



Growiee

Gentle First Steps. Comfort That Grows With Them.

Everything Growiee looks, sounds and feels like, in one place.

This book is the single source of truth for the Growiee brand. Use it for every post, package, label, page and product. The design tokens behind it live in `DESIGN.md` and `branding/tokens/`.

01	Brand story	Mission, promise, pillars, audience
02	Brand essence	The brand world on one board
03	Logo	Mark, wordmark, lockups
04	Logo rules	Clear space, sizes, colours, misuse
05	Colour	Palette, values, pairings, proportions
06	Typography	Families, scale, hierarchy
07	Imagery	Photography direction
08	Voice	How Growiee speaks
09	Product	The 3-Kit, sizes and claims
10	Digital system	Components, spacing, accessibility
11	Social media	Profiles, posts, formats
12	Applications	Packaging, labels, stationery
13	Commerce	Price, delivery, payment, channels
14	Files	Where every asset lives



Brand story

Why Growiee exists and what we promise every family.

Safe, soft, thoughtfully made, from the very first day.

WHO WE ARE

Growiee is a direct-to-consumer baby apparel brand from Sri Lanka for the first nine months of life. We make ultra-soft, breathable, non-toxic 100% combed cotton sets, sold as coordinated 3-piece packs and delivered islandwide.

MISSION

To engineer safe, non-toxic, ultra-soft apparel that adapts to an infant's rapid growth during their first 9 months, offering parents absolute peace of mind and accessible luxury.

AUDIENCE

Expecting and new parents, grandparents and gift-givers who want premium quality without boutique prices. They shop on their phones through Facebook, Instagram and WhatsApp, and value safety above all.

TAGLINE

Gentle First Steps. Comfort That Grows With Them.

BRAND PILLARS

Purity & Safety

AZO-free dyes and non-toxic materials: zero harsh chemicals on delicate skin.

Thoughtful Design

Envelope necks and scratch-free flat seams designed around a baby's daily movement.

Value & Convenience

Export-quality cotton in coordinated 3-piece packs, delivered to the doorstep.



Brand essence

The whole brand world, on one board.

PRIMARY LOGO



MARK



PROMISE

**Comfort that grows
with them.**

PALETTE



Royal Indigo



Soft Violet



Bright Sky



Petal Pink



Off-White Silk



Midnight Slate

TRUST

100% COMBED COTTON

AZO-FREE DYES

NICKEL-FREE SNAPS



Logo

A single flowing line: a little elephant, wrapped in care.

One line, drawn without lifting the pen.

PRIMARY LOCKUP



THE IDEA

The mark is a baby elephant drawn as one continuous monoline: an ear that spirals like a curl of hair, a trunk that curls inward, and a round, protective body. Elephants in Sri Lanka stand for family, memory and gentle strength, exactly what parents want for their child.

PARTS

- **Mark:** the line-art elephant. Use alone on small or square spaces (profile pictures, tags, embroidery).
- **Wordmark:** "Growiee" in Pacifico, same flat colour as the mark. Capital G only.
- **Lockups:** horizontal (default) and stacked. Never re-draw or re-space them.

Lockups and marks for every space.

HORIZONTAL



STACKED



MARK ONLY



REVERSED



ON PETAL PINK



ON SOFT VIOLET



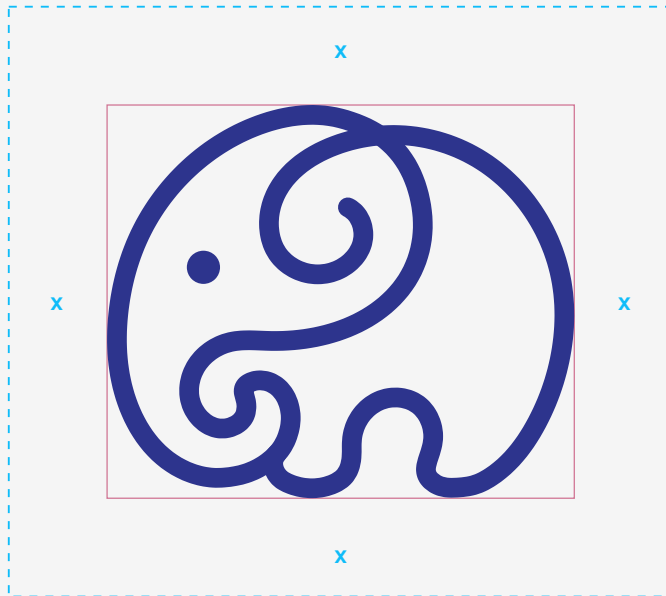


Logo rules

Clear space, minimum sizes, colour versions and what never to do.

Give the elephant room to breathe.

CLEAR SPACE



CLEAR SPACE

Keep a clear zone of **x** on every side, where **x** is one quarter of the mark's height. For the lockups, measure **x** from the mark. Nothing (text, edges, other logos, busy image detail) enters this zone.

