LEAF COMMUNITY

Brand Style Guide

Logos

Our main logo represents the overall community and should be used in broad contexts. The standard logos are preferred and should be used when referring to specific sectors of of LEAF. The stacked logos are available for more compact spaces or designs where vertical alignment is needed.

Standard Logos

Stacked Logos

When using multiple logos in the same space, ensure the colored icons are the same size.

Logos

LEAF's logos should always be used with care to preserve their integrity and ensure brand consistency. Never distort or alter the logos by stretching, squishing, rotating, or changing their proportions in any way. Additionally, avoid placing the logo on top of busy backgrounds or colors that clash, as this can diminish its visibility and impact. To maintain a clean and professional appearance, always place the logo on a white or neutral background or within a clear space where it can stand out effectively. Logos should be placed on a white background.

Badges

Ribbon

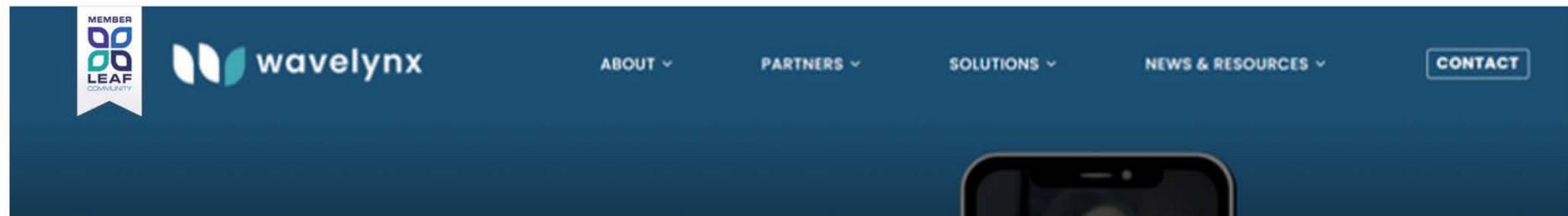Use on dark or light backgrounds.

Insert ribbon at top edge of page for printed items (do not leave a gap with the edge of the page).

For print and web, use on dark backgrounds or images.

Use in web navigation bar next to your logo:

Text-only version

Use on light-colored backgrounds ONLY

Colors

The primary color represents the core of our brand identity and should be the most prominent in design. Secondary colors provide complementary tones that support and balance the primary palette. The accent color is used sparingly to highlight specific elements or as a background.

Primary Brand Color

#333366

Accent Brand Color

#f3f9fa

Secondary Brand Colors

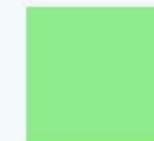| LEAF CERTIFIED	LEAF UNIVERSAL	LEAF UNIVERSAL+	LEAF IDENTITY	LEAF VERIFIED
#473a99	#6fc7ad	#af9dd6	#00aacb	#72a35b
#2f67b2	#12a5a6	#8281c5	#5e8dbe	#0a8405
#12a5a6	#067284	#473a99	#2f67b2	#8feb8c
#333366	#333366	#333366	#333366	#333366

Gradients

Gradients in LEAF designs should be crafted using the colors from our logo palette, ensuring consistency and brand cohesion. When applied, they should enhance the design without overpowering it, acting as subtle accents that complement key elements. Avoid layering multiple gradients, as this can create visual clutter.

Typography

LEAF's typography consists of two fonts: Montserrat and Poppins. Montserrat ExtraBold is our primary font for headlines and key statements, offering a bold and modern look that grabs attention. Poppins is our go-to for body text, providing readability and a clean, contemporary feel.

Montserrat ExtraBold

Poppins Regular

Montserrat Medium

Poppins Light

Pairings

Montserrat ExtraBold

Montserrat Medium

Body: Poppins Regular

Poppins Extra Light

Body: Poppins Light

Images & Photography

For LEAF's imagery and photography, we aim to capture a modern, clean, and natural aesthetic that reflects our brand's values. Photos should feel authentic and vibrant, with a focus on natural lighting and minimal post-processing. When selecting images, prioritize those that evoke a sense of clarity and simplicity, with subjects and compositions that feel open and approachable. Avoid overly staged or cluttered visuals—our imagery should inspire a feeling of freshness and innovation. Subtle gradients or brand colors can be incorporated as overlays or accents, but these should never overpower the image.

Brand Voice

LEAF's brand voice is modern, approachable, and welcoming, with a focus on creating a sense of safety and trust. We speak with clarity and confidence, while maintaining a light, playful edge to keep the tone fresh and engaging—without being overly casual. Our communication reflects our innovative spirit in the tech world, striking the right balance between being professional and relatable.

Examples:

Too Formal: "We are committed to providing industry-leading standards for the technological challenges of today."

Just Right: "At LEAF, we're here to help you solve today's proprietary challenges with ease and confidence."

Too Playful: "Let's geek out together over some awesome tech standards!"

Just Right: "We make integrating LEAF Identity easy, so you can focus on what matters most."

LEAF
COMMUNITY

Questions? We'd love to hear from you at **contact@LEAF-community.com**.