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CREATING LONG-TERM
WEALTH WITH REAL
ESTATE DEVELOPMENT

greenspringscapitalgroup.com

Brand Guidelines



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Green Springs Capital Group's Brand Style Guide provides a clear framework for how the brand should look, feel, and communicate across all platforms.

These standards ensure consistency, strengthen recognition, and support the company's identity as a trusted leader in real estate development and investment.

Each section outlines the approved visual elements—fonts, colors, logos, and supporting marks—along with practical usage guidance that keeps the brand cohesive and professional across digital and print applications.



- Who Are We?
- Mission / Vision
- Value

01 Introduction



Who Are We?

Green Springs Capital Group is a real estate development and management firm committed to building a platform for long-term financial freedom.

We provide debt and equity investment opportunities designed to support consistent cash flow, long-term wealth, or a balanced combination of the two. With expertise in redevelopment, development, and property management, we deliver high-quality homes, protect investor capital, and offer a strong pathway for meaningful portfolio diversification.



Brothers Gregory Green, left, and Brian Green.



Mission

Our mission is to create lasting financial freedom for our partners through real estate that is thoughtfully acquired, expertly managed, and aligned with long-term growth. We focus on delivering homes with character, comfort, and professionalism — supported by systems, values, and a team committed to excellence at every step.

Vision

Green Springs exists to build a platform where friends, family, and partners can achieve financial freedom through managed real estate. Our focus is creating well-managed, high-quality homes and long-term investment opportunities shaped by integrity, responsiveness, and care. As we grow, we remain committed to delivering worry-free living for residents and lasting value for investors.



Values

These values define how we think, work, and lead — shaping the standards we bring to every property, partnership, and investment.

Sense of Urgency

04

We operate with pace, purpose, and intention. Responsiveness and follow-through are foundational to the experience we deliver.

Do the Right Thing

03

We lead with accountability, integrity, and professionalism. We set the standard for how we work and how we treat people.

Intrapreneurial Mindset & Growth

02

We are growth-minded, resourceful, and always expanding our capacity. Everyone on the team contributes to building something larger than themselves.

Positive Mindset

01

We stay focused on the big picture, maintain momentum, and do what it takes to get the job done. Progress is our default setting.

- Brand Logo
- Logo Versions
- Logo Size
- Logo Color
- Do's and Don'ts

02

The Logo





Brand Logo

The primary Green Springs Capital Group logo may be used in full color, inverse color, or monochrome, depending on the application and technical requirements. Full color is always preferred, as it best represents the brand's visual identity. Inverse and monochrome versions should be used only when contrast, printing limitations, or material restrictions make the full-color mark impractical. The logo may appear on either solid or transparent backgrounds, but it should always be placed in a way that preserves clarity, contrast, and overall brand consistency.

GSCG

GSCG may be used as a micro-mark, set in Rajdhani to give the acronym a distinct, structured presence that reinforces the brand in small-space applications.

Logo Versions →

01



Use This When...

The material focuses on investment, financial strategy, or advisory services.

Typical Assets

Investment decks, financial reports, Capital Group webpages, consulting materials.

02



Use This When...

The content is related to leasing, maintenance, tenant communications, or property operations

Typical Assets

Tenant notices, maintenance forms, leasing materials, PM-specific webpages.

03



Use This When...

The asset represents the organization as a whole or includes both divisions.

Typical Assets

Shared brochures, general marketing pieces, onboarding materials, office wall décor.

Logo Versions & Usage

Green Springs operates under a unified brand family with three approved logo variations. Each serves a specific purpose, depending on the audience and the marketing asset.

Choosing the Right Logo

Start by asking a simple question: Who is this message for?

- If it speaks to investors, partners, or financial clients, use **Capital Group LLC**.
- If it's for tenants, property owners, or leasing prospects, use **Property Management**.
- If it represents the organization as a whole, or both audiences together, use **Companies**.





Logo Spacing

Proper logo spacing ensures the mark remains clear, legible, and visually consistent across all applications.

Maintain a minimum clear space around the logo equal to or greater than the height of the "G" in "GREEN," keeping this area free of text, graphics, or other visual elements. This protective spacing helps preserve the integrity of the logo and ensures it stands out in both digital and print environments.

Logo Variations →

Logo Color Variations

The Green Springs Capital Group logo is available in several approved color treatments to ensure clarity and consistency across different backgrounds, materials, and production methods. These variations support flexible use while maintaining the integrity of the brand in both digital and print applications.

Logo Size →

Primary Logo



Use this version whenever possible. It features the brand green (#86C440) and brand blue (#1C3664) and should appear on light or neutral backgrounds for clear visibility.

Inverse Logo



Designed for dark backgrounds. Use this all-white or off-white version (#FFFFFF or #F8F7EA) on dark backgrounds when the primary logo is not readable on deep blue or dark imagery.

Monochrome



Monochrome logos use a single brand color—green (#86C440) or blue (#1C3664)—to provide flexibility in situations where the full-color logo cannot be used. These versions are suitable for one-color printing, specialty merchandise, or layouts with limited color options.

Icon Mark



The standalone roof icon may be used in small or square formats—such as favicons, social media, or compact merchandise.

