



EMERALD
S C I E N T I F I C

VISUAL IDENTITY GUIDELINES

June 2023

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This visual identity guide provides details on the correct presentation of **Emerald Scientific** to the public.

The following rules should always be referenced before releasing **Emerald Scientific** materials.



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THE LOGO

The Logo

LOGO STORY

The logo was designed to be clean and welcoming while evoking a sense of trust, expertise, and sophistication.



Color is one of the most fundamental tools in expressing moods.

The use of green in the emblem evokes quality, reliability, and dependability while the use of Navy Blue for the Emerald evokes trust, and wisdom in our industry as a leader and innovator.

Font choice is crucial to identifying the tone of a business.

BankGothic Md BT and Montserrat are sans-serif fonts that firmly places the logo in the modern-day by excluding the outdated embellishments of serif fonts.



The Logo

PARTS

The Emerald Scientific logo consists of two parts: the type “EMERALD SCIENTIFIC” and the emblem. These two pieces should always be used together.

The symbol will always come before the type.

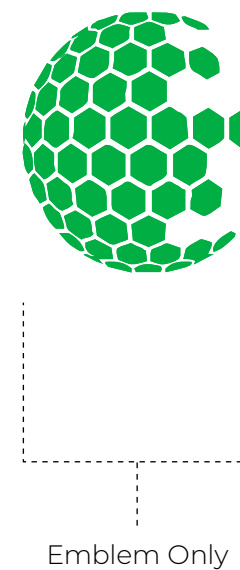
ORIENTATIONS

The horizontal version should be used whenever possible. When required, the vertical version can be used in such examples as narrow signage, social media profile icons, or web banners.

EMBLEM ONLY

When the Emerald Scientific logo is required to be used in small situations such as a favicon, social media profile photos, or app icons the emblem may be used without the type.

Horizontal (Primary Logo)



Colors

COLORS

The Emerald Scientific color system consists of six colors that should be used whenever possible.

When creating materials, the primary colors should be used predominately.

Color balance should be taken into account based on the hierarchy to the right. They will provide a consistent visual interest and weight to elements.

These color systems attempt to reproduce an equivalent color, they will not match exactly. RGB and CMYK are dependent on the end device and color calibration often varies.

PRIMARY

EMERALD SCIENTIFIC GREEN

PANTONE® 354 C

C | 093 M | 000 Y | 100 K | 000
R | 000 G | 177 B | 064
HEX | #00B140

EMERALD SCIENTIFIC NAVY BLUE

PANTONE® 2189 C

C | 100 M | 043 Y | 000 K | 083
R | 000 G | 051 B | 074
HEX | #003349

WHITE

WHITE

C | 000 M | 000 Y | 000 K | 000
R | 255 G | 255 B | 255
HEX | #FFFFFF

EMERALD SCIENTIFIC ORANGE

PANTONE® 1505 C

C | 000 M | 058 Y | 100 K | 000
R | 255 G | 105 B | 000
HEX | #FF6900

EMERALD SCIENTIFIC TURQUOISE

PANTONE® 7709 C

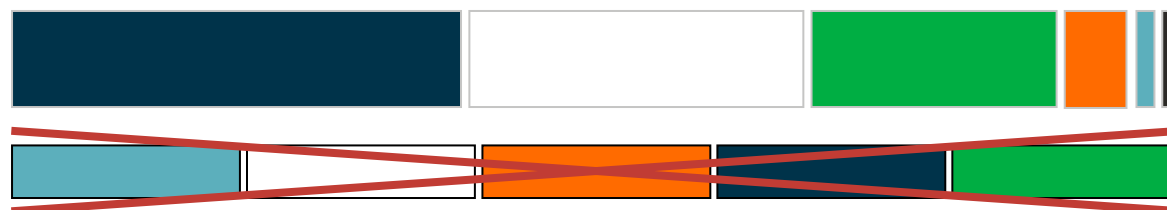
C | 060 M | 006 Y | 017 K | 001
R | 099 G | 177 B | 187
HEX | #63B1BC

BLACK

BLACK

C | 100 M | 100 Y | 100 K | 100
R | 000 G | 000 B | 000
HEX | #000000

BALANCE



Colors

COLOR TINT

When creating charts, tables and diagrams tints of this color palette should be used to highlight headers, rows, titles, charts, etc.

