogue, Development. The Safety Delta logo represents a tool to develop safety performance.



LOGO RESPECT

Free areas surrounding the logotype should always be respected. The logotype should always be produced from digital original, and never have a length shorter than 35 mm.



CMYK 0/0/0/100



CMYK 0/0/0/60



CMYK 0/48/90/0

Originals can be found in the GJ Knowledge Bank >
04 Company Standards > Visual Identity > Safety Delta

” COLOURS

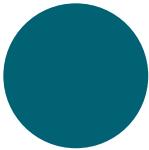
The primary colours are used for the general graphical expression in publications. They can be used freely in publications, illustrations and graphical presentations.

The secondary colours are used to spice up or give contrast to the darker look of the primary colours.



GJ Green

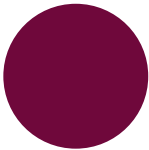
(Primary colour) – the colour of the deep sea. It is used as the basic colour in GJ materials and can be toned in brightness according to the picture behind it.



CMYK	100/10/28/47
RGB	0, 99, 115
HEX	#006373

GJ Dark red

(Primary colour) – to signal seriousness and alertness.



CMYK	33/100/44/44
RGB	113, 7, 61
HEX	#71073d

GJ Light blue

(Secondary colour) – the colour of the sky and to illustrate the maritime focus.



CMYK	64/21/27/0
RGB	94, 164, 177
HEX	#5ea4b1

GJ Yellow/orange

(Secondary colour) – to signal attention and importance.



CMYK	5/48/97/0
RGB	236, 149, 13
HEX	#ec950d

GJ Cherry

(Secondary colour) – from RED to green in illustrations



CMYK	12/95/50/5
RGB	205, 37, 82
HEX	#cd2552

GJ Light Green

(Secondary colour) – from red to GREEN in illustrations



CMYK	65/0/66/0
RGB	94, 183, 120
HEX	#5eb778

Illustration elements

A library of illustration elements in a rather ‘crude’ or ‘shabby’ style has been designed and these can be part of the illustrations.

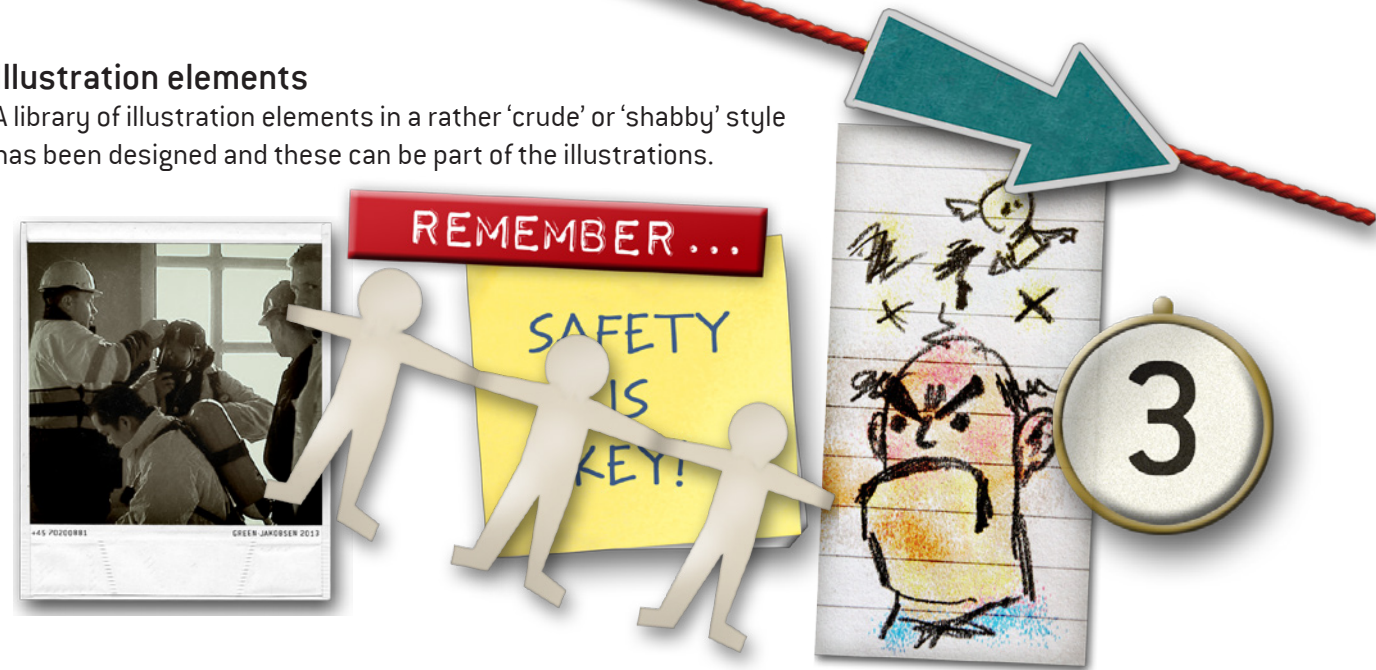
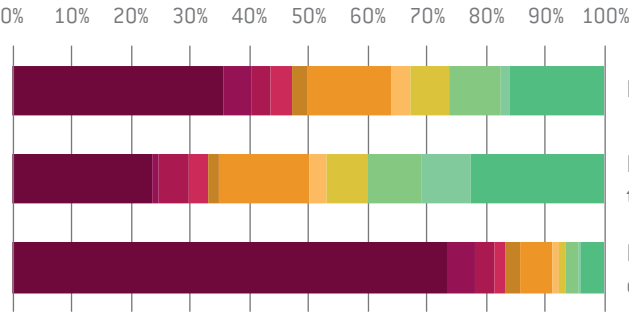


