



BRAND IDENTITY
GUIDELINES

ECOJUTE

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Welcome

With over 75 years of experience in the jute industry, our journey began with the manufacture of commercial jute bags for the domestic market. Driven by a commitment to sustainability and innovation, we expanded into eco-friendly jute and cotton bags, establishing Eco Jute Pvt. Ltd. in 1998 to take our products to a global audience.

Today, we are proud to be one of India's leading exporters of diversified jute and cotton products, serving customers worldwide, including supermarket chains, retailers, importers, stockists, and wholesalers.

Our skilled workforce operates from a state-of-the-art facility that meets international standards for social and ethical compliance. From fabric lamination to cutting, printing, stitching, and packing, every stage of production is carried out under one roof, ensuring quality, consistency, and care in everything we create.



Identity Introduction

The ECOJUTE identity reflects a deep respect for nature, craftsmanship, and cultural heritage. Rooted in decades of experience within the jute industry, the brand brings together tradition and modern design to express sustainability, authenticity, and quality.

Inspired by the landscapes and colours of West Bengal, ECOJUTE's visual language draws from fertile fields, natural fibres, and regional artistry. Every element, from the leaf icon to the colour palette and typography, is designed to communicate responsibility, warmth, and trust.

The identity is deliberately simple, organic, and timeless, mirroring the natural qualities of jute itself. It is flexible enough to work across global markets while remaining firmly connected to its origins, supporting ECOJUTE's position as a modern, ethical, and environmentally conscious brand.

Product Profile

Built on years of experience, the company has developed strong expertise and skilled manpower, delivering excellence in both quality and volume.

Today, the company is a leading producer and exporter of eco-friendly and biodegradable bags and related made-ups in jute, cotton canvas (Regular, GOTS, GRS, Fairtrade), and juco.

The product range includes shopping, promotional, wine, grocery, cosmetic, gift, and beach bags, alongside traditional hessian and burlap bags and sacks. The company also manufactures related made-ups such as cushion covers and aprons.

Customisation is offered at two levels, each featuring exclusive and unique fabrications. Through the made-to-order service, clients can personalise products by selecting fabrics, colours, shapes, and sizes, or by developing new styles from sketches and concepts. An in-house design team supports this process, while a dedicated quality assurance and control team ensures accuracy in sizing, colour, print, and texture.

The company is also among the first to introduce digital printing for jute bags.





About Jute

In a world increasingly choked by plastic, ECO JUTE PVT. LTD. offers a natural alternative through jute.

Known as the Golden Fibre, jute is a versatile, 100% biodegradable and environmentally friendly natural fibre. With its silky lustre, high tensile strength, and low extensibility, jute is widely used across packaging, textile, and non-textile sectors. As an annually renewable and biodegradable resource, it plays a vital role in environmental protection.

Through years of dedicated R&D in India, jute's natural strengths have been enhanced and many of its limitations significantly reduced. Today, supported by modern technology, jute has expanded into diverse applications, generating employment, supporting sustainable development, and contributing to a cleaner, healthier environment.

Traditionally used in packaging, jute's full versatility is now being recognised as the world seeks natural solutions. From soil conservation to civil engineering, jute offers practical answers for modern needs.

In the coming decades, jute mills and mini plants will increasingly produce fine and blended yarns for value-added applications such as upholstery, furnishings, garments, and a wide range of bags, including shopping, corporate, wine bottle, and festive bags.

About Cotton

Cotton is a soft, fluffy staple fiber that grows in a boll, or protective case, around the seeds of the cotton plants.

The fiber is most often spun into yarn or thread and used to make a soft, breathable textile. The use of cotton for fabric is known to date to prehistoric times; although cultivated since antiquity, it was the invention of the cotton gin that lowered the cost of production that led to its widespread use, and it is the most widely used natural fiber cloth in clothing today.

About Juco

Juco is a blend of 75% Jute and 25% Cotton.

Similar to any other popular blends, the aim has been to extract the best components and features of the base ingredients. The combination of Jute and Cotton has created the Super Luxury result of Juco.

The Cotton section of Juco has the end result of very high quality stiff Canvas which allows amazing print results at a much lower cost than could ever be possible on the Jute alternative. This is due to the very fine weave of fabric when compared to the open weave nature of Jute.