Use the color tint percentages shown in the chart for the shades of tints that can be used.

GRADIENTS

Gradients provide visual interest and dynamic visuals to digital design pieces. Not all colors should be used in gradients. Two gradient options are shown to the right.

These color systems attempt to reproduce an equivalent color, they will not match exactly.

RGB and CMYK are dependent on the end device and color calibration often varies.

	100%	80%	60%	40%	20%
TINTS					

GRADIENTS	EMERALD GREEN	EMERALD TURQUOISE
GRADIENTS	EMERALD NAVY BLUE	EMERALD TURQUOISE

The Logo

CLEAR SPACE

A clear space is defined by the height of the "E" in EMERALD. This is the minimum space that should be maintained around the logo at all times.

No other elements, such as graphics or text, should intrude within this area.



MINIMUM SIZE

The logo should not be reproduced in sizes smaller than those outlined to the right.



200px

Color Version



200px

Black Version



1.5"

200px

Logo in Reverse

File Types

FILE TYPES

The Emerald Scientific logo is available in multiple color and file formats. The information to the right will provide guidance on which file types are best in specific creative executions.

FILE FORMATS



AI/EPS

AI and EPS files are vector file formats that allow the logo to scale larger or smaller without being pixelated.

This is the preferred format for logo usage.



JPG

JPG files are rasterized (pixel) images that can become pixelated when enlarged over 100% the original size. JPGs can be used in CMYK or RGB situations but cannot be transparent (without a background).



PNG

PNG files are rasterized (pixel) images that can become pixelated when enlarged over 100% the original size. PNGs can only be used in RGB situations and can be transparent (without a background).

PNGs are the preferred format for digital usage.

COLOR SYSTEMS



PANTONE (SPOT COLOR)

Pantone color values should be used for offset printing or when required by vendors. Refer to page 6 for color values.



CMYK (4-COLOR PROCESS)

CMYK values should be used when the four-color printing process will be used to create the final product. Refer to page 6 for color values.



RGB/HEX

RGB or HEX should be used for all digital applications including web, video, and television. Refer to page 6 for color values.



The Logo

USAGE

When using the Emerald Scientific logo, it is best to use the horizontal primary form. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.

The logo can appear in black only for black-and-white and gray scale scenarios.

Special consideration must be given to the paper and print quality when choosing the appropriate version of the logo. The goal is maximum clarity and contrast.

When the logo is used on color backgrounds, a judgment must be made to ensure the colors do not clash or lose contrast.



The Logo

INCORRECT USAGE

Correct usage of the Emerald Scientific logo is vital to maintaining brand integrity.

To the right are several common ways that the logo could be improperly used.



DON'T resize individual logo elements.



DON'T use shadows or outlines.



DON'T recolor the logo elements.



DON'T distort the logo.



DON'T skew or bend the logo in any way.



DON'T rotate the logo.

THE FONTS

The Fonts

MONTERRAT FAMILY

Montserrat is the primary font for Emerald Scientific and is made up of 4 weights.

The Montserrat font can be downloaded if needed.

[Download Montserrat](#)

Aa	Aa
Bb	Bb
Light	Regular

Aa	Aa
Bb	Bb
Medium	Bold

CAPITALS - 45 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE - 45 pt.

abcdefghijklmnopqrstuvwxyz

NUMERALS - 45 pt.

1234567890

The Fonts

VERDANA FAMILY

Verdana is the secondary font for Emerald Scientific and is made up of two weights.

