

# Guide to GRETE graphical profile

LOGO

logopack available on TEAMS shared place



STANDARD logo in green “Forest”



GREY logo for grey-scale applications  
(CMYK: K80%)



WHITE logo for coloured background



SQUARE format options



# Guide to GRETE graphical profile

## COLOURS



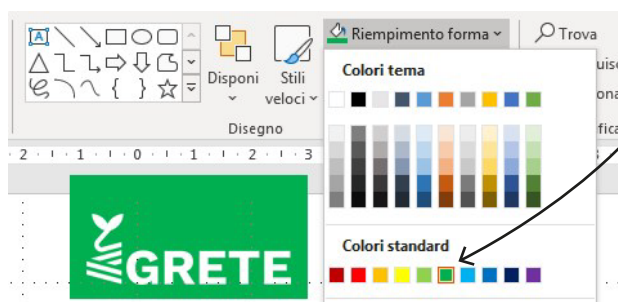
STANDARD colour: green “forest”  
standard colour for printed communication

CMYK C 89%, M 38%, Y 64%, K 37%  
RGB R 0, G 89, B 79  
HTML HEX #00594F



ALTERNATIVE colour: green “MS Office”  
standard colour for screened communication

CMYK C 77%, M 0%, Y 86%, K 0%  
RGB R 0, G 179, B 80  
HTML HEX #00B050



## FONTS

### Akzidenz-Grotesk Pro

**Akzidenz-Grotesk Pro Bold**

Akzidenz-Grotesk Pro Regular

Akzidenz-Grotesk Pro Light  
**Akzidenz-Grotesk Pro Medium**

### OVERCOMING THE BOTTLENECKS OF THE WOOD-TO-TEXTILE VALUE CHAIN

GRETE - Green chemicals and Technologies  
for the wood-to-textile value chain

The GRETE initiative aims to **improve the existing textile value chain** by using a new raw material based on standard paper grade pulps, **implementing novel green technologies** and recovery process for cellulose dissolution with novel post- modification process, in order to obtain **novel regenerated man-made fibres** with improved technical properties.