

# Brand Guideline

—  
November  
2023



# Brand Assets

- Brand at a glance
- Logo—Primary/Secondary/Safe
- Tagline
- Color—Primary/Secondary Use
- Font—Primary/Secondary Use
- Stationary—Business Card/Letterhead/Envelope
- Social Template
- Email Signature
- Photography

## NewLeaf Brand at a glance

The NewLeaf brand has been redesigned to be streamlined and adaptable for the digital era, designed to maintain clarity at both large and small sizes. The “PP Neue Montreal” font conveys a contemporary look and is easy to use for creating attractive textual content. The brand’s primary color scheme is vibrant and establishes a unique visual identity for NewLeaf.

Primary Logo



PP Neue Montreal

**This is a bold  
headline.**

This is a medium subhead.

This is book body copy. Uptas aut laccae erio voluptat apitiunt eaquati nulles voluptam alibus, int aliquo berrum veris imus esti asitas ab in re voluptaes aut eles resequi sequo velest, cus re, sa is aborehent ut volorianda qui consedi vollaut resedic idunt.

Primary Colors



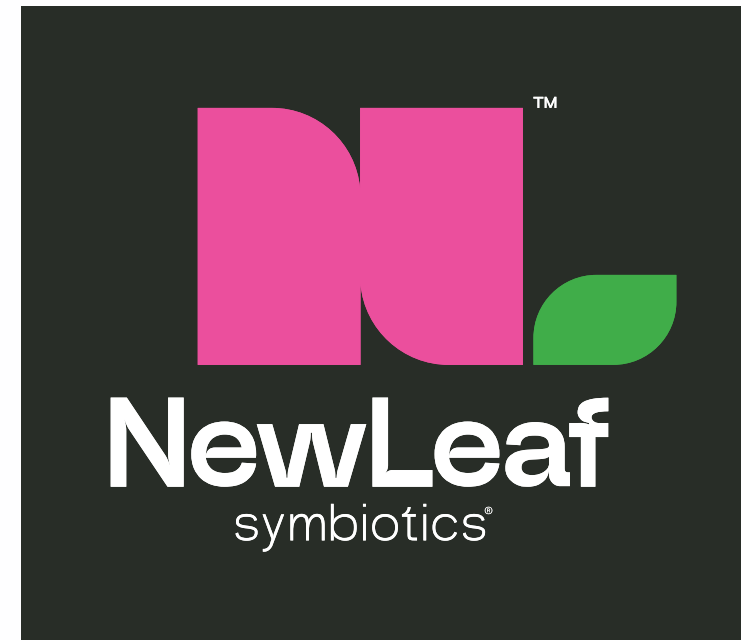
## NewLeaf Primary Logo

Our brand stands out with its distinctive use of the color pink, and our new logo embraces this feature. The updated emblem highlights a pink, stylized “N” to represent “New” and pairs it with a leaf-shaped icon for the “L,” signifying “Leaf.” The typography for “NewLeaf” and “symbiotics” incorporates unique design elements that set our brand apart while also ensuring it looks contemporary.

Primary Logo



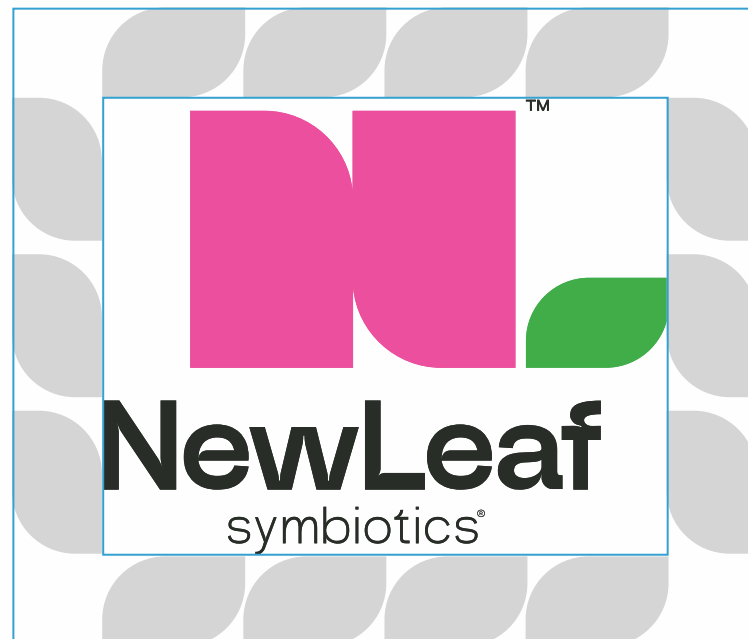
Primary Logo-Dark Background



# NewLeaf Logo/Safe

For clarity and visibility, keep the area around the logo free from other elements. Use the width of the leaf in the logo as a measure to determine the minimum clear space that should surround it.

