

GREENWORKS, LLC

# BRANDING STYLE GUIDE

CREATED BY FOXXR, INC.



# Logo Usage and Sizes



Website/Email Template logo  
230x116



Email Signature logo  
99x50



Social Media Logo  
378x369

# Fonts and Typography

**Font family:** Montserrat

**Google font link:**

<https://www.google.com/fonts#UsePlace:use/Collection:Montserrat>

**Usage:** Headings/page title, subheadings

Grumpy wizards  
make toxic brew for  
the evil Queen and  
Jack.

Normal 400

Grumpy wizards make toxic brew for

Bold 700

**Grumpy wizards make toxic brew for**

**Font family:** Open Sans

**Google font link:**

<https://www.google.com/fonts#UsePlace:use/Collection:Open+Sans>

**Usage:** content, links, footer, text

Grumpy wizards  
make toxic brew for  
the evil Queen and  
Jack.

Light 300

Grumpy wizards make toxic brew for the e

Light 300 Italic

*Grumpy wizards make toxic brew for the evil*

Normal 400

Grumpy wizards make toxic brew for the

Normal 400 Italic

*Grumpy wizards make toxic brew for the e*

Sans-Serif 800

**Grumpy wizards make toxic brew for tl**

# Fonts and Typography

Heading  
3.4rem or 54px

## BUSY AS A HONEY BEE

You are here: [Home](#) / [News](#) / [Backyard](#) / [BUSY AS A HONEY BEE](#)

Paragraph text  
1.2rem or 19px

The Honey Bees really could use your help. Since the '90's, Honey Bee colonies have been disappearing at an alarming rate from **Colony Collapse Disorder (CCD)**. Thirty Five states (and many countries abroad) have reported losing from 30% to over half of their bee colonies. So what's the big deal (you might ask)? Well, just try to imagine life without the Honey Bee - it would be pretty bleak!



Sub-heading  
2.3rem or 37px

### Bees and US Agriculture

**US Agriculture** depends on the Honey bee to pollinate the plants so fruit will set. In fact, 1 in 3 bites either directly (or indirectly) can be attributed to the benefits of pollination from Honey Bees. Local native pollinating insects just can't do the job all on their own. Without the Honey Bee, many of your favorite fruits and vegetables would be too expensive to produce.

# Color Palettes




#3b5102

Used in headers  
Used as dark background



#f05a1a

Used in CTAs and form button  
Used in accent color and links



#7da024

Used as light background  
Used as background on page titles



#000000

Used in content, and normal text