



**SOW** 

from crop to clothes

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“The first step to slow fashion, is asking why before you buy”

- Francine Joy

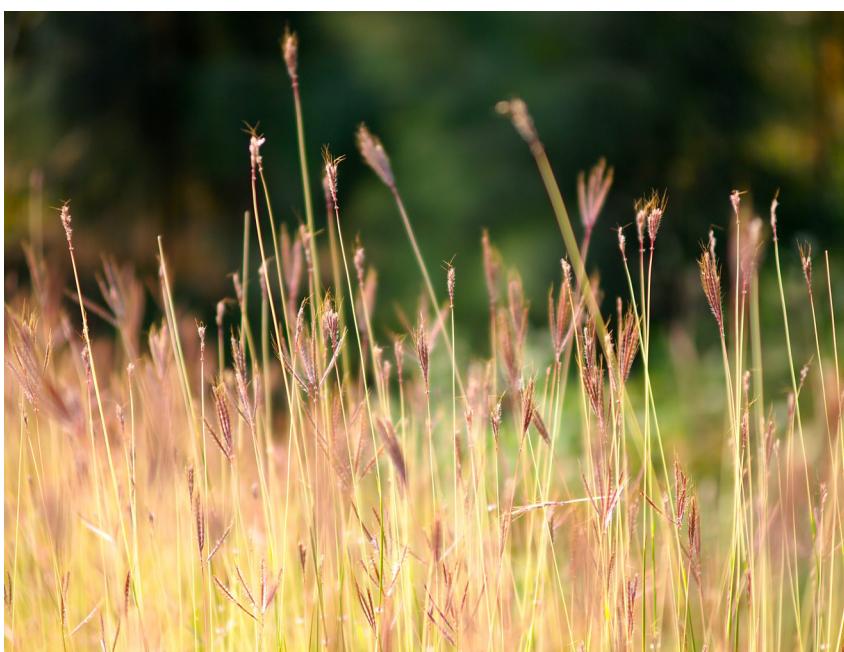
# Vision

To combat the ill effects of "fast fashion", Sow looks for more sustainable methods. All of our apparel are made from plant materials: pineapple leaves for leather, cocona from discarded coconut shells, hemp for denim, soy for silk. Using a range of eco-friendly fibres that would otherwise be wasted is our response to an alarming overproduction of clothes, leading to tons of textile waste, landfilling, incarceration that all have high risks of adverse environmental impacts across the supply chain.

Our goal is to shift consumer consciousness toward non-conventional, low-impact fashion alternatives and minimize the industry's impact on the environment.



Photo by Ana Francisconi from Pexels





# Logo

## LOGOTYPE

The logotype with the tagline should appear on all cover pages, letterheads, and main web pages. The logotype without the tagline should be used as a watermark.

## LOGOMARK

The logomark should be used only when the logotype has been previously illustrated.

## Logotype



with tagline



without tagline

## Minimum Size



Print: X = 1"  
Web: X = 108 px

## Logomark



from crop to clothes

with tagline



without tagline



Print: X = 0.5"  
Web: X = 36 px



Photo by Kenzie Kraft on Unsplash

# Logo Don'ts

## ANY CHANGES TO OUR LOGO DIMINISH ITS INTEGRITY

1. Do not change the colour of the logo
2. Do not add other text to the logo
3. Do not stretch the logo
4. Do not overlap logo elements
5. Do not place additional graphics on or around the logo
6. Do not rotate the logo

All incorrect usages also apply to the logomark.

## Incorrect Usage

1.



2.



3.



4.



5.



6.





# Colour

## USE OF COLOUR FOR THE PRINTED AND DIGITAL LOGO

The following palette has been selected for use in all communications. The Sow colours are earthy and calm. The Sow palette is created using the CMYK colour set that is industry standard for four colour reproduction. RGB colour requirements and HEX colour codes are also available for use.

Our logo will always appear in the primary colours. Secondary colours may be used in areas where colour is not the main focus, such as underlines and frames.

### Primary Colours



Chesnut

**CMYK**  
C=0 M=45 Y=39 K=50

**RGB**  
R=144 G=93 B=82

**# 905d52**

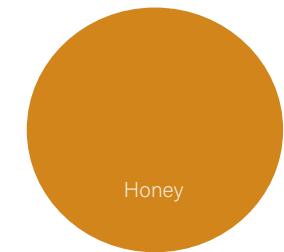


Deep Pine

**CMYK**  
C=76 M=24 Y=37 K=62

**RGB**  
R=144 G=93 B=82

**# 094c50**



Honey

**CMYK**  
C=5 M=47 Y=100 K=13

**RGB**  
R=209 G=133 B=29

**# d1851d**

### Secondary Colours



Nutmeg White

**CMYK**  
C=0 M=4 Y=9 K=0

**RGB**  
R=255 G=243 B=229

**# fff3e5**

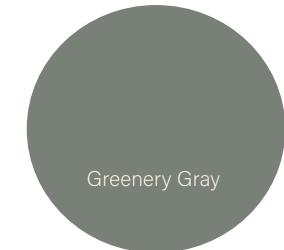


Faded Redwood

**CMYK**  
C=0 M=33 Y=30 K=25

**RGB**  
R=196 G=146 B=132

**# c49284**



Greenery Gray

**CMYK**  
C=36 M=24 Y=36 K=33

**RGB**  
R=122 G=128 B=119

**# 7a8077**



# Typography

## OUR SIMPLE AND CLEAN TYPEFACE COMPLIMENTS OUR LOGO

Sow uses two primary typefaces. Constantia is our main brand typeface and is used for headers. Acumin Pro is our body text typeface. It should be used in all instances where short/medium copy length is required. It is important to adhere to the leading and text arrangement specified in this document to achieve brand consistency throughout.

