

# Greenmood<sup>®</sup>

Biophilic Design







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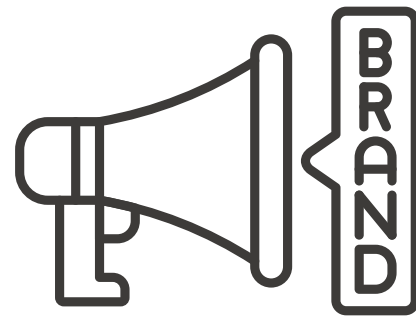
**Founded in Belgium, Greenmood designs & manufactures biophilic and acoustic wall systems for professional interiors.**

Our solutions combine preserved natural materials, acoustic performance, and architectural precision to meet the technical, aesthetic, & regulatory requirements of contemporary projects.

Working closely with architects, designers, and project teams, we develop wall systems that integrate nature responsibly into workplaces, hospitality, healthcare, and public environments.

Beyond products, Greenmood provides guidance & expertise to support informed specification, long-term performance, and sustainable design decisions.

Our brand identity is founded on a profound philosophy that combines a human-centered approach with respect for nature.  
In our communication we share on Biophilic Design and how it benefits people.



### Brand Positioning

A specialist in biophilic & acoustic wall systems for professional interiors, combining natural materials, technical performance, & architectural clarity.



### Brand Personality

Expert, precise, and design-conscious.  
Educational without being academic.  
Calm, responsible, & solution-oriented.



### Target Market

Architects, interior designers, acoustic consultants, project managers, developers, & institutional clients.



## Biophilic Design

is an architectural approach that reconnects people with nature through materiality, spatial experience, & sensory balance.

At Greenmood, biophilic design goes beyond visual greenery.

It is integrated into wall systems that address acoustic comfort, material responsibility, fire performance, & long-term durability.

Our approach supports well-being while respecting the technical realities of professional interiors.



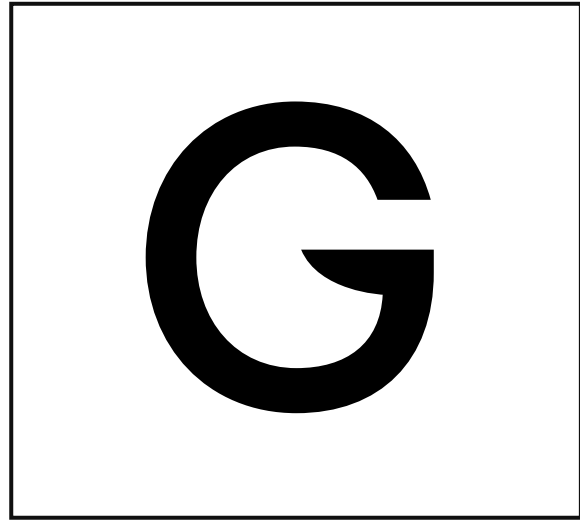
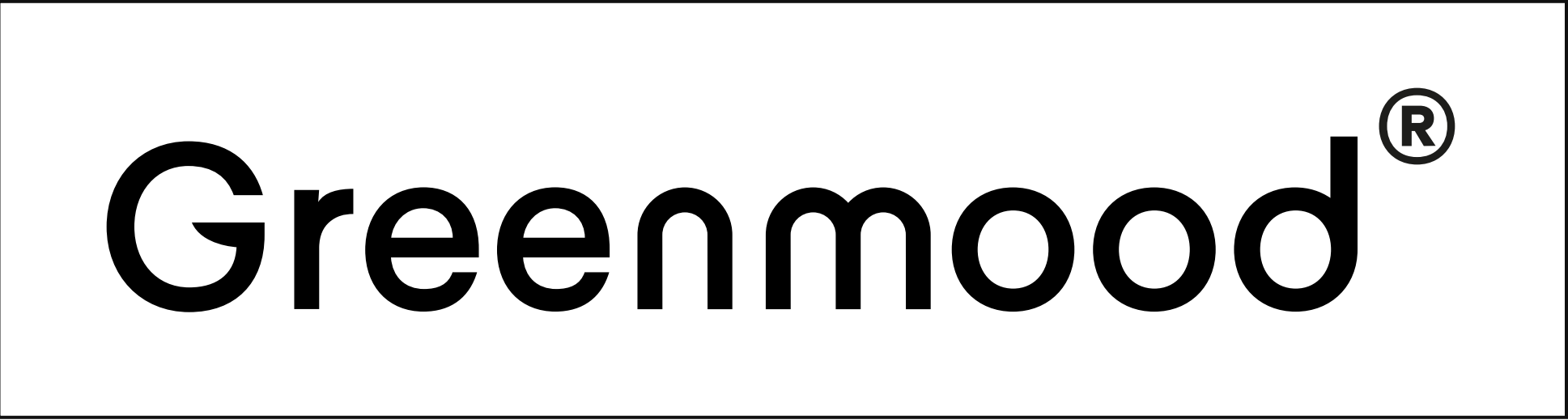


# A&D GUIDANCE

Greenmood supports **architects & designers** with **technical & regulatory** guidance for the specification of biophilic and acoustic wall systems.

