

# Olfine

# Brand Manual

# 2025



# Welcome Guideline Introduction

## The Guideline Introduction

These guidelines detail the visual components that shape the identity of olfine trading plc. They cover our name, brandmark, and other key elements such as color, type, and graphic style.

Delivering a clear and consistent message about our identity is key to projecting a strong, unified brand image

These guidelines reflect olfine trading plc commitment to quality, consistency and style. The olfine trading plc brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the olfine trading plc name and marks.

### Contact

+251960780808

### Address:

olfine trading plc  
Semit 72 deko real-estate  
second floor

### Online:

Ghabtamu438@gmail.com

# Content

## Olfine Brand Guidelines

1. Logo and Logo Structure	04
2. Corporate Typography	06
3. Brand Colors	09
4. Stationary & Marketing Materials	11

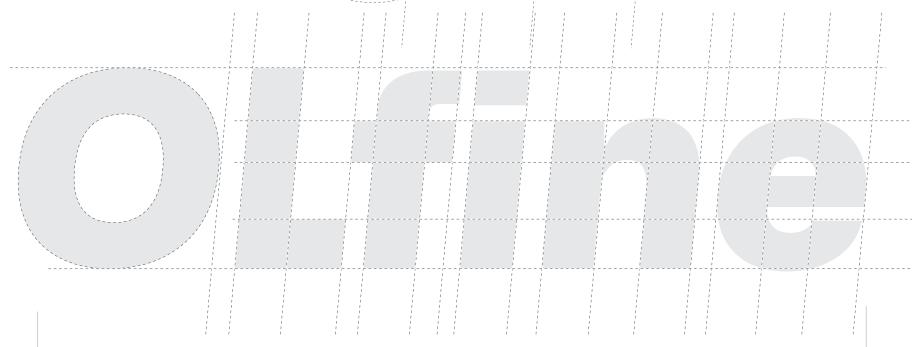
# Logo and Logo Structure

## Olfine Logo structure

This refers to the first letter "O" in the word Olfine.



This refers to the Second letter "L" in the word Olfine.



This refers to the Wordmark of  
olfine trading PLC



Logo symbol

OLfine®

Word mark

OLfine®

Logo symbol + Word mark

# Visual Basics

## The Olfine Logo



### The Olfine Logo

The Olfine Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is representing the combination of "O" and "L". The logo symbol "OL" balance with "olfine" wordmark to give it international visibility.

### The Logo Symbol.



Logo Color Version



Logo Black Version



Primary Logo

# Typography Font Styles

# Noto Sans Geez Futura Book

Font Name

Primary Amharic Font : Geez Futura Book

---

Bold

ሀ ቃ ው ሂ ን ሁ ሆ  
ለ ሌ ለ ላ ሌ ሌ ሌ  
ሐ ሑ ሑ ሑ ሑ ሑ ሑ  
መ መ ማ ማ ማ ማ ማ

---

Regular

ሀ ቃ ው ሂ ን ሁ ሆ  
ለ ሌ ለ ላ ሌ ሌ ሌ  
ሐ ሑ ሑ ሑ ሑ ሑ ሑ  
መ መ ማ ማ ማ ማ ማ

# Typography Font Styles

# Noto Sans Nokia Pure Headline

Font Name

Secondary Amharic Font : Nokia Pure Headline

---

Bold

ሀ ሁ ሃ ሄ ህ ሆ ለ  
ል ሌ ላ ሌ ል ሊ ላ  
ሰ ሂ ሀ ሃ ሁ ሀ ሂ  
መ መ ሙ ሙ ሙ ሙ ሙ

---

Light

ሀ ሁ ሃ ሄ ህ ሆ ለ  
ል ሌ ላ ሌ ል ሊ ላ  
ሰ ሂ ሀ ሃ ሁ ሀ ሂ  
መ መ ሙ ሙ ሙ ሙ ሙ

# Typography Font Styles

# Montserrat

A Google family font

Font Name

Primary Font : **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

---

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

---

Figures

0 1 2 3 4 5 6 7 8 9 0

---

Special Characters

! " § \$ % & / ( ) = ? ` ; « ∑ € ® † Ω “ ” / ø π . ± ‘  
: i “ ¶ ¢ [ ] | { } ≠ ¿ ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

# Brand Color

## Brand Color System.

Color plays an important role in the Olfine Brand identity. The colors below are recommendations for various media.

