

Brand Guidelines.



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***the
brand***

Welcome to the official brand guidelines for Softia Consumer Products Limited. Softia is more than just a manufacturer; we are the premier provider of integrated institutional hygiene solutions across East Africa. This document serves as the foundational blueprint for our visual and strategic identity, ensuring that every touchpoint communicates our core values of reliability, sustainability, and uncompromising quality.

Our visual identity is rooted in a careful balance of two seemingly opposing forces: delicate softness and unyielding strength. Whether representing our premium 2-ply tissue or our heavy-duty chemical care lines, our branding must consistently reflect this duality. The airy, clean aesthetics assure comfort and care, while our structured typography and bold color accents guarantee institutional-grade toughness and dependability.

Consistency is the absolute cornerstone of brand trust. This comprehensive guide dictates the precise usage of our logos, typography, color palettes, and corporate stationery. By strictly adhering to these design standards, we protect the integrity of the Softia brand, ensuring it remains instantly recognizable, highly professional, and perfectly aligned with our mission to optimize supply chains and facility health.

Please utilize this manual as your definitive reference for all internal and external communications. By treating these visual guidelines with care and precision, you help us build a lasting legacy as the most trusted name in commercial hygiene.

Ian Aluda

Brand Strategist - Venda Technologies

Logo Adjustment.



The Softia wordmark is a masterclass in visual communication, seamlessly integrating our core product directly into our typography.

The primary Softia logo utilizes a custom, fluid typographic treatment where the letterforms themselves illustrate a continuous, unrolling sheet of premium tissue. By visually connecting the letters in a distinct, lighter accent color, the logo forms the shape of a toilet roll. This clever use of negative space and continuous lines instantly communicates softness, flow, and the exact nature of our manufacturing business without relying on a separate, detached icon.

Anchored by our definitive tagline, “stay confident.”, the logo balances this airy, continuous illustration with strong, grounded, deep blue typography. This structural contrast visually reinforces the Softia brand promise: delicate, cloud-like comfort combined with unbreakable institutional reliability. To maintain the impact of this visual pun, the logo must always be surrounded by ample clear space, allowing the custom typography to breathe and stand out on both packaging and digital platforms.



Primary Full-Color Logo

This is the standard, preferred execution of the Softia wordmark. It must be used on pure white or exceptionally light, neutral backgrounds. This ensures the contrast between the dark blue lettering and the embedded light blue tissue shape is highly visible, allowing the visual pun to work perfectly.



Reversed Logo

When placing the logo on our primary brand colors, dark backgrounds, or busy imagery, the entire wordmark and the "stay confident." tagline must be knocked out in pure white. This maintains maximum contrast, ensuring the logo's silhouette and structural integrity remain legible from a distance.



Incorrect Contrast.

place the primary, full-color logo on a dark or clashing background. This results in severe contrast issues, making the deep blue text unreadable and completely hiding the delicate, light blue tissue illustration, which destroys the brand's primary visual identity.



Monochrome Logo

For single-color printing applications—such as stamped corrugated shipping boxes, thermal receipts, or black-and-white institutional invoices—use the solid black version. Ensure the embedded tissue shape is rendered as negative space (transparent) so the "roll" silhouette remains obvious without relying on color.

typography

Context Text and Headlines.

Brand Wordmark

softia

Poetsen One

Reserved strictly for the primary logo and highly stylized display graphics.

Taglines & Headlines

stay confident.
Montserrat Bold

Used for primary titles, the corporate tagline, and structural web headers.

Corporate Body Copy

Softia is a premier Kenyan manufacturer...

Montserrat Regular

The workhorse font used for all packaging descriptions, business profiles, and letters.

Montserrat. Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&?!/,:;-_*'')

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&?!/,:;-_*'')*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&?!/,:;-_*'')**

Aa

AaBbCcDdEeFf
012345+;%@*

Montserrat. Secondary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&!/,;:-'")

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&!/,;:-'")*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 (&!/,;:-'")**

the colors

The Softia color system balances premium softness with institutional strength.

Our color palette relies on three core colors applied using the 60-30-10 rule. Pure Cloud White provides a clean, hygienic foundation (60%). Tranquil Blue communicates softness, care, and flow (30%). Deep Navy anchors the brand, conveying strength and dependability (10%). These exact color values must be used consistently across all packaging, print materials, and digital platforms to maintain strict brand integrity.

Color Palette. Primary Color System

Color Name: Tranquil Blue

CMYK: 40 / 20 / 0 / 0

RGB: 141 / 179 / 226

HEX: #8DB3E2

Color Name: Deep Navy

CMYK: 100 / 85 / 10 / 20

RGB: 30 / 58 / 138

HEX: #1E3A8A

Color Name: Pure Cloud White

CMYK: 2 / 1 / 0 / 0

RGB: 248 / 250 / 252

HEX: #F8FAFC

stationery set

Business Card Parameter.

Card Dimensions

85 x 55 mm

Paper Weight

260 gram white

Print Color Format

CMYK



Letterhead. and Envelope Size



Envelope Paremeter.

Envelope Dimensions
110 x 230 mm
Print Color Format
CMYK



Letterhead Paremeter.

Card Dimensions	Paper Weight	Print Color Format
85 x 55 mm	260 gram white	CMYK

Placement









by.

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