MINIMUM SIZES

ASSET	DIGITAL	PRINT
Mark only	24 px tall	10 mm tall
Horizontal lockup	120 px wide	35 mm wide
Stacked lockup	72 px tall	22 mm tall
Embroidery (mark)	—	15 mm, one thread

Below these sizes the ear spiral and trunk curl start to close up. For favicons and app icons, use the mark alone on a Royal Indigo tile.

Approved colour versions.

PRIMARY



Royal Indigo on Off-White Silk · 10.4:1

REVERSED



Off-White Silk on Royal Indigo · 10.4:1

GIFT



Royal Indigo on Petal Pink · 4.8:1

ONE COLOUR



Midnight Slate for single-colour print · 13.4:1

DARK



Off-White Silk on Midnight Slate · 13.4:1

PROMOTIONAL



Off-White Silk on Soft Violet · 4.8:1

Never do this.



✗ Don't stretch or squash the logo.



✗ Don't rotate or tilt the logo.



✗ Don't use low-contrast colours.



✗ Don't add shadows, glows or effects.



✗ Don't place the logo on busy photography.



✗ Don't change the wordmark font or write it in capitals.



Colour

One deep anchor, two soft accents, airy silk and a gentle ink.

Royal Indigo leads; everything else supports it.

PRIMARY	SECONDARY	HIGHLIGHT	SOFT ACCENT	BACKGROUND	TEXT
Royal Indigo	Soft Violet	Bright Sky	Petal Pink	Off-White Silk	Midnight Slate
#2D348D RGB 45 52 141 CMYK 68 63 0 45	#6C5CE7 RGB 108 92 231 CMYK 53 60 0 9	#0FBCF9 RGB 15 188 249 CMYK 94 24 0 2	#F78FB3 RGB 247 143 179 CMYK 0 42 28 3	#FDFDFD RGB 253 253 253 CMYK 0 0 0 1	#222F3E RGB 34 47 62 CMYK 45 24 0 76

CMYK values are conversions for reference. Always approve colour on a printed proof, and match fabric dyes to physical Pantone swatches.

Use it in the right proportion, at the right contrast.

PROPORTION



ROLES

- **Royal Indigo:** logo, headlines, primary buttons, packaging exteriors.
- **Soft Violet:** offers, promotional blocks, secondary buttons, boy/unisex tags.
- **Bright Sky:** trust badges, info highlights, WhatsApp buttons. Slate or Indigo text only.
- **Petal Pink:** ribbons, gift badges, girl/unisex tags, warm backgrounds. Slate or Indigo text only.
- **Off-White Silk:** pages, cards, social canvases, product staging.
- **Midnight Slate:** body text, size charts, care labels, dark backgrounds.

ACCESSIBLE PAIRINGS (WCAG 2.2)

Aa	Midnight Slate on Silk	13.4:1	AAA
Aa	Royal Indigo on Silk	10.4:1	AAA
Aa	Silk on Royal Indigo	10.4:1	AAA
Aa	Silk on Soft Violet	4.8:1	AA
Aa	Midnight Slate on Bright Sky	6.2:1	AA
Aa	Midnight Slate on Petal Pink	6.2:1	AA
Aa	Royal Indigo on Petal Pink	4.8:1	AA
Aa	Silk on Sky or Pink	2.2:1	NEVER FOR TEXT



Typography

A script for our name, a soft serif for feeling, a clean sans for clarity.

Three families, each with one job.

WORDMARK ONLY

Aa

Growiee

Pacifico · Regular

Only for the name “Growiee”, large, flat, in the logo’s colour. Never for sentences.

HEADLINES

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789

Nunito · 700–800

Headlines, short emotional lines, product names.

BODY & UI

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789

Google Sans · 400–700

Body copy, prices, buttons, labels, size charts.

The type scale.

WORDMARK

Pacifico · 56px · 400 · 1.1

Growiee

HEADLINE-DISPLAY

Nunito · 48px · 800 · 1.1

Softest first outfits

HEADLINE-LG

Nunito · 32px · 800 · 1.2

Made for the first nine months

HEADLINE-MD

Nunito · 24px · 700 · 1.25

The 3–6M Grow-With-Me 3-Kit

BODY-LG

Google Sans · 18px · 400 · 1.6

Breathable 100% combed cotton that stays soft wash after wash.

BODY-MD

Google Sans · 16px · 400 · 1.6

Envelope necks and flat seams make dressing quick and gentle.

BODY-SM

Google Sans · 14px · 400 · 1.5

Machine wash cold. Tumble dry low. Do not bleach.

