

Easy Ivy Brand Guidelines

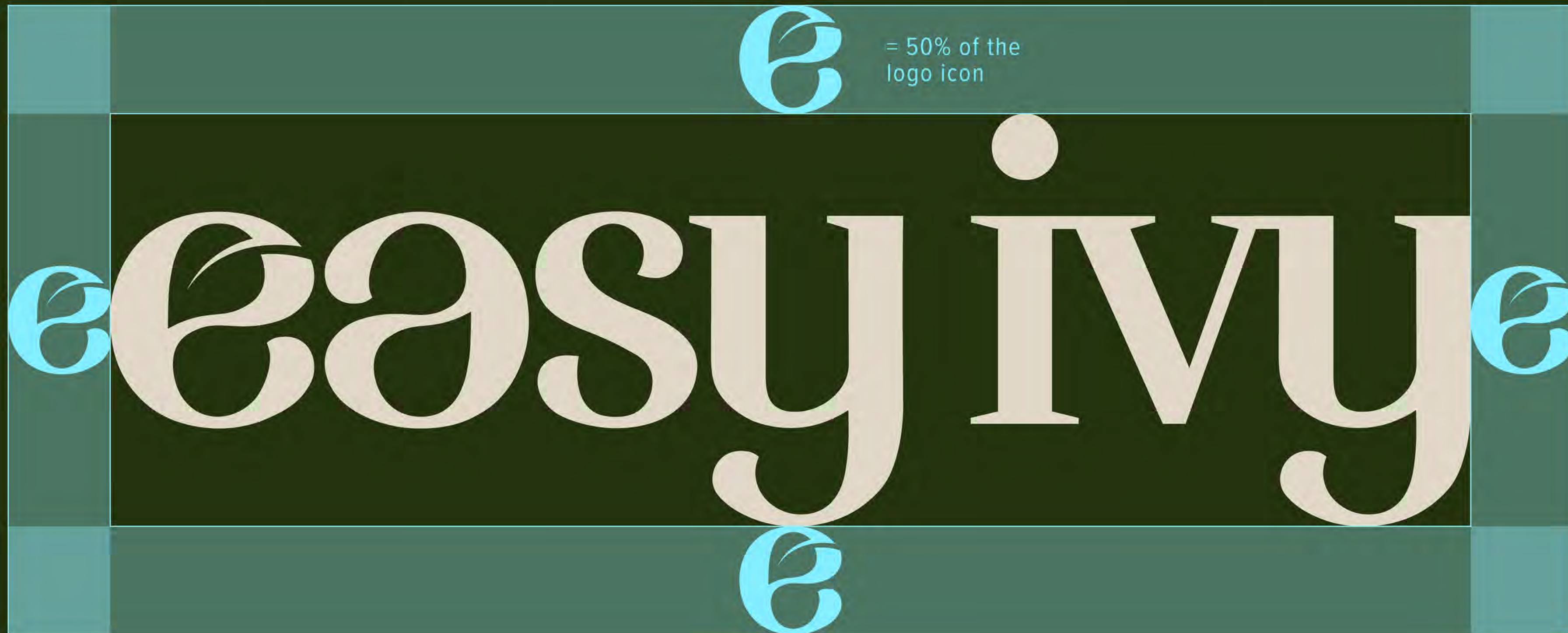
Logo



LOGO

CLEAR SPACE RULE

The clear space rule is calculated at 50% of the 'e' within the logo mark.



easy ivy THE ORIGINAL
EVERGREEN
COVER™

easy ivy



easy ivy THE ORIGINAL
EVERGREEN
COVER™

Grid

Armada x Easy Ivy | April 2024

GRIDS

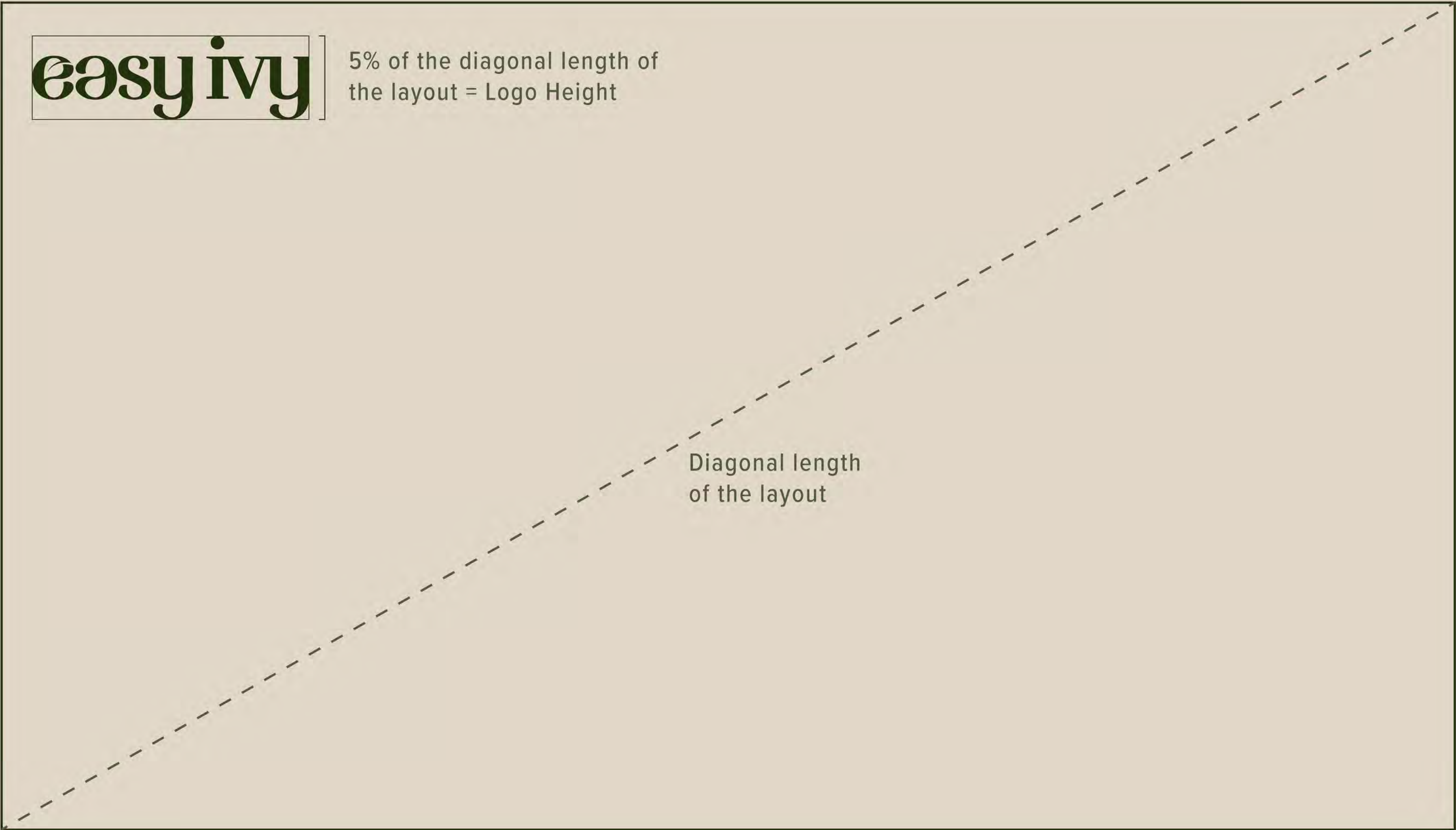
LOGO SIZING

To achieve consistency across all types of communications when sizing the brand logo, follow the principles below:

- Draw a diagonal line from one corner to the opposite corner of any format.
- Use 5% of the canvas diagonal as the size of the height of The Shield.

Use the principles above when placing the Easy Ivy logo across print formats.

*Please note there is no maximum size for the logo on layout however discretion should be used when considering the hierachy on the layout.



