

Brand Guidelines

leafjoy[®]
bring nature inside[™]

0923a





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PRIMARY LOGO

The primary leafjoy logo contains both the wordmark and tagline. It should be paired with the Proven Winners logo.



PRIMARY LOGOS



WHEN TO USE

HORIZONTAL ORIENTATION **default*

Placement in a horizontal space

3" or more of space

Large print pieces

Web or digital application

STACKED ORIENTATION

Vertical and square spaces

3" or more of space

Large print pieces

Web or digital application

SECONDARY LOGOS

leafjoy[®]
bring nature inside[™]

WHEN TO USE

When the Proven Winners logo is placed elsewhere in the design

SUB-BRAND LOGOS

These collections are under the main leafjoy umbrella and require their own logo.



WHAT TO AVOID

BROKEN BRAND RULE



Do not alter the colors or the typeface. leafjoy also needs a registered trademark.



Do not use the wordmark on its own. The tagline should always accompany the wordmark.
**The only exception is when the logotype is being used in the header.*



Do not alter or use different taglines.

LOGO CLEARING SPACE

A minimum amount of space is required around all edges of the logo to buffer it from other graphics and type.



The logo's exclusion zone is equal to the height of the Proven Winners leaf, marked in the diagram to the left.

THE LOGO

MINIMUM SIZE

In order to retain legibility, the logo should not appear smaller than shown in the examples below.



HORIZONTAL ORIENTATION **default*

The logo should never be smaller than 5/8" (0.625") tall in print and 50 px high in digital.



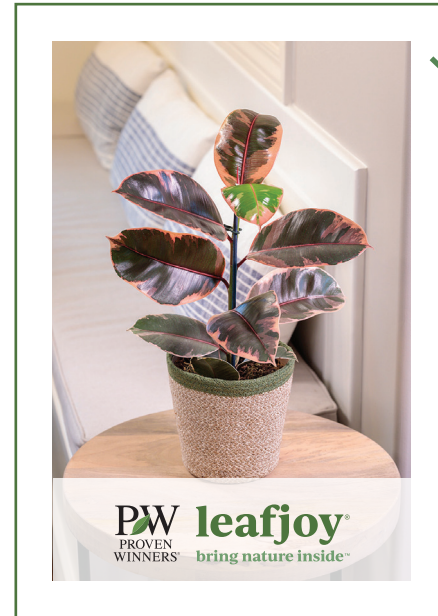
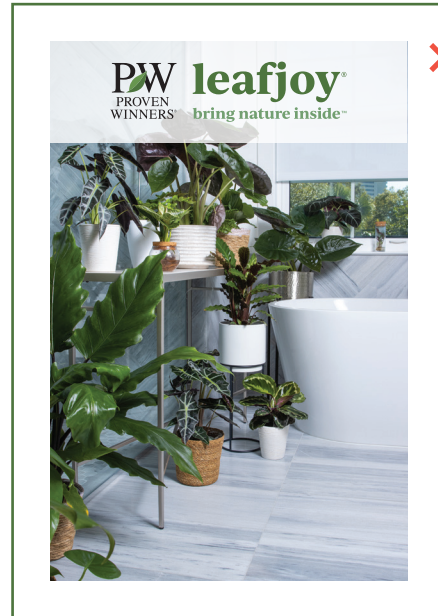
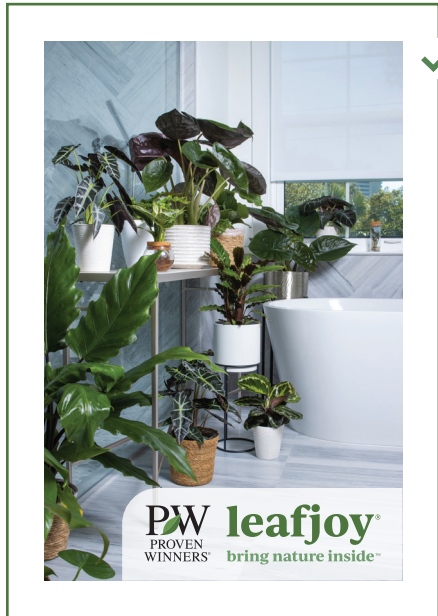
STACKED ORIENTATION

The logo should never be smaller than 1.375" tall in print and 75 px high in digital.