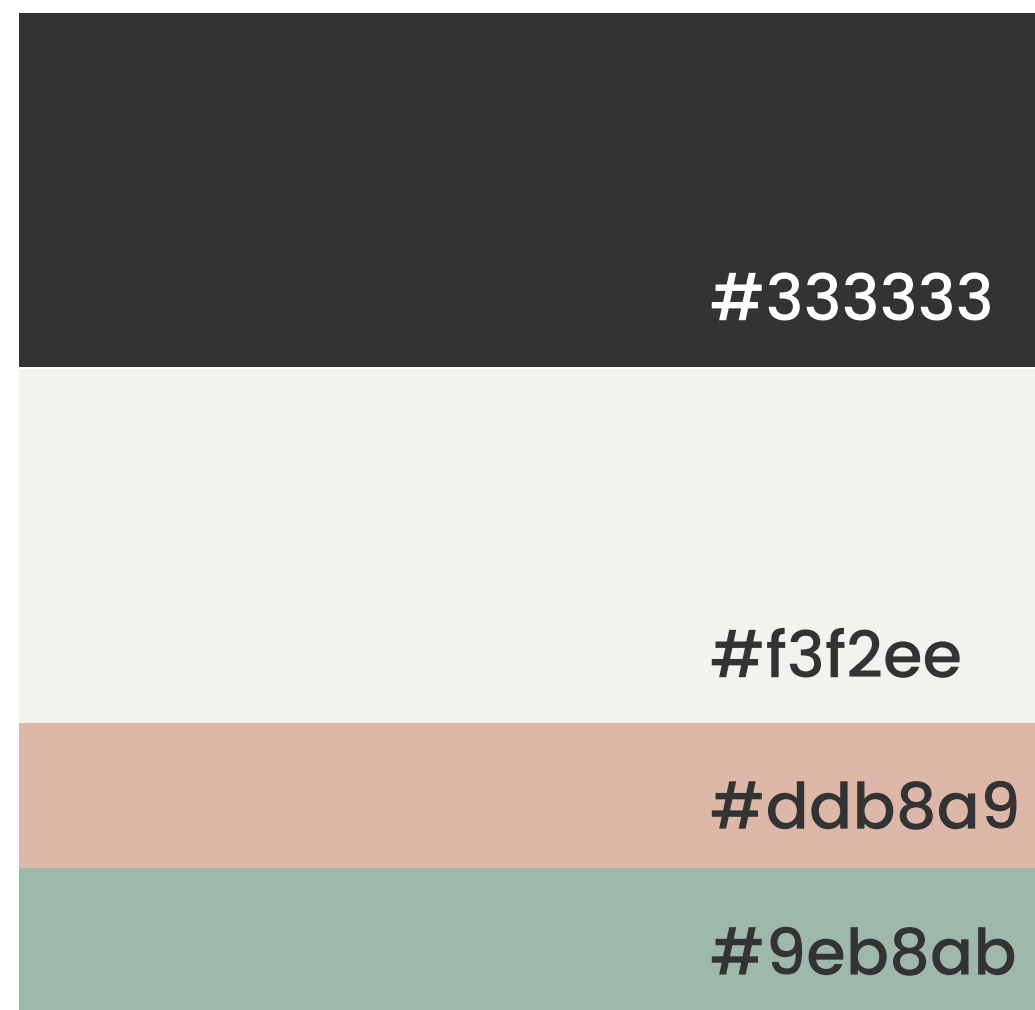
Through articles, documentation, CEU programs, & project insights, we address key topics such as fire safety, material selection, acoustic performance, & responsible design practices.

This guidance reflects our commitment to clarity, transparency, & informed decision-making across all project phases.



# LOGO USAGE

Our logo serves as a visual embodiment of our brand identity and should be utilized in adherence to predefined guidelines, encompassing appropriate color usage, scaling, and maintaining adequate clear space around it.



# COLOR PALETTE

Our color palette is deliberately restrained and architectural. It is built around anthracite grey, white and off-white tones, complemented by warm beige and a soft green used sparingly as an accent.

This balance ensures visual clarity, timelessness, and consistent brand cohesion across all media.



# TYPOGRAPHY

**Poppins** and **Juana Alt** are the two typefaces used across Greenmood’s social media communications.

Poppins ensures clarity and consistency for body text, captions, and informational content, while Juana Alt is reserved for headlines and key messages to add character and visual distinction.

Their combined use guarantees readability, hierarchy, & a coherent visual identity across all platforms.