GRIDS

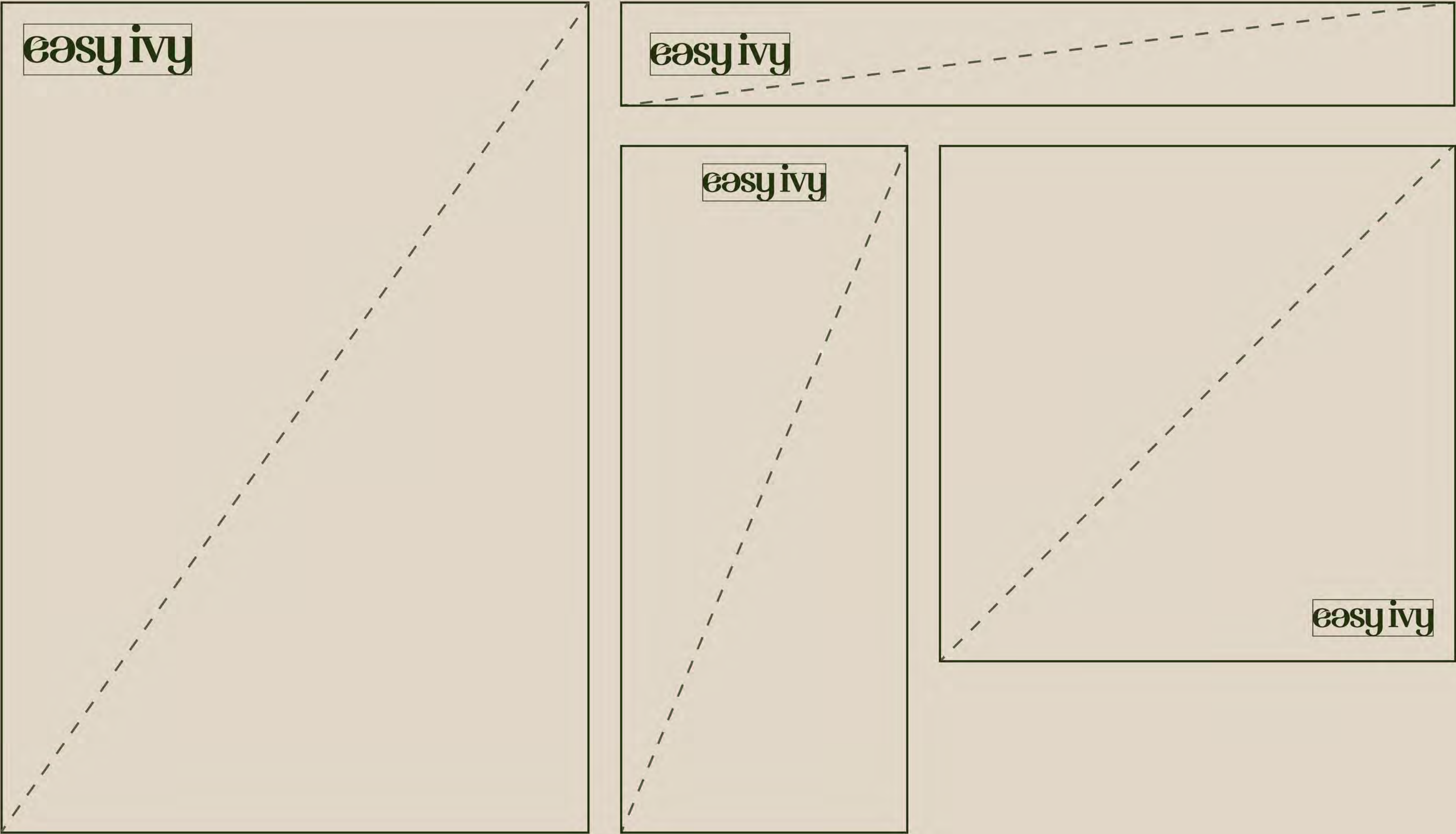
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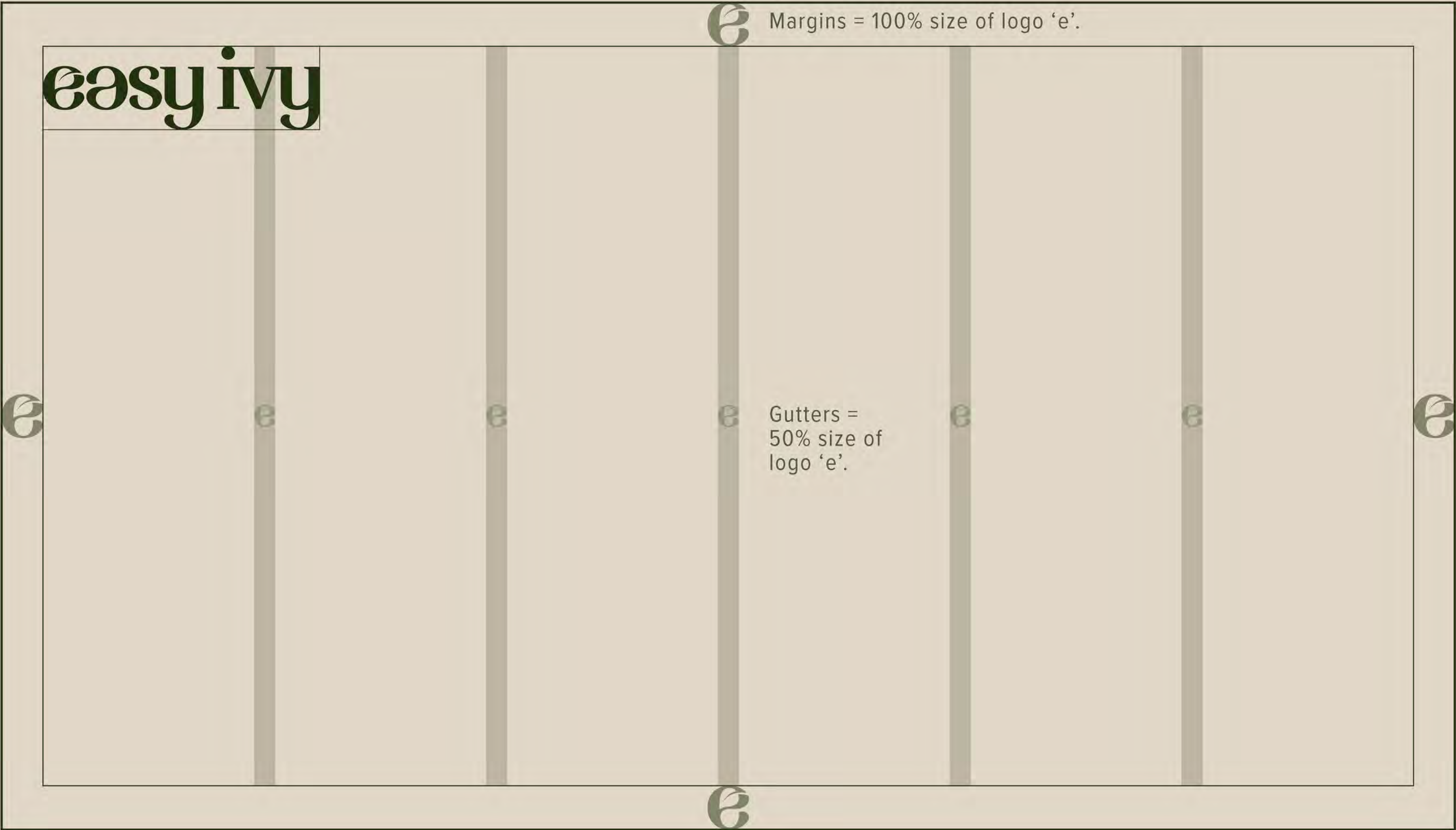


GRIDS
MARGIN SIZING

After correctly sizing your logo according to the page size, use the Easy Ivy icon to determine the margin height and width.

The gutters are measured at 50% of the logo icon ‘e’.

Please make use of a multiple of 2 column grid to ensure balance across all layouts.



