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## The Boilerplate

“GREY Environmental helps customers and people discover brands, companies, and CEOs. We simplify the growing, selling, and buying of environmentally-conscious and sustainability-oriented firms into a competitive and attractive journey that yields no loss in environmental or stakeholder performance.”





## Founder & CEO

Michelle is the CEO and Founder of GREY Environmental and its products and services. She is 30-year old young entrepreneur, a woman in business, and a woman in technology and leadership.

Since 2008, she has grown GREY Environmental so that it has served over 30 clients and 300,000+ customers across the field of marketing, environment, sustainability, and technology.

Her work has been seen by over 5 million people today in various countries including Canada, the United States, England U.K, Europe, Australia, India, Asia, and the Middle East.

Michelle holds the world's first Bachelor of Environment in Global Environmental Systems degree from Simon Fraser University, a college in Canada. She lives and works in Canada.





**GREY**



**GREY**



**GREY**



**GREY**

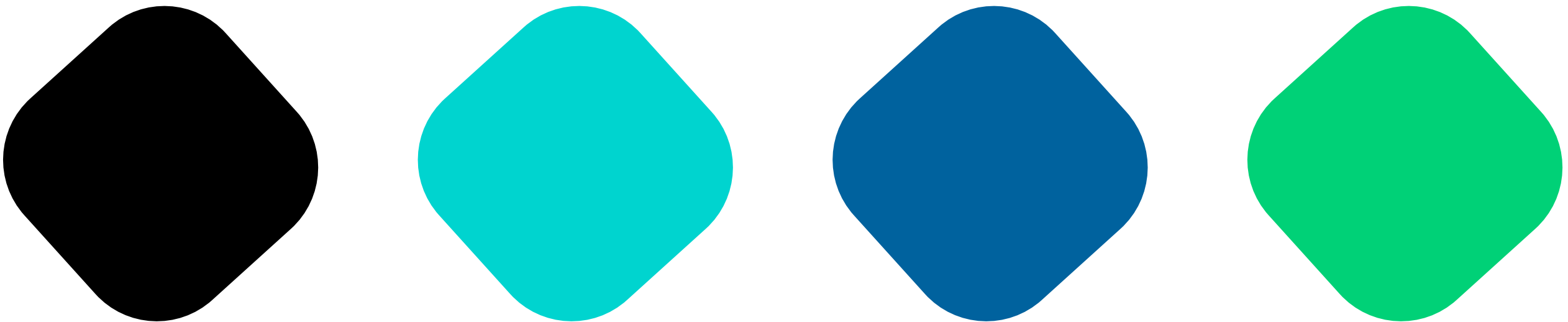




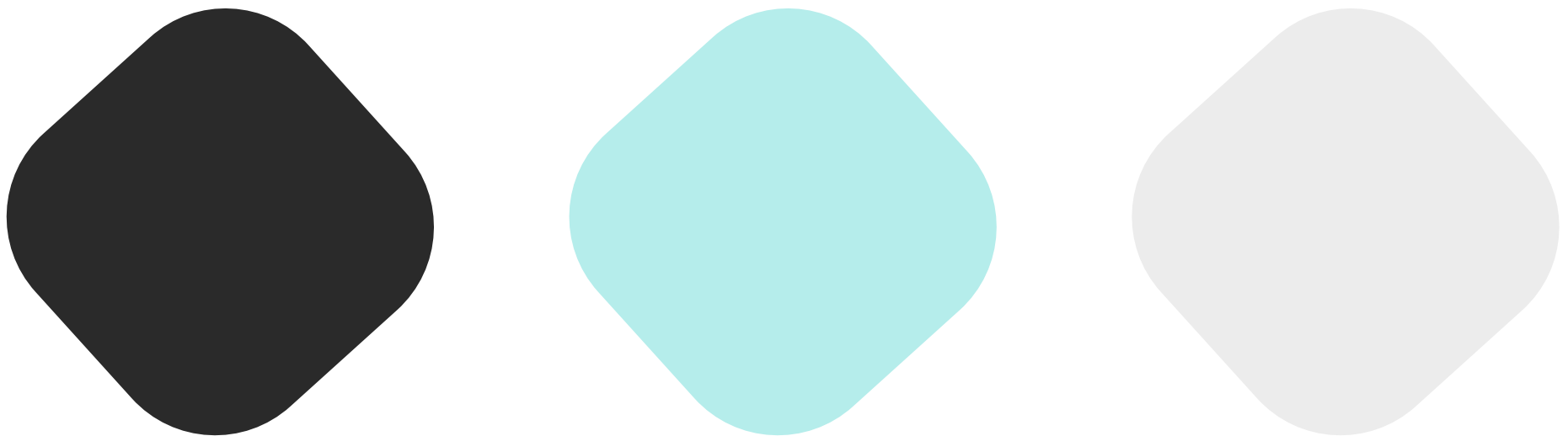
GREY the word means a fine balance between white and black.