Illustration elements can be found in the GJ Knowledge Bank >
04 Company Standards > Materials > Illustration elements

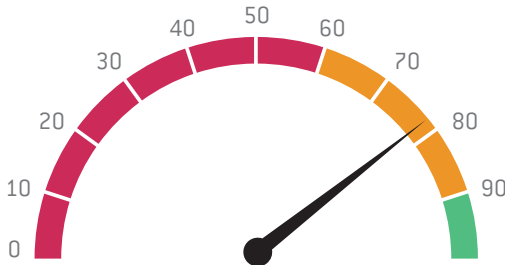
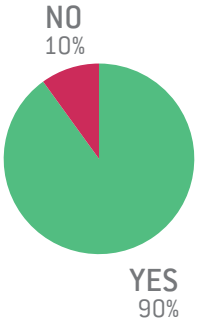
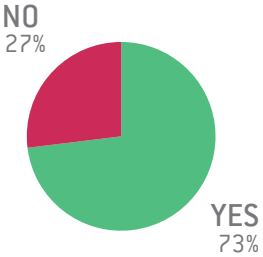
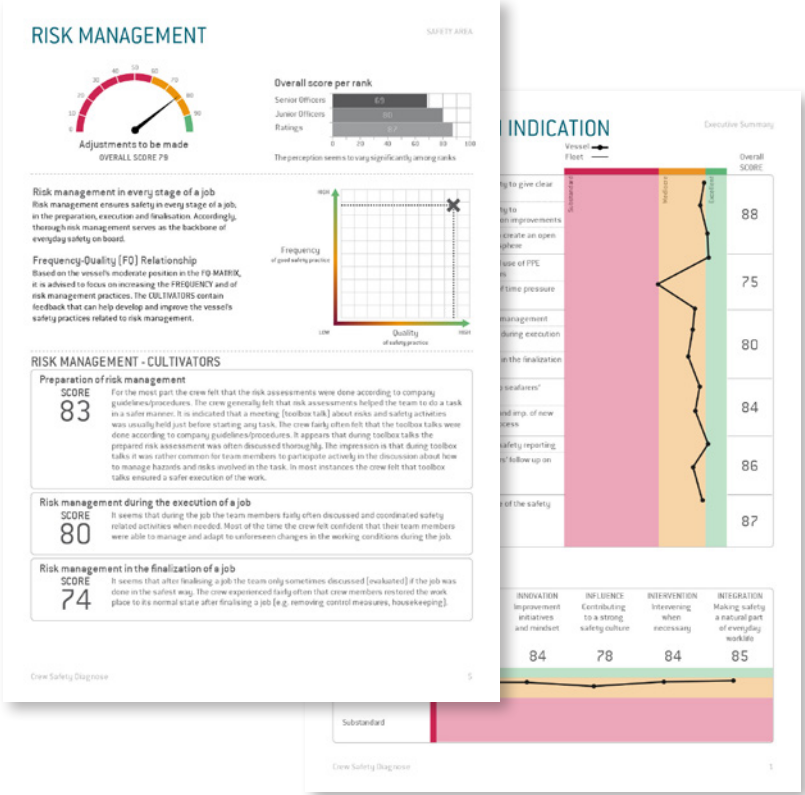
G3. How often did you experience the following during your latest contract?



