

Zoflora

Brand Guidelines



Version 1.0. Strictly confidential. For internal use only.



Introduction

Welcome to Zo flora

We've been helping UK households stay safe from germs for almost 100 years, with our range of beautifully fragranced, perfumer developed concentrated multipurpose disinfectants.

The Zo flora brand is more than just a name and logo. It's a set of values, attributes, and design principles that reflects the spirit of our company – it's how people experience us. Our brand guidelines make it easy to bring the brand to life. They contain everything you need to know to provide consistency across digital and print media.



Brand essence

INSPIRATION

The inspiration for Zoflora is light, refreshing and colourful. Content should feel aspirational, inspiring and engaging with a touch of playfulness.

OUR AUDIENCE

Our target audience is predominantly female ranging in age from 25 to 65. With our core audience in mind, we strive to create and promote messaging that is diverse and inclusive – resonating with people of all backgrounds, race, ethnicity, gender identity, age, religion, ability, and sexual orientation.



Tone of voice

GENERAL GUIDANCE

Our tone of voice is honest and energetic.

When talking about our products and fragrances, copy should be written using simple and friendly language. We achieve this by using genuine and accessible words to explain product benefits, combined with playful and inspiring descriptions to instill enthusiasm and love for our products.

The tone shifts slightly when talking about our products' ability to kill 99.9% of bacteria and viruses. Here the playful tone should be much more subtle and the copy should convey authority and expertise to reflect the quality of our products and their disinfectant properties.

What we are

Feminine, playful, modern, friendly, plain-speaking, approachable, bold

What we are not

Old fashioned, masculine, formal, stuffy, technical, aloof, clinical

Examples

Instead of saying

Scents or smells
Kills germs
Cleans

Be the expert

Fragrances and odours
Kills 99.9% of Bacteria and Viruses
Disinfects

When talking about

Fresh Home

Product uses

Be the authority

Specially developed to be better tolerated by your pet's sense of smell

Cannot be used on polished wood or in reptile / bird cages

Know the product

- ▶ When talking about our Fresh Home range, avoid using the words 'delicate' or 'sensitive' to describe the effect of the fragrances
- ▶ When giving advice on how to use around pets, always include the disclaimer "Allow surfaces to dry completely before allowing pets back into contact"
- ▶ Zoflora is 'vegan friendly' – we cannot use the term 'vegan' alone since the product is not edible

Zoflora logo

PRIMARY LOGO

The Zoflora logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important – please don't edit, change, distort, recolour, or reconfigure it. The Zoflora logo should always appear in full colour.



LOGO PLACEMENT

The logo placement depends on the type of communication and use. If you're creating a composition, please put the logo in one of the four corner areas or center it on the page. It should always be surrounded by sufficient clearspace and placed against a light or uncomplicated background.

ZOFLORATV AND ZOFLORA PETS LOGOS

The ZofloraTV and Zoflora Pets logos should be used in place of the primary logo, but should never be used directly next to the primary logo.



SECONDARY LOGOS

The use of these logos should be avoided unless specifically requested for.