LABEL-LG

Google Sans · 16px · 600 · 1.2

Order on WhatsApp

LABEL-CAPS

Google Sans · 12px · 600 · 1.0

100% COMBED COTTON

Sizes are for screens (px); in print use the same ratios. Body text never below 16 px on mobile, and it must follow the phone's text-size setting.



Imagery

Soft light, real babies, real cotton.

Calm, natural and close to the fabric.



● **Do:** soft natural daylight, pastel garments on white fur, cotton and linen, real babies in calm, cosy moments, close-ups of seams, snaps and fabric.

● **Don't:** harsh flash, cluttered rooms, heavy filters, neon colours, posed stock clichés, or text on top of a baby's face.



Voice

How Growiee speaks: like a calm, caring friend who knows cotton.

Gentle, reassuring, honest and quietly premium.

Gentle

Soft words, short sentences, never shouting. No ALL-CAPS sales copy.

Reassuring

Lead with safety: what's in the fabric and what's not.

Honest

Real claims only: 100% combed cotton, AZO-free, nickel-free.

Warm-premium

Thoughtful and caring, never cutesy or pushy.

WE SAY

- soft, gentle, breathable
- safe for delicate skin
- grows with your baby
- thoughtfully made
- delivered to your door

WE AVOID

- cheap, bargain, hurry!!!
- chemical-free (say AZO-free)
- organic, unless certified
- baby slang and emoji walls
- fear-based messages

SAMPLE LINES

“Soft from the very first hug.”

Facebook bio: Premium combed cotton gentle wear for 0–9M babies. Ultra-soft, non-toxic, and engineered for growth. Delivered islandwide across Sri Lanka.

WhatsApp greeting: Hi! Thank you for reaching out to Growiee. Which size is your little one: NB, 3–6M or 6–9M?



Product

The 3-Kit: three coordinated pieces for every stage.

Every Growiee set is a 3-Kit.

SIZE	FOCUS	IN THE PACK	STOCK
NB	Delicacy & Easy Access	3× ultra-soft onesies with scratch-mitt fold-overs	10
3–6M	Active Stretch & Mobility	3× comfort-fit grow-with-me rompers	10
6–9M	Durable Softness	3× heavy-duty interlock play sets / sleepsuits	10

Three sizes. Stock = packs held per size: 10 each, 30 packs in all.

PRODUCT CLAIMS

- 100% COMBED COTTON
- AZO-FREE DYES
- NICKEL-FREE SNAPS
- ENVELOPE NECKS & FLAT SEAMS





Digital system

Components, spacing and accessibility for web, iOS and Android.

Components, built from DESIGN.md tokens.

BUTTONS · 48 PX TALL, PILL

Add 3-Kit to cart

Size guide

Order on WhatsApp

SIZE CHIPS · SELECTED = ROYAL INDIGO

NB

3-6M

6-9M

BADGES

100% COMBED COTTON

GIFT READY

INPUT · 12 PX RADIUS

Delivery address

PRODUCT CARD



Grow-With-Me Romper 3-Kit

3-6 months · 100% combed cotton

LKR 2,000

Add to cart

Spacing, shape and platform rules.

SPACING · 4 PX BASE, 8 PX RHYTHM

xs		4 px
sm		8 px
md		16 px
lg		24 px
xl		32 px
2xl		48 px
3xl		64 px

CORNER RADIUS



LAYOUT GRID

- **Phone:** 4 columns, 16 px margins, 16 px gutters.
- **Tablet:** 8 columns, 24 px margins.
- **Desktop:** 12 columns, max 1200 px, 32 px margins.
- **Elevation:** tonal layers first; one soft shadow at most (0 8 24, 8% ink).
- **Motion:** soft 200–300 ms ease-out; honour reduced motion.

PLATFORM & ACCESSIBILITY RULES

- **Touch targets** at least 48 × 48 px (Material 48 dp, Apple 44 pt; WCAG 2.2 minimum 24 px), 8 px apart.
- **Contrast:** 4.5:1 for body text, 3:1 for large text, icons and input borders (WCAG 2.2 AA).
- **Text size** follows iOS Dynamic Type and Android font scale; layouts reflow at 200%.
- **Safe areas:** never put actions under the notch, home indicator or system bars.
- **Focus:** visible 2 px Royal Indigo ring with 2 px offset on every interactive element.
- **Native patterns:** iOS uses bottom tab bars and sheets; Android uses Material 3 navigation bar and back gesture; web keeps standard links and forms.
- **Never rely on colour alone:** pair colour with text or icons (e.g., selected size chip also shows a check).



Social media

Where most families first meet Growiee.

Profiles and post layouts.

PROFILE PICTURE



Mark only, Off-White Silk on Royal Indigo, centred with generous space. Export 2048 × 2048 px.