Never - 0% 10% 20% 30% 40% Sometimes - 50% 60% 70% 80% 90% Always - 100%

ILLUSTRATIONS

To a large extent text must be supported by illustrations. These can be designed specifically for a purpose, using the GJ colours. Graphs, charts and tables must be kept in the GJ colours.



Adjustments to be made
OVERALL SCORE 79

Colour values for rating scale illustrations can be found in the GJ Knowledge Bank >
04 Company Standards > Materials > Colour values for rating scale illustrations



” IMAGES

Images and photos are important elements in our marketing materials. The images must illustrate that we are focusing on safety and HR and that people are important in our work. Furthermore, they must illustrate that we focus on the maritime and offshore business.

The scenes must show real locations and real situations. They can show wither everyday work situations or just maritime elements or sea views and they can be close-up detail pictures or show a larger perspective.

We prefer to have people in our images as well, however, the persons must not be recognisable and company logos or signs must be removed. The images must NEVER compromise with safety.

Large pictures and front page pictures in our marketing materials are desaturated from original colours to grey towards the right hand side. The pictures are colour graded towards GJ Green and skintones are kept by masking skin areas.

Smaller pictures placed inside the material should not be graded to grey. A high degree of simplicity and/or an uncomplicated background must be maintained. One colour in the picture, e.g. orange, can be accentuated to create variety.

Pictures on the website, in PowerPoint and Prezi presentations are in real colours. This also applies when showing examples of films or animations.

[Edited images can be found in the GJ Knowledge Bank >](#)
[04 Company Standards > Materials > Image library](#)

” FONTS

GJ have two typefaces depending on the context. For use in professionally designed marketing Materials **Conduit ITC light** font must be used. E.g. body 11pt / line spacing 13pt. Bold or italic cannot be used.

Conduit ITC medium regular can be used in body headers. Body headings are made in larger font than body text. E.g. 15 pt /line spacing 17pt.

In office environment or home office environment the Conduit ITC light might not be available. The typeface **Verdana** is used in this case (Letters, emails, invoices etc.)

The typeface **Arial** is used in Powerpoint Presentations

Chalkduster regular is used to highlighting puposes as a graphic element.

Headings are usually done in GJ Green or white.

Body headings and Body text are usually done in black or white.

Fonts can be found in the [GJ Knowledge Bank >](#)
04 Company Standards > Visual Identity > GJ Fonts

Conduit ITC light regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

Conduit ITC medium regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

Verdana regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

Arial regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

Chalkduster regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ



” MATERIALS

It is important for the unified branding of Green-Jakobsen (Denmark, Philippines, and India) that we use branding elements appropriately and consistently.

For this purpose we have defined standard material to be used whenever possible. This comprises folders, brochures, GJ Academy, letterhead, business cards, PowerPoint presentations and course materials.

For all locally produced materials, e.g. business cards and brochures, we recommend printing in CMYK colours on a paper quality matching the kind of material in question and its use and at a competitive price. It is vital that we use environmentally friendly paper for all our printed matters, if possible.

The basic elements are maritime pictures, logo, graphical elements (such as the exclamation mark or the quotation mark), and a headline/title in white.