Logo Size

To ensure legibility, the logo should never appear smaller than **2.5 inches wide in print** or **250px wide in digital formats**, with **3 inches in print recommended** for optimal clarity. This minimum size preserves the readability of the wordmark and maintains clarity of the roof icon.

Icon Color Examples

The symbol mark may appear in approved brand colors depending on background tone and production requirements. These examples demonstrate how the icon should be applied to maintain clarity, contrast, and consistency across various materials.



Do's and Don'ts →



600 px | 6.25 in



480 px | 5.00 in



250 px | 2.50 in

Do's and Don'ts

These guidelines outline the correct and incorrect uses of the Green Springs Capital Group logo.

Following these standards helps maintain a consistent, professional appearance across all applications and protects the integrity of the brand.



Do scale the logo proportionally and ensure strong contrast on backgrounds and images.



Do not rotate, skew, or distort the logo in any way.



Do not stretch or compress the logo beyond its original proportions.



Do not rearrange or separate elements of the full logo except when using the approved logo mark.

More Logo Don'ts

These additional examples illustrate more incorrect uses of the logo and help clarify what should be avoided across various applications.



Do not alter the colors or create unapproved color combinations.



Do not add elements such as outlines to the logo.



Do not modify fonts.



Do not place the logo on backgrounds with low contrast.

Color



- Primary Color
- Color Palette

03 Color





Primary Color

Green

#86C440

RGB: 134, 196, 64

CMYK: 32, 0, 67, 23

The brand green is the core color of the identity. It represents growth, opportunity, and positive momentum.

Color Palette

The Green Springs Capital Group color palette is designed to convey trust, stability, and long-term value.

These colors work together to create a consistent visual foundation across digital and print applications. Each tone serves a specific purpose within the system, helping the brand remain clear, balanced, and recognizable when used according to the roles defined in this guide.

Off-White

#F8F7EA

RGB: 248, 247, 234

CMYK: 0, 0, 6, 3

The primary background tone for pages and text-heavy content, providing a clean foundation.

Green

#86C440

RGB: 134, 196, 64

CMYK: 32, 0, 67, 23

Used for accents, icons, highlights, and calls-to-action. Not intended for large background areas.

Blue

#1C3664

RGB: 28, 54, 100

CMYK: 72, 46, 0, 61

Used for structural elements such as headlines, navigation, section backgrounds, and buttons.

Deep Blue

#04132A

RGB: 4, 19, 42

CMYK: 90, 55, 0, 84

Used for bold, high-impact backgrounds including footers, dark heroes, overlays, and headlines.

Tan

#D9D2C4

RGB: 217, 210, 196

CMYK: 0, 3, 10, 15

A supporting neutral used sparingly for soft content blocks, card backgrounds, and subtle contrast.

- Typeface
- Typography Hierarchy
- Type Color



04 Typography

Primary Typeface

Montserrat defines the core voice of the brand. Its geometric clarity and structured forms reflect the company's focus on development, planning, and disciplined growth. It delivers the confidence and modernity expected from a real estate investment firm.

FONT USAGE

- **Primary Headlines (H1-H3):**
Major page titles and hero text
- **Secondary Headlines (H4-H6):**
Section headers and structural subheads
- **User Interface (UI) Elements:**
Navigation labels, buttons, and key calls-to-action

Secondary Typeface →

Aa

Montserrat

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? # % @ & * ()

Regular.
Medium.
SemiBold.
Bold.

Montserrat Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Typeface

Inter supports the brand with clean readability and a balanced, modern tone. Its open forms and generous spacing make detailed content easy to follow, reinforcing the company's commitment to clarity, transparency, and straightforward communication.

FONT USAGE

- Body Text
- Supporting Labels
- Emphasized Body Text

Tertiary Typeface →

Aa

Inter

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? # % @ & * ()

Regular.
SemiBold.
Bold.

Inter Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Inter SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Inter Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Tertiary Typeface

Rajdhani adds a subtle, engineered character that complements the primary typefaces. Its structured, squared forms bring a technical edge to key figures and data points, reflecting the precision and discipline expected in real estate investment work.

FONT USAGE

- Data Points, Statistics, and Numerical Highlights
- Short Labels, Infographic Elements, and the GSCG Micro-Mark

Typography Hierarchy →

Aa

Rajdhani

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? # % @ & * ()

Regular.
Medium.
SemiBold.
Bold.

Rajdhani Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Rajdhani Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Rajdhani SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Rajdhani Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography Hierarchy

The hierarchy defines how each type style should appear in relation to one another, creating a consistent rhythm across digital and print layouts. These styles support clear scanning, strong emphasis, and a modern, investment-focused tone.

Type Color →

Montserrat
Title Case
SemiBold or Bold

Montserrat
Title Case
Regular or Medium

Inter
Sentence Case
Regular | SemiBold for Emphasis

Montserrat
Uppercase
Bold

Heading
Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Hariandit, ut poresto optatur sae ra natia debit plant. Osandi volestiorat repero erferent experrum delecesere re optaspe rnatis veribusam, quibust.

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Type Color

Typography should remain clear and readable across all applications.

These guidelines outline which type colors to use on different backgrounds, ensuring strong contrast and a consistent visual experience.



Creating Long-Term Wealth with Real Estate Development

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