GREY is also an acronym for:

Good  
Revenue  
Environmental  
Ya-Ping (My Name)



|          |                 |               |                |                |
|----------|-----------------|---------------|----------------|----------------|
| Hex Code | #000000         | #00D5CF       | #00639E        | #00D278        |
| Pantone  | 6 C             | 3115 C        | 641 C          | 7479 U         |
| CMYK     | 60, 40, 40, 100 | 100, 0, 3, 17 | 100, 38, 0, 38 | 100, 0, 43, 18 |



|          |             |             |            |
|----------|-------------|-------------|------------|
| Hex Code | #2B2B2B     | #B5EDEC     | #CCCCCC    |
| Pantone  | 426 C       | 317 C       | 427 U      |
| CMYK     | 0, 0, 0, 84 | 24, 0, 1, 8 | 0, 0, 0, 7 |

# Typography

Text

Heading: Avenir Light

Avenir Light is a beautiful, lightweight geometric font that is part of a big font family. Avenir is a Latin font acceptable in many governments around the world including in the United States.

Avenir represents communication, dialogue, and language.

Text

Text: Instrument Sans

Instrument Sans is a relaxed, professional sans-serif font that represents some of the traditional enterprises that work with Grey Environmental.

Instrument Sans represents technology, innovation, and business.

*12345677890%*

Accents: Vartigo

Vartigo is a beautiful script font especially versatile in reaching small and medium sized businesses.

Vartigo represents freedom, happiness, and travel, which speaks to the customer profile.



# Customer Profiles



## Sustainability Leadership

Sustainability officers, leaders, and those who work in the Sustainability, ESG, and Environmental field are some of our most prominent customers.

We interface with a lot of brands in the space and help catapult their brand to new heights with better sales and marketing enablement.

Most Managers here are men or women 35+ who have several degrees from their field, including business and environmental studies.



## Chief Technology Officers

Chief technology officers are senior leadership in small to large tech companies that oversee innovation, R&D, and engineering.

These individuals are hyper-smart, data driven, and sharp with analytics. These CTOs have their hands on the pulse of a lot of new advanced technologies that have great run-way and track record of succeeding in the real world.

Their work is very impressive and their time is limited, so they are often finding resources to help them focus on their work, distraction-free.



## Professional Business Leaders

Business leaders, VPs, and senior executives are people in the field of their specialty which can include healthcare, immigration, refugee settlement, and other professional, accredited concentrations that require a business consultant, management professional, or marketing expert.

A lot of the work is related to crisis management, PR, brand management, and company growth that helps reposition, save, and overcome bad business trends that hurt the bottom line.

# First In Business Across The World

GREY Environmental is recognized as a leader in environment, business, marketing, and communications around the world.

## Our Impact

**Canada**

13 provinces and territories.

**The United States**

The Office of the President of the United States  
1,600 Pennsylvania Ave.