## POPPINS

abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Regular                      Semi-bold                      Bold

## JUANAALT

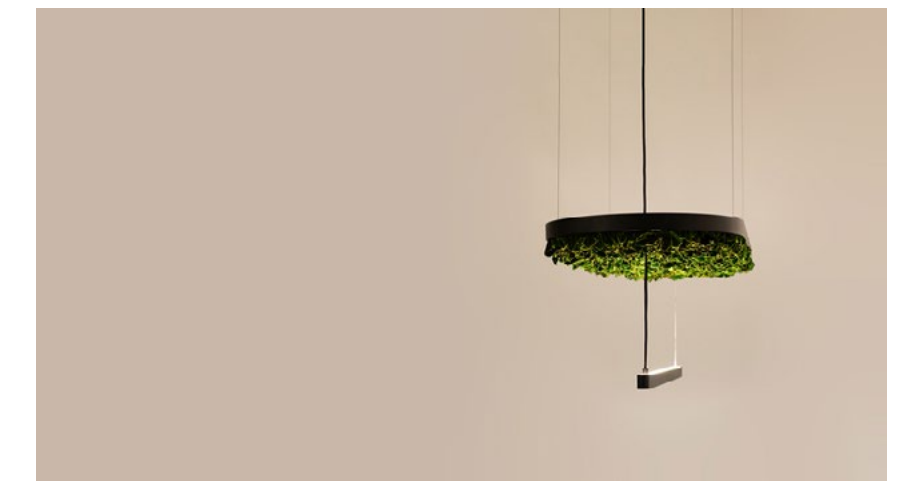
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789



# VISUAL CONTENT

Our imagery style combines minimalist product photography with post installation pictures that showcase the space in use. We want our clients to be able to picture themselves using our products in their daily environment.





# VOICE & TONE

## **BRAND VOICE: Calm. Expert. Purpose-Driven.**

Greenmood's voice conveys clarity, credibility, and confidence. It reflects deep expertise in biophilic and acoustic wall systems, grounded in material knowledge, performance, & responsible design.

### **The voice is:**

- **Calm & Reassuring**  
Clear, composed, and measured. Avoids hype, prioritizes trust.
- **Expert & Precise**  
Informed, technical when needed, always accurate and factual.
- **Purpose-Driven**  
Focused on long-term value, well-being, and responsible integration of nature.

Communication uses the first-person plural when appropriate & remains professional at all times.

## **BRAND TONE: Elegant. Warm. Human-Centered.**

Greenmood's tone adapts to context while remaining consistent & refined.

### **The tone is:**

- **Elegant & Architectural**  
Design-led, understated, never decorative for decoration's sake.
- **Warm & Human-Centered**  
Attentive to comfort, experience, and the people who inhabit spaces.
- **Clear & Responsible**  
Transparent, solution-oriented, and aligned with professional realities.



# KEY MESSAGING

## Key Messaging Themes

- **Biophilic Design:** Integrating natural materials into architectural systems to support well-being, focus, & spatial quality in professional interiors.
- **Sustainability & Renewability:** Using responsibly sourced, renewable, & durable materials such as preserved plants and 100% natural cork, designed for long-term use.
- **Acoustic Performance:** Providing effective sound absorption and noise control through engineered wall systems suited to workspaces, hospitality, & public interiors.
- **Design-Led Systems & Customization:** Offering modular and custom wall systems, developed in collaboration with designers, to meet architectural, acoustic, & aesthetic requirements.

## Tone in Action

- **Product Descriptions:** «Straight is a modular wall element defined by clean, geometric lines. Its disciplined form creates a minimal and structured visual rhythm, designed for contemporary architectural interiors.»
- **Sustainability Messaging:** «Greenmood designs products using natural and renewable materials, prioritizing durability, low maintenance, and responsible sourcing.»
- **Brand Philosophy:** «Biophilic design integrates natural materials into the built environment to support comfort, well-being, and long-term quality of use.»



# BRAND APPLICATIONS

Our brand applications encompass a variety of marketing & communication materials. Whether in print or digital form, each application should adhere to our brand guidelines consistently.



Greenmood®





# INSTAGRAM

Instagram highlights design, materials, & real applications through curated visuals and concise, architectural captions.





# LINKEDIN

LinkedIn is used as a professional communication channel that balances project case studies, material and system expertise, and educational insight, supporting informed dialogue with the A&D community.





# NEWSLETTER

## Monthly:

- Sent the last day of the month.
- Audience: All subscribers
- Themes: Educative (ex.: Pros and benefits of choosing acoustic Cork Tiles.), inspiring (ex.: project showcase, before and after, effects etc.), product showcase, case study of a project

## Quarterly:

- Sent every 3 months
- Audience: US reps
- Themes: company updates, trade shows, best project showcase, educative material for sales

## Informative:

- Not sent on a regular basis.
- Audience: custom
- Themes: pre-product launch for the team and reps, shows and events, product changes, new product launch, discounts/stock clearance etc.



# OUR OFFICES

Bring nature indoors – contact our team for your next project.



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# thank you.

**Greenmood**<sup>®</sup>  
Biophilic Design

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