Verdana should only be used in platforms (e.g. Gmail and Salesforce) that do not include Montserrat.

Aa	Aa
Bb	Bb
Regular	Bold

CAPITALS - 45 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE - 45 pt.

abcdefghijklmnopqrstuvwxyz

NUMERALS - 45 pt.

1234567890



THE ASSETS

The Assets

BACKGROUND HEXAGONS

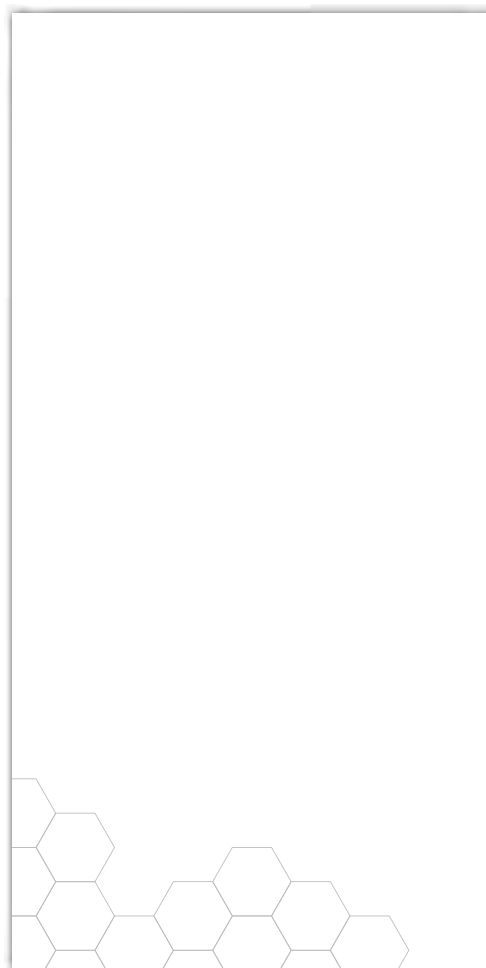
When using the hexagon shapes in materials, they should always be moving from the bottom to the top.

The hexagon shapes should only be used sparingly and in a tonal fashion.

When using the hexagon block it should be placed in the bottom left corner of the asset.

When using the oversized logo as a watermark, it should be placed to the right side of the asset.

The hexagon shapes can be used as an outline or fill.



Hexagon Block



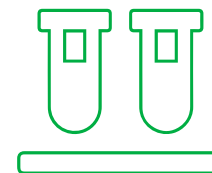
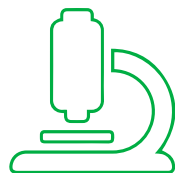
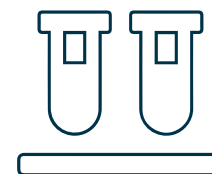
Oversized Logo

The Assets

ICONS

Icons can help convey information quickly. To the right are examples of industry icons. Icons should always be one-color line art.

The icon images are available [here](#).



The Assets

PHOTOGRAPHY

Imagery should convey a visual connection with being a client focused leader in the scientific industry.

Visuals should be high quality with dynamic and clean imagery of vivid colors and lightness, depicting intelligent, reliable sophistication.

Photography for the Emerald Scientific brand should not be limited to imagery containing cannabis.

Imagery should be clear, professional, accurate, and engaging, never dark, hazy, immature, rudimentary, or heavy on black or green.

Equipment and product components should be realistic, polished, and precise.

Customer engagement concepts should be candid, friendly, and businesslike without being exclusive or stuffy.



