

A young girl with blonde hair, wearing a white knit beanie with a small bow, a dark puffy jacket, a white knit scarf, and blue jeans, is smiling and leaning forward on a playground structure. She is wearing brown and white sneakers. The background is a textured, brownish ground. The entire image has a warm, golden-brown color cast.

# Leaf

GRAPHIC MANUAL

# Leaf

Our most important task is to make the Leaf brand known and to maintain and develop that awareness. This work contains three key concepts:

Relevance - The brand's form and expression has to give the receiver the right signals and associations.

Unicity - The brand's form and expression should stand out from the competition.

Consistency - The brand should be represented in the same way over and over in order to become strong and well known.

The graphic manual answers the question of consistency. It helps us use our graphic toolbox in the same way, regardless of context or who does the work. The graphic manual is made to provide answers to the most common questions and tools for most needs.

## LOGOTYPE

Our logotype consists of a word mark, Leaf. (The base colour of the logotype is orange). There is also a white version of the logotype for situations where colour application is not an option, or when the background is messy. When applied on shoes, the logotype colour may be adjusted to the shoe's colours. The logotype is developed for office print, digital applications and regular print.

A large, stylized cursive wordmark for the brand 'Leaf'. The letters are thick and fluid, with a warm orange color. The 'L' has a long, sweeping tail that curves under the 'e'. The 'a' is rounded and connected to the 'f', which has a long, thin descender.

Leaf\_Logo\_Orange

A smaller version of the 'Leaf' wordmark in a solid black color, maintaining the same elegant cursive script as the orange version.

Leaf\_Logo\_Black



Leaf\_Logo\_Neg

## LOGOTYPE + PAYOFF

The payoff is available in the base colour orange. There is also one black and one white version for situations where colour application is not an option. The payoff should always be in the same colour as the payoff. When applied on shoes, the logotype colour may be adjusted to the shoe's colours. The payoff is designed in a special typeface which is locked. It may not be written in another typeface together with the logotype. There are two ready applications in the logotype folder.

### SET COMBINATIONS



ANTI-BOREDOM FOOTWEAR

Leaf\_Logo+Small\_Payoff



ANTI-BOREDOM FOOTWEAR

Leaf\_Logo+Big\_Payoff

### VARIATION EXAMPLES

ANTI-BOREDOM FOOTWEAR



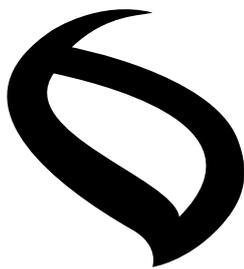
ANTI-BOREDOM  
FOOTWEAR

## AVATAR

The avatar consists of an image mark, a stylized leaf. The base colour of the avatar is orange. There is also one black and one white version for situations where colour application is not an option. When applied on shoes, the logotype colour may be adjusted to the shoe's colours. The avatar is developed for office print, digital applications and regular print. Its form is adjusted to be applied on both rectangular and round surfaces. Please note, the avatar should be used when the logotype (Leaf word mark) is unsuitable.



Leaf\_Avatar\_Orange



Leaf\_Avatar\_Black



Leaf\_Avatar\_Neg

### EXECUTION FOR WEB AND SOCIAL MEDIA



## LOGOTYPE, FREE SPACE

For the logotype to come into its own it should be placed so that it doesn't collide with other graphic elements. The space surrounding the logotype that must not be invaded is called the exclusion zone. The illustration below demonstrates how the size of the exclusion zone is determined.



## LOGOTYPE, FORBIDDEN

The logotype is unique. That means there isn't room for individual interpretations with similar forms and similar lettering, nor to use parts of it separately. It's also forbidden to manipulate the logotype in any way.

Do not press the logotype together or drag it out.

Do not recreate the logotype or the payoff in another typeface.

Do not place the logotype on a messy background.



INCORRECT



CORRECT

## COLOURS

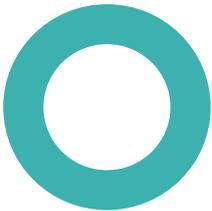
The identity colour is used in the logotype. This together with the complementary colours should be used in our graphic design

### IDENTITY COLOUR



CMYK C 00 M 50 Y 90 K 00  
RGB R 243 G 147 B 37  
#F39325  
PMS 1375 C  
PMS 1375 U

### COMPLEMENTARY COLOURS



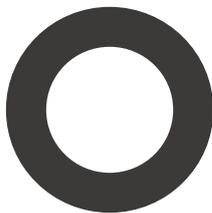
CMYK C 70 M 05 Y 35 K 00  
RGB R 60 G 177 B 177  
#3cb1b1  
PMS 326 C  
PMS 326 U



CMYK C 30 M 00 Y 90 K 00  
RGB R 199 G 213 B 48  
#C7D530  
PMS 389 C  
PMS 386 U



CMYK C 00 M 15 Y 95 K 00  
RGB R 255 G 213 B 0  
#FFD500  
PMS 108 C  
PMS Yellow 012 U



CMYK C 00 M 05 Y 05 K 90  
RGB R 60 G 58 B 56  
#3C3A38  
PMS 439 C  
PMS Neutral Black U

## TYPEFACE

A consistent and good typography is invaluable in all written communication. The typography we use should be clear, sympathetic and in line with our overall identity. Our typeface is called Gotham and it exists in several variations, of which all are valid. Below are the variations that should be used primarily.

### HEADLINES

#### GOTHAM BOLD

**PATUM OD INGULES  
SILIAM CRIT ET**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**

### ALTERNATE HEADLINES

#### GOTHAM LIGHT

PATUM OD INGULES  
SILIAM CRIT ET

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

### COPY

#### GOTHAM LIGHT

Patum. Od ingules siliam crit; et firiam ditus inem teresti acivatum re public rei cultus viribus nonsulic videorae movidis quontis tuidit? Rommo tabunte ssessolicie nonsupplin Etraed forbemorena, C. Loc manum publiamquam firte aucto me tus cultu est virit.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö