



**KOFA**  
**GOODS**

**2025**  
**Brand**  
**Guidelines**

# Brand Overview

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## BRAND PURPOSE (THE WHY)

### Purpose

We exist to clothe Americans with the best quality hoodies/t-shirts and help shelter the homeless.

### Mission Statement

Empowering people—one hoodie/t-shirt at a time.

### Vision

To become the go-to brand for America’s most loving and kindest teens and an advocate for the homeless in America.

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## CORE VALUES

### Sustainability

Minimize environmental footprint at every step.

### Equity & Inclusion

We support marginalized communities through fair labor and giveback programs.

### Transparency

From materials to manufacturing, we keep it honest.

### Impact-Driven

50% of our earnings funds homelessness initiatives.

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**BRAND LOGO**



# LOGO IDENTITY

K



**KOFA** – is a word from the West African tribe “KRU. Kofa means **SUCCESS**

The K is rotated depicting a person taking a step toward doing Good; as the brand becoming a good star.

Empowering people- one hoodie/t-shirt at a time represents the kind of success we want to archieve as a brand.





# Logo Specification



The logo Illustrator file comes with this grid. Please use the grid to keep logo contents aligned.





**KOFA**  
**GOODS**



**KOFA**  
**GOODS**





# BRAND COLORS



# Primary Colors

These colors form the foundation of our brand—versatile, grounded, and concious.

Primary brand color — nature connection, main accent for the brand.

**Primary: Eco Olive**  
HEX: #6A7755  
RGB: 106, 119, 85  
CMYK: 60, 37, 76, 18

Secondary accent, skin-tone inclusive & warm

**Secondary Accent: Driftwood Tan**  
HEX: #A38C6F  
RGB: 163, 140, 111  
CMYK: 34, 42, 61, 6

Neutral background — soft, clean, timeless.

**Neuture Background: Clay Beige**  
HEX: #DAD2C3  
RGB: 219, 210, 195  
CMYK: 13, 14, 22, 0

Supporting neutral for minimalist aesthetic.

**Cloud White: Supporting Neutral**  
HEX: #F6F4F2  
RGB: 246, 245, 242  
CMYK: 2, 2, 3, 0

Text, logo, deep contrast tone.

**Charcoal Earth: Logo color**  
HEX: #2D2D2A  
RGB: 45, 45, 42  
CMYK: 69, 63, 66, 65

# Sustainability Accent Palette (Secondary Colors)

These colors bring freshness and emotional connection to the cause-driven narrative.

Calm and cool — great for  
impact statements, CTA buttons

**Spruce Blue**  
HEX: #4A707A  
RGB: 75, 112, 122  
CMYK: 78, 43, 43, 12

Evokes social good + human warmth —  
limited use for highlighting action

**Terracotta Clay**  
HEX: #C86B4C  
RGB: 200, 107, 76  
CMYK: 12, 73, 80, 1

Natural, restorative, energetic —  
subtle call-outs or tags

**Sun Moss**  
HEX: #BCCF89  
RGB: 188, 207, 136  
CMYK: 31, 4, 64, 0

Richer than pure black —  
modern, deep, eco-conscious

**Ocean Black**  
HEX: #1A1D1A  
RGB: 26, 29, 26  
CMYK: 73, 64, 68, 77



# TYPOGRAPHY



# Poppins

## Primary Font

Our primary font is Poppins. It comes in a variety of weights, which we use to create typographic hierarchy. The full Poppins font family is available via the NAR Intranet or can be downloaded for free from Google: <https://fonts.google.com/specimen/Poppins>

For headlines and bold statements, different weights can be combined to create contrast and more interest. Large numbers can help to create hierarchy when using statistics and data visualization in design.

### USAGE GUIDELINES

- » Headline/Title copy should be displayed in bold weight and all caps.
- » Subtext or callouts should be displayed in medium weight.
- » Body copy should be displayed in regular weight and not used below 10pt for optimal ADA compliance.

|                  |                                                                  |
|------------------|------------------------------------------------------------------|
| Thin             | AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br>OoPpQqRrSsTtUuVvWwXxYyZz         |
| Extra light      | AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br>OoPpQqRrSsTtUuVvWwXxYyZz         |
| Light            | AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br>OoPpQqRrSsTtUuVvWwXxYyZz         |
| Regular          | AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br>OoPpQqRrSsTtUuVvWwXxYyZz         |
| <i>Italic</i>    | <i>AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br/>OoPpQqRrSsTtUuVvWwXxYyZz</i> |
| Medium           | AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br>OoPpQqRrSsTtUuVvWwXxYyZz         |
| SemiBold         | <b>AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br/>OoPpQqRrSsTtUuVvWwXxYyZz</b> |
| <b>Bold</b>      | <b>AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br/>OoPpQqRrSsTtUuVvWwXxYyZz</b> |
| <b>ExtraBold</b> | <b>AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br/>OoPpQqRrSsTtUuVvWwXxYyZz</b> |
| <b>Black</b>     | <b>AaBbCcDdEeFfGgHhIiJjKkLlMmNn<br/>OoPpQqRrSsTtUuVvWwXxYyZz</b> |

# Bebas Neue

## Additional Font

Bebas Neue is best used as a headline with Poppins as body copy. It is recommended to use this font to compliment Poppins. This font is only available in regular weight. The Bebas Neue font family is available via the NAR Intranet or can be downloaded for free from Google: [fonts.google.com/specimen/Bebas+Neue?query=beb](https://fonts.google.com/specimen/Bebas+Neue?query=beb)  
Adobe: <https://fonts.adobe.com/fonts/bebas-neue-by-fontfabric-based-on-v14>

REGULAR | 72PT

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

REGULAR: 124PT

ABCDEFGHIJKLMNO

PQRSTUVWXYZ





# APPLICATION

# Stationary



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John Belothiosna  
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Biz City, MD 20858

June 12, 2025

Dear Sir;

dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut laboreet dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Best Regards,  
Mary Cappor

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# Video



All Kofa Goods videos follow specific creative criteria. This applies for producing in-house videos or commissioning a production company.

Lower Thirds: Design should be clean and clear, but design may vary due to themed branding. Here are text formatting suggestions to help achieve consistency when displaying content:

- » Names: Poppins Bold, 18pt, Uppercase
- » Titles: Poppins Semibold, 10pt, Lettercase
- » Organizations/Associations: Poppins Italic, 10pt, Lettercase



# Garments





# Social Media





# CONTACT

**For questions about brand guidelines, email: [kofagoods@gmail.com](mailto:kofagoods@gmail.com)**

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