The Jute portion of the Juco delivers an extremely strong and long lasting bag. Plus, the brilliant environmental qualities of Jute which is it's fast growing plant that requires no herbicides, pesticides or vast quantities of water to develop a great crop.



About Digital Printing

Digital printing technologies are by nature more sustainable than traditional methods, and they offer a way towards clean, efficient, profitable manufacturing.

Digital Textile Printing saved over 40 billion liters of water worldwide in 2018, offering an efficient solution when compared to traditional water usage of rotary screen printing, which uses 50-60 liters of water per meter. Digital Textile Printing also uses smaller quantities of color, typically 10% of the volume used when compared to screen printing.

Today the Digital Printing Industry offers a clean future for the environment and as the consumer and buyer becomes more conscious of their environmental choices and the true impact that those choices make, digital technologies and their application will continue to move forward to replace unsustainable and inefficient manufacturing.

75+
years experience

500+
workers

9 Million
bags annually

The Brand

Logo

The EcoJute identity consists of two elements, a three-leaf plant icon inspired by jute leaves, and the ECOJUTE wordmark. These elements may appear together as a single unit or, where appropriate, be used separately. The word Jute features a double 'U' nested within each other, a symbol of good luck rooted in West Bengal culture.

The standalone leaf icon acts as a distinctive brand mark and may be used independently in small-scale applications such as social media profiles, favicons, app icons, and compact promotional items including business cards and flyers.

For product applications such as bag tags, packaging, and labels, the full logo, combining the icon and wordmark, should always be used to ensure clear brand recognition and consistency.



LOGO



FAVICON

Logo Usage



Primary Logo

The icon and wordmark must always appear together as a single, complete logo, shown as above. The left and centre leaves appear in solid Olivedrab green. The right leaf features a gradient from Olivedrab at the outer edge to Goldenrod towards the centre. The wordmark always appears in Sienna brown.



Secondary Use

In some cases, the logo may need to appear on a coloured background, for example when placed over imagery. In these situations, the logo should be used in its original colours, with both the icon and wordmark placed on Oldlace, one of the brand's approved background colours, as shown above. This ensures clarity, legibility, and brand consistency across all materials.



Grey Sclae Use

For press or monochrome applications, the logo may be reproduced in 100% black, with greyscale used for the gradient and 90% black for the wordmark. The design's integrity must always be maintained, with no changes to proportion, spacing, or form. The logo should always be supplied directly by EcoJute to third parties.



Small Space Logo

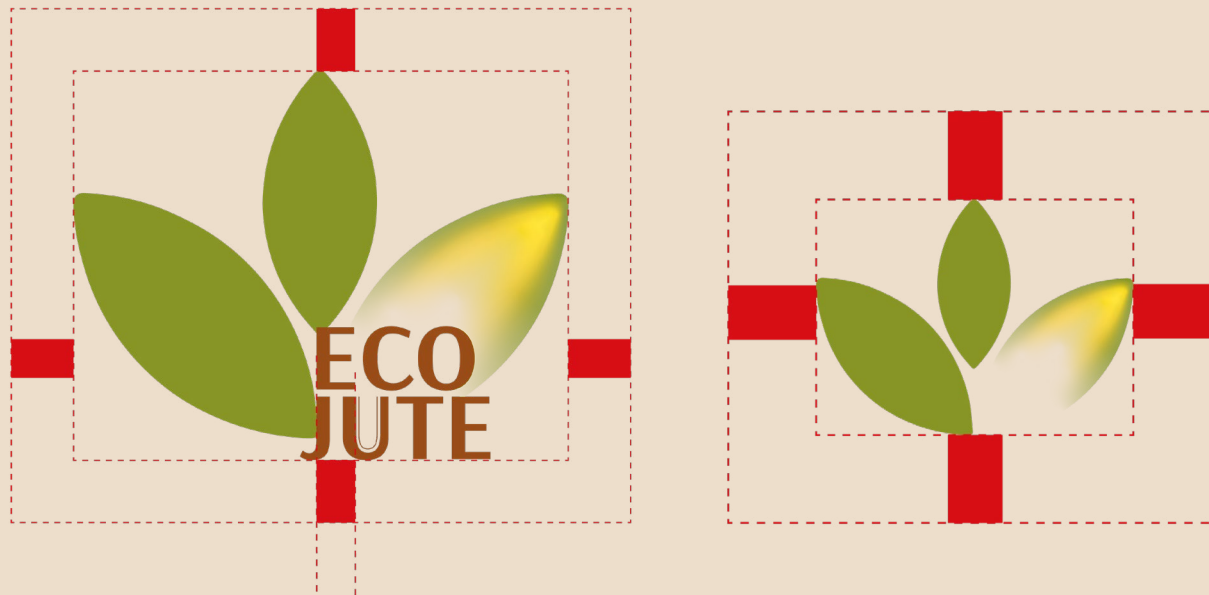
The standalone Leaves serves as a distinctive brand mark for small-scale use, such as social media profiles, favicons, business cards, and app icons. For social media, it should can be used as the main profile image in either circular or square formats, without cropping or altering its proportions. It must always appear within its intended 1:1 layout.