Header

---

## Constantia

abcdefghijklmnpqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
123456789!@#\$%&?

Header  
Constantia Regular  
Font Size: 48 pt  
Leading: 57.6 pt  
Colour: Honey

Body

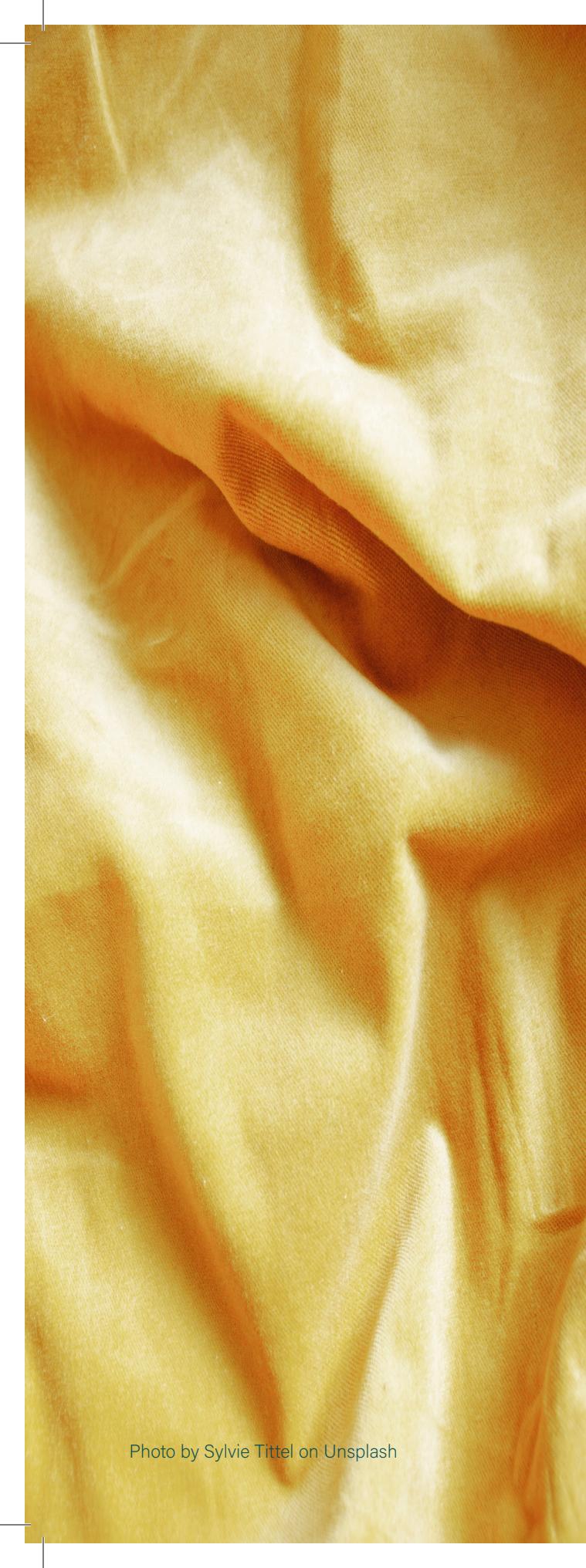
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## Acumin Pro

abcdefghijklmnpqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
123456789!@#\$%&?

Body  
Acumin Pro Extra Light  
Font Size: 9 pt  
Leading: 14 pt  
Colour: Deep Pine

Aa



# Collateral

## TANGIBLES ARE DESIGNED CONSISTENT WITH OUR CORE VALUES AND PERSONALITY

Our practice extends beyond our clothes. With every purchase, Sow customers receive a Sow shopping bag made from abaca, a plant in the banana family. We incorporate plantable seed paper in our garment tags with Black Eyed Susan, Corn Poppy, and English Daisy seeds. Sow customers can share their love of our products with our gift card and holders that are made from iris leaves.

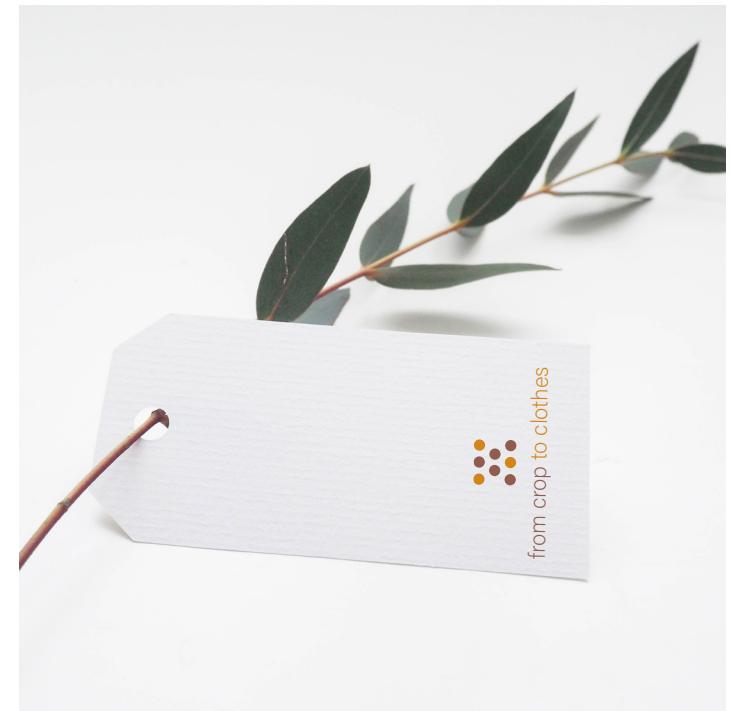




Photo by Anita Austvika on Unsplash



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