Inside the materials the use of GJ graphical elements can be used for highlighting purposes or to add small illustrations to text-heavy pages.

” PAPERLINE

Letterhead

The Green-Jakobsen letterhead is designed in a ready for use Word template in A4 format and is printed on standard A4 white paper.

The letterhead includes the Green-Jakobsen logo and contact information as shown to the right, and should follow a standard layout for a letter containing addressee, date and place, subject, and signature of sender.

Positioning of the elements are relatively fixed, but minor adjustments are allowed to improve appearance of the letter. Page 2 of a letter only contains the logo in top right corner.

Label

A ready for use label is designed to fit an Avery label (L7165) format. The label is applied on standard white envelopes.

Letter and label template can be found in the GJ Knowledge Bank >
04 Company Standards > Materials > Letter and label templates

Business Card

The Green-Jakobsen business card must look like the example shown to the right. The Safety I's™ logo along with the Safety I's™ Icons are placed on the backside of the business card.

An InDesign template can be found on the path specified below, along with PDF versions of all business cards made.

Template for business cards can be found in the GJ Knowledge Bank >
04 Company Standards > Materials > Business cards template

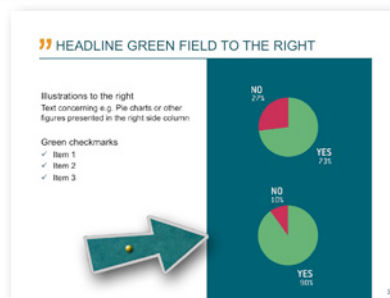


Business Card front

Business Card back

! TITLE OF THE PRESENTATION

GREEN · JAKOBSEN



” POWERPOINT

Like other materials, the design of PowerPoint presentations must also follow the guidelines described in the "Visual Identity" section of this Design Guide.

Hedlines 25 pkt in GJ Green or White

Headlines in body text Arial 17 pkt. black or white.

Body text in Arial 15 pkt. Short, clear texts and plenty of space on all slides.

- Yellow round bullets or checkmark in GJ Green or white.

Photos in format 10,8 x 10,8 or 10,8x21,8 cm with same top alignment on all slides.

Create dynamics

Alternate among the various slide templates in order to bring dynamics into the presentation. If effects are used in slide transitions remember to keep it simple, use dissolve or push.

Lots of possibilities to use illustrations from our Prezi library to create coherence in our presentations.

PowerPoint template including more 'tips & tricks' can be found in the GJ Knowledge Bank > 04 Company Standards > Materials > PowerPoint template