Logo - Rules of Application

The ECOJUTE logo must always be used exactly as supplied. It must not be redrawn, modified, or altered in any way.

The logo should remain clear and legible at all times. No other graphic elements, text, or imagery should encroach on its space, and it must always be surrounded by a defined minimum clear area to preserve visibility and impact. The logo should never be reduced below its minimum size, where legibility is compromised.

To protect the logo's integrity, an exclusion zone is defined around it, based on the height of the letter 'E' in the wordmark. This ensures consistent spacing and a balanced appearance across all applications.



Logo - Don'ts



Color Palette

The ECOJUTE colour palette is inspired by the natural landscapes and rich cultural heritage of West Bengal. Each colour reflects a meaningful connection to the region's environment, traditions, and everyday life.

Green represents the fertile jute fields, rice paddies, and lush countryside of West Bengal, symbolising growth, renewal, and sustainability.

Orange draws from traditional textiles, rituals, and celebrations, symbolising energy, creativity, craftsmanship, and community life.

Yellow references turmeric, marigold flowers, and festive garments, standing for warmth, optimism, prosperity, and spiritual significance.

Gold reflects heritage jewellery, ceremonial details, and the historical value of jute as the "Golden Fibre", symbolising tradition, craftsmanship, and enduring value.

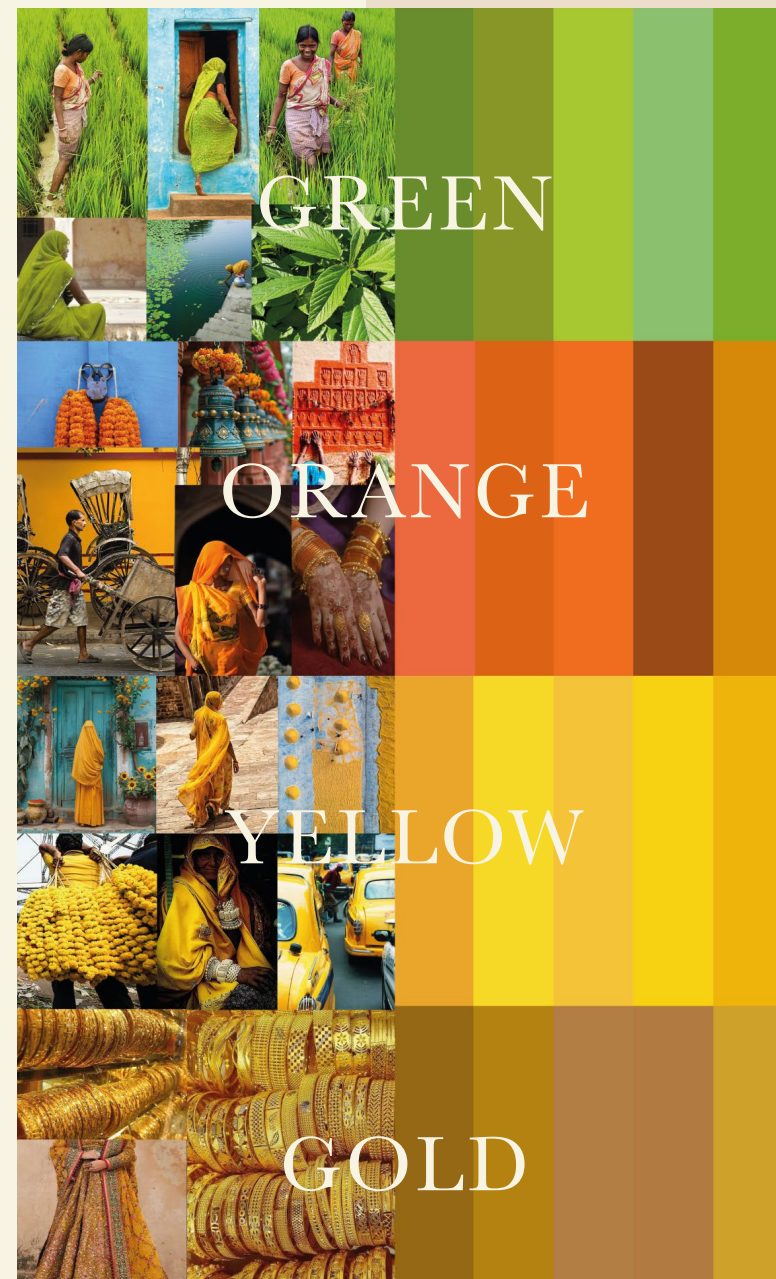
Old Lace may be used for both body text and headlines when set against Sienna or Olive Drab backgrounds.

