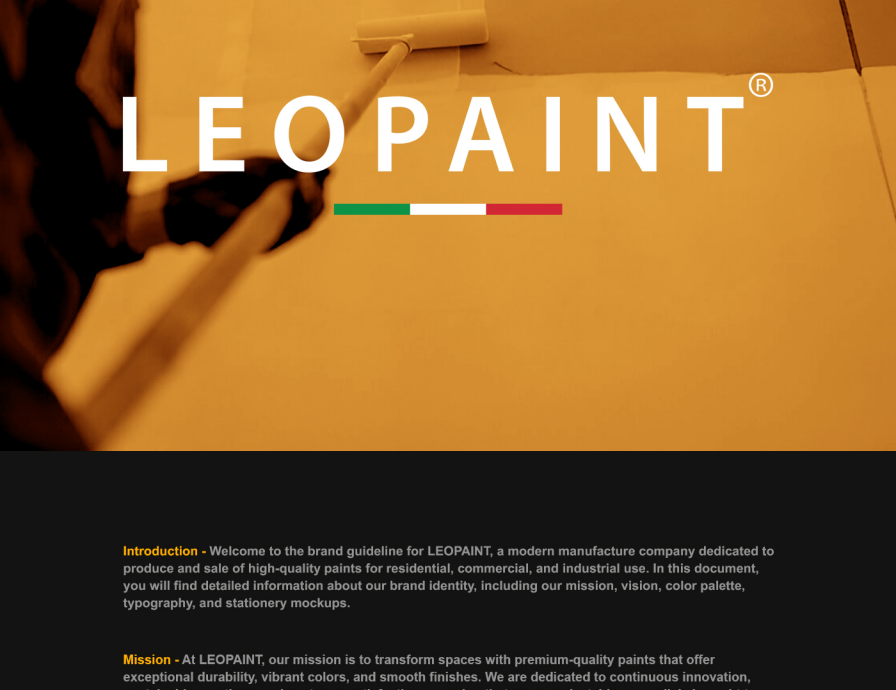




Brand Guidelines

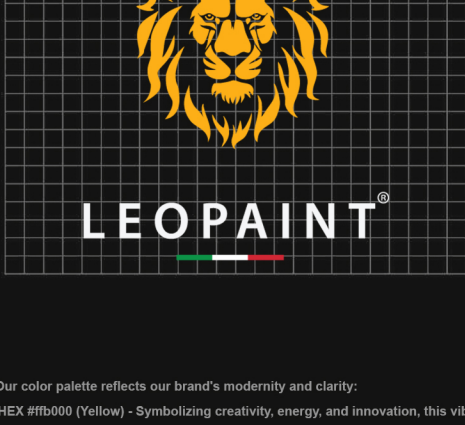
Logo & Brand Identity



Introduction - Welcome to the brand guideline for LEOPAINT, a modern manufacture company dedicated to produce and sale of high-quality paints for residential, commercial, and industrial use. In this document, you will find detailed information about our brand identity, including our mission, vision, color palette, typography, and stationery mockups.

Mission - At LEOPAINT, our mission is to transform spaces with premium-quality paints that offer exceptional durability, vibrant colors, and smooth finishes. We are dedicated to continuous innovation, sustainable practices, and customer satisfaction, ensuring that every project, big or small, is brought to life with excellence.

Vision - Our vision at LEOPAINT is to be the leading paint brand in Tunisia and beyond, setting new standards in quality, innovation, and eco-friendly solutions. We strive to inspire creativity and provide professionals and individuals with the best painting solutions to enhance their living and working environments.



Color palette - Our color palette reflects our brand's modernity and clarity:

Primary Color: HEX #ffb000 (Yellow) - Symbolizing creativity, energy, and innovation, this vibrant yellow reflects LeoPaint's commitment to bringing color and life to every space.

Secondary Colors:

HEX #f0f0f0 (Light White) - Representing purity, quality, and precision, white embodies the brand's dedication to excellence and flawless finishes.

HEX #1d1c1c (Light Black) - A mark of sophistication, strength, and reliability, black highlights LEOPAINT's professionalism and bold presence in the market.

RGB (255,176,0)

HEX (ffb000)

CMYK (0,31,100,0)

HSL(41,100%,50%)

RGB (240,240,240)

HEX (f0f0f0)

CMYK (0,0,0,6)

HSL(0,0%,94%)

RGB (29,28,28)

HEX (1d1c1c)

CMYK (0,3,3,89)

HSL(0,2%,11%)



Typography: We use two complementary typefaces to enhance our brand's visual identity:

Primary Typeface: Arial - A modern and versatile sans-serif typeface, Arial is known for its clean, simple, and highly legible design. Its clean and modern design aligns with LEOPAINT's professional and high-quality brand image.

Secondary Typeface: Arial Rounded - This variation of Arial features soft, rounded edges that give it a friendly, approachable, and warm feel. It can be used for a more engaging and creative appeal, reflecting the artistic and decorative nature of paint.



Font Name - Arial

Font Name - Arial Rounded

Aa

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Stationery and Other Mockups

In the accompanying mockups, you will find examples of how our brand elements are applied across various stationery items, including business cards, letterheads, and envelopes. These mockups demonstrate how our logo, color palette, and typography come together to create a cohesive and visually appealing brand identity that resonates with our audience.

By adhering to these brand guidelines, we ensure consistency and coherence in all our communications, reinforcing our commitment to clarity, professionalism, and innovation at LEOPAINT.