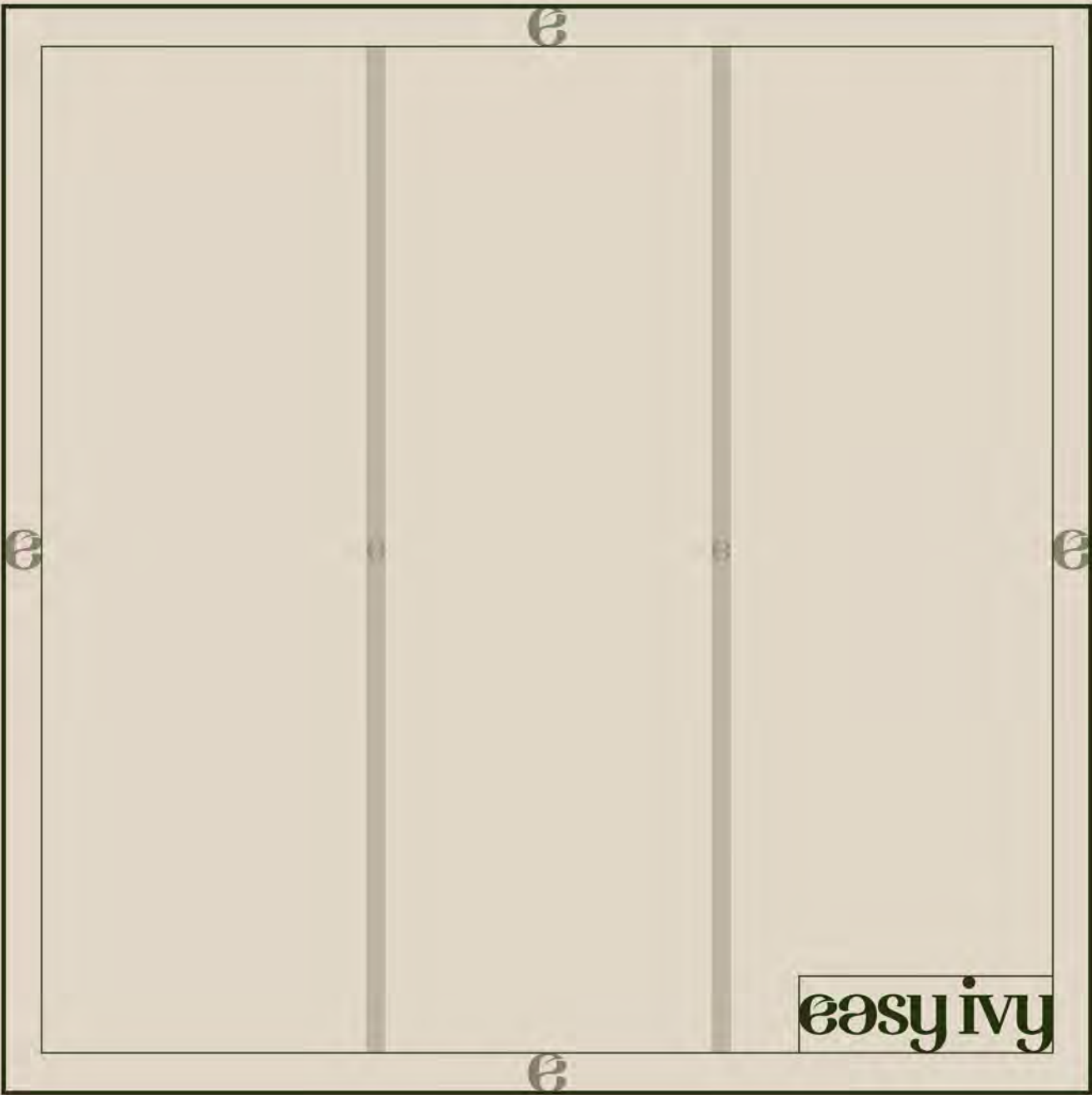
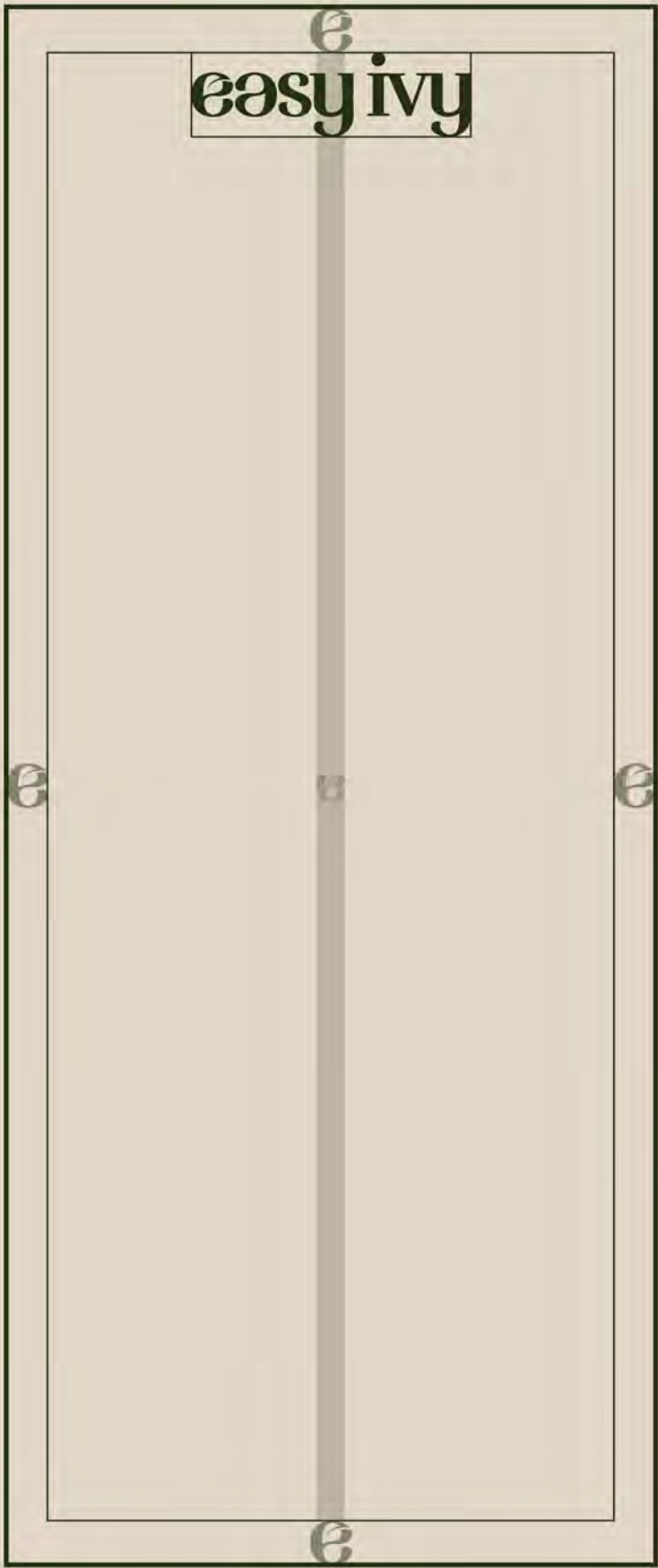
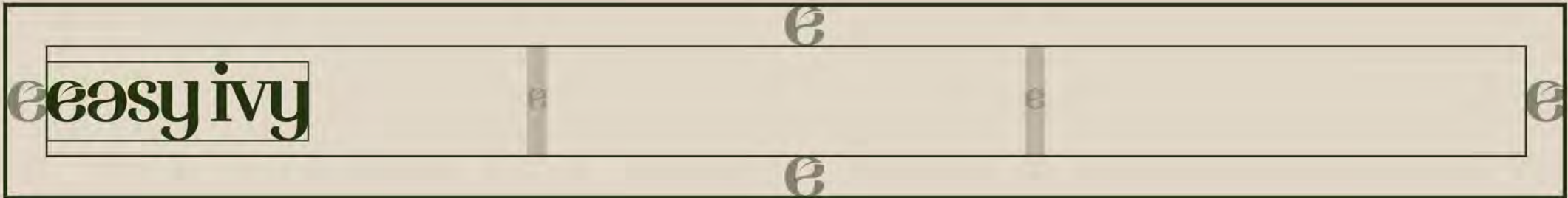
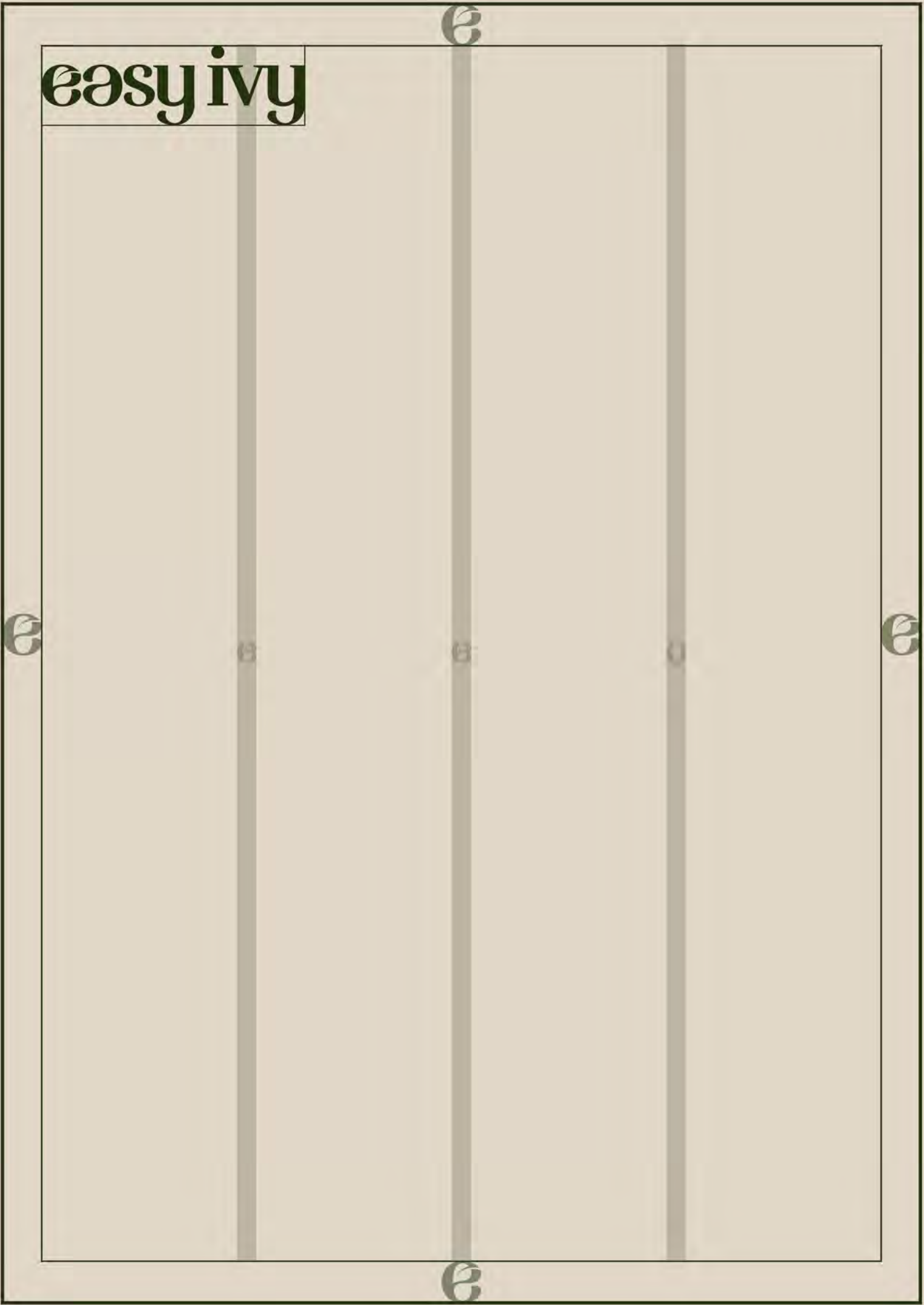
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*Please see the following page for logo placement rules.



Colour

Armada x Easy Ivy | April 2024



CONCRETE CREAM

R224 G215 B200
C0 M5 Y10 K12
HEX #E0D7C8
PANTONE 7527 C

IVY GREEN

R37 G51 B15
C25 M0 Y70 K80
HEX #25330F
PANTONE 5605 C

DECOR GOLD

R168 G131 B91
C0 M20 Y45 K35
HEX #A8835B
PANTONE 7504 C

CONCEAL TEAL

R12 G51 B52
C75 M2 Y0 K80
HEX #0C3334
PANTONE 548 C

MOSS GREEN

R146 G144 B121
C0 M5 Y10 K12
HEX #929079
PANTONE 7536 C

FRAME RED

R116 G17 B2
C0 M85 Y100 K55
HEX #741102
PANTONE 1815 C

PRIMARY COLOURWAYS FOR TYPOGRAPHY

Headlines
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ADDITIONAL COLOURWAYS FOR TYPOGRAPHY

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LOREM LOREM



PRIMARY COLOURWAYS FOR TYPOGRAPHY

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ADDITIONAL COLOURWAYS FOR TYPOGRAPHY

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PRIMARY COLOURWAYS FOR TYPOGRAPHY

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PRIMARY COLOURWAYS FOR TYPOGRAPHY

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ADDITIONAL COLOURWAYS FOR TYPOGRAPHY

LOREM LOREM
LOREM LOREM



COLOURS NOT ALLOWED FOR LEGIBILITY

AaBbCc



AaBbCc



AaBbCc



AaBbCc



AaBbCc



AaBbCc



AaBbCc



AaBbCc



easy ivy

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AVOID THESE COMBINATIONS

easy ivy



easy ivy



easy ivy



easy ivy



easy ivy



easy ivy



Typography

PROXIMA NOVA CONDENSED

AaBb

FONT FAMILY WEIGHTS

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Bold
Proxima Nova Black

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Rufina

AaBb

FONT FAMILY WEIGHTS

Rufina Regular
Rufina Italic
Rufina Bold
Rufina Bold Italic

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Windows system typeface: **Helvetica**

AaBb

FONT FAMILY WEIGHTS

Helvetica Light
Helvetica Regular
Helvetica Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz

HEADLINES
PROXIMA NOVA CONDENSED
LIGHT OR
RUFINA REGULAR

HEADLINES
LOREM IPSUM
DOLOR SIT

Headlines
Lorem Ipsum
Dolor Sit

SUB-HEADLINES
RUFINA REGULAR OR
PROXIMA NOVA
CONDENSED BOLD

Sub-headlines lorem
ipsum dolor sit amet.

SUB-HEADLINES LOREM IPSUM DOLOR
SIT AMET.

BODY COPY
RUFINA REGULAR OR
PROXIMA NOVA
CONDENSED REGULAR

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CALL-TO_ACTION
PROXIMA NOVA
CONDENSED REGULAR

CALL TO ACTION

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Headline over one or more lines

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Lorem ipsu, 2024

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Headline over one or more lines

CALL TO ACTION

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Photography

Armada x Easy Ivy | April 2024

PHOTOGRAPHY
PRODUCT

The first category of photography includes showcasing the products.

These images should integrate:

- Light
- Texture
- Cropping
- Detail

*Please note that the actual products should be styled and shot for this category.



PHOTOGRAPHY

ENVIRONMENTS

The second category of photography includes showcasing the environments around the products.

These images should integrate:

- Shadows
- Light
- Texture
- Abstract Forms



PHOTOGRAPHY
TEXTURE

The third category of photography includes showcasing the textural backdrops of the products.