Sienna is the primary brand colour and the main colour of the logo wordmark. It may also be used for headlines and body text when paired with Old Lace or Antique White backgrounds.

Olive Drab is the primary brand colour of the logo icon. It may also be used for headlines, body text, and CTA buttons when paired with Old Lace.

Chocolate Orange and Olive Drab are reserved for call-to-action buttons and key highlights. White should only be used as an alternative to Old Lace or Antique White when additional contrast is required.

For printed materials such as letters or press use, 100% black may be used for body text.





Olive Drab

CMYK: 52/27/100/6
RGB: 134/ 149/ 38
HEX: 869526
PANTONE: P 161-16 C



Sienna

CMYK: 28/76/100/22
RGB: 154/76/35
HEX: 9a4c23
PANTONE: P 38-16 C



Antique White

CMYK: 6/11/19/0
RGB: 237/222/203
HEX: eddecb
PANTONE: P 24-9 C



Old Lace

CMYK: 2/2/11/0
RGB: 248/244/227
HEX: f8f4e3
PANTONE: P 1-2 C



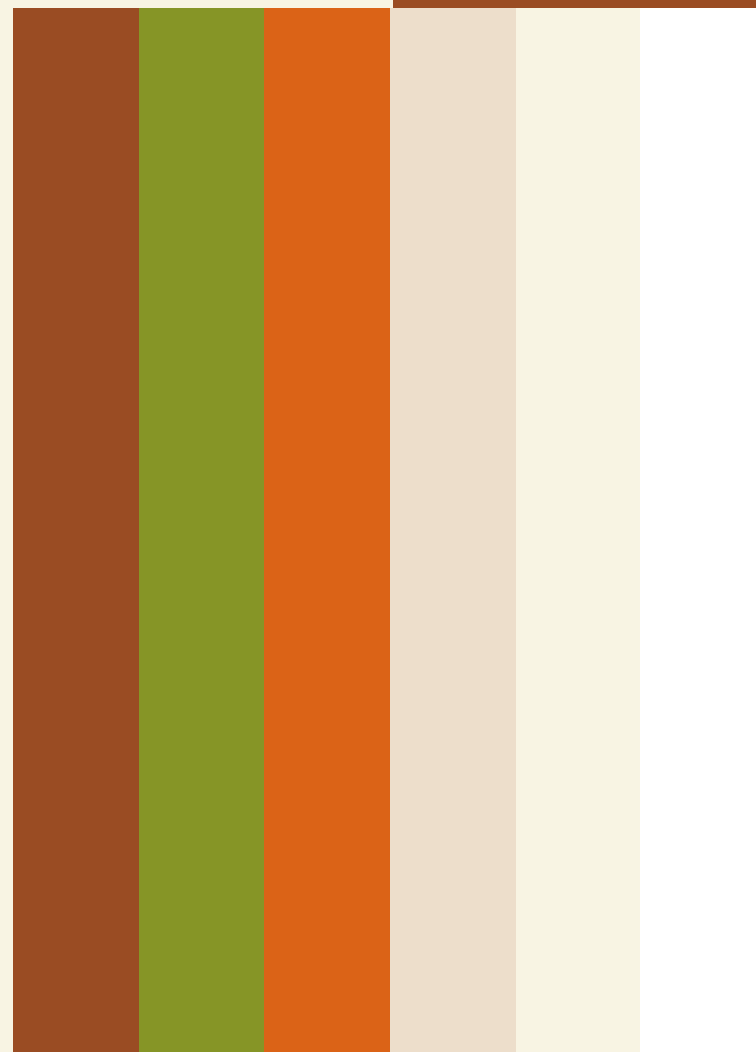
Chocolate

CMYK: 10/74/100/1
RGB: 219/99/23
HEX: db6317
PANTONE: P 30-8 C



White

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff
PANTONE: P 1-1 C



Typo graphy

The ECOJUTE brand uses two typefaces, Baskerville and Helvetica, to ensure a consistent and harmonious visual identity across all applications.

