



SITTING



WORKING



PLAYING



WALKING / RUNNING

H S

LETTER 'H'

LETTER 'S'



SIT



WALK / PLAY



PATHWAY



LETTER 'H'



LETTER 'S'

The human body takes up different postures - from sitting to running. The spaces at Harit Setu will allow people to experience all these activities, along a pathway that will become their safe, secure space.

The symbol covers these aspects - the human postures and the defined pathway - in a minimal and friendly manner. The curves add a softer human element, while the straight lines define the path. On top of this, the colour points to eco-friendliness.

While being aesthetic and distinct, the symbol can be adapted to diverse touchpoints, which will help in a strong brand building.



Let's walk together **towards a greener future!**



LIGHT GREEN
#8DC63F



BLACK
#231F20

TYPOGRAPHY

Helvetica Neue Regular

Let's walk together
towards a greener future!

Helvetica Neue Medium

Let's walk together
towards a greener future!

Helvetica Neue Bold

Let's walk together
towards a greener future!