A palette of primary colors has been developed. Consistent use of these colors will contribute to the cohesive and harmonious look of the Olfine brand identity across all relevant media.

## Primary Color System

# Color Codes

## Primary Colors

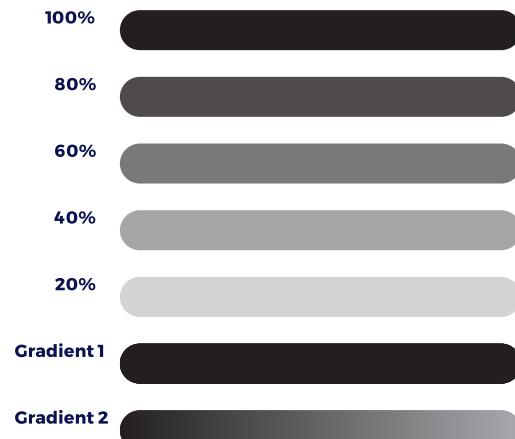
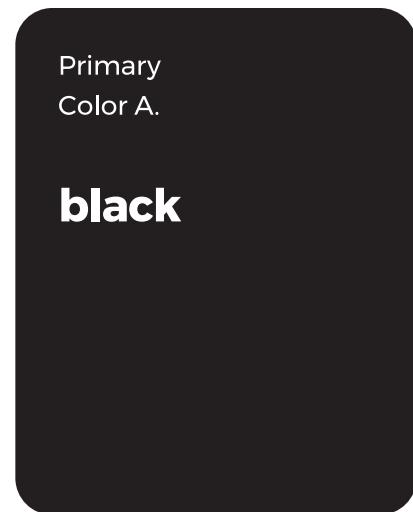
### Primary Color A

**black**

Print Color Codes

CMYK : C: 70% M: 67% Y: 64% K: 74%

Pantone: 231f20



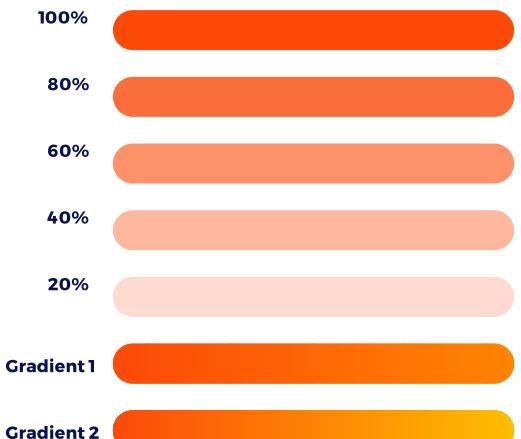
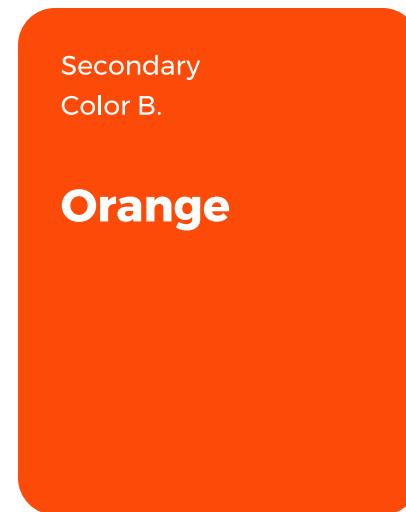
### Secondary Color B

**Orange**

Print Color Codes

CMYK : C: 0% M: 85% Y: 100% K: 0%

Pantone fc4a08



# Print Communication System

Olfine trading plc

Promotional Flag & Mug



# Print Communication System

Olfine trading plc

Business card



# Print Communication System

Social media post design