Baskerville is used for main headlines and key messaging, bringing warmth, elegance, and clarity to brand communications.

Helvetica complements it for smaller titles, body copy, and supporting text, providing balance and readability across print and digital formats.

Both typefaces may be combined when design balance and clarity are maintained.

Aa

Aa

Baskerville

The brand typeface is Newsreader and comes in seven weights but mainly use the Normal weight

Baskerville should only be used for main headings can be used in Regular or in **Semi Bold**

Only if necessary you can use **Bold**

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvXxYyZz

1234567890

!"#\$%&*+,-./:;<=>©[]^_

Helvetica

The secondary brand typeface is Helvetica and can be used for subtitles, smaller titles, and body copy and comes in three weights as shown below:

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz

Regular

1234567890

Bold

!"#\$%&'()*+,-./:;<=>?@[^_`{|}~€



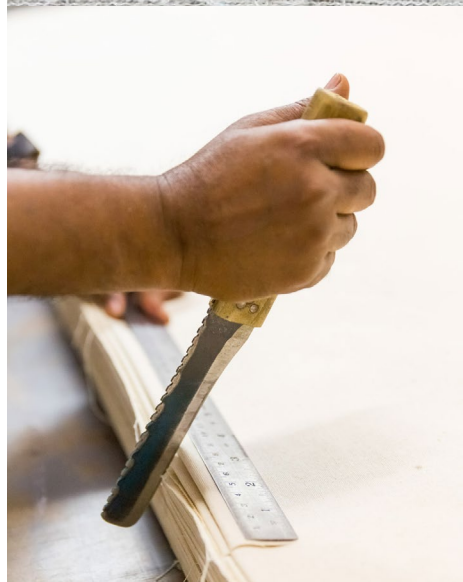
Imagery Usage

Authentic, high-quality photography plays a central role in expressing the EcoJute brand. Imagery should highlight people, process, and product with clarity and confidence, celebrating fine workmanship, natural materials, and attention to detail.

Photography should feel considered and elevated. Capture real environments, skilled hands at work, and finished products in a way that reflects EcoJute's scale, expertise, and heritage. Each image should communicate honesty, quality, and purpose, while maintaining a refined, contemporary aesthetic.

Avoid overly staged, rustic, or documentary-style visuals. Instead, aim for imagery that is lush and polished, using controlled or natural light to enhance textures, colour, and form. The goal is to create visuals that feel authentic yet premium, balancing warmth with professionalism.

Social & Digital Cropping



1080 × 1350 — Social Media

When preparing imagery for social platforms, ensure that cropping retains key details and visual balance. Important elements such as products, hands, materials, or brand moments should never be cut off. Where branding is required, use the EcoJute logo with subtlety and clarity, never as a watermark. Maintain natural tones and textures to preserve brand warmth and consistency.

1920 × 1080 — Website & Digital Use

For website and digital applications, imagery should remain clean, composed, and impactful. Cropping should respect the original composition and avoid cutting through key visual elements. Focus on clarity, texture, and colour accuracy, ensuring visuals support the product story and reinforce EcoJute's quality and craftsmanship.



Bag Label

Bag labels are a key brand touchpoint and should reflect EcoJute's commitment to quality, craft, and detail. Positioned discreetly inside each bag, labels should feel considered and refined, never intrusive. Materials, stitching, and finish must align with the bag itself, reinforcing durability and care.

The EcoJute logo should be reproduced clearly and accurately, maintaining legibility at small scale. Labels should complement the natural texture of jute and cotton, using approved colours and finishes that feel premium yet understated. Every label acts as a quiet signature, reinforcing authenticity, trust, and craftsmanship.



