Leafinity Eco-Goods

Brand Guidelines

Version 1.0 – 2025

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Introduction

Welcome to the official brand guidelines for Leafinity Eco-Goods. This document provides the essential information needed to use our brand assets correctly and consistently. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

Leafinity Eco-Goods is a sustainable goods company with a minimalist and elegant brand identity. Our mission is to convey a message of environmental consciousness while positioning the brand as a premium and artistic lifestyle choice. We aim to be an aspirational, eco-conscious statement built on authenticity and high quality.
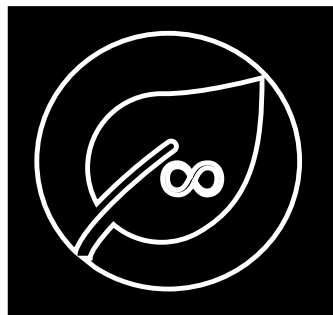
Logo Usage

Our logo is the primary identifier of our brand. It skillfully merges a leaf with the infinity symbol to create a single, cohesive mark within a circle.

    i.   Primary Logo / Full Color Logo:

This is the preferred version of the logo and should be used whenever possible. It is a single-color outline designed for use on light or white backgrounds.

    ii.   Logo Variation (Reversed)

For use on dark or brand-colored backgrounds, the reversed (all white) version of the logo should be used to ensure visibility and contrast.
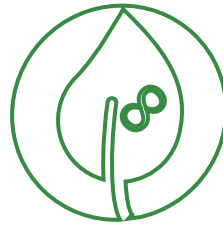
Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:
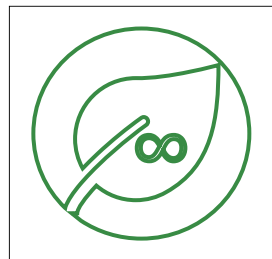
✖ Do not stretch or distort the logo.

✖ Do not rotate the logo.

✖ Do not change the colors of the logo.

✖ Do not outline or add effects to the logo.

Clear Space & Minimum Size

Always maintain a minimum clear space around the logo equivalent to the height of the infinity symbol inside the leaf. This ensures visibility and prevents crowding.

Minimum Size:
- Print: 20mm width
- Digital: 100px width

Color Palette

Our primary color is a natural, elegant green, supported by neutral tones.

Color	HEX	RGB	CMYK
Leafinity Green	#388B44	RGB(56, 139, 68)	C60 M0 Y51 K45
White	#FFFFFF	RGB(255, 255, 255)	C0 M0 Y0 K0
Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100

Typography

Consistent typography helps unify our brand's voice. We recommend using a clean, elegant, and readable serif font family to complement the brand's premium and artistic feel.

Primary Typeface: Lora

(This is a suggestion. Lora is a free option from Google Fonts that has a balanced, contemporary serif style that pairs well with your logo's elegant lines.)

Lora Bold - For Headlines

This is a Headline

Lora Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and sophisticated, making it perfect for product descriptions, website copy, and marketing materials.

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Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials to maintain a clean, artistic context. Example applications include:

- Stationery and packaging, such as stamps or embossing.
- Art prints and decorative items.
- Website and digital marketing.

Contact Information

For approvals, logo files, or brand-related inquiries, please contact:

Brand Manager – Mistireselassie Taddese Wuebet
Email: changesat2021@gmail.com
Phone: +251919981116