LET’S CREATE A GREEN TOMORROW!
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We are Greentom.
We like to keep life simple.

That’s why we’re passionate about making no-nonsense products for everyday use: green, recyclable design, smartly produced. That is how we add sustainable colour to the world.

Brand Communication
Our communication, branding and art work is essential to the Greentom identity, message and values. This Style Guide is created to communicate our branding guidelines to ensure that our brand maintains a consistent look and feel. The guidelines in this Style Guide are defined to keep the Greentom brand recognizable, distinctive and unique. Please follow the guidelines in this Style Guide for all Greentom communication.

Our mission
Let’s create a green tomorrow!

Our values
Honest happy
Positive green
Different Dutch

Please submit new art work by sending it to veronique@greentom.com for review before display or publication.
The Greentom logo was based on one of the first drawings found made by the Toltec people who lived in central Mexico around 800-1000 BC. The Greentom logo’s are provided without trademark symbols (TM and ®) and should be used for marketing materials only.

Greentom Logo: Dimensions

- The Greentom Image Logo should always be of square proportions.
- Do not use our Image Logo if the dimensions are smaller than 75 pixels (on screen) or 2,5 cm / 1 inch (on print).
- Use our Name Logo if there is not enough space or if the logo becomes too small and illegible.

Empty space around the logo should be at least 25% of the length/height of the logo, if placed next to text or image or at page border:
— Every Greentom publication should contain one logo placed on the artwork.
— Greentom logo with a white background can be used as a ‘label’ set to the bleed of the page. In this case it is used centered at the top or at the side corner of the page.
— This logo itself should always be upright.

The logo usage applies also to the Name Logo, iconography and bullets.

Correct use of logo:

![](image1)

On a coloured or image background, the logo is used on a white label.

The logo is in grey.

Incorrect use of logo:

![](image2)

Do not use any other colour than grey.

On a coloured or image background, the logo should be used on a white label.
The name logo can be used in grey on a clear white colour.

The name logo may also be used in white on a background in our various brand identity colours, as a ‘label’ set to the bleed of the page. In this case it is used centered at the top or at the side corner of the page, and placed over the white border.

It is preferred that the logo is placed centered at the top or in the corner of the document.

**Correct use of logo:**

![Correct use of logo](image1)

- The logo is in grey.
- On a coloured or image background, the logo is used on a white label.

**Incorrect use of logo:**

![Incorrect use of logo](image2)

- Different proportion, different colours, outlines or effects.
- On a coloured or image background, the logo should be used on a white label.
Our colours are an important part of our corporate identity so please use these colours only.

Later on in this guide we will supply a detailed explanation of the use of specific colours.

Ready-to-use colour swatches can be downloaded from our website.

In addition to the colours on the next page, you may also use a clear white colour.

Colours may differ on surfaces and screens. Please consult the colour scheme on the next page for any offline or online artwork.
<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK/Print</th>
<th>RGB</th>
<th>HEX/Web</th>
<th>PMS Coated</th>
<th>PMS Uncoated</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREY</td>
<td>45, 24, 14, 44</td>
<td>124, 135, 142</td>
<td>#7C878E</td>
<td>430/C CMYK: 33, 18, 13, 40</td>
<td>430/U CMYK: 50, 29, 32, 11</td>
</tr>
<tr>
<td>GREY BLUE</td>
<td>27, 2, 11, 0</td>
<td>188, 213, 214</td>
<td>#BCD5D6</td>
<td>5523/C CMYK: 29, 1, 10, 5</td>
<td>5523/U CMYK: 26, 0, 16, 0</td>
</tr>
<tr>
<td>ORANGE</td>
<td>0, 65, 100, 0</td>
<td>240, 107, 0</td>
<td>#ED7300</td>
<td>021/C CMYK: 0, 65, 100, 0</td>
<td>021/U CMYK: 0, 45, 86, 0</td>
</tr>
<tr>
<td>RED</td>
<td>0, 95, 100, 0</td>
<td>228, 41, 25</td>
<td>#E42919</td>
<td>485/C CMYK: 0, 95, 100, 0</td>
<td>485/U CMYK: 0, 73, 92, 1</td>
</tr>
<tr>
<td>GREEN</td>
<td>62, 1, 100, 25</td>
<td>93, 142, 46</td>
<td>#5D8E2E</td>
<td>370/C CMYK: 62, 1, 100, 25</td>
<td>370/U CMYK: 50, 3, 97, 20</td>
</tr>
<tr>
<td>HONEY</td>
<td>12, 17, 98, 2</td>
<td>230, 198, 0</td>
<td>#EBC400</td>
<td>110/C CMYK: 4, 17, 98, 7</td>
<td>7405/U CMYK: 4, 17, 98, 7</td>
</tr>
<tr>
<td>ROSE</td>
<td>8, 41, 10, 0</td>
<td>233, 154, 177</td>
<td>#E99AB0</td>
<td>494/C CMYK: 0, 47, 10, 0</td>
<td>494/U CMYK: 8, 41, 10, 0</td>
</tr>
<tr>
<td>SAGE GREEN</td>
<td>54, 8, 47, 14</td>
<td>133, 175, 153</td>
<td>#85AF99</td>
<td>557/C CMYK: 54, 8, 47, 14</td>
<td>557/U CMYK: 41, 5, 33, 1</td>
</tr>
</tbody>
</table>
All written or printed should be done in one of these typefaces below.
The Bell Gothic and Hand of Sean fonts should be legally downloaded from an official website, such as [www.linotype.com](http://www.linotype.com).