APPLICATIONS

Applications

LETTERHEAD



11573 Los Osos Valley Road
San Luis Obispo, CA 93405

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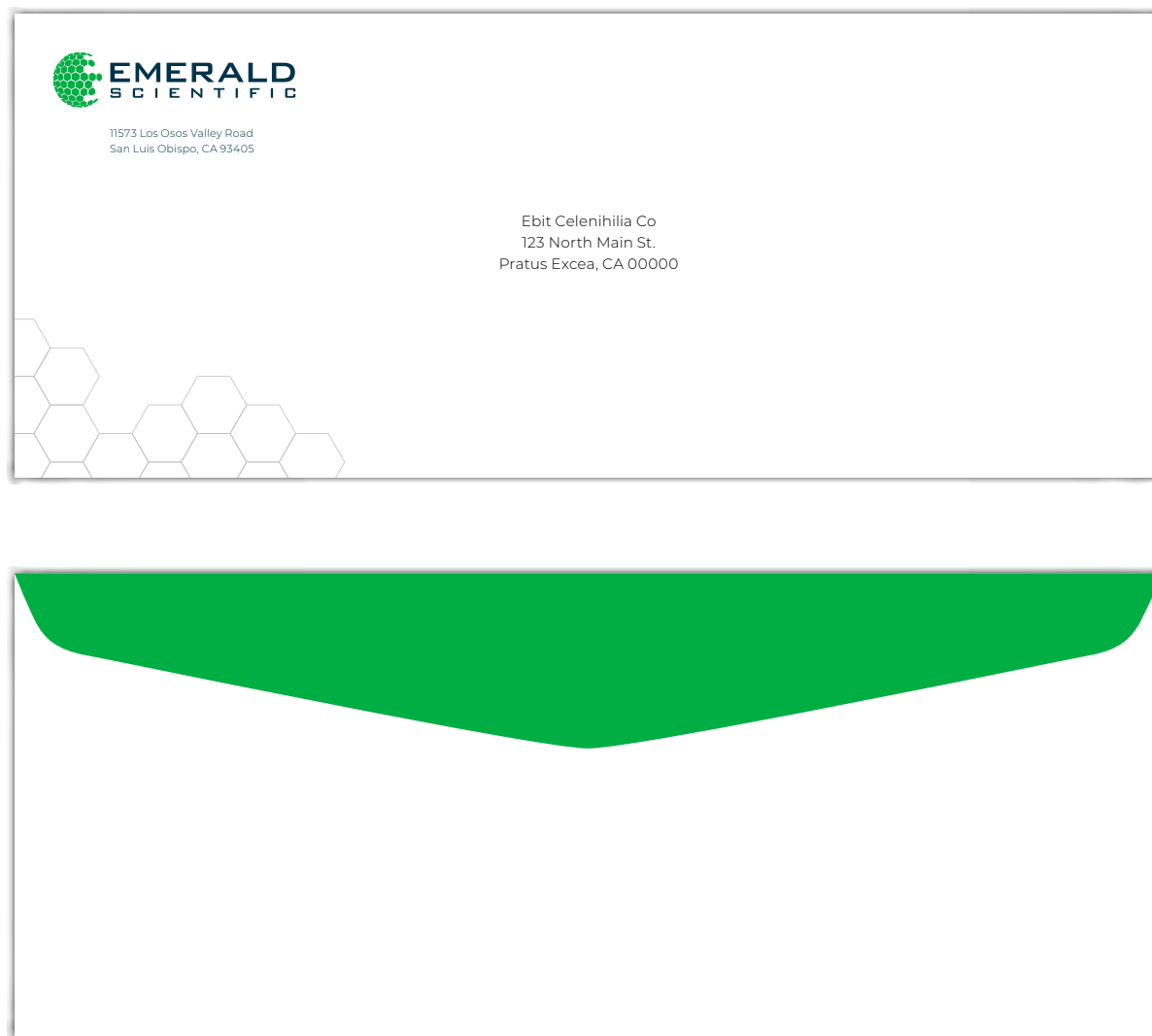
Applications

BUSINESS CARD



Applications

ENVELOPE



Applications

DATASHEET

VISUAL IDENTITY GUIDELINES

1

Temporestiis reptatusam que core

2

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6

PRODUCTS	DETAILS	PART #
Workhorse™ QuEChERS Extraction Salts	Unbuffered Salts	SPQU01008
Pulverisette 0- Vibratory MicroMill	Package includes cryobox	15038
D1000 Handheld Homogenizer	Includes 5 mm and 7 mm	D1000

7

Ebit velenihilia dolum fugita nem nusam consequation non pratus excea dis mint.