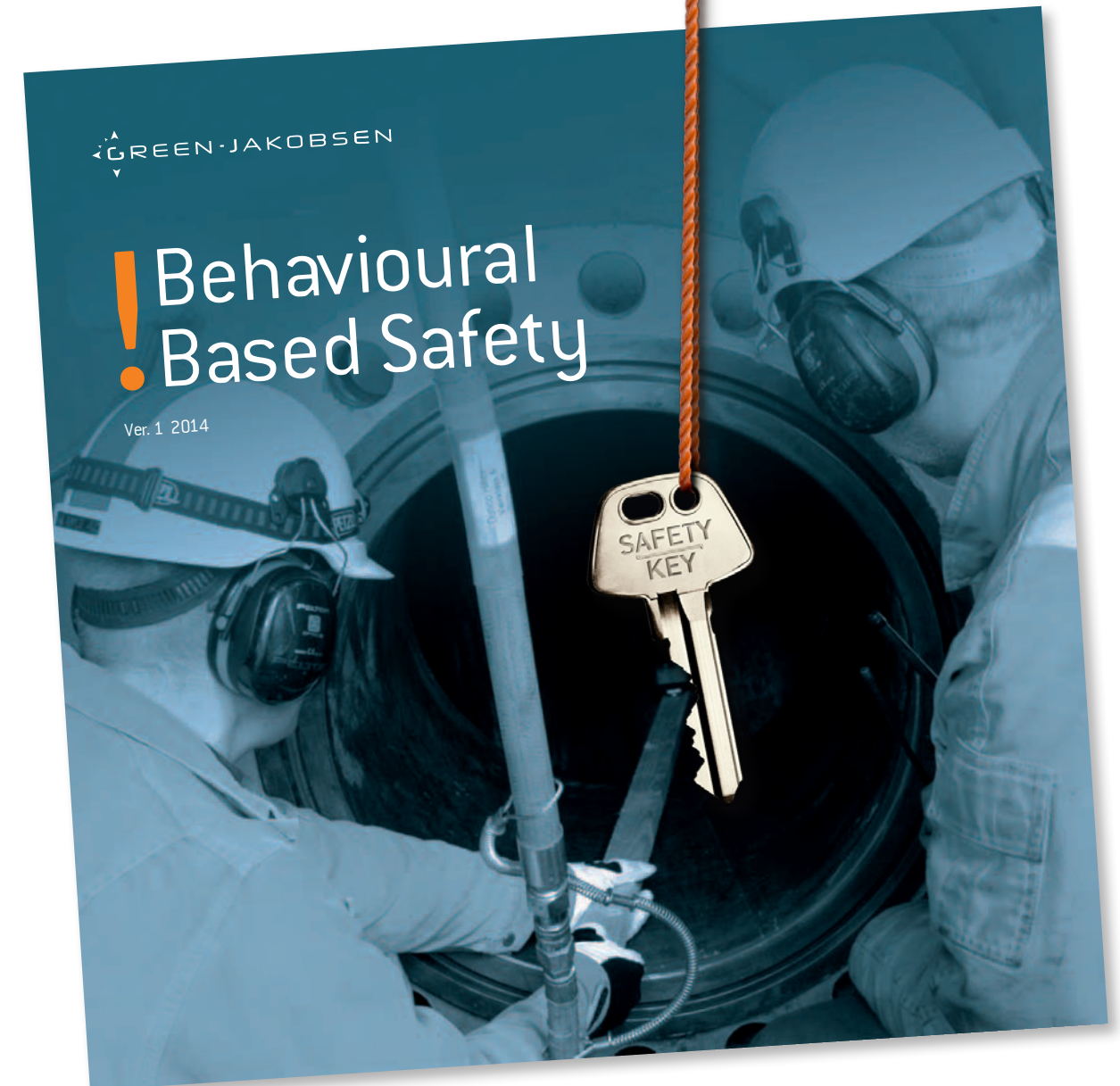
” BROCHURES & BINDERS

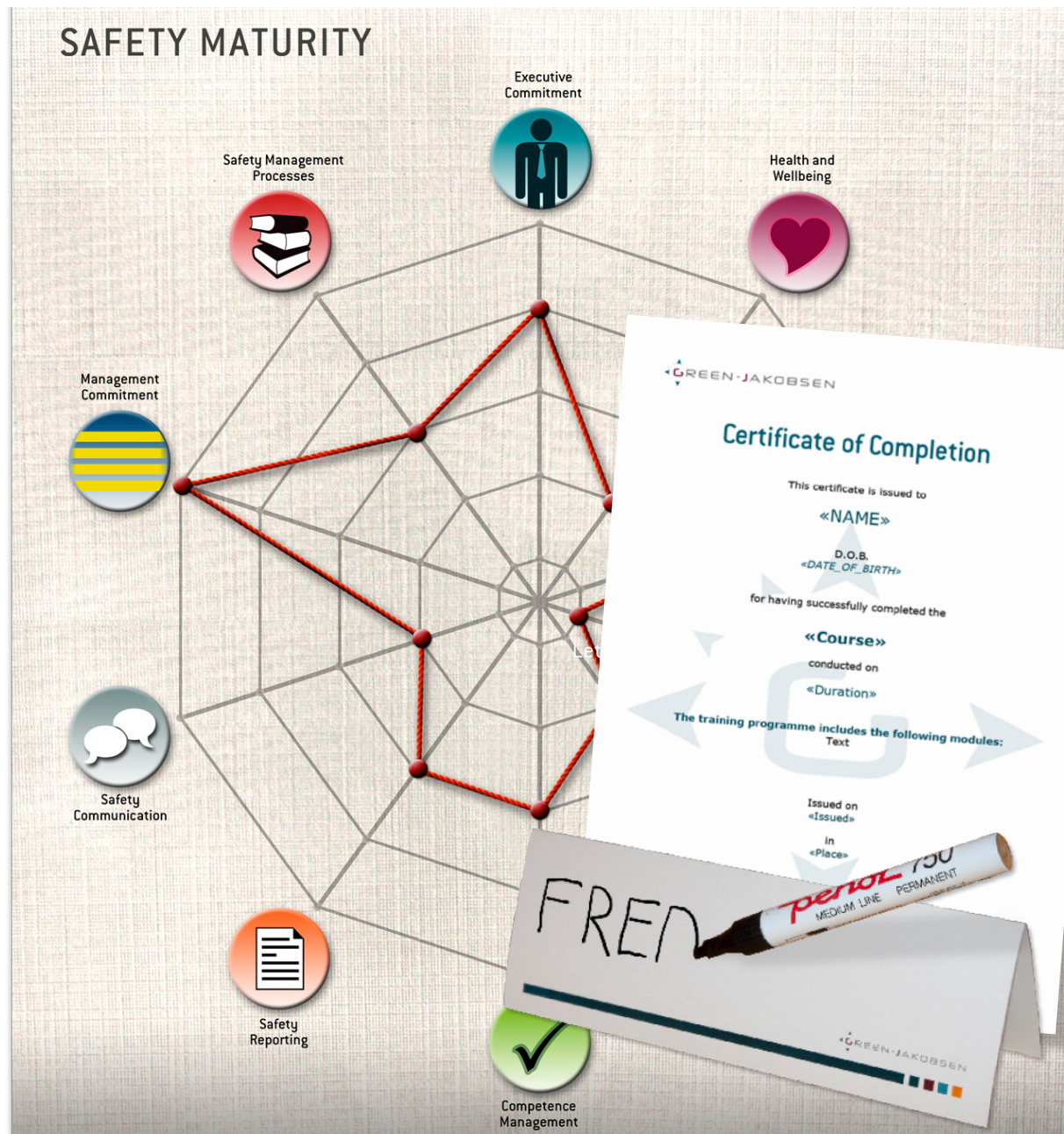
Brochures are produced for general marketing purposes giving a description of specific services within Safety, Leadership and HRM.

Brochures and folders must be designed in accordance with the Visual Identity section of this design guide. The following elements must be included:

- Maritime background picture, preferably with people on it, colour graded in accordance with the Image description (page 15).
- The title/headline next to an exclamation mark
- The version number of the publication
- Logo
- To a suitable extent other GJ design elements

Join us in Bergen, Athens, Singapore,
Manila or Copenhagen
(Danish Maritime Days)!



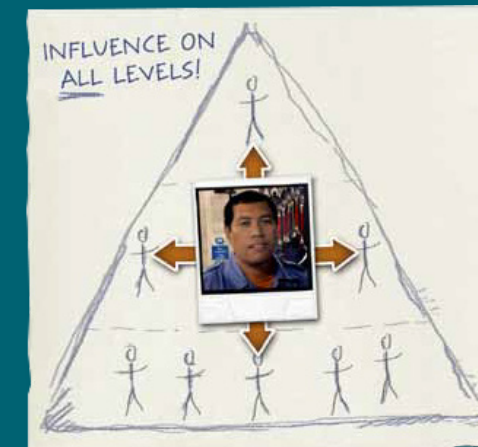


” COURSE MATERIALS

When conducting courses Green-Jakobsen always strive for a professional appearance. Our brand is a part of this, and therefore we have developed standardized course materials; Course Certificate and Name Tags.

A simple and a more advanced certificate template has been created. Choose the one that you find easiest to use.

The Name Tag template is a "ready to print" template, and will allow the users to write their own names with a marker.



Templates for course materials can be found in the [GJ Knowledge Bank](#) > 04 Company Standards > Materials > Course materials templates

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