Bell Gothic Light:
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
1 2 3 4 5 6 7 8 9 0

Bell Gothic Black:
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
1 2 3 4 5 6 7 8 9 0

Hand of Sean Pro:
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
1 2 3 4 5 6 7 8 9 0

Titles may be written in capitals but only in the Bell Gothic Light font.

All type sizes should have 110% - 120% line spacing.

Be consistent and accurate in the use of colours and fonts.
We prefer the use of no more than 2 (font) colours per page.
Never write words in capital letters, except for titles.
Bell Gothic Light

This typeface should be used for:
- All body copy, technical texts, listings or paragraphs with lots of text
- The colour should always be grey or black
- This font can be used in titles in all capitals

Bell Gothic Black

This typeface should be used for:
- Writing titles
- The name, f.e. Greentom and product names, f.e. Classic, Footmuff, Car Seat Adapter Set, always written with capital
- Slogans, f.e. Greentom the greenest stroller on planet earth
- The tagline: smart | dutch | design

It is okay to occasionally mix Bell Gothic font weights within one sentence, for example:

Please visit our website: www.greentom.com

Hand of Sean Pro

This typeface should be used for:
- Writing headlines and short, narrative texts
- The tagline: Greentom ♥ Planet Earth
- The tagline: Let’s create a green tomorrow!
- Hand of Sean Pro-font can be used in grey, sage and black
Please use our preferred typefaces, always.

If for some reason it is not possible to use our standards, please use the typefaces specified below:

**Arial Regular**

This typeface should be used for:
- All body copy, technical texts, listings or paragraphs with lots of text.
- The colour should always be grey or black.

**Arial Bold**

This typeface should be used for:
- Writing titles
- The name: **Greentom**
- The slogan:
  - **Greentom the greenest stroller on planet earth**
- The slogan: **smart | dutch | design**
- Product names, f.e. **classic, reversible, carrycot, footmuff**
- The alternative slogan:
  - **Greentom loves Planet Earth**
- The tagline: **Let’s create a green tomorrow!**
Greentom the greenest stroller on planet earth
Slogans and taglines are a vital part of the Greentom brand identity, please make sure that you use them correctly.

Our main slogan is:

**Greentom the greenest stroller on planet earth**

This slogan:
- should be used in Bell Gothic Black font,
- in the colours grey and red placed on a white background,
- centered in the artwork.

This slogan may also be used in the colour white when used without white background and placed on a photograph or coloured background.

In combination with the use of the Greentom logo, the name Greentom is left out (see example on next page). In this case the font is used in white or sage:

**the greenest stroller on planet earth**

- Please not use any effects like shadows.
- Be consistent and accurate in the use of colours and fonts. We prefer the use of no more than 2 (font) colours per page.
- If the slogans and taglines are placed on an image background or a full colour background, they should be in white.
If the slogans and taglines are placed on a white background, the colours listed below should be used.

Hand of Sean Pro font and red colour (or white):

Greentom ♡ Planet Earth

Bell Gothic Black font and red colour (or white):

smart | dutch | design

Hand of Sean Pro font in grey or sage colour (or white):

Let’s create a green tomorrow!