FACEBOOK PAGE

Name: Growiee

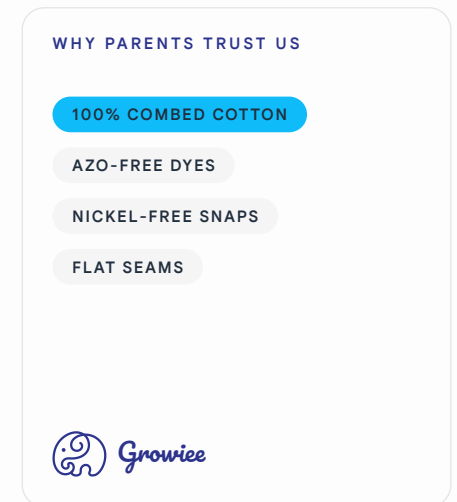
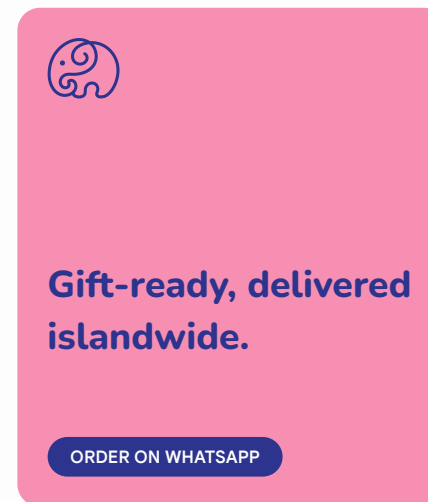
Category: Shopping & Retail / Baby & Children's Clothing Store

Button: Send WhatsApp Message

COVER · 1640 × 624



POST · 1080 × 1350 (4:5)



Keep the logo and all text in the central 80%. One message per post. Prices always in LKR.

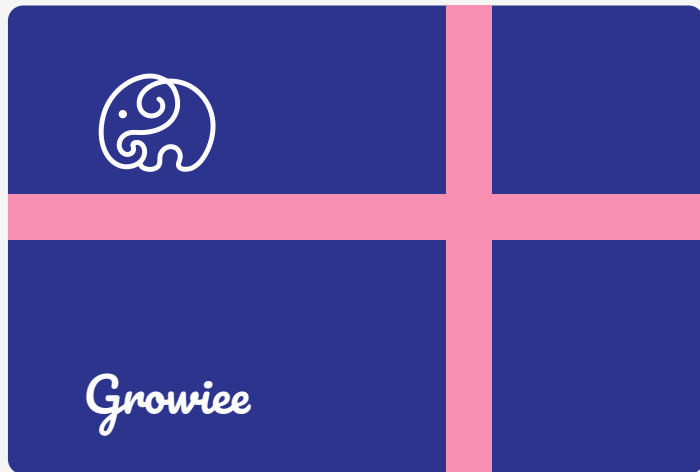


Applications

Packaging, labels and stationery.

The brand in hand.

3-KIT GIFT BOX



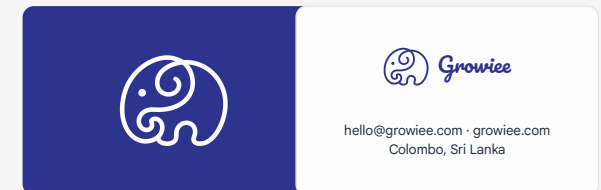
HANG TAG



WOVEN NECK LABEL



BUSINESS CARD





Commerce

How families find, order and receive Growiee.

Simple, safe, islandwide.

PRICE · 3-KIT

LKR 2,000

Premium export-quality cotton at an accessible price.

DELIVERY

All 25 districts

LKR 350 for one pack, plus LKR 100 for each extra pack: 2 packs LKR 450, 3 packs LKR 550.
Couriers: Koombiyo Delivery, Domex Courier, Pronto Lanka.

PAYMENT

Bank deposit

The only payment method for now. No Cash on Delivery and no card payments.

CHANNELS

Facebook & Instagram

Discovery, posts and ads; every post points to WhatsApp or the website.

WhatsApp Business

Real-time sales support and orders; reply with sizes NB, 3–6M, 6–9M.

growiee.com

Full catalogue and size guide.



Files

Where every brand asset lives.

One source of truth.

ASSET	LOCATION
Logo (Illustrator, SVG, PNG)	branding/logos/growiee-logo-v2.ai · .svg · .png
Logo artwork for layouts	branding/brand-guidelines/assets/mark-*.svg
Previous logo (archived)	branding/logos/old-logo/
Design system	DESIGN.md
Design tokens (CSS, W3C)	branding/tokens/growiee.tokens.css · design.tokens.json
Brand, product, commerce, colour tokens	branding/tokens/*.tokens.json
Fonts (OFL): Pacifico, Nunito, Google Sans	branding/brand-guidelines/fonts/
This guide (Typst source + PDF)	branding/brand-guidelines/
Social posts and marketing	marketing/



Growiee

GROWIEE.COM · SRI LANKA