Trade Show

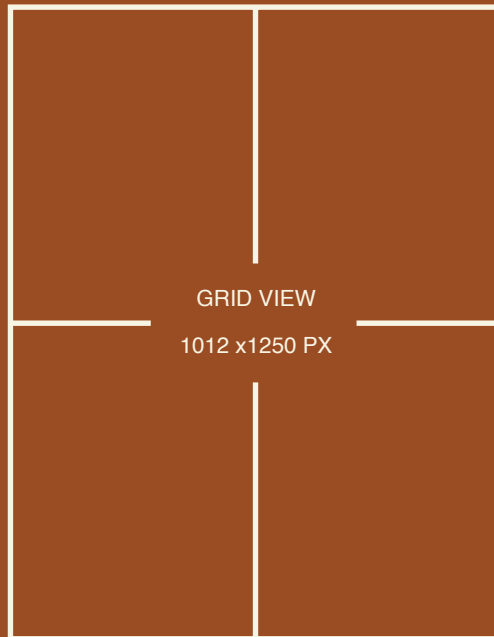
EcoJute trade show stands should present the brand with confidence and clarity, balancing strong visual impact with a warm, welcoming presence. Stands should communicate EcoJute's scale, capability, and heritage while remaining approachable and human.

Use large, confident brand moments, bold product displays, and clear messaging to showcase the breadth of the product range. Natural materials, rich textures, and the brand's core colour palette should be used to create an environment that feels cohesive and professional. Photography and graphics should be polished and high quality, allowing products to take centre stage.

Every trade show presence should feel unmistakably EcoJute, purposeful, well-crafted, and commercially strong, designed to attract, engage, and build lasting connections.

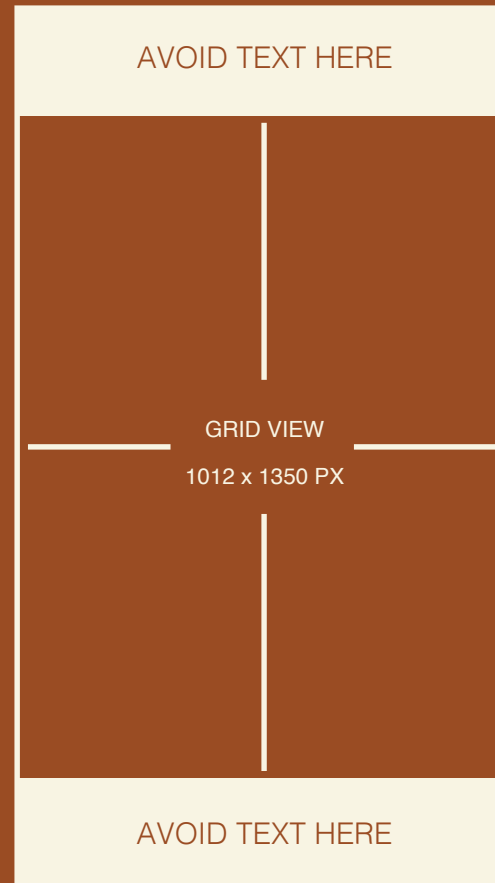
Socialmedia Formats

Instagram Posts



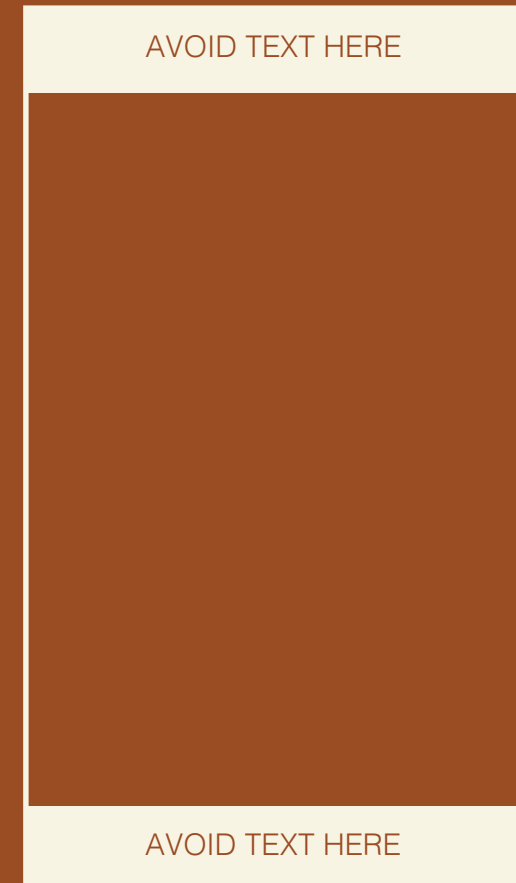
Post size (4:5) - 1080 x 1350px
Grid view (3:4) - 1012 x 1350
Any square or landscape image will also display as 3:4 on the grid.