– Please not use any effects like shadows.
– Be consistent and accurate in the use of colours and fonts. We prefer the use of no more than 2 (font) colours per page.
– If the slogans and taglines are placed on an image background or a full colour background, they should be in white.
the greenest stroller on planet earth
Greentom Brand Icons:
We use icons to simplify and highlight unique features of our products. We use multiple icons to emphasize our brand message.

When using these icons, please follow these guidelines:
- When used on a white background: symbols are in sage green or grey.
- When used on a coloured background or photograph: symbols are used in clear white.
- Use proportional scaling to adjust image size.

Approved: Easy to clean: Strong: Colourful: Recycle logo:

Shopping bag: Lightweight: Maneuverable: Award winning design: PET Bottle:

Sunny: Cold: Non-toxic: Easy clean: Organic:

UPF rating 50+: Wool: 5 point safety harness: Easy fold: One frame fits all:

Rain: FAQ’s:
Recycled PET Bottles Icons:

We use multiple icons to emphasize our brand message. We use icons to simplify and highlight unique features of our products. The recycled PET bottle icon explains how many drinking bottles are recycled for a particular Greentom product. Please ensure that you use the correct icon with the product.

- When used on a white background: symbols are in orange.
- When used on a coloured background or photograph: symbols can be used in clear white.
- Use proportional scaling to adjust image size.
The New Bottle Fabric Collection will be available in 9 colours. This top-quality fibre is made from recycled drinking bottles. It’s non-toxic, easy to clean and has a UPF rating of 50+ (Sun Protection Category: Excellent).

Greentom strollers:
The Greentom product range offers three types of strollers:

1. The **Greentom Carrycot** is the safest (and greenest) option for newborns up to 6 months. A comfortable and spacious carrycot with a 100% organic mattress.

2. The **Greentom Reversible** is a stroller for children from 6 months to 2.5 years. The lightweight stroller is easy to handle, reversible and has five different seating positions.

3. The **Greentom Classic** is a straightforward stroller for children from the age of 6 months to 4.5 years. It is lightweight, easy to handle and can be folded for convenient storage in a matter of seconds.

Please mind the correct notations and capitalization of our brand name and products:

**Name of the brand:**
Correct: Greentom (always starting with a capital G)
Incorrect: GreenTom, Green Tom

**Name of the product in combination with the seat:**
Correct: Greentom Classic (in any font: with capital)

**example:**

Greentom Classic
Look and feel:

- A Greentom photograph should have a natural, honest, happy and friendly feel and display of emotion.
- The environment of the product and/or person should have a natural look and feel, not be overly stylized.

Models:

- The clothes and accessories of the model should be casual or hip, clean and decent and suitable for the current weather conditions.
- Since we sell the stroller in many different markets, we take care not to use images with a lot of ‘bare’ skin. Therefore hot pants, crop tops and such are not approved.
- Images showing eye contact with the photographer or a other family member/friend creates a more intimate connection with the viewer.
- The models used in the photo shoot may be a mix of diverse cultural and religious backgrounds and ethnicities.
- We like a variety of moms and dads playing a main role in the picture, such as pushing the stroller.

Substantial aspects:

- Pay attention to the safety instructions in our manual (e.g. correct usage of the safety harness, make sure that the safety bar is attached to the stroller). This way we can promote the proper use of the stroller and we will not be liable in case of an accident.
- The stroller must look clean, smooth and attractive in any picture.
- The child should always play the main role in the picture.
- Products of other brands should have no key role in the photograph.
- Supporting role: the stroller or accessories can also be placed in the background, when the focus point is on the interaction between mother and child or any other activity.
— beautiful light and colours
— curious child embracing nature
— stroller main focus of image
— beautiful combination of colours
— focused on the child’s eye contact
— combination of urban and natural

— beautiful shadow effect
— the placing of the subject in the middle makes that this picture can be used in many various ways
— combination of urban and natural
— close up of child in carrycot
— happy and sweet emotions
— interaction between mother and child

— beautiful sunny surroundings
— subject placed in center
— great balance between child and stroller
— beautiful light and surroundings
— colours are all in tune
— loving and happy emotions
– We offer a large library of imagery and photographs that represent our brand. All images can be downloaded from our B2B webpage.

– Please only use Greentom images from our library when creating posters, flyers, advertisements or brochures or creating online content (f.e. websites, advertisements).

– Please do not use any images from stock websites or google images.

– Please do not edit our images.

– Use proportional scaling to adjust picture size and cropping.