THE LOGO

LOGO USE WITH PHOTOGRAPHY

Logo placement over images should be used sparingly. In instances where the logo is combined with an image, do not place it over a plant. Opaque boxes can be used when an image is placed over a contrasting background.

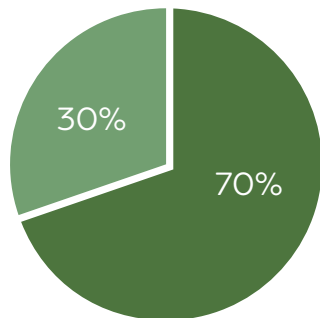


THE COLORS

PRIMARY COLORS

The primary colors can be used for headlines, color fields, and the logo.

	CMYK 71/33/93/20 RGB 79/118/61 HEX #4f763d
	CMYK 59/21/68/3 RGB 114/158/112 HEX #729e70



SECONDARY COLORS

The secondary colors should be used for collection and product group identifiers only.

	CMYK 57/30/86/0 RGB 129/152/83 HEX #819853
	CMYK 87/57/38/17 RGB 43/92/117 HEX #2b5c75
	CMYK 34/33/95/4 RGB 172/152/57 HEX #ac9839
	CMYK 56/22/25/0 RGB 117/167/180 HEX #75a7b4

PRIMARY TYPEFACE

Use the primary typeface for header text, logo, tagline, and series/variety listings.

Aa

Ivy Journal

"Dirty Jeans. Dirty Hands. Cleansed Soul."
- Proven Winners

Ivy Journal Thin *Italic*

Ivy Journal Light *Italic*

Ivy Journal Regular *Italic*

Ivy Journal Semibold *Italic*

Ivy Journal Bold *Italic*

SECONDARY TYPEFACE

Use the secondary typeface for subheadings, body text, and genus/species listings.

Aa

Filson Soft

"To plant a garden is to believe in tomorrow."
- Audrey Hepburn

Filson Soft Light *Italic*

Filson Soft Book *Italic*

Filson Soft Regular *Italic*

Filson Soft Medium *Italic*

Filson Soft Bold *Italic*

ALTERNATIVE TYPEFACES

If the primary typefaces are not available, such as in Microsoft Office, the alternative typefaces may be used.

Aa

Georgia

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

Georgia Regular *Italic*

Georgia Bold *Italic*

Aa

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

Calibri Regular *Italic*

Calibri Bold *Italic*

TRADEMARK USAGE RULES

- 1 All logos, including the leafjoy logo, tagline, leafjoy H₂O, and leafjoy littles, will always contain the appropriate trademark symbols:

leafjoy®
bring nature inside™
leafjoy H₂O®
leafjoy littles™

- 2 The TM or (R) mark should appear in the headline and in the first instance of body copy per spread.

LOGO TYPE TREATMENT IN BODY TEXT

LOGO ELEMENT	RULE
leafjoy	Always lower case
Tagline	Always lower case
littles	Consistent with body text
H ₂ O	Subscript 2 aligned with the baseline when writing in Word or set graphically on POP.

COLLECTION STAMPS

*A stamp can be used in place of the collection name.
It must include the proper trademark symbol.*



COLLECTION DESCRIPTIONS

Atrium Collection

High light plants for brightly lit spaces

Cocoon Collection

Low light plants for calming spaces

SpaScene Collection

Plants for warm, humid spaces

WorkLife Collection

Space-saving plants for desks and tabletops

ICONS

Icons include H₂O specific icons as well as when plant care information is included.



Sun Requirement

How much sun does the plant need?
Low, medium, or high



Water Requirement

How much water does the plant need?
Frequent waterings or should the soil dry out?



Feeding Requirement

How often should the plant be fertilized?
Depends on the variety. More frequent in warmer months.

PLANT ILLUSTRATIONS

These illustrations can be used on a variety of materials including postcards, care cards, home illustrations and more.