**Mexico**

Mexico and Latin America

**England**

Norfolk, Leeds, and Cambridge

**Ireland**

Dublin

**Scotland**

Privy Residence

**Europe**

Geneva, Switzerland, and Hungary

**India**

Government

**Australia**

Government

**Central Asia**

Thailand, China, and Vietnam

**East Asia**

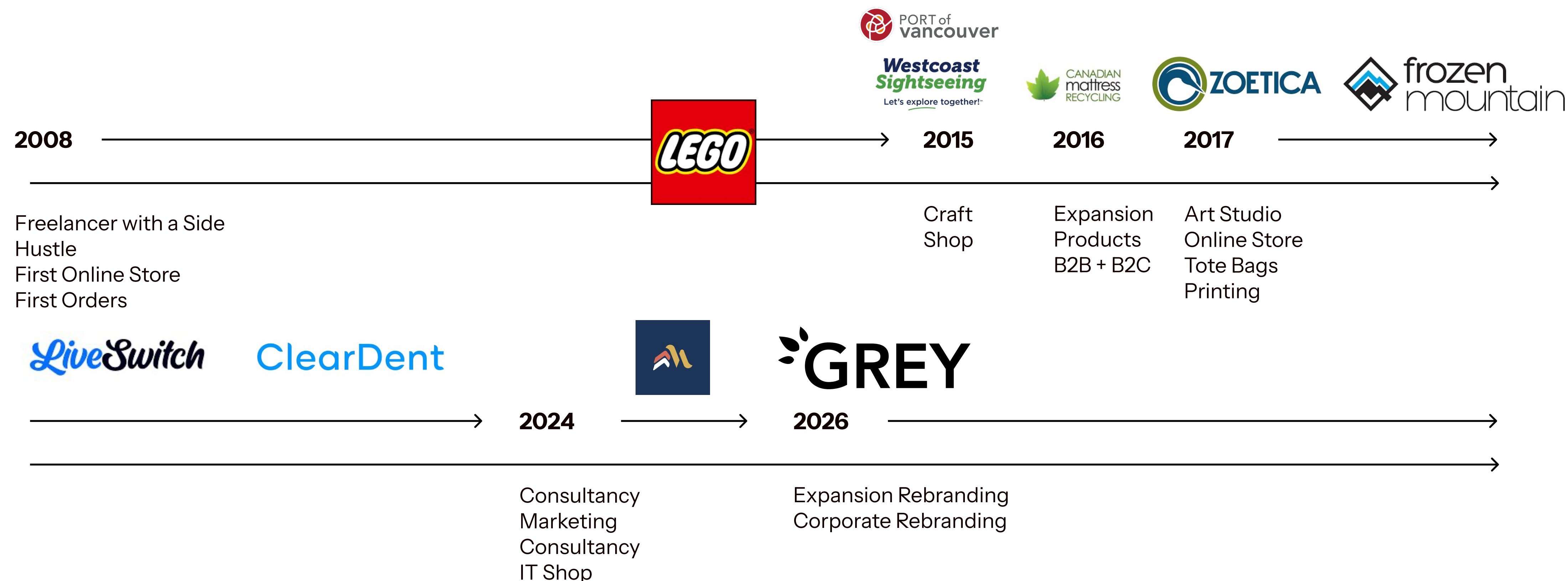
Japan, Korea, and Taiwan

**West Asia**

Egypt

# Company History

Founded in 2008, GREY Environmental has adapted to the times, and served many customers and clients.





“Michelle from GREY Environmental has assisted us with major restoration projects that make her one of the best living architectural students in the world today.”