– When using taglines, slogans or logo’s in images, please follow the guidelines in this guide. Please do not use unspecified combinations or mixing of logo and slogan or tagline colours.

– In case of a clear white border around the photograph, the border should be around approximately 5% thick in relation to the paper size.

– Please do not use any digital effects, like shadows.
Thank you for promoting the Greentom brand on social media. In order to maintain a consistent brand identity, it is important to follow our guidelines for social media, such as Instagram and Facebook posts.

Company related social media posts:
- When posting a company related social media post, please only use photographs and images provided by Greentom.
- Social Media images that are ready for online publication can be found on our B2B webpage.

Re-posting social media posts:
- Images provided by Greentom users, bloggers, influencers or any other (relevant) third party can be posted on Greentom social media channels without editing.
- Always mention the name of the content source. Make a reference (using @name or #name) or link to the page if possible.

General:
- Do not use any images from stock websites or google images!
- All sizing, cropping and colour guidelines regulations apply here as well.
- Please use our official Greentom fonts when adding texts to the images.
- Posts should only contain relevant and correct information about Greentom strollers or the brand.
- If you have any questions or need anything custom made, please contact veronique@greentom.com
Social Media Icons:

We use our icons to emphasize our brand message. When using these icons, please follow these guidelines:

- When used on a white background: symbols are in grey.
- When used on a coloured background or photograph: symbols are in white.
- Use proportional scaling to adjust image size.

Facebook: www.facebook.com/greentomworld

Instagram: www.instagram.com/greentomworld

Twitter: www.twitter.com/greentomworld

Youtube: www.youtube.com/greentomworld

Pinterest: pinterest.com/greentomworld

Google+: plus.google.com/+Greentomworld

LinkedIn: www.linkedin.com/company/greentom

Tag: @greentomworld
The Greentom frame is made of high quality post-consumer recycled plastic.

The fabric is made of recycled drinking bottles.

The Carrycot mattress is made of organic cotton, flax and wool.

The canopy has an Excellent UPF rating.

All products are non-toxic and certified according to the applicable safety standards.

THE GREENEST STROLLER ON PLANET EARTH

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+31 (0) 434100888
info@greentom.com
www.greentom.com

Follow us on social media
@greentomworld

business cards printed on Paperwise

Greentom hangtag printed on Muskat Brown

the greenest stroller on planet earth

example of a Greentom box
Paper for printed materials:
- We aim to use recycled paper, cardboard and eco-friendly printing for all of our printed materials and packaging.
- In case of a printed document, folder, flyer or booklet, please use Bio Top 3 Crème paper 120 gr. or similar.
- Please use recycled paper with the FSC trademark. This logo should be provided by the printer with their own FSC number in advance. To the right is an example of such a logo. This logo should be placed on the last page of the document.

Business cards:
- For our business cards, we use Paperwise 295 gr/m² with rounded corners
- The colours used are:
  - Grey: for logo and tagline
  - Sage Green: for colour blocks and text
- Business cards size: W 55 mm x H 85 mm

Hangtags for products:
- In case of a printed hangtag, use Muskat Brown paper 290 gr/m²
- Hang tags size: W 70 mm x H 140 mm

Packaging and manuals:
The artwork for our packaging and manuals is always provided or instructed by Greentom.
Greentom offers several giveaways, for example this tote bag.

**Material:** 140gr/m² 100% organic cotton  
**Available size:** 38 x 41 cm (15 x 16 inch) (without handles)  
**Features:**  
– 100% organic bottom tote bag  
– sustainable print on both sides  
– handy long handles
Greentom strollers are presented on white pedestals with a grey logo printed on the front.

Size: 38 x 80 x 80 cm (15 x 31,5 x 31,5 inch)
Material: EE Golf 3 mm

These pedestals can be ordered by contacting guillaume@greentom.com
Greentom Point Of Sale materials are an effective tool to introduce the Greentom brand and products to the customers in stores or at events.

It is important to communicate the Greentom message in a positive and consistent way. The look and feel of the brand can easily be extended to the retailer by using the materials we have designed. Catalogs, posters and displays all add to the experience.

In order to use these materials in the most effective way, first choose your main POS theme. Our 4 themes can be found on the next page. Then use a combination of POS materials that enhance this theme. You can also combine two themes at larger stores. The theme should always be consistent with the needs of the customer base in the store or at the event.

The artwork for Greentom POS materials will be provided in separate print files that you can print yourself. The downloads we offer on our website are always the latest versions. Images may vary depending on the new images available.

