



KOFA
GOODS

2025
Brand
Guidelines

Brand Overview

BRAND PURPOSE (THE WHY)

Purpose

We exist to clothe Americans with the best quality hoodies/t-shirts and help shelter the homeless.

Mission Statement

Empowering people—one hoodie/t-shirt at a time.

Vision

To become the go-to brand for America's most loving and kindest tees and an advocate for the homeless in America.

CORE VALUES

Sustainability

Minimize environmental footprint at every step.

Equity & Inclusion

We support marginalized communities through fair labor and giveback programs.

Transparency

From materials to manufacturing, we keep it honest.

Impact-Driven

50% of our earnings funds homelessness initiatives.



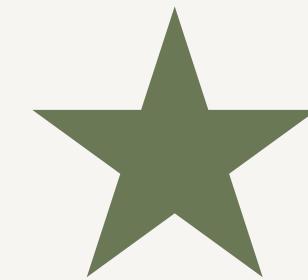
BRAND LOGO

LOGO IDENTITY

K

KOFA - is a word from the West African tribe "KRU. Kofa means **SUCCESS**

The K is rotated depicting a person taking a step toward doing Good; as the brand becoming a good star.



Empowering people- one hoodie/t-shirt at a time represents the kind of success we want to achieve as a brand.



Logo Specification



The logo Illustrator file comes with this grid. Please use the grid to keep logo contents aligned.





**KOFA
GOODS**





BRAND COLORS

Primary Colors

These colors form the foundation of our brand—versatile, grounded, and conscious.

Primary brand color — nature connection, main accent for the brand.

Primary: Eco Olive
HEX: #6A7755
RGB: 106, 119, 85
CMYK: 60, 37, 76, 18

Secondary accent, skin-tone inclusive & warm

Secondary Accent: Driftwood Tan
HEX: #A38C6F
RGB: 163, 140, 111
CMYK: 34, 42, 61, 6

Neutral background — soft, clean, timeless.

Neutre Background: Clay Beige
HEX: #DAD2C3
RGB: 219, 210, 195
CMYK: 13, 14, 22, 0

Supporting neutral for minimalist aesthetic.

Cloud White: Supporting Neutral
HEX: #F6F4F2
RGB: 246, 245, 242
CMYK: 2, 2, 3, 0

Text, logo, deep contrast tone.

Charcoal Earth: Logo color
HEX: #2D2D2A
RGB: 45, 45, 42
CMYK: 69, 63, 66, 65

Sustainability Accent Palette (Secondary Colors)

These colors bring freshness and emotional connection to the cause-driven narrative.

Calm and cool – great for impact statements, CTA buttons

Spruce Blue
HEX: #4A707A
RGB: 75, 112, 122
CMYK: 78, 43, 43, 12

Evokes social good + human warmth – limited use for highlighting action

Terracotta Clay
HEX: #C86B4C
RGB: 200, 107, 76
CMYK: 12, 73, 80, 1

Natural, restorative, energetic – subtle call-outs or tags

Sun Moss
HEX: #BCCF89
RGB: 188, 207, 136
CMYK: 31, 4, 64, 0

Richer than pure black – modern, deep, eco-conscious

Ocean Black
HEX: #1A1D1A
RGB: 26, 29, 26
CMYK: 73, 64, 68, 77



TYPOGRAPHY

Poppins

Primary Font

Our primary font is Poppins.

It comes in a variety of weights, which we use to create typographic hierarchy.

The full Poppins font family is available via the NAR Intranet or can be downloaded for free from Google:

<https://fonts.google.com/specimen/Poppins>

For headlines and bold statements, different weights can be combined to create contrast and more interest. Large numbers can help to create hierarchy when using statistics and data visualization in design.

USAGE GUIDELINES

- » Headline/Title copy should be displayed in bold weight and all caps.
- » Subtext or callouts should be displayed in medium weight.
- » Body copy should be displayed in regular weight and not used below 10pt for optimal ADA compliance.

Thin	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Extra light	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
<i>Italic</i>	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
SemiBold	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
ExtraBold	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Bebas Neue

Additional Font

Bebas Neue is best used as a headline with Poppins as body copy. It is recommended to use this font to compliment Poppins. This font is only available in regular weight. The Bebas Neue font family is available via the NAR Intranet or can be downloaded for free from Google: fonts.google.com/specimen/Bebas+Neue?query=beb Adobe: <https://fonts.adobe.com/fonts/bebas-neue-by-fontfabric-based-on-v14>

REGULAR | 72PT

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: 124PT

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



APPLICATION

Stationary



353 Main Address
Biz City, MD 20858

T: 240.355.4042
kofagoods.com

John Belothiosna
353 Main Address
Biz City, MD 20858

June 12, 2025

Dear Sir;
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Best Regards,
Mary Cappor

E: mary.cappor@kofagoods.com
T: 301.234.1234

Video



All Kofa Goods videos follow specific creative criteria. This applies for producing in-house videos or commissioning a production company.

Lower Thirds: Design should be clean and clear, but design may vary due to themed branding. Here are text formatting suggestions to help achieve consistency when displaying content:

- » **Names:** Poppins Bold, 18pt, Uppercase
- » **Titles:** Poppins Semibold, 10pt, Lettercase
- » **Organizations/Associations:** Poppins Italic, 10pt, Lettercase

Garments



Social Media





CONTACT

For questions about brand guidelines, email: kofagoods@gmail.com

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