## Primary Logo-Safe Space



When the logo is reduced below this minimum size, its clarity begins to diminish.



The NL icon is designed without the accompanying wordmark or trademark symbol when displayed at small sizes to ensure readability.

**NewLeaf**  
Secondary Logo  
Special Use

Use the secondary logo for instances where a left-aligned logo suits the design aesthetic better. However, this is an exceptional case, and the primary logo should be used in most situations.

Secondary Logo



Secondary Logo-Dark Background



**NewLeaf**  
Brand Tagline  
Stacked

The tagline encapsulates the unique essence of the brand and distinguishes it from competitors. It should be prominently featured in customer-facing messages to establish and maintain brand recognition.

Neue Montreal Bold

Gray Black  
and Active Pink

78pt/78pt  
solid leading

Optical spacing

Track (0)

**Champions**  
**of Pink**  
**Performance™**

Incorporating two different shades within the tagline establishes a visual hierarchy and delivers a harmonious message. This two-tone style should be applied to the tagline when it is presented on a white background.

**NewLeaf**  
Brand Tagline  
Stacked

The tagline encapsulates the unique essence of the brand and distinguishes it from competitors. It should be prominently featured in customer-facing messages to establish and maintain brand recognition.

Neue Montreal Bold

Gray Black  
and Active Pink

78pt/78pt  
solid leading

Optical spacing

Track (0)

**Champions**  
**of Pink**  
**Performance™**

Incorporating two different shades within the tagline establishes a visual hierarchy and delivers a harmonious message. This two-tone style should be applied to the tagline when it is presented on a pink background.



# NewLeaf

## Primary Color

Our selected colors play a crucial role in shaping the NewLeaf brand's image. We should use these designated colors as the mainstay in all our communications, whether they're for internal purposes or public outreach. Pure black and white are to be avoided; instead, we utilize a shade of Gray Black as a substitute for black. For what would typically be a white background, we infuse a subtle Bit of Blue.

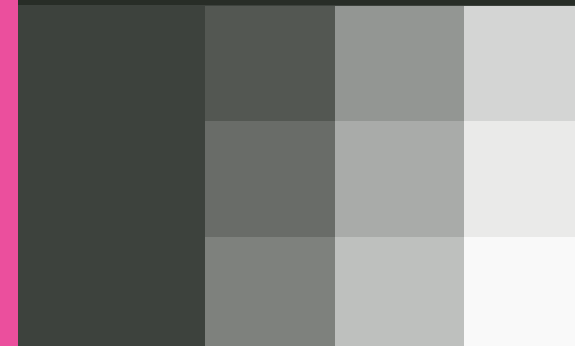
Green Apple  
RGB: 67, 164, 71  
CMYK: 70, 0, 93, 5  
PMS: 7738 CP  
#42AC47

Orchard  
RGB: 18, 112, 60  
CMYK: 85, 3, 91, 44  
PMS: 12703 CP  
#12703C

Active Pink  
RGB: 222, 87, 149  
CMYK: 0, 78, 2, 0  
PMS: 212 CP  
#DE5795

Gray Black  
RGB: 40, 45, 39  
CMYK: 74, 52, 71, 90  
PMS: Black 3 CP  
#282D27

Bit of Blue  
RGB: 223, 230, 239  
CMYK: 10, 2, 0, 0  
PMS: 7738 CP  
#DFE6EF



## NewLeaf Secondary Color Special Use

The additional secondary color palette is designated for use in illustrations, icons, packaging, and infographics. These colors should be applied with restraint and in limited quantities to ensure they don't dominate the brand's primary colors. Chosen to complement the brand's products and their advantages, the palette is inspired by the hues of crops and natural earth tones.