These backgrounds integrate:

- Texture

*Please note that these textural backgrounds can be used when showcasing the products images.



PHOTOGRAPHY LIFESTYLE

The final category of photography includes showcasing the products insitu in lifestyle imagery.

These images should include:

- Real examples
- Photographed through a lifestyle lens
- Be graded to align with the brand colours
- Inspire possibilities with EasyIvy products

*Please note that the actual products should be styled and shot for this category.



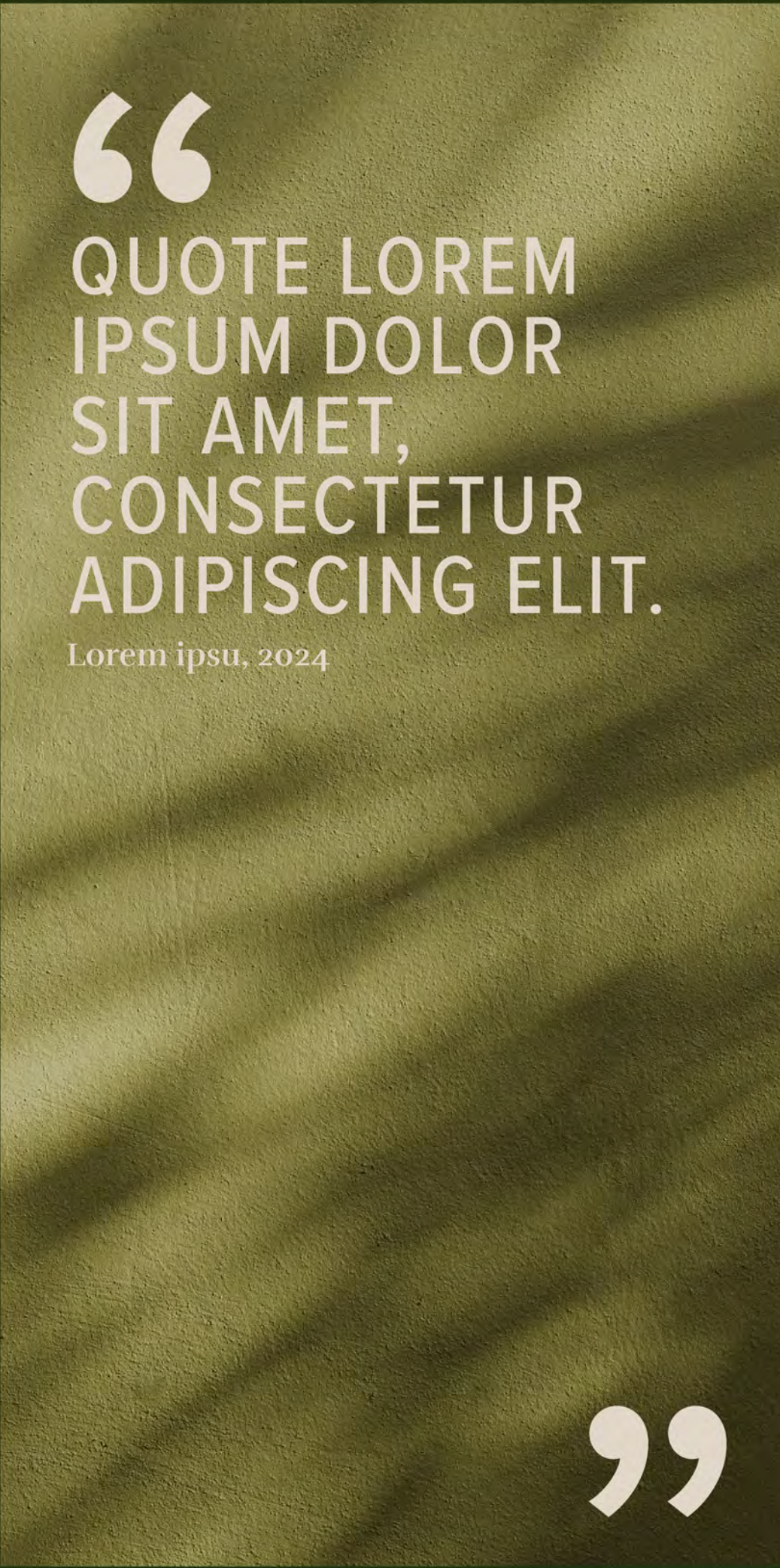


Headline over one
or more lines
lorem ipsum

THE ORIGINAL EVERGREEN COVER™

Visit easyivy.co.za for more information

PRODUCTS

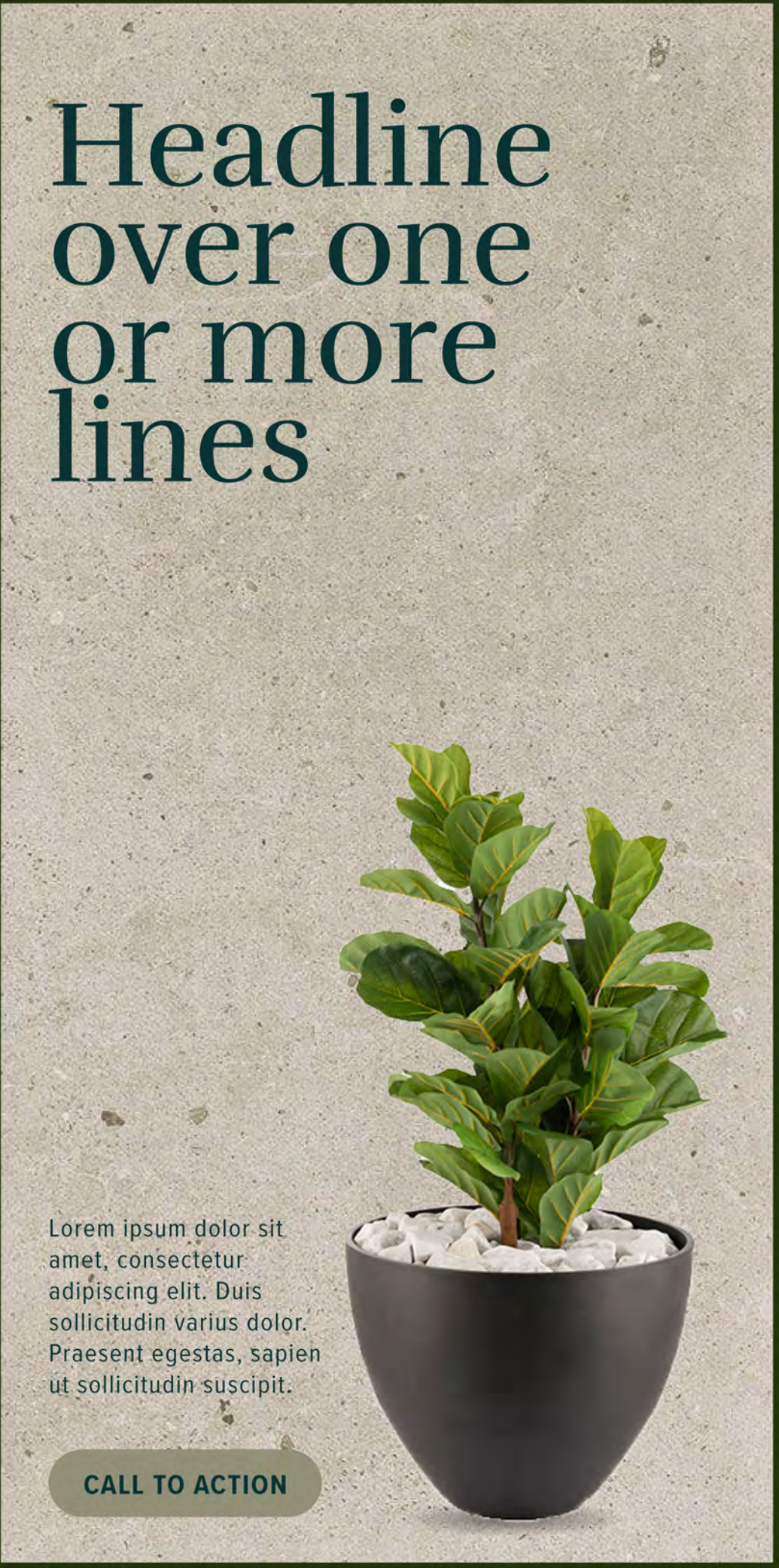


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Lorem ipsu, 2024

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ENVIRONMENTS



Headline
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CALL TO ACTION

TEXTURE & ISOLATED PRODUCT



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Visit easyivy.co.za for more information