8

Ebit velenihilia dolum fugita nem nusam consequation non pratus excea dis mint.



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1) HEADLINE

Montserrat
Bold, 20pt
Emerald Navy Blue

2) SUB HEADLINE

Montserrat SemiBold, 14pt
Black

3) BODY

Montserrat Light, 11pt
Black

4) SIDEBAR HEADLINE

Montserrat SemiBold, 12pt
Emerald Green

5) SIDEBAR BULLETS

Montserrat Light, 12pt
Bullet color: Black
Font: Black

6) TABLE HEADLINE

Montserrat SemiBold, 10pt
Black

7) TABLE ROW CONTENT

Montserrat Light, 10pt
Black

8) TABLE FOOTNOTE

Montserrat Light, 9pt
Italic
Black or Emerald Orange

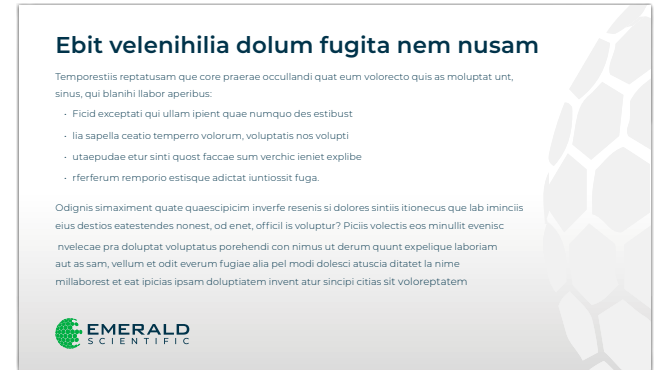
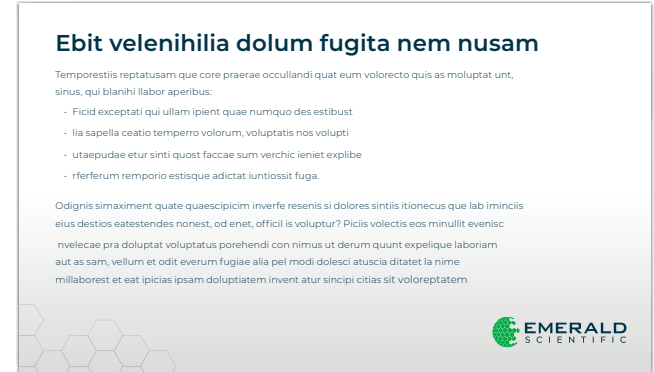
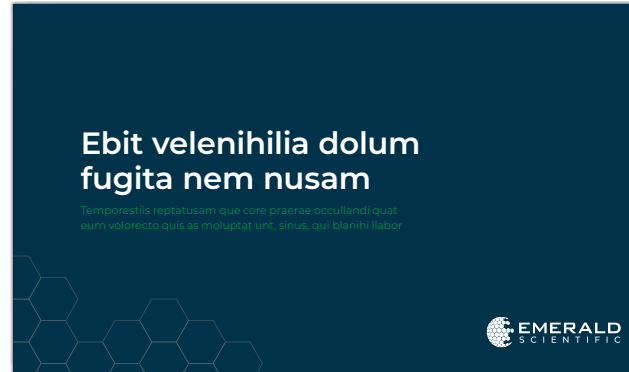
Applications

POCKET FOLDER



Applications

POWERPOINT TEMPLATES



Applications

SOCIAL MEDIA GRAPHICS



Applications

EMAIL SIGNATURE

Thank you,

Ms. Nikko Ladislaus

Sr. Technical Sales Representative



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Organization Tagline