Cherry  
RGB: 221, 60, 39  
CMYK: 0, 95, 100, 0  
PMS: 485 CP  
#dd3c27

Orange  
RGB: 227, 115, 26  
CMYK: 0, 61, 100, 0  
PMS: 152 CP  
#E3731A

Lemon  
RGB: 238, 185, 39  
CMYK: 0, 20, 98, 0  
PMS: 7408 CP  
#EEB927

Clear Sky  
RGB: 60, 161, 213  
CMYK: 75, 18, 0, 0  
PMS: 2925 CP  
#3CA1D5

Eggplant  
RGB: 101, 76, 123  
CMYK: 70, 79, 5, 16  
PMS: 3574 CP  
#654C7B

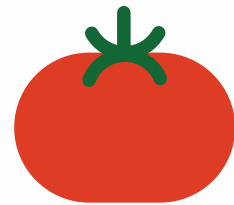
Earth  
RGB: 110, 73, 59  
CMYK: 24, 64, 74, 55  
PMS: 7603 CP  
#6E493B

# NewLeaf

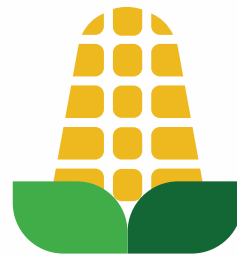
## Secondary Color In-Use

Secondary colors are useful for crafting icons and illustrations that require colors reflective of the natural world, or when additional hues are necessary to enhance clarity in communication where primary colors may be insufficient.

### Iconography



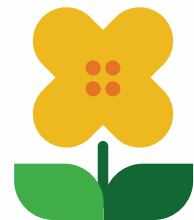
Tomato



Corn



Soybean



Canola

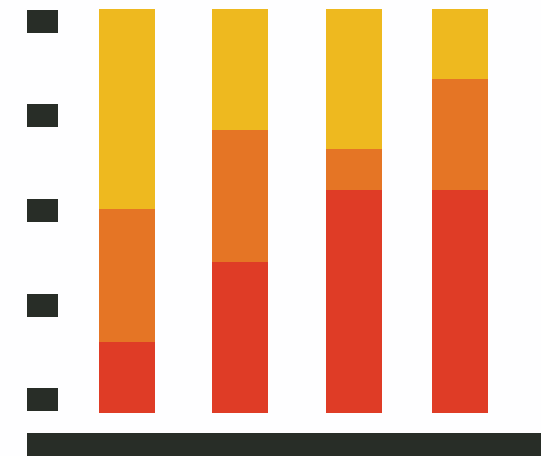
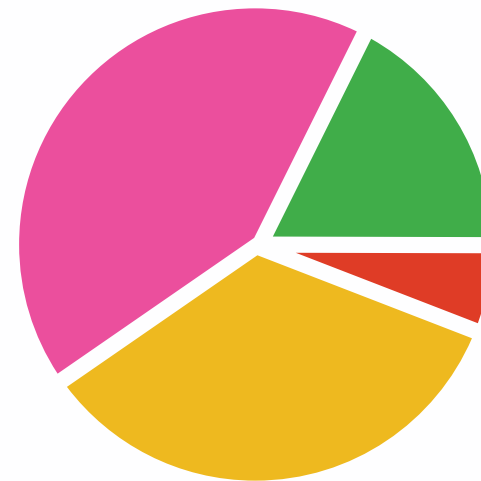


Cotton



PPFMs

### Charts



The “PP Neue Montreal” font conveys a contemporary look and is easy to use for creating attractive textual content.

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PP Neue Montreal

Use for headlines

**Bold**

40pt/40pt

**This is a bold headline.**

Use for  
Subheadline

**Medium**

20pt/24pt

**This is a medium subhead.**

Use for  
Bodycopy

**Book**

12pt/14pt

This is book body copy. Uptas aut laccae erio voluptat apitiunt eaquati nulles voluptam alibus, int aliquo berrum veris imus esti asitas ab in re voluptaes aut eles resequi sequo velest, cus re, sa is aborehent ut volorianda qui consedi vollaut resedic idunt.

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PP Neue Montreal

# NewLeaf Stationery

Our stationery is an effective tool for brand recognition because its understated and organic design effortlessly reinforces our brand's visual identity.



