EnviraGroup

2025 Brand Guidelines

PDF Contents

This **2025 Brand Guidelines PDF** for EnviraClad, EnviraFloors & EnviraTile should demonstrate the acceptable usage and communication to be expected through the brand's resources that are as follows: logo, imagery, typography and colour. The brand generally aims to embody a "refreshing" and "inviting" presence.

(These guidelines are subject to change)

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Fresh

Health

Solutions

Uniform

Keywords

NHS

Protection

Clean

Friendly

Hygiene

Our Colour

EnviraGroup aims to radiate a "fresh" and "friendly" feeling. Vibrant blues and greens should be used to associate with hygiene and health.

Green (Nature, Growth, Health, Fresh, Clean)
Blue (NHS, Hygiene, Healthcare, Water, Sky)

The brand's colours should be kept to minimal with the following:

Gradient
Green: 85CE36
Blue: 127BFF

Monitor
Green: 85CE36
Blue: 127BFF

CMYK
Green: 89C540
Blue: 4574BA

Our Shape

Sharp edges and corners make brands look intimidating and edgy. Smooth and rounded shapes are important to make our brand look playful and friendly.

All shape elements should follow the same principles as the brand's font. Avoid rounding **corners**, you may add slight bevels to the **edges** of shapes to mimic the brand's
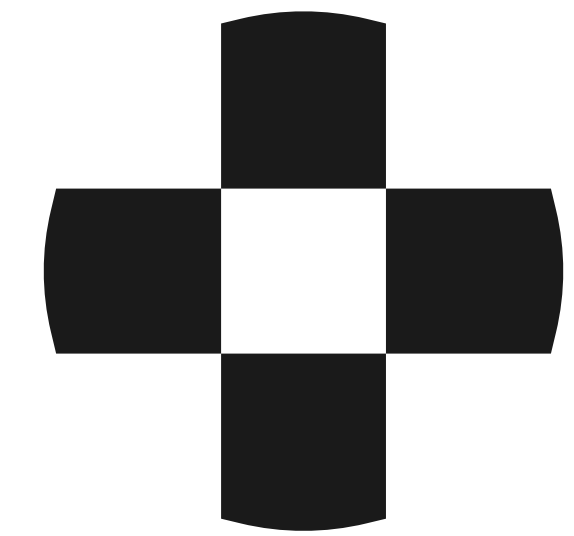
3
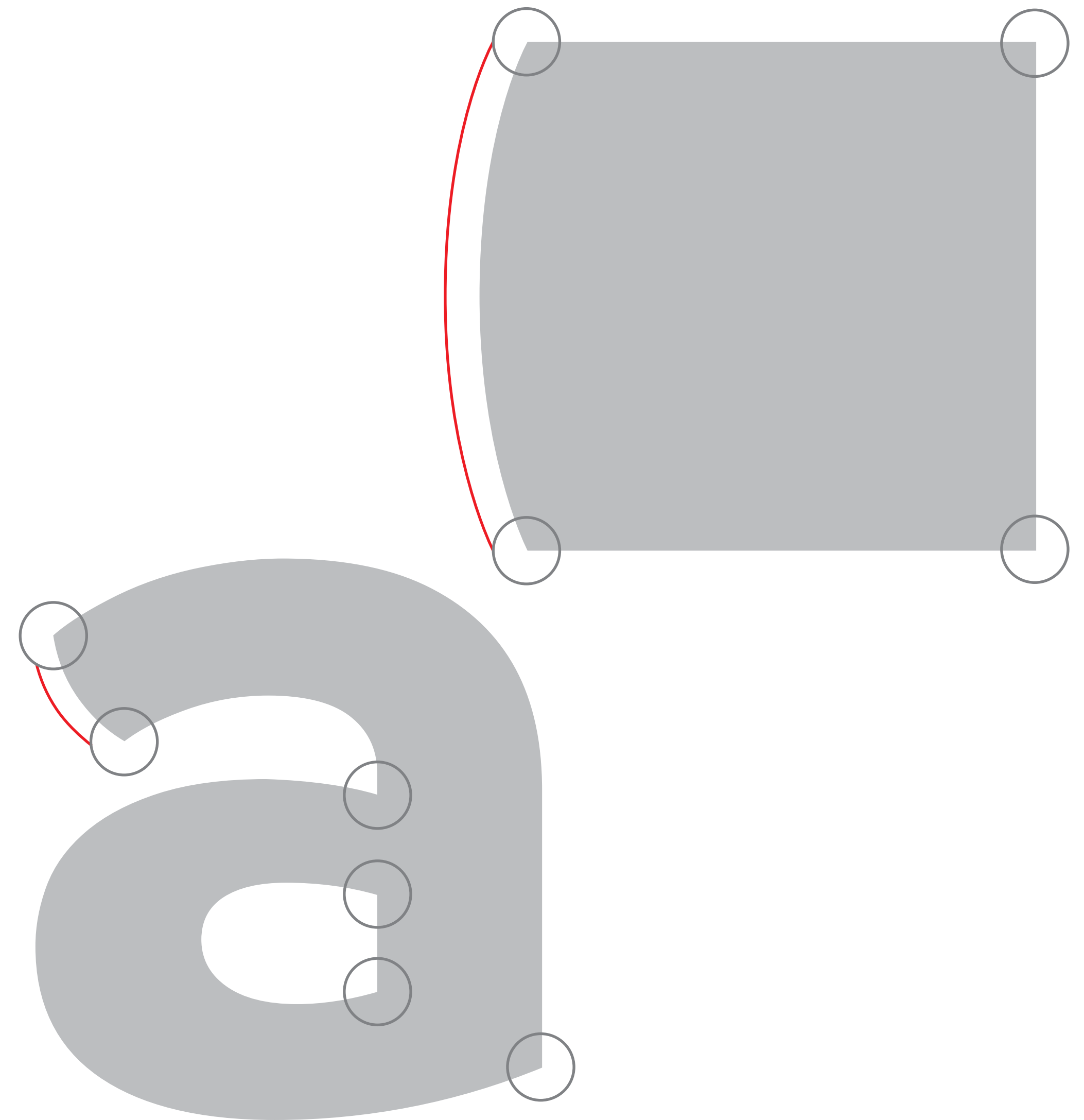
Our Logos

There are 3 different products all under EnviraGroup. Their brands follow the exact same principles as the group's brand. These aim to achieve a cohesive look across all EnviraGroup products.

EnviraFloors

EnviraClad

EnviraTile

Logo Variants

The logos may use different colours depending on their uses. The gradient variant may be used where the logo is a prominent subject, where as black or dark grey may be used when the logo is set aside as a watermark.

Solid colors may be used where gradients cannot be printed or displayed.

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Our Font

The brand's font features sharp corners and, bevelled edges at each character's stem. The typeface is flexible enough to be used across a wide variety of cases.

It is best practice to step the font by a fraction (0.50, 0.25) to maintain an accurate ratio of size.

4

abcdefghijk

Heading 100 - PX (1.00)

abcdefghijk

Sub-Heading - 75 PX (0.75)

abcdefghijk

Large Body - 50 PX (0.50)

abcdefghijk

Body - 25 PX (0.25)

abcdefghijk

Logo - Bold

abcdefghijk

Bold Body - Semi-Bold

abcdefghijk

Small Print - Medium

abcdefghijk

Body - Light

✕ Fill In

✕ Outline

✕ Backdrop

✕ Rotate

✕ Deviate Colour

✕ Drop Shadow

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