We are currently working hard on our new website, where there will be a B2B download section for you to download all materials.
The greenest stroller on planet earth: smart, green and colourful design
The POS materials have simple and colourful images. The distinct images of Greentom products are leading.

The greenest stroller on planet earth: lightweight and easy to use
These POS materials focus on the USP’s of the Greentom stroller and how well it suits city life, with urban images.

Let’s create a green tomorrow! Nature
The POS materials focus on the green DNA. The images showcase the stroller and our beautiful environment that we want to preserve.

Let’s create a green tomorrow! Kids
These POS materials focus on happy kids sitting in the Greentom stroller.
POS Product: Foldable Totem Standee

Material: 410 grams (14 lbs) card board

Size: 58 x 185 cm (23 x 73 inch)

Weight: 150 grams (5 lbs)
**POS Product:** Podium with back attached

**Material:** EE Golf 3 mm

**Size:** 76 x 160 cm (30 x 63 inch)
POS THEME:
The greenest stroller on planet earth:
lightweight and easy to use

**POS Product:** Foldable Totem Standee

**Material:** 410 grams (14 lbs) card board

**Size:** 58 x 185 cm (23 x 73 inch)

**Weight:** 150 grams (5 lbs)
**POS Product:** Podium with back attached

**Material:** EE Golf 3 mm

**Size:** 76 x 160 cm (30 x 63 inch)
POS Product: Foldable Totem Standee

Material: 410 grams (14 lbs) cardboard

Size: 58 x 185 cm (23 x 73 inch)

Weight: 150 grams (5 lbs)

Option 1:

Option 2:
**POS Product:** Podium with back attached

**Material:** EE Golf 3 mm

**Size:** 76 x 160 cm (30 x 63 inch)
POS Product: Foldable Totem Standee

Material: 410 grams (14 lbs) card board

Size: 58 x 185 cm (23 x 73 inch)

Weight: 150 grams (5 lbs)
**POS Product:** Podium with back attached

**Material:** EE Golf 3 mm

**Size:** 76 x 160 cm (30 x 63 inch)
Trade and consumer shows

Shows can be an effective way to communicate to potential buyers and users. Since most shows require an investment, both in time as well as expenditure, we are happy to help you in any way we can.

Some useful suggestions for a successful Greentom show experience:

The Greentom logo and POS Theme slogan should always be used on the back or main panel of the booth.

**Pedestals** are a great way to showcase the design and simplicity of Greentom strollers. Greentom offers foldable pedestals ready for use.

Placing the pedestals in the back of the booth invites people in to come and take a closer look.

In order to explain how one frame forms the foundation for all the Greentom strollers, it is helpful to show the three strollers on the pedestals from birth to kindergarten in the following order:

Carrycot → Reversible → Classic.

If you use one colour combination for all three strollers, this is more apparent to the customer.

Make sure to place a couple of strollers on the booth floor, so that customers can experience features such as a smooth ride and easy steering, and you can show how to easily fold the stroller or demonstrate how lightweight the stroller is.
Be aware of who your targeted customer is: do you want to focus on nature or city or combine both? Adjust the images you choose from the Greentom image library accordingly. Make sure you use images of strollers and colors that are available to sell.

Use the Greentom icons to explain about the materials used and other USP’s. Too much text will not add to the overall look and feel.

You can use the strollers to display the accessories or choose to showcase them separately.

We offer a file to print shirts with our logo so that all Greentom team members stand out in the crowd. You can wear this shirt on a casual pair of blue or black jeans with green sneakers, for example from Adidas.

Other files, such as catalogs and print instructions for the canvas bags, can be downloaded from the files on our B2B website.
Booth design options

Greentom has attended many shows in the past years and we would like to share some designs we made to entice the buyers and customers and to get to know them.

**General remarks:**
- The design of the booth depends on the audience, size and budget.
- Make sure all materials used in the booth are sustainable.
- Less is more: always keep the booth clean and clutter free.
- A nice touch is when all booth hosts wear the same Greentom shirt. This way Greentom team members stand out in the crowd.

First choose your main theme.
Then choose your design based on the available space.
In the following pages we would like to share three booth designs that show the essentials:

1. Small booth design
2. Medium booth design
3. Large booth design

**Help needed?**
The Greentom team is happy to help you decide on the best show strategy and help you to choose the most attractive and effective booth design for your audience. Feel free to contact Guillaume if you have any questions.
Short informational text may be placed on one of the side walls of the medium or large booth, so that people can read about Greentom even from a distance.