Bank of Canada  
Museum, Canada  
Idea, Grant + Name



Louvre,  
France (2016)  
Custodian Intern



Van Gogh,  
Amsterdam  
Idea, Market Study



Buckingham Palace,  
U.K (post 2012)  
Paintings Selection



Downing Street,  
U.K (post 2018)  
Decor Selection



Windsor Palace,  
U.K (post 2013)  
Landscaping, Shrubs



W. Churchill House  
U.K (2010 - 2025)  
Trees, Forestry



Cambridge,  
U.K (2019 - 2022)  
Water Pollution



Da Vinci Place,  
Italy (2019)  
Paint Selection



Ottawa Parliament,  
Canada (2022)  
Land Sales



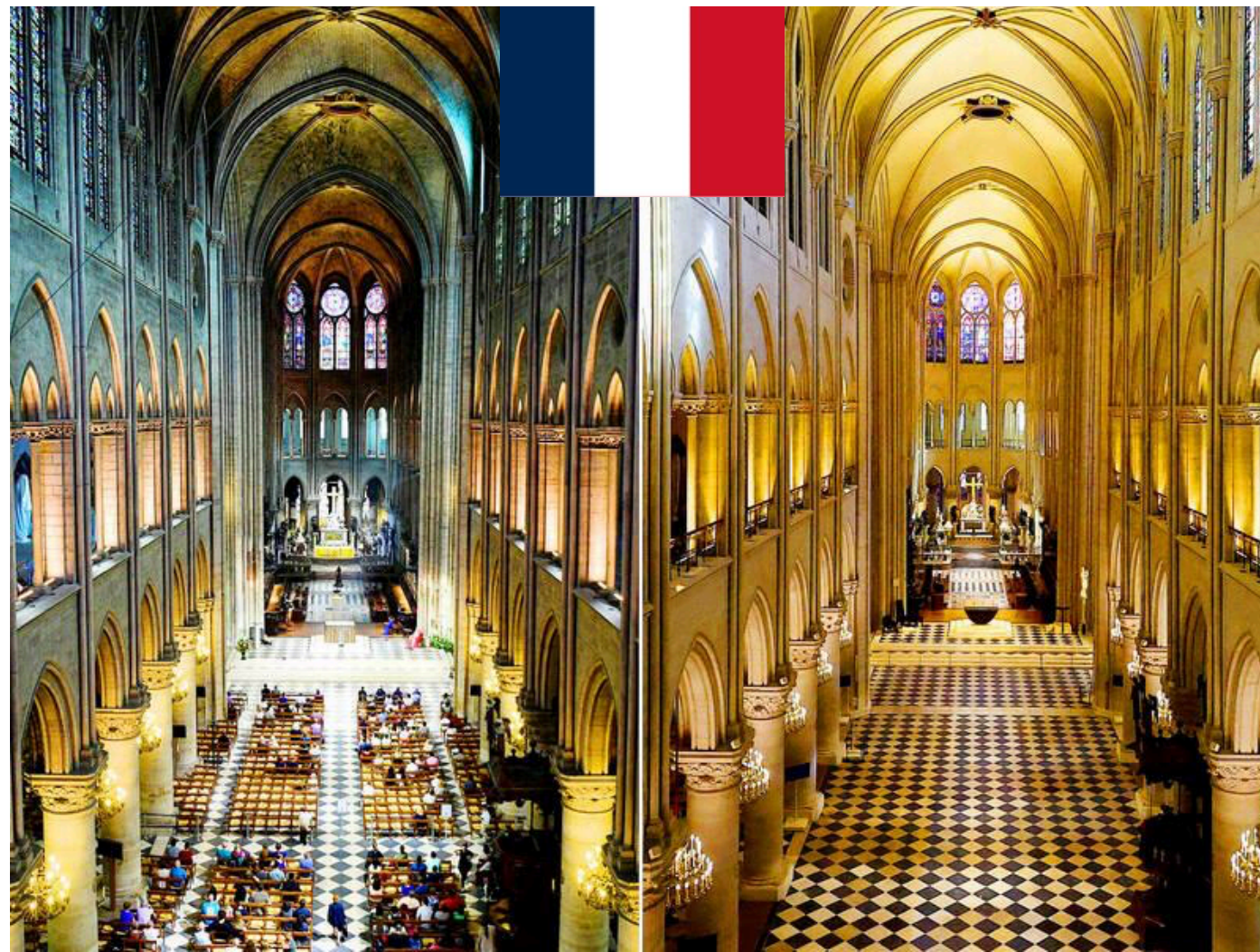
Sagrada Familia  
Barcelona, Spain  
(2026)  
*The tallest church.*  
3D Photo Matching



24 Sussex Drive,  
Canada  
Announcements



“Michelle from GREY Environmental has assisted us with major restoration projects that make her one of the best living art and architectural students in the world today.”