Instagram Reels



Reel size (9:16) - 1080 x 1920px
Grid view (3:4) - 1080 x 1440

Instagram Stories



Story size (9:16) - 1080 x 1920px
Safe Area 1080 x 1610px

Website

The ECOJUTE website is fully customised to reflect the brand's identity. All colours, fonts, and interactive elements are aligned with the brand guidelines and must not be altered. The website is fully responsive and optimised for all digital devices.

The website serves as an informative platform for partners, clients, and collaborators to understand Cocobagh's values, mission, and ethical approach. It is not a sales platform.

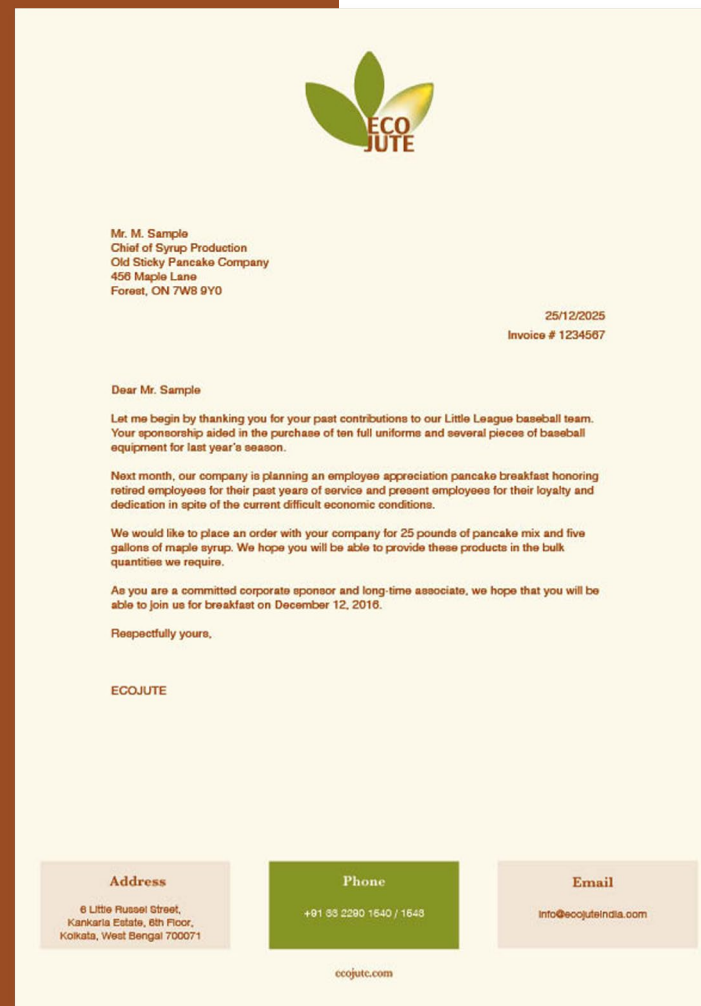


Stationery

EcoJute stationery is a direct expression of the brand's professionalism, heritage, and attention to detail. From letterheads and business cards to envelopes and internal documents, each item should feel considered, clear, and confident.

Design should be clean and well-structured, using the core colour palette and approved typography to ensure consistency and legibility. Layouts should allow for generous white space, creating a calm, refined appearance that supports both formal communication and everyday use.

Printed on quality paper stocks, EcoJute stationery should convey trust and credibility while maintaining a warm, human touch. Every piece, no matter how functional, should feel unmistakably EcoJute, purposeful, polished, and aligned with the brand's values.



Publications

EcoJute's identity should be applied with clarity and consistency across all printed materials, from catalogues and brochures to flyers, postcards, labels, and packaging. Every piece should communicate trust, quality, and purpose, reflecting a brand that is rooted in heritage while confidently operating in a global, contemporary market.

Printed communication plays a key role in expressing EcoJute's values, craftsmanship, and scale. The tone should feel considered and uplifting, balancing warmth with professionalism. Natural textures and rich colour tones should be used with restraint, supporting a visual language that feels refined, confident, and commercially strong.