Below is an example of such texts:

- The stroller frame is made entirely from recycled plastic.
- The stroller fabric is made from recycled drinking bottles.
- Award-winning, functional and smart design.
- Naturally free from harmful substances and 100% safe.

The first green stroller on planet earth:
1.1 Size booth: Small
POS Theme: The greenest stroller on planet earth: smart, green and colourful design

When designing small booth, make sure to cover the following essentials:

- Please use the logo and slogan **the greenest stroller on planet earth** on the back panel of the booth.
- Please present the Carrycot, Reversible and Classic in three different fabric and frame colours.
- Accessories can be placed on the strollers.
- If there is enough space, you can add materials from the POS collection to the booth.
1.2

**Size booth:** Small  
**POS Theme:** The greenest stroller on planet earth: lightweight and easy to use

When designing small booth, make sure to cover the following essentials:

- Please use the logo and slogan *the greenest stroller on planet earth* on the back panel of the booth.
- Please present the Carrycot, Reversible and Classic in three different fabric and frame colours.
- Accessories can be placed on the strollers.
- If there is enough space, you can add materials from the POS collection to the booth.
1.3 Size booth: Small
POS Theme: Let’s create a green tomorrow! (Nature)

When designing small booth, make sure to cover the following essentials:

– Please use the logo and slogan Let’s create a green tomorrow! on the back panel of the booth.
– Please present the Carrycot, Reversible and Classic in three different fabric and frame colours.
– Accessories can be placed on the strollers.
– If there is enough space, you can add materials from the POS collection to the booth.
1.4 Size booth: Small

POS Theme: Let’s create a green tomorrow! (Kids)

When designing small booth, make sure to cover the following essentials:

- Please use the logo and slogan Let’s create a green tomorrow! on the back panel of the booth.
- Please present the Carrycot, Reversible and Classic in three different fabric and frame colours.
- Accessories can be placed on the strollers.
- If there is enough space, you can add materials from the POS collection to the booth.
2.1 Size booth: Medium

POS Theme: The greenest stroller on planet earth:
smart, green and colourful design

When designing medium sized booth, make sure to cover the following essentials:

- Please use the logo and slogan **the greenest stroller on planet earth** on the back panel of the booth.
- The Carrycot, Reversible and Classic are placed on pedestals in the back. Please use one fabric and frame colour to emphasize the three different models.
- The image from this POS Theme can be combined with a picture from any other theme.
- Additional strollers in different fabric colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘Let’s create a green tomorrow!’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
Size booth: Medium

POS Theme: The greenest stroller on planet earth: lightweight and easy to use

When designing a medium sized booth, make sure to cover the following essentials:

- Please use the logo and slogan the greenest stroller on planet earth on the back panel of the booth.
- The Carrycot, Reversible and Classic are placed on pedestals in the back. Please use one fabric and frame colour to emphasize the three different models.
- Additional strollers in different fabric colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘Let’s create a green tomorrow!’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
2.3 **Size booth:** Medium

**POS Theme:** Let’s create a green tomorrow! (Nature)

When designing a medium sized booth, make sure to cover the following essentials:

- Please use the logo and slogan **Let’s create a green tomorrow!** on the back panel of the booth.
- The Carrycot, Reversible and Classic are placed on pedestals in the back. Please use one fabric and frame colour to emphasize the three different models.
- Additional strollers in different fabric colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘the greenest stroller on planet earth’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
2.4 Size booth: Medium
POS Theme: Let’s create a green tomorrow! (Kids)

When designing a medium sized booth, make sure to cover the following essentials:

- Please use the logo and slogan the greenest stroller on planet earth on the back panel of the booth.
- The Carrycot, Reversible and Classic are placed on pedestals in the back. Please use one fabric and frame colour to emphasize the three different models.
- Additional strollers in different fabric colours can be placed on the booth floor for visitors to try and to demonstrate.

