



COCOBAGH

BRAND
GUIDELINE



COCOBAGH

03 IDENTITY

Who we are

Cocobagh exists to empower communities where Eco Jute operates. We don't give handouts, we create livelihoods. Through skill-building, fair employment, and creative collaboration, we support rural artisans, especially women, in building a sustainable future on their own terms. Our focus is on dignity through opportunity, not charity, helping each maker grow in skill, confidence, and independence.

Our Name

The name Cocobagh blends 'Coco' (from coconut or jute) and 'Bagh' (meaning garden in Hindi and Bengali), symbolising a nurturing space for growth, creativity, and dignity. It reflects our belief that, when given the right support, communities flourish just as naturally as a garden cared for with intention and respect.

Our Model

We operate as a social business, not a charity. Every product created through Cocobagh supports long-term employment, not short-term aid. Our training programme offers women a rare opportunity to learn valuable skills, earn a fair income, and create lasting change for themselves and future generations.

Our Partner

Cocobagh is powered by Eco Jute, a responsible bag manufacturer with decades of experience producing ethical textiles for global brands. Together, we connect craftsmanship with commerce, ensuring that every product made through Cocobagh uplifts the people and communities behind it.



COCO BAGH

04 THE BRAND



The Cocobagh identity is composed of two elements, a woven 'C' icon inspired by coconut leaves, and the **COCOBAGH** wordmark. These can appear together as a single unit or be used separately when appropriate.

The standalone 'C' serves as a distinctive brand icon and may be used independently in small-scale applications such as social media profiles, favicons, or other compact formats (promotional items, business cards and flyers, App icon).

However, for product applications such as bag tags, packaging, or labels, the full logo (icon + wordmark) should always be used to maintain brand recognition and consistency.

PRIMARY LOGO

Both elements, the icon and wordmark, should always appear together as one complete unit. The logo should ideally appear in a single colour (Rosybrown) on one of the brand's approved colour palette backgrounds (see p.11). This is the preferred and most recognisable representation of the Cocobagh identity.



SINGLE COLOUR USE

When the logo must appear in a single colour, only Cocobagh's core brand colours should be used. For press or monochrome applications, the logo may be reproduced in 100% black. The integrity of the design should always be maintained, with no alterations to proportion, spacing, or form.



SECONDARY USE

In some cases, the logo may need to appear reversed out of a background colour. In these situations, the negative version of the logo should be used, an all-white mark featuring both the icon and wordmark placed on one of the brand's approved background colours or images. This ensures legibility and consistency across all brand materials.



SMALL SPACE LOGO

The standalone 'C' 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 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.

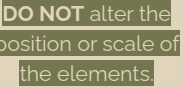


The Cocobagh logo must always be used as supplied. Do not recreate, modify, or alter its appearance in any way.

The logo should remain clear and legible at all times. No other visual elements should encroach on its space, and it must be surrounded by a defined minimum clear area to maintain visibility and impact. The logo should never be reduced below its minimum size, where legibility would be compromised.

To protect its integrity, an exclusion zone has been established around the logo, based on the height of the letter C within the mark. This ensures consistent spacing and a balanced presentation across all applications.



 DO NOT distort or alter the logo.	 DO NOT scale up and down	 DO NOT change the colours.	 DO NOT Change the typeface.
 DO NOT distort or alter the icon.	 DO NOT add any border	 DO NOT change the background colour	 DO NOT crop the logo.  DO NOT scale the logo.  DO NOT stretch the logo.  DO NOT alter the position or scale of the elements.

To maintain the integrity of the Cocobagh identity, the logo must always be reproduced from the supplied artwork. It should never be redrawn, adjusted, or modified in any way.

The examples shown illustrate common misuse that should be avoided. The logo must not be distorted, recoloured, or placed on unapproved backgrounds. Do not alter the proportions, typeface, or positioning of the elements.