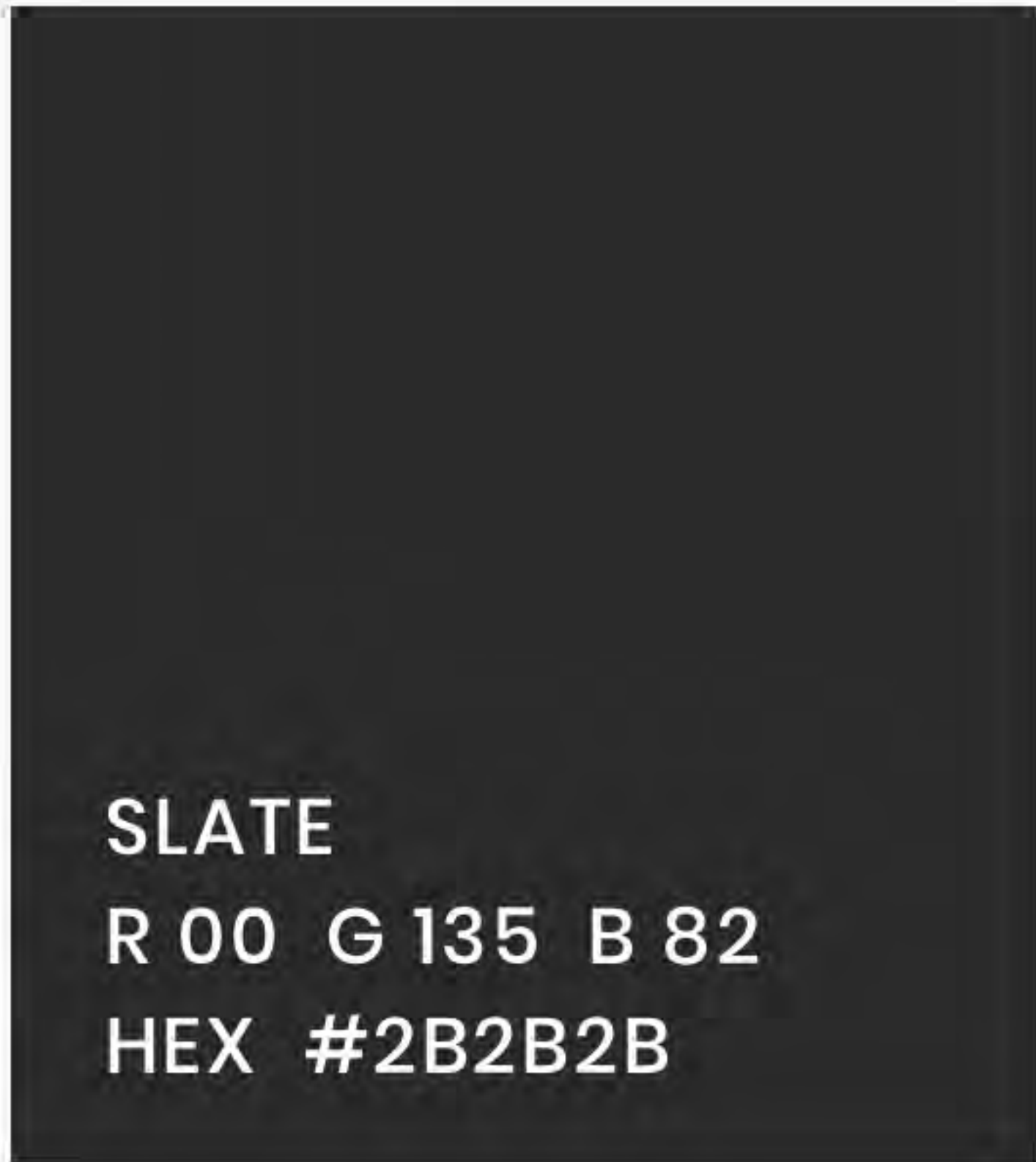


Colours

PRIMARY COLOURS



ZOFLORA GREEN
R 00 G 135 B 82
HEX #008752



SLATE
R 00 G 135 B 82
HEX #2B2B2B



GREY
R 133 G 133 B 133
HEX #858585



WHITE
R 255 G 255 B 255
HEX #FFFFFF

SECONDARY COLOURS



PURPLE
R 113 G 47 B 121
HEX #712F79



BLUE
R 55 G 164 B 181
HEX #37A4B5



GREEN
R 72 G 174 B 105
HEX #48AE69



YELLOW
R 255 G 193 B 67
HEX #FFC143

SET THE MOOD WITH COLOUR

Colour is an integral part of our brand identity. Consistent use of the colour palette reinforces the cohesiveness of the brand across all channels.

The Zoflora colour palette consists of 8 colours: 4 primary colours including Zoflora Green, and 4 vibrant and playful secondary colours. Within the secondary colors there are several shades to choose from.

Typography

We have selected typefaces which harmonise with the Zoflora brand and allow for plenty of flexibility and creativity.

PRIMARY TYPEFACE

Poppins

Poppins is our primary typeface and defines the Zoflora brand, Poppins Light and Medium weights should be used for the majority of instances.

Light Medium **Bold**

Poppins is quite a versatile typeface allowing for an injection of playful character whilst ensuring maximum legibility.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 @!?!£&#

SECONDARY TYPEFACE

Playfair Display

Playfair Display should be used to subtly support the primary typeface for instances such as series titles and question numbers.

TERTIARY TYPEFACE

Turbinado

The Turbinado typeface should be used sparingly, and used for influencer signatures or short quotes/tips.

Imagery

GENERAL GUIDANCE

Using quality imagery that's real helps us tell our story. Photography should feel light and fresh, but don't be afraid of colour – natural accents are a perfect way to bring an image to life. Photography should show real people in real situations and environments, shot in a realistic style. Avoid overusing stock photography.

Tips & tricks

- ▶ Always credit the author when using UGC – include 'Photo credit @username' in copy or a url to a user profile on social media or the web.
- ▶ Although predominantly purchased by women, photography should include men & women interacting with products.
- ▶ Aim for diversity in imagery – show a variety of race, ethnicity, gender identity, age, religion, etc.
- ▶ Plan compositions carefully, whether it's having space within an image for text or to move the eye in a particular direction towards the focus.
- ▶ Always plan shoots with how the images will be used in mind and create various versions for use (e.g. landscape, portrait, square, etc.).
- ▶ Do not place Zoflora next to food/drink items or next to open flames e.g. fireplaces, candles.
- ▶ Always wear gloves if using Zoflora neat (not necessary when diluted).