LIFESTYLE

PHOTOGRAPHY
DO'S & DONT'S

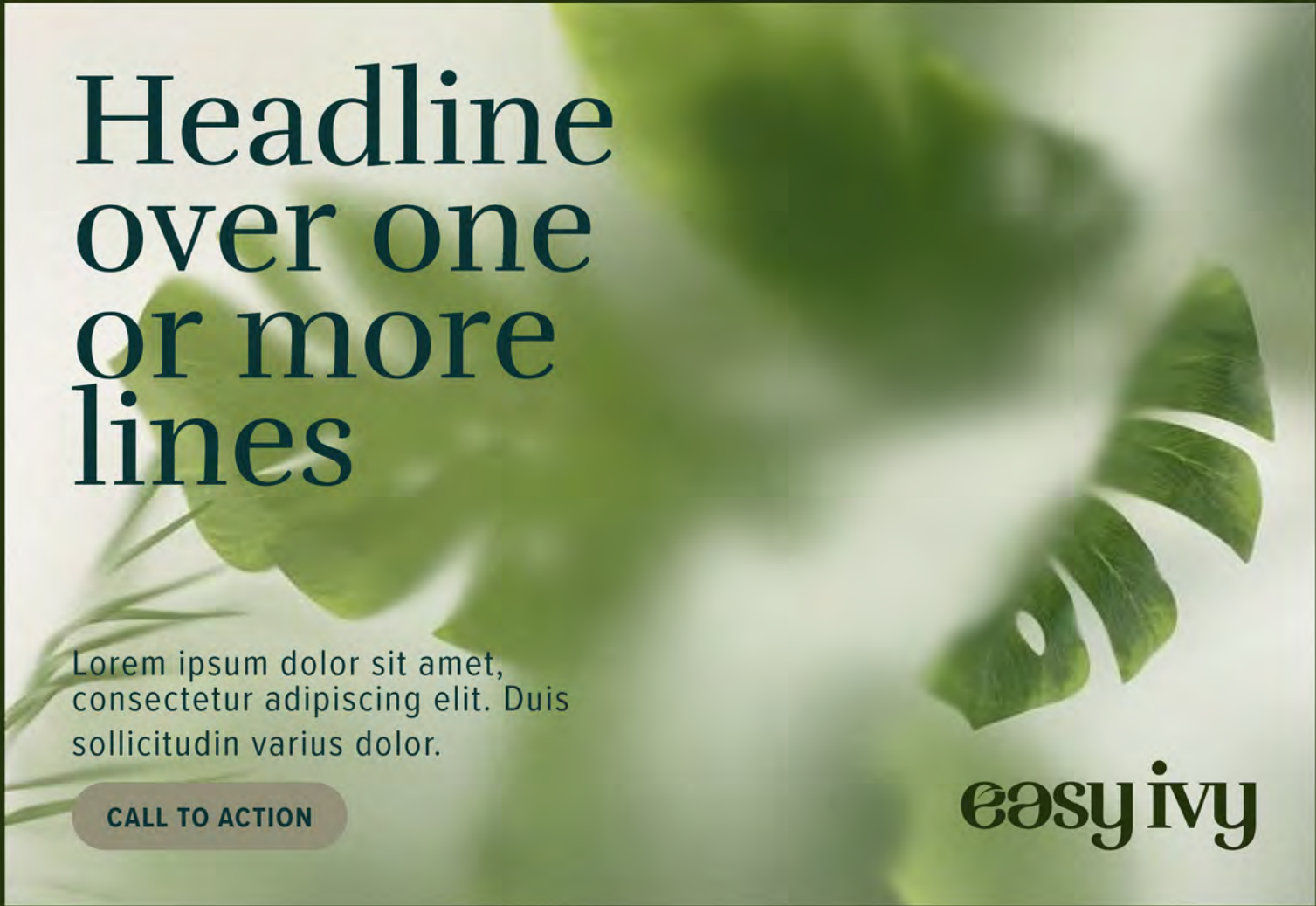
Follow these rules when applying photography:

- Do's:
- Use photography that matches the messaging of the layout.
 - Make use of imagery that allows clear space for copy.
 - Use textural backgrounds to enhance product imagery.

- Dont's:
- Don't overlay imagery that distracts from the messaging or product.



DO'S



DONT'S



Graphic Language

GRAPHIC LANGUAGE
OVERVIEW

The approach to graphic language centres around creative applications of the products through print-making, textural depictions and applications.

This graphic language should be used to showcase the measured playfulness of the brand and how creative exploration and expression can be found through the use of the products themselves.

Three main expressions within the brand identity are:

- 1. Product Prints
- 2. Embossing
- 3. Die-cutting

*Please note that the use of textured paper and backgrounds is encouraged to really bring the graphic language to life.



GRAPHIC LANGUAGE

PRODUCT PRINTS

One expression of the graphic language involves creating prints out of the products themselves.

A range of prints have been developed that can be applied at varying scales and opacities and across the brand colourways.

Alongside are a few examples of the prints.



GRAPHIC LANGUAGE
PRODUCT PRINTS

All prints should be created from the products themselves through applying paint and creating prints pressings that are then digitized for digital manipulation and use.

Alongside show the steps in creating the print artwork:

- STEP 1:
Identify the product leaf you want to create a print from.
- STEP2:
Apply acrylic paint to the product and create the print by hand.
- STEP 3:
Once the print has dried, have the print scanned in HD to digitize the artwork.
- STEP 4:
Upload the print and manipulate the colour, opacity to suit the application. A background texture may be added for digital applications.



GRAPHIC LANGUAGE
EMBOSSING & DIE-CUTTING

The other expressions of the graphic language involve embossing, debossing and die-cutting techniques to create textural and tactile depictions of the products and brand.

Alongside are some examples of how these expressions could be applied to the logo, imagery or illustrations. Die-cutting may be used on printed elements and on borders to emulate the edges of the leaves etc.

*Please note that these expressions should be used to align to the measured playfulness of the brand and to highlight the tactile nature of the brand.





EMBOSSSED LOGO



DIE CUT FRONT COVER BROCHURE



EMBOSSSED LOGO ON PRODUCT PRINT BACKGROUND



PRODUCT PRINT BACKGROUND

PHOTOGRAPHY
DO'S & DONT'S

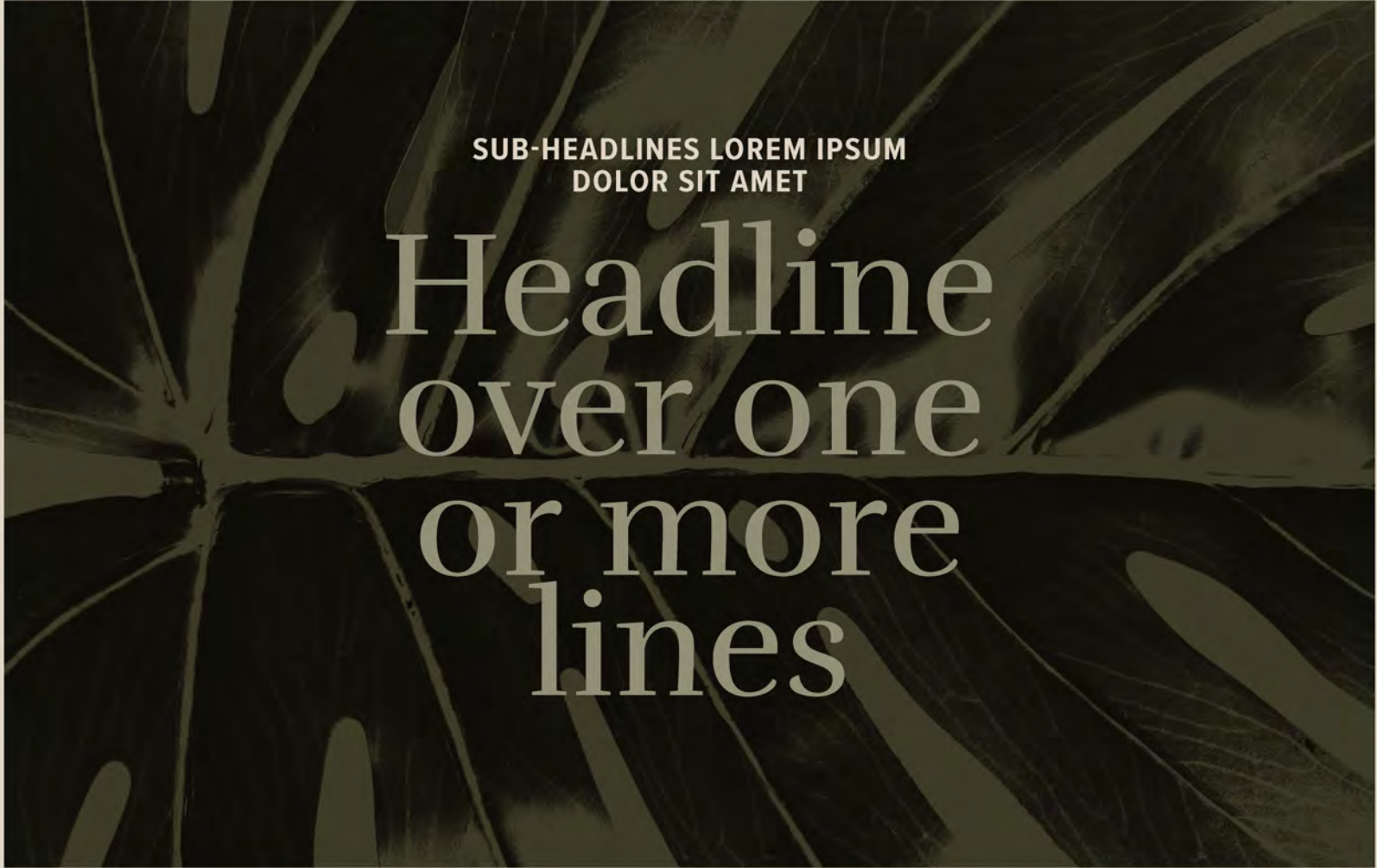
Follow these rules when applying the graphic language:

- Do's:
- Use the graphic language to add depth, texture or highlight the products.
 - Use the grsphic language in a subtle tone-on-tone way
 - Use textural backgrounds to enahnce the prints on digital.

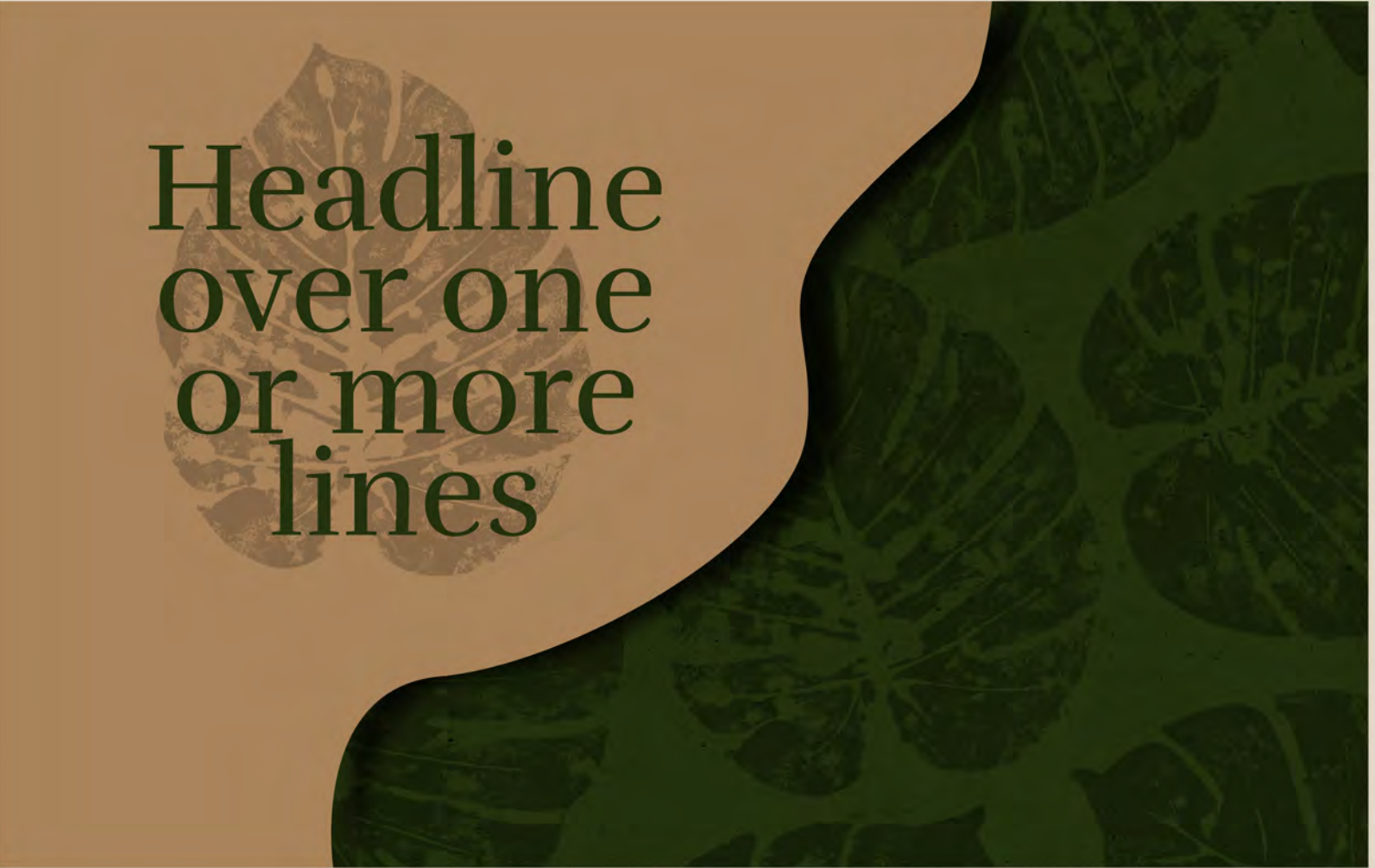
- Dont's:
- Don't overly complicate a layout by adding too many elements at once.
 - Don't distract from the key element on the layout with the graphic expressions.