- A counter with our slogan ‘the greenest stroller on planet earth’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
3.1 **Size booth:** Large

**POS Theme:** The greenest stroller on planet earth: smart, green and colourful design

In case of a large sized booth, make sure to cover the following essentials:

- Please use the logo and slogan **the greenest stroller on planet earth** on one of the back panels or on the big pedestal of the booth.
- The Carrycot, Reversible and Classic are placed on separate pedestals.
- In addition to these product pedestals, there can be one larger pedestal to display three strollers together.
- Additional strollers in different fabric and frame colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘Let’s create a green tomorrow!’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
- Choose the images for the walls in tune. Leave the wall with the logo white.
- There can be a closet for displaying the accessories or materials (PET bottles, flax, cotton, wool etc.).
- There can be a seating area placed in the booth, to talk to clients in a more private setting. Choose a round table with matching chairs that match the Greentom brand, in the colour white.
- You can play around with variations as long as the booth keeps the overall Greentom less is more look and feel.
- Make sure there is a space in the back that is not accessible for visitors, closed by a wall or curtain, where you can store your personal belongings, keep a stack of catalogues and other materials that otherwise might clutter the booth.
3.2 **Size booth:** Large

**POS Theme:** The greenest stroller on planet earth: lightweight and easy to use

In case of a large sized booth, make sure to cover the following essentials:

- Please use the logo and slogan **the greenest stroller on planet earth** on one of the back panels or on the big pedestal of the booth.
- The Carrycot, Reversible and Classic are placed on separate pedestals.
- In addition to these product pedestals, there can be one larger pedestal to display three strollers together.
- Additional strollers in different fabric and frame colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘Let’s create a green tomorrow!’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
- Choose the images for the walls in tune. Leave the wall with the logo white.
- There can be a closet for displaying the accessories or materials (PET bottles, flax, cotton, wool etc.).
- There can be a seating area placed in the booth, to talk to clients in a more private setting. Choose a round table with matching chairs that match the Greentom brand, in the colour white.
- You can play around with variations as long as the booth keeps the overall Greentom less is more look and feel.
- Make sure there is a space in the back that is not accessible for visitors, closed by a wall or curtain, where you can store your personal belongings, keep a stack of catalogues and other materials that otherwise might clutter the booth.
In case of a large sized booth, make sure to cover the following essentials:

- Please use the logo and slogan *Let’s create a green tomorrow!* on one of the back panels or on the big pedestal of the booth.
- The Carrycot, Reversible and Classic are placed on separate pedestals.
- In addition to these product pedestals, there can be one larger pedestal to display three strollers together.
- Additional strollers in different fabric and frame colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘the greenest stroller on planet earth’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
- Choose the images for the walls in tune. Leave the wall with the logo white.
- There can be a closet for displaying the accessories or materials (PET bottles, flax, cotton, wool etc.).
- There can be a seating area placed in the booth, to talk to clients in a more private setting. Choose a round table with matching chairs that match the Greentom brand, in the colour white.
- You can play around with variations as long as the booth keeps the overall Greentom less is more look and feel.
- Make sure there is a space in the back that is not accessible for visitors, closed by a wall or curtain, where you can store your personal belongings, keep a stack of catalogues and other materials that otherwise might clutter the booth.
Size booth: Large

POS Theme: Let’s create a green tomorrow! (Kids)

In case of a large sized booth, make sure to cover the following essentials:

- Please use the logo and slogan Let’s create a green tomorrow! on one of the back panels or on the big pedestal of the booth.
- The Carrycot, Reversible and Classic are placed on separate pedestals.
- In addition to these product pedestals, there can be one larger pedestal to display three strollers together.
- Additional strollers in different fabric and frame colours can be placed on the booth floor for visitors to try and to demonstrate.
- A counter with our slogan ‘the greenest stroller on planet earth’ is placed at the front. Inside are shelves to store brochures and others.
- Short informational text can be placed on one of the side walls so that people can read about Greentom even from a distance.
- Choose the images for the walls in tune. Leave the wall with the logo white.
- There can be a closet for displaying the accessories or materials (PET bottles, flax, cotton, wool etc.).
- There can be a seating area placed in the booth, to talk to clients in a more private setting. Choose a round table with matching chairs that match the Greentom brand, in the colour white.
- You can play around with variations as long as the booth keeps the overall Greentom less is more look and feel.
- Make sure there is a space in the back that is not accessible for visitors, closed by a wall or curtain, where you can store your personal belongings, keep a stack of catalogues and other materials that otherwise might clutter the booth.
All documents, materials and designs mentioned in this Style Guide will soon be available for download on our website.

Please contact Guillaume Smitsmans from our Sales Department for log in information: guillaume@greentom.com

If you have any questions regarding our style guide, usage of typography, logo’s or something else, feel free to contact Greentom’s graphic designer Veronique de Jong: veronique@greentom.com

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