Imagery



PRODUCTS

Product photography should showcase the products in use or in a lifestyle setting. Keep photos bright and clean with an emphasis on colours that align with the brand and product.

PETS

Furry friends are an important part of the Zoflora family. Pet photography should focus on the Fresh Home range and showcase a variety of pets — from dogs and cats to gerbils, horses, and more!



Imagery

GRAPHIC ELEMENTS

Graphic elements such as bright colours, bold copy, and hand drawn elements are a great way to add a playful touch to imagery.



USER GENERATED CONTENT

User generated content forms a key part of our content, demonstrating authenticity and driving community engagement.

Imagery

WHERE TO USE ZOFLORA

Zoflora can be used throughout the home and lifestyle photography should reflect this.



FRAGRANCE NOTES

A nod to floral and fruity fragrance notes are a great way to bring the focus back to Zoflora's range of beautifully fragranced, perfumer developed concentrated disinfectants.

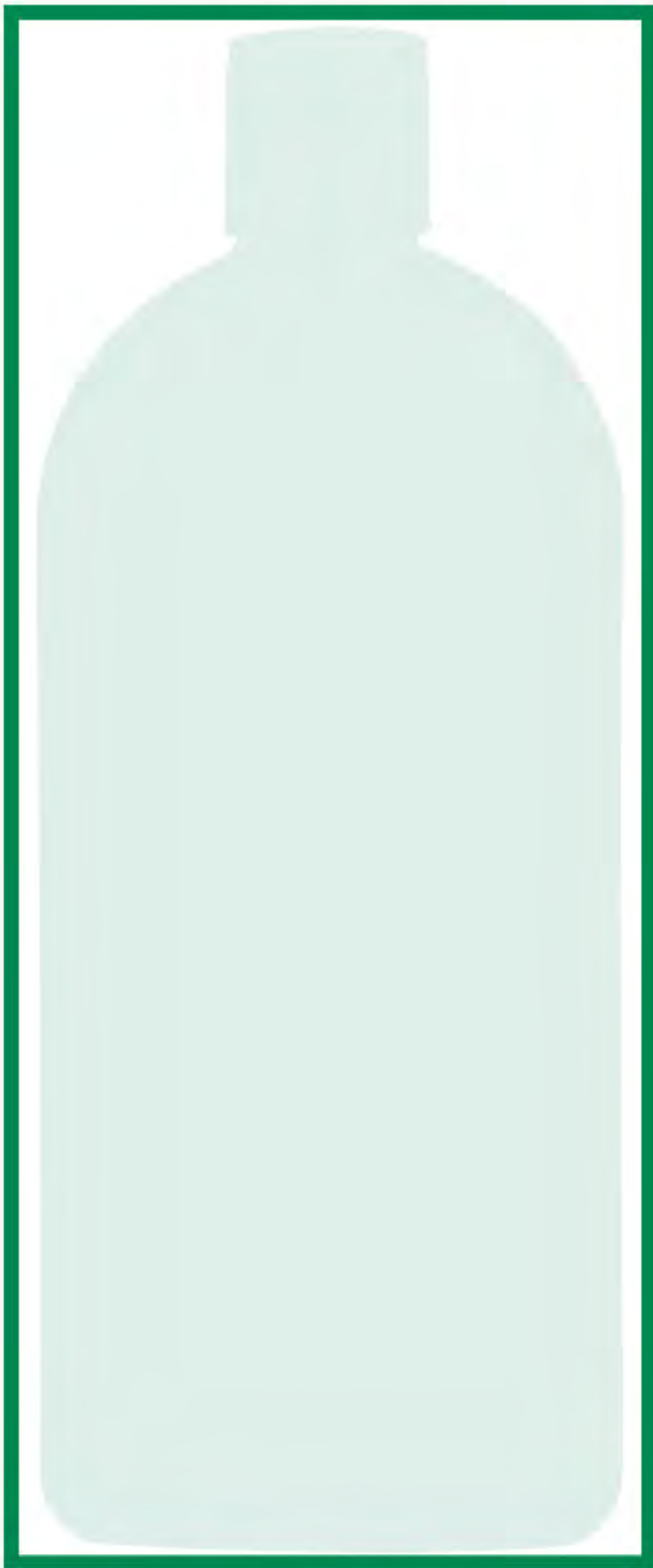
Packaging

GENERAL GUIDANCE

Always use the most up-to-date packaging in all communications – this includes boxes, bottles, and spray bottles. Real life product photography is preferred, but if a composition must be created, packaging should always be proportional to surrounding products and objects.



500ML



8.3 X 20.2CM

250ML



6.1 X 18.2CM

120ML



5.6 X 14.9CM