BRDG Park  
1005 North Warson Rd.  
St. Louis, MO 63132  
+1 314 993 4411

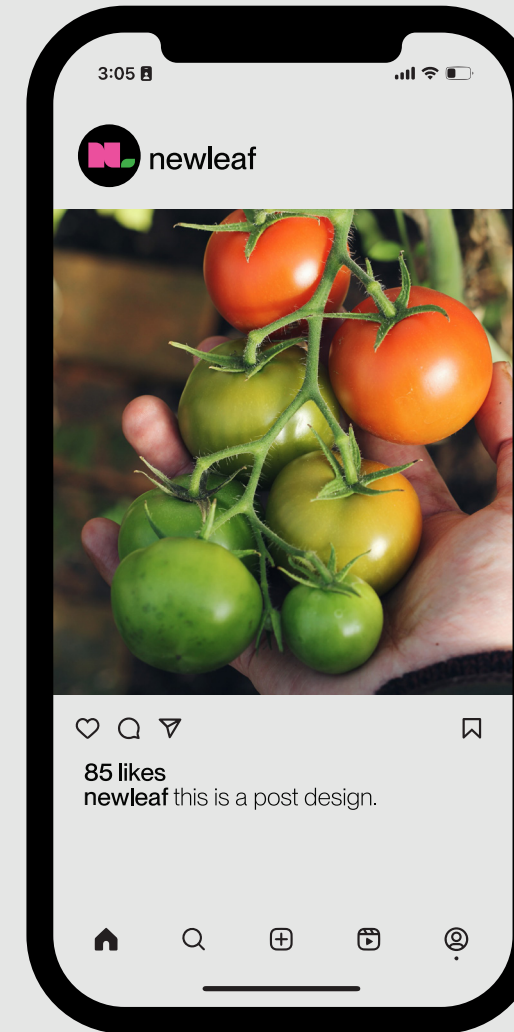
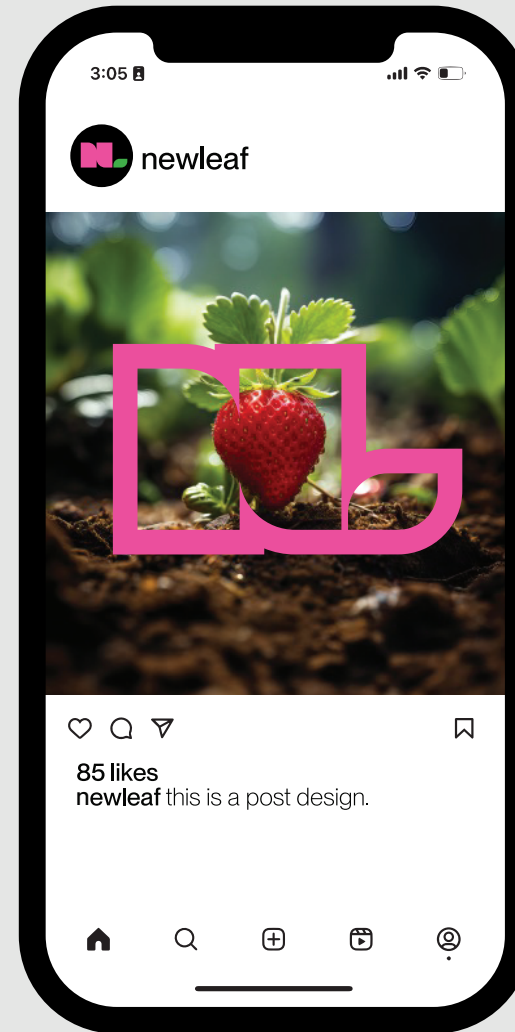
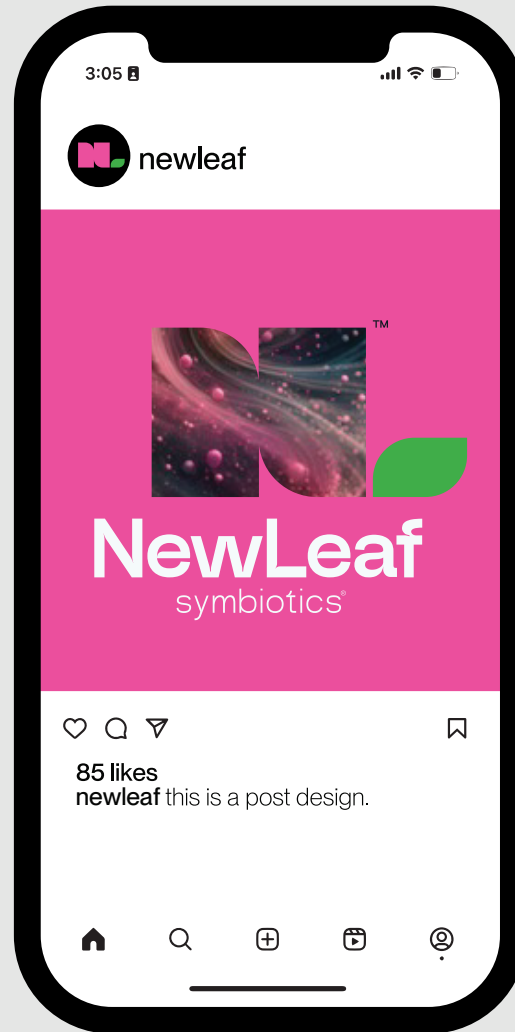
**Champions  
of Pink  
Performance.**



**Champions  
of Pink  
Performance.**

# NewLeaf Stationary

Social media offers a digital platform where the brand can craft distinctive, memorable experiences for the audience. Each interaction is an opportunity, so it's crucial to adhere to best practices in social media and craft compelling narratives that resonate with your target audience. Below are ways to effectively translate the NewLeaf brand onto social media, enhancing the impact of digital advertising.