Design Approach

All printed materials should use EcoJute's core colour palette: Olive Drab, Sienna, Old Lace, and Antique White. Olive Drab and Chocolate may also be used for call-to-action elements within print. Helvetica is the primary typeface for both headlines and body copy, ensuring clarity and legibility, while Baskerville is reserved for headlines, section openers, and key highlights to add character and distinction. Layouts should feel structured and spacious, with careful use of white

space to create balance and visual hierarchy. Composition should support both storytelling and product clarity, allowing key messages and imagery to stand out without clutter.

Imagery & Tone

Photography is central to the EcoJute identity and should feel lush, polished, and intentional. Use high-quality imagery that showcases products with clarity and detail, highlighting craftsmanship, texture, and finish. Process and artisan imagery should feel authentic but elevated, captured in natural or controlled light with a refined, editorial sensibility.

Imagery should be distinct from rustic or raw interpretations. Avoid overly casual, documentary-style visuals or stock photography. Instead, aim for a confident, composed aesthetic that reflects quality, scale, and professionalism.

Language should be clear, human, and optimistic, with a commercial confidence that speaks to both values and capability. Every printed piece, whether a label, flyer, or catalogue, should feel unmistakably EcoJute, purposeful, premium, and grounded in real craftsmanship.



Icons and CTA Buttons

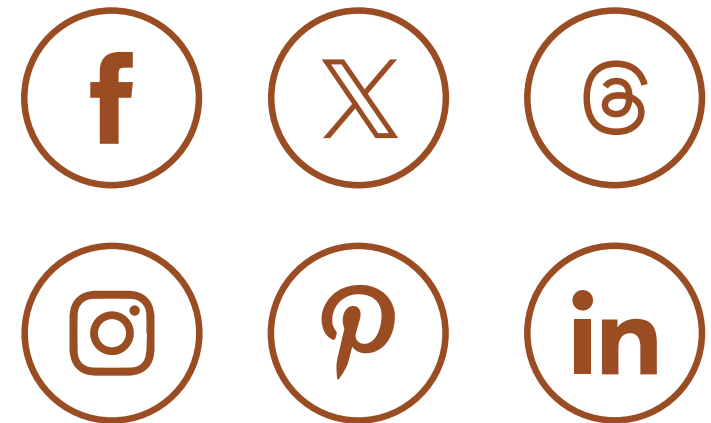
Icons and CTA buttons are used to communicate actions, status, and navigation in a clear and intuitive way. They are designed as simple, single-colour shapes that can be either stroked or filled to indicate on and off states. All icons should remain instantly recognisable, balanced, and visually consistent, ensuring clarity and ease of use across all applications.

View Here

Click Here

Social Media

Social media icons follow the same visual principles as the core icon set, maintaining simplicity, consistency, and legibility. They should always be used in approved brand colours and within the defined circular style to ensure a cohesive appearance across digital and printed touchpoints. Social icons should never be distorted, recoloured outside the palette, or altered in form, preserving brand recognition and visual harmony.



We make Bags that are
Stylish, Sustainable, Reusable,
and Biodegradable



Bespoke Designs Handcrafted with Care

01

Over 2 Decades of Experience

Ecojute was launched in 1998 with the aim to manufacture and export eco-friendly and bio degradable jute, cotton and canvas bags

02

State-of-the-art Infrastructure

The environmentally and ethically compliant factory in Kolkata is fitted with advanced equipment that compliment our experienced team.

03

Comprehensive Product Range

Shopping bags to Promotional Bags, Wine to Grocery bags, Cosmetic bags, Gift and beach bags, Ecojute has all your needs covered

We have a range of popular shapes and styles to choose from, or you can go completely bespoke and design something unique.

Once you've chosen how to build your bag, it is lovingly handmade using eco-friendly natural fibres and produced to the highest standards.

Locations



Contacts



6 Little Russel Street,
Kankaria Estate, 6th Floor,
Kolkata, West Bengal 700071



ecojute.com



+91 33 2290 1540 / 1543



info@ecojuteindia.com





Address

6 Little Russel Street,
Kankaria Estate, 6th Floor,
Kolkata, West Bengal 700071

Phone

+91 33 2290 1540 / 1543

Email

info@ecojuteindia.com

ecojute.com

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