DO'S



DONT'S



Illustration

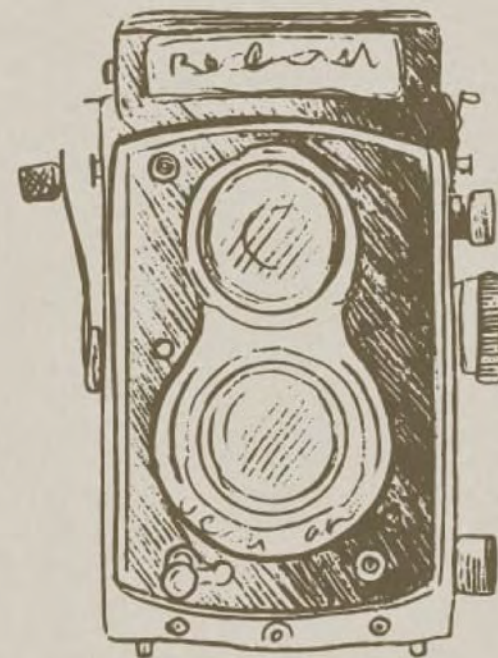
Armada x Easy Ivy | April 2024

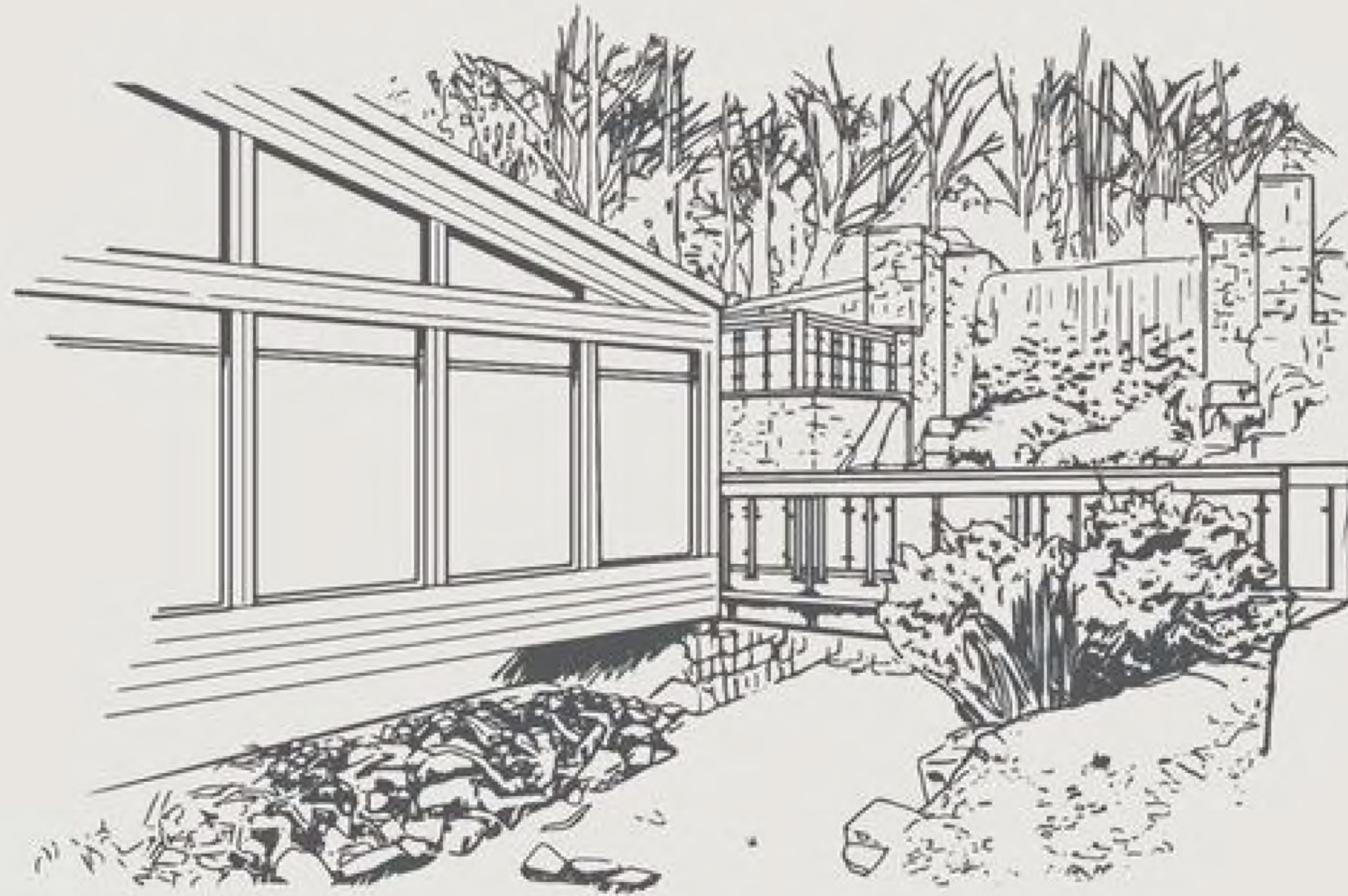
ILLUSTRATION STYLE
OVERVIEW

The illustration style plays into the textural and playful natural of the brand identity through using an organic, and vintage inspired style that make use of real brush strokes. This takes inspiration from architectural and spatial skecthes that could showcase the areas the the Easy Ivy products are used in as well as the tangible natura of the brand.

This style also marries well with the iconography style and therefore will live harmoniously within infographics.

*Please note that when illustrations are needed, a illustrator that works with this style should be briefed.





Iconography

ICONOGRAPHY
STYLE

The iconography style is based on an organic, hand-drawn style to reflect the nature of the products themselves. Please find the expansive icon library within the open files.

*Please note that any new icons developed need to align with this style



ICONOGRAPHY
STYLE



Brand Application

Stationery

Armada x Easy Ivy | April 2024

BUSINESS CARDS



LETTERHEAD

+27 83 393 4019
info@easyivy.co.za

**Johannesburg
Unit 8
14A Kramer Road
Kramerville**

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capetown@easyivy.co.za

Cape Town
The Palms Décor & Lifestyle Centre
145 Sir Lowry Rd
Woodstock



00 Month 0000

Dear Name Surname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sollicitudin varius dolor. Praesent egestas, sapien ut sollicitudin suscipit, erat mauris malesuada tellus, semper iaculis tellus dui sed mi. Donec ultricies orci vitae turpis posuere, sit amet mollis lorem egestas. Vestibulum in malesuada lorem. Pellentesque tincidunt ipsum et venenatis varius. In elementum, ex ac bibendum feugiat, dolor dui maximus est, at convallis orci nisi nec nisi. Phasellus ac tincidunt velit. Maecenas suscipit dignissim orci, auctor mollis nisi sodales a. Mauris non felis felis.

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Sincerely,

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easy ivy THE ORIGINAL
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COVER™