Notre Dame Restoration (2017 - 2027)  
Marble, Tile, and Facade Investigations  
Worked with Interpol on Damage  
Canadian-Dutch-French Investigative Unit



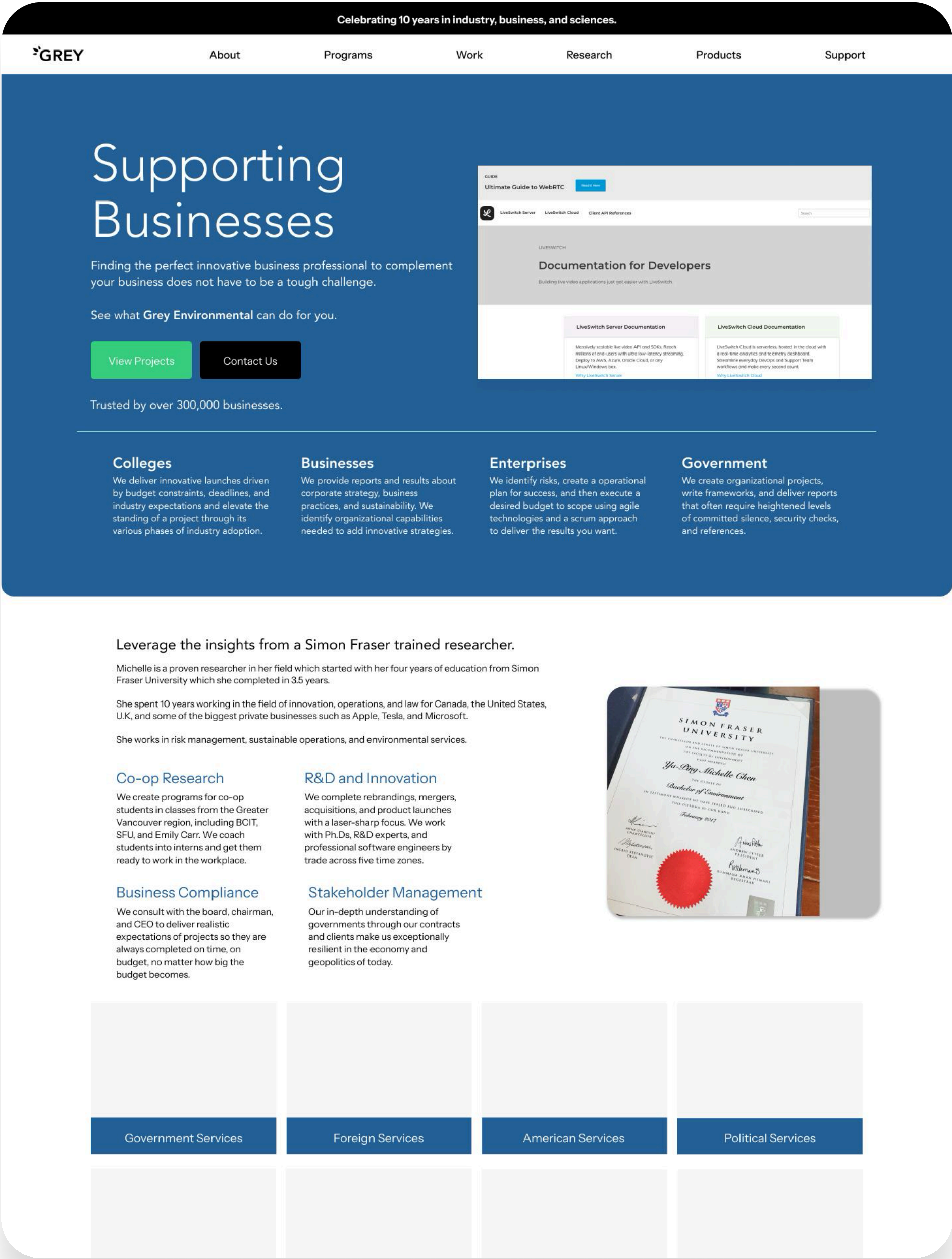
Returning The Original Mona Lisa After  
Its Armed Robbery & Theft By Pirates  
US-Canada-England-Interpol Team  
Spain, Africa, and USA Laundering



The Grand Egypt Museum Opening  
Volunteer Curator, Archivist, and Historian  
British Interpol + Canadian Mounties  
Idea, Secretary, and US Diplomat to Egypt







## The End

Book a project today or get onto our waitlist.

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