



FloraBase

BOTANICAL TRADE

Brand Identity Kit · Volume One

Nigeria's marketplace for plants,
nurseries and plant care.

YOLA · JOS · 2026

Logo & lockups



Primary mark

A single-stroke leaf forming an "F" inside a crested shield.



FloraBase
BOTANICAL TRADE

Primary horizontal lockup.
Use on ivory or white surfaces.



FloraBase
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Reversed lockup —
forest & photography.

CLEAR SPACE & MINIMUM SIZE

Keep clear space equal to the height of the shield on all sides.

Minimum mark size: 24 px on screen, 8 mm in print.

Minimum lockup width: 120 px on screen, 32 mm in print.

MISUSE

Do not recolour the shield outside the palette. Do not stretch, rotate, add drop shadows, outline the wordmark, or place the primary lockup on busy imagery without the forest scrim.

Palette



Forest Green

#185B37 oklch(0.42 0.09 155)

Primary. Canvas sections, buttons, the shield.



Antique Gold

#CDA454 oklch(0.74 0.11 82)

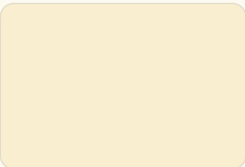
Accent. Hairlines, seals, verified badges.



Gold Ink

#724D0B oklch(0.45 0.09 75)

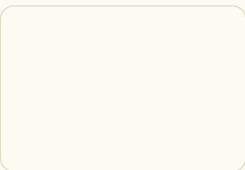
Gold text on light surfaces (accessible).



Gold Soft

#FAEED1 oklch(0.95 0.04 88)

Tinted chips, ribbons, quiet fills.



Ivory Paper

#FCFAF1 oklch(0.985 0.012 95)

Page background. Warm, never pure white.



Terracotta

#DE7949 oklch(0.68 0.14 45)

Secondary accent for alerts and highlights.

RATIO



Forest 55% · Ivory 22% · Gold 13% · Gold soft 6% · Terracotta 4%

Type system

Aa

Playfair Display

Headings · 500 / 600 / 700 · tight tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Inter

Body & UI · 300 / 400 / 500 / 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SCALE

Display	Playfair Display 600	48 / 52
H1	Playfair Display 600	34 / 40
H2	Playfair Display 500	24 / 30
Body	Inter 400	15 / 24
Small	Inter 400	13 / 20
Eyebrow	Inter 500, tracking 0.24em, uppercase	11 / 16

Everything else

NAME	FloraBase — one word, capital F and B. Never “Flora Base” or “Florabase”.
TAGLINE	Botanical Trade. Longer form: “Nigeria's marketplace for plants, nurseries and plant care.”
VOICE	Warm, expert, unhurried. Speak like a seasoned grower, not a startup.
DO	Plain Nigerian English. Concrete plant names. Prices in ₦.
DON'T	Hype words, exclamation marks, generic tech-speak.
DOMAIN	flora-bloom-nigeria.lovable.app

FILES IN THIS KIT

- logo/florabase-mark.svg — primary shield mark (vector)
- logo/florabase-mark-mono-ivory.svg — reversed outline mark
- logo/florabase-lockup.svg — horizontal lockup (vector)
- logo/florabase-lockup-on-forest.svg — reversed lockup
- logo/florabase-lockup-on-ivory.svg — lockup on ivory card
- logo/png/ — 512 & 1024 px mark, 1536 px lockups, favicon 64
- FloraBase-Brand-Kit.pdf — this document