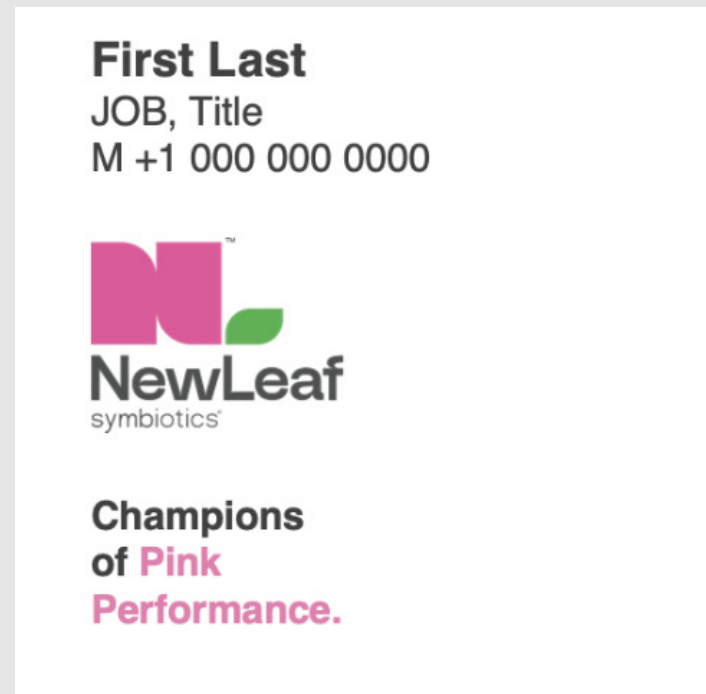


# NewLeaf

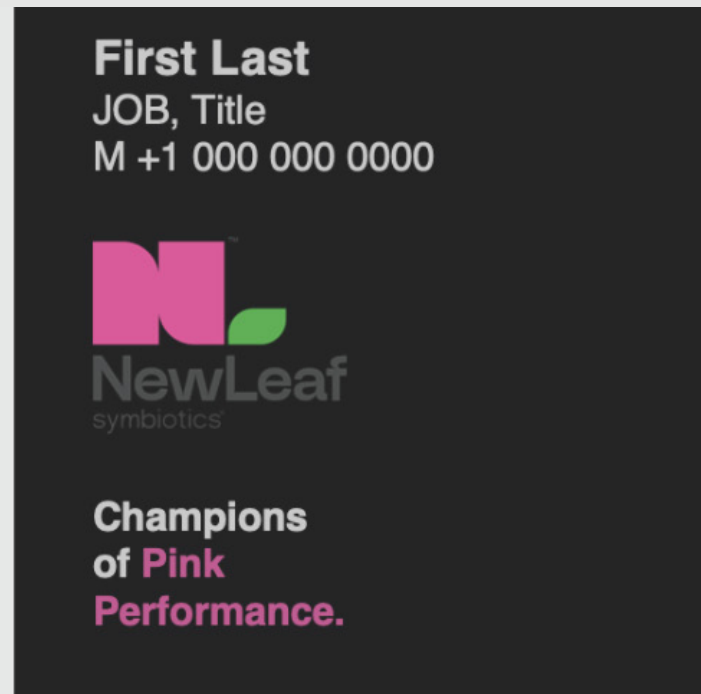
## Email Signature

The humble email signature serves as a unifying flourish for all employees, offering a branded conclusion to our correspondence that not only assists contacts in reaching out but also adds a delightful touch of our brand identity – consider it the perfect finishing touch, like a chef's kiss, that leaves a lasting impression.

Light Mode



Dark Mode



# **NewLeaf** Photography

Photography has a unique ability to touch people's hearts; it's like a window into our shared humanity and a potent means of communication. Aim to select images that are genuine and stir authentic feelings. Look for scenes depicting the satisfying results of perseverance, moments of joy over abundant yields, and the dedication of scientists endeavoring to improve our world. These are the kinds of images that truly speak to people.







**Thank You.**