

Guidelines

We're Smart® Green Guide



Use of the We're Smart® Green Guide logo

The logo of We're Smart Green Guide must always be used in this form (see below).

- If scaling is necessary, always use proportional scale.
- We prefer to use the logo on a white background/surface.
- If you use the logo on a coloured background then the background should be set to an opacity of 40% or lower.



Base colours of We're Smart® Green Guide logo



#2B7330

RGB: R=43 G=115 B=48

CMYK : C= 83 M=29 Y=100 K=20

PANTONE 7733 PMS C



#65B32E

RGB: R=101 G=179 B=46

CMYK : C65% M0% Y100% 0%

PANTONE: 368 PMS C

Use of radishes

If your restaurant has a **We're Smart Green Guide score/rating** than your restaurant belongs to the **select group of best vegetables restaurants in the world!**

These restaurants are getting a **"We're Smart Green Guide"** rating, illustrated by a **radish** or **multiple radishes**. The highest rating is 5 radishes.



If you want to publish, mention the world that your restaurant belongs to the selection of the We're Smart Green Guide you can use one of the We're Smart Green Guide logo's and radishes.

We **prefer** that you combine **the logo of We're Smart Green Guide** with **the radishes**.

We prefer that you use the We're Smart Green Guide logo in combination with the radishes



Of course we know that sometimes it will be difficult to combine these in your house-style and communication. Therefore we allow you to use the radishes separately but we'll ask you to mention in text **"We're Smart® Green Guide"**.

The text should be mentioned **above** or **below** the radishes.

Take care that the number of radishes (1-5) are always vertically centered upon logo or text. Make shure that text **"We're Smart® Green Guide"** is readable, so use a fontsize that respects readability .

Use of radishes with text instead of logo. Allowed but not our preferred option



We're Smart® Green Guide



**We're Smart®
Green Guide**



The perfect usage of radishes and logo

We prefer that you use our logo and radishes in the way they are presented below in the overview.

Your restaurant
got a radish
score/rating
of 1 radish



Your restaurant
got a radish
score/rating
of 2 radishes



Your restaurant
got a radish
score/rating
of 3 radishes



Your restaurant
got a radish
score/rating
of 4 radishes



Your restaurant
got a radish
score/rating
of 5 radishes



positive colour versions



negative colour versions



positive grayscale versions



negative grayscale versions



We're Smart® Green Guide package

In order to use our logo's and radishes in a correct way, you can also download all logo's in high and low definition from our website.

Just go to www.weresmartworld.com/mediakits

For questions about usage of our logos please contact us

<https://weresmartworld.com/contact-us>

Some examples of usage

cuisine


cocktails


crafts

over

menu

contact






we're

SMART

Green Guide



OK

cuisine

cocktails

crafts


over

menu

contact

WE'RE SMART®

GREEN GUIDE



OK

cuisine

cocktails

crafts


over

menu

contact

WE'RE SMART®

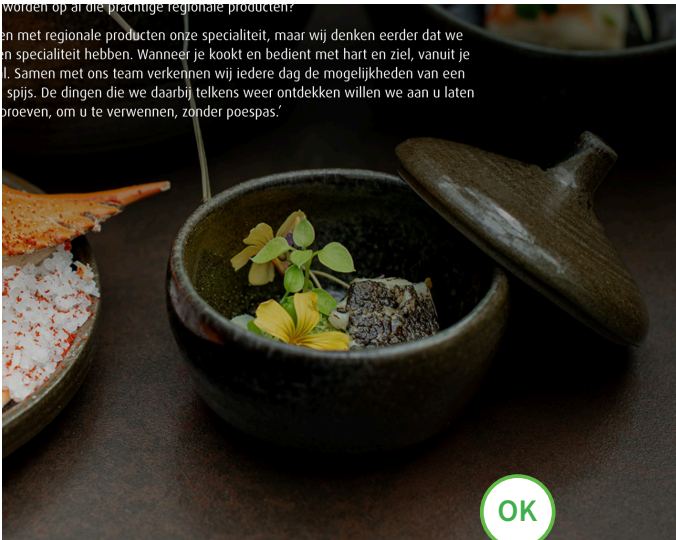
GREEN GUIDE



OK

worden op al die prachtige regionale producten?

en met regionale producten onze specialiteit, maar wij denken eerder dat we en specialiteit hebben. Wanneer je kookt en bedient met hart en ziel, vanuit je l. Samen met ons team verkennen wij iedere dag de mogelijkheden van een spijs. De dingen die we daarbij telkens weer ontdekken willen we aan u laten proeven, om u te verwennen, zonder poespas.'



OK

50

BEST

2019

LES

GRANDS

TALENTS

DU


MONDE


DUTCH

CUISINE

ALLIANCE

GASTRONOMIQUE





WE'RE SMART®

GREEN GUIDE



Golden score 19,5/20 Gault&Millau 2020



*** Michelin 2020 - celebrating 15 years with 3 stars



Best restaurant in the world since 2016



5 radishes We're Smart Green Guide 2021



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*** Michelin 2020 - celebrating 15 years with 3 stars



Best restaurant in the world since 2016



5 radishes We're Smart Green Guide 2021





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