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Example subject line

example@gmail.com

Example subject line

To whom is may concern,

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Kind regards,

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Name Surname

JOB TITLE

name.surname@easyivy.co.za

+27 83 393 4019

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Johannesburg

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🖼️

🕒

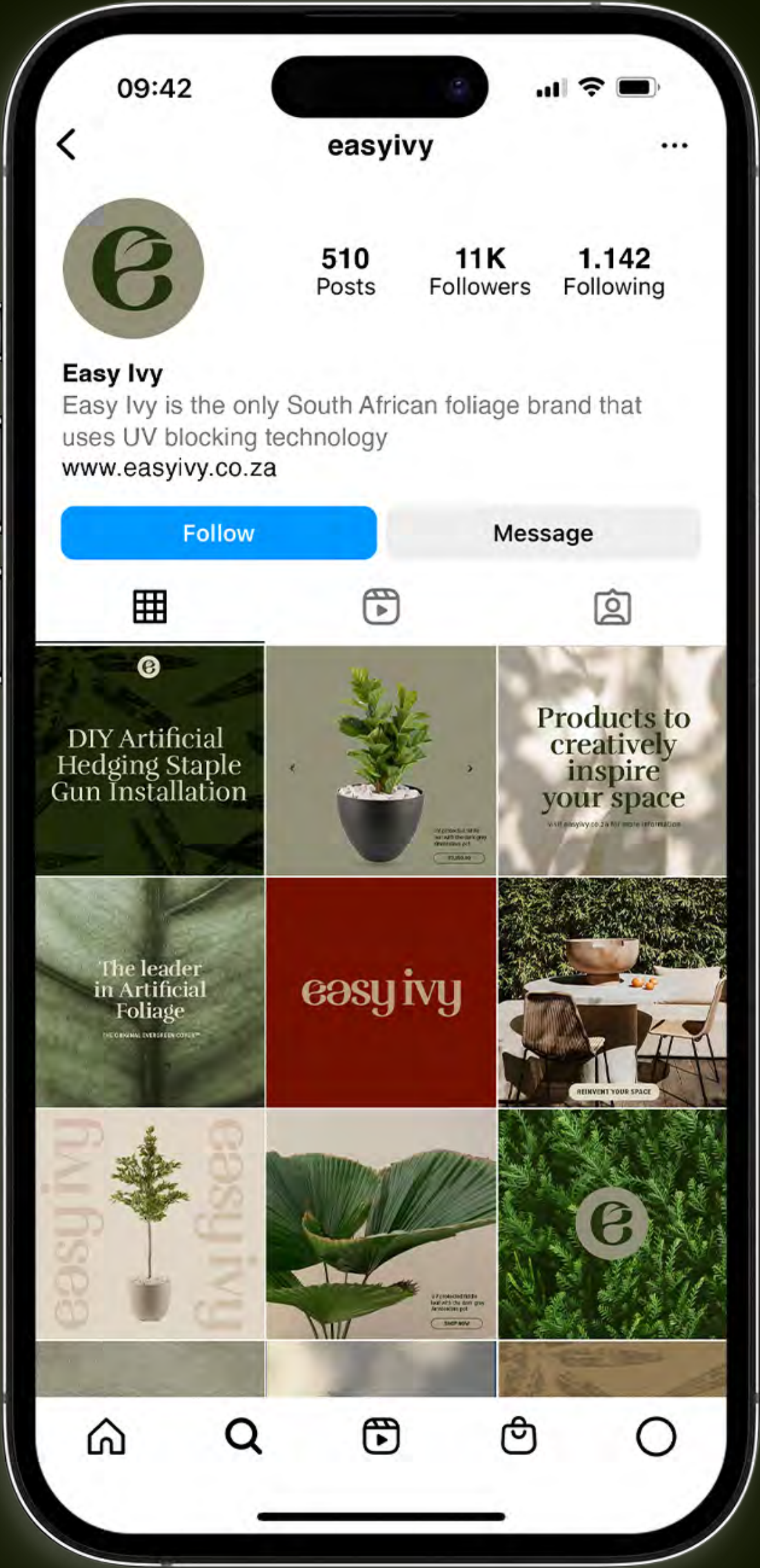
✍️

⋮

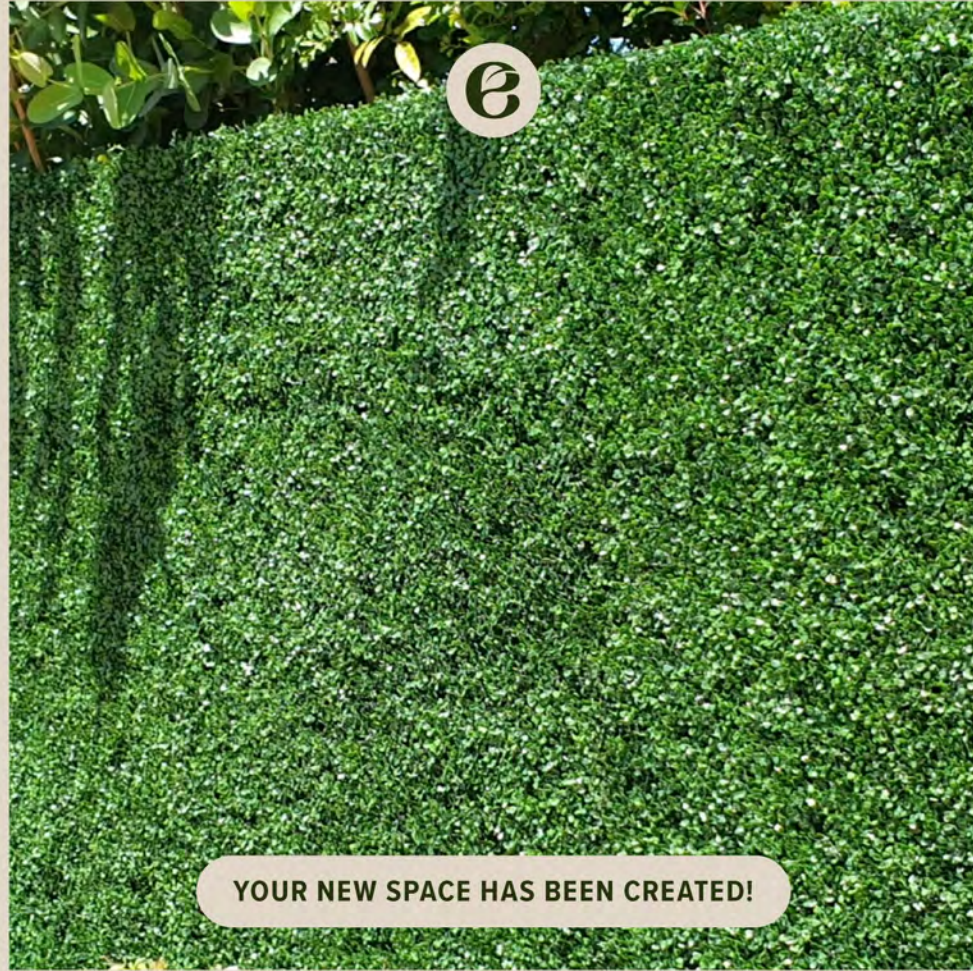
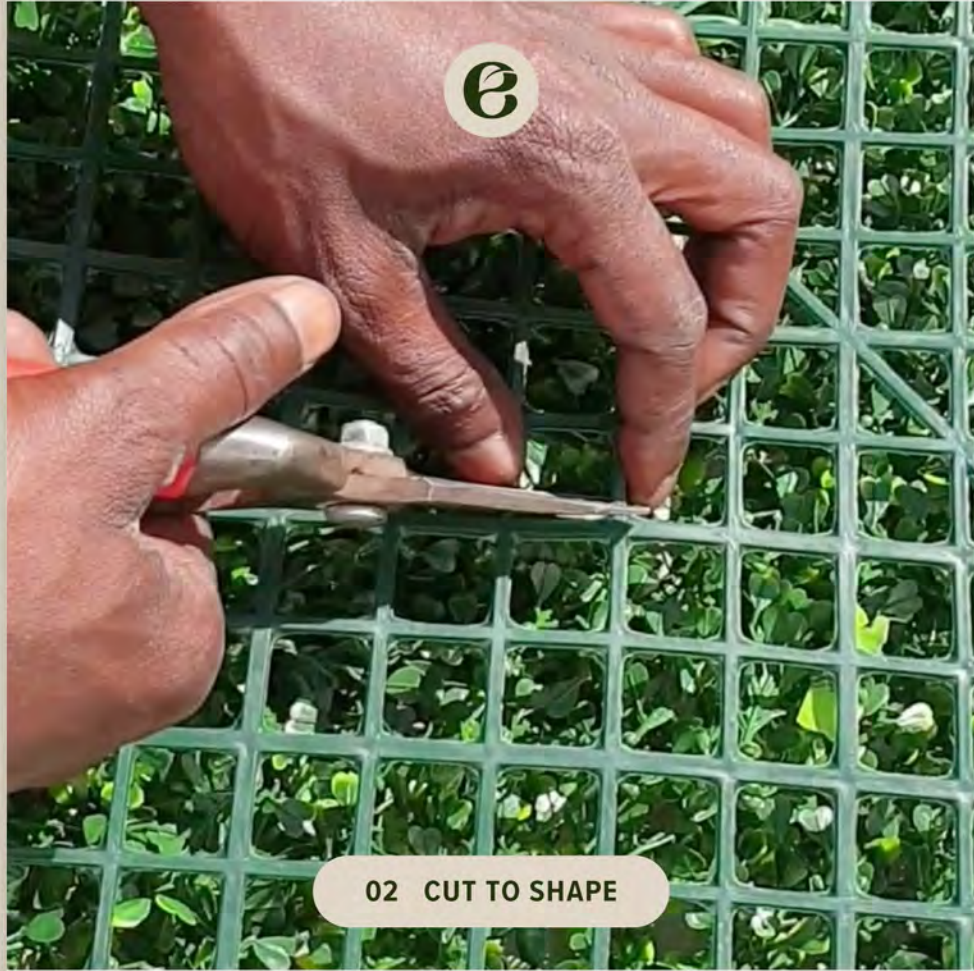
🗑️

Social Media Content Examples

SOCIAL MEDIA







SOCIAL MEDIA



Out-of-Home Advertising

BILLBOARD

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THE ORIGINAL EVERGREEN COVER™

Tranforming
your space one
leaf at a time.

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THE ORIGINAL EVERGREEN COVER™

Transforming
your space one
leaf at a time.

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BILLBOARD

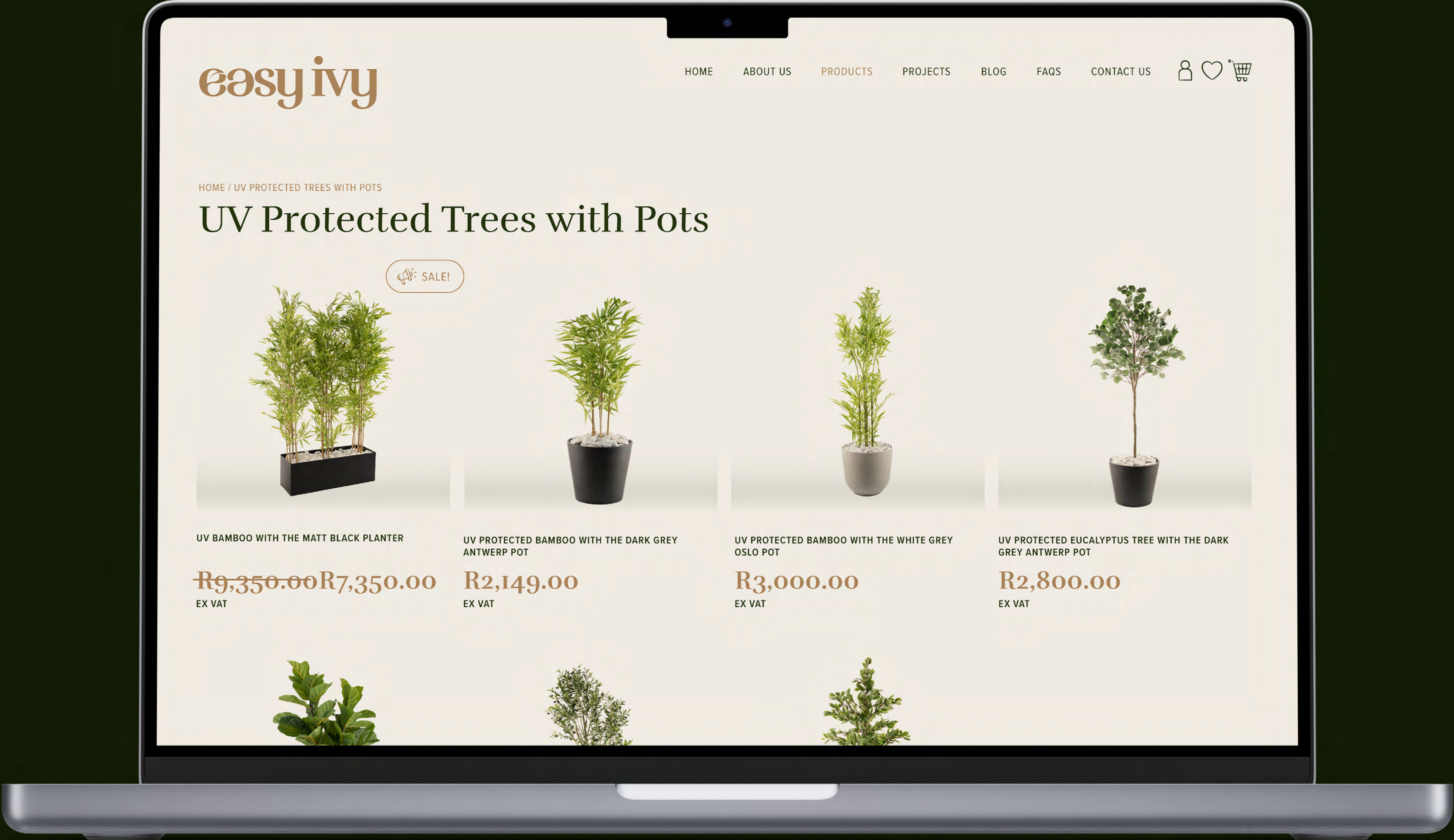
THIS IVY WALL IS PROUDLY INSTALLED BY

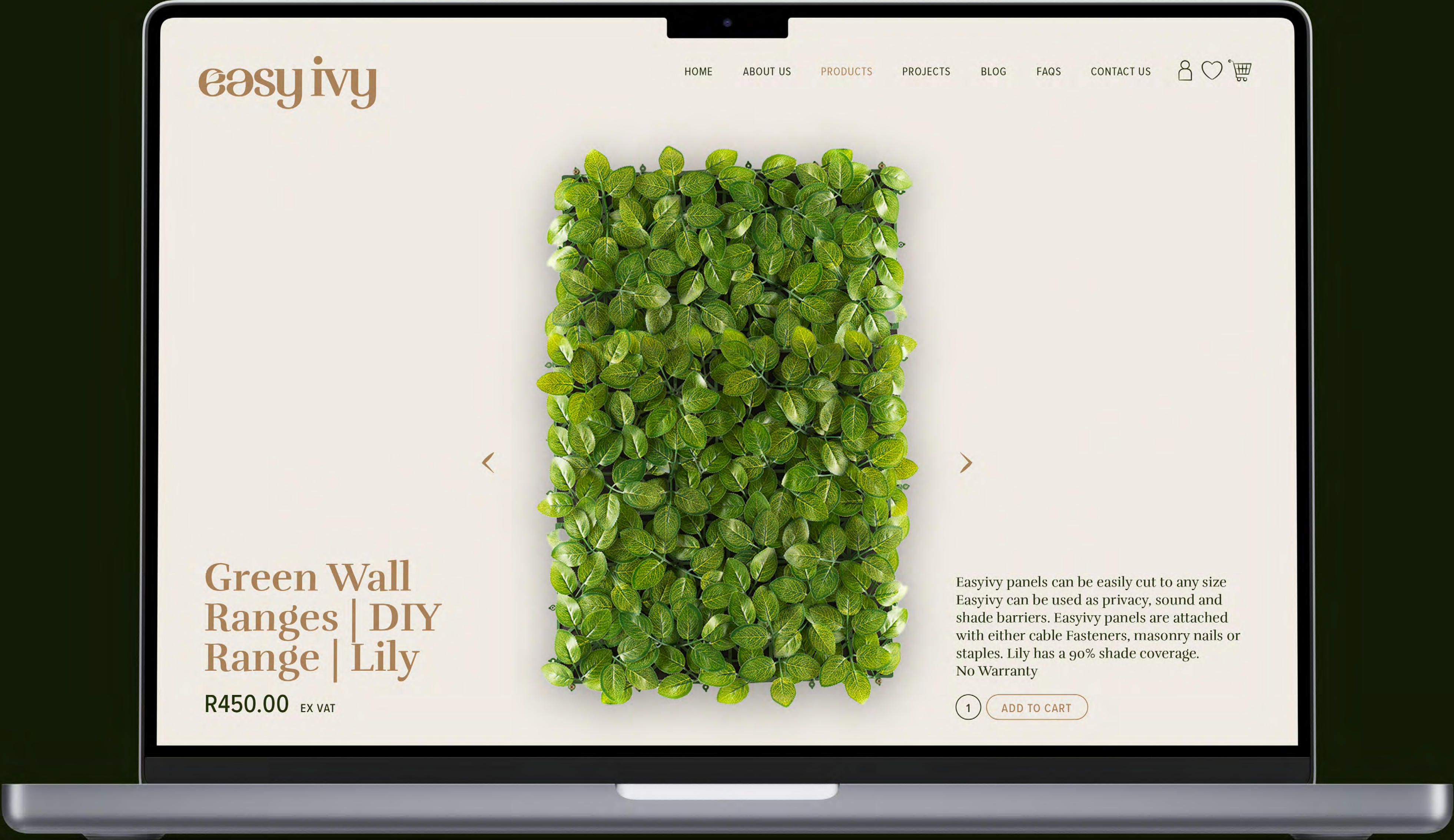
easy ivy

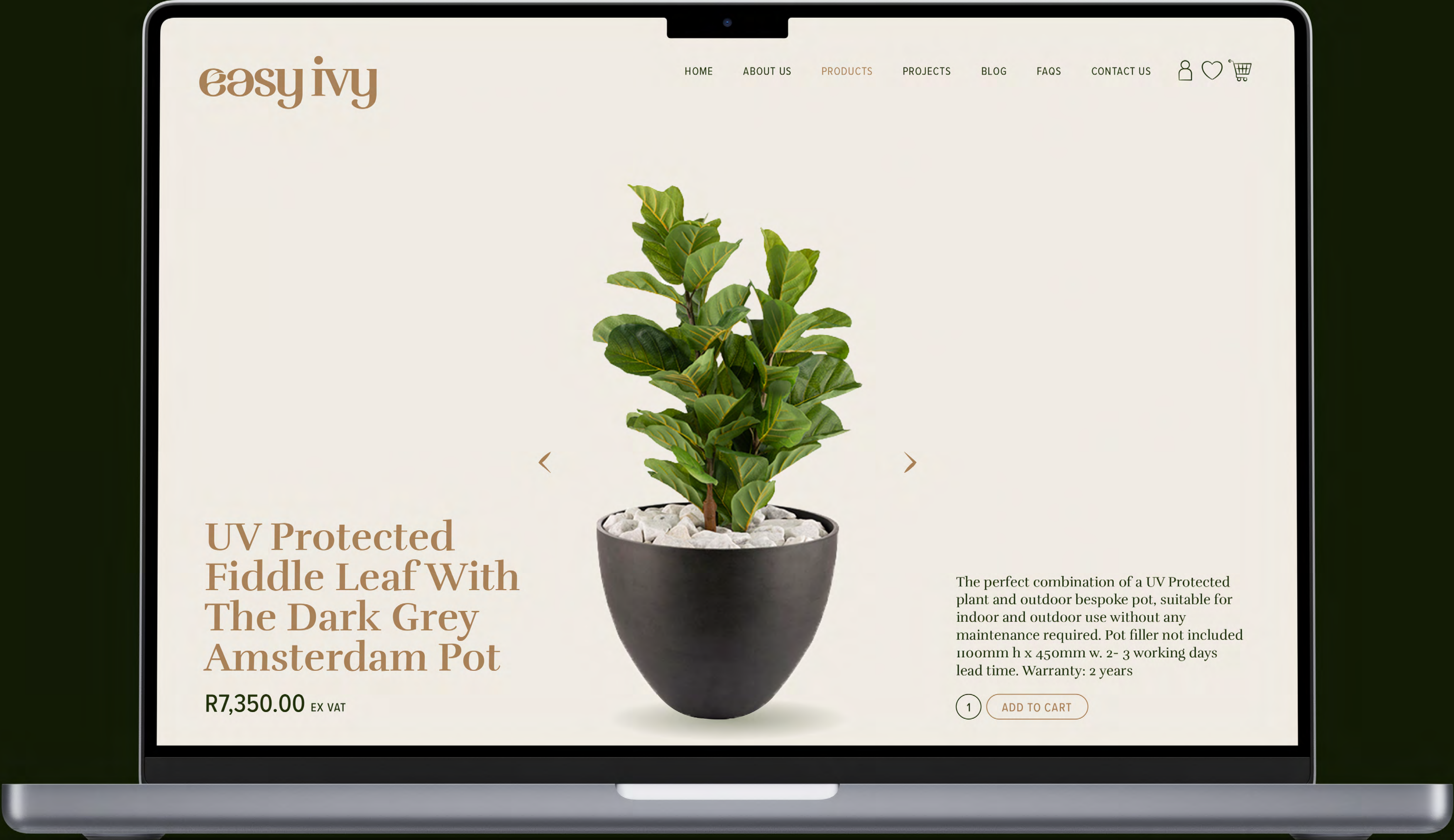
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Website Look & Feel









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UV Protected
Fiddle Leaf With
The Dark Grey
Amsterdam Pot

R7,350.00 EX VAT



The perfect combination of a UV Protected plant and outdoor bespoke pot, suitable for indoor and outdoor use without any maintenance required. Pot filler not included 1100mm h x 450mm w. 2- 3 working days lead time. Warranty: 2 years

1 ADD TO CART

Signage

SIGNAGE

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Vehicle Branding

Armada x Easy Ivy | April 2024



Summary Overview

easy ivy



easy ivy THE ORIGINAL
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ROUTE OVERVIEW

BRAND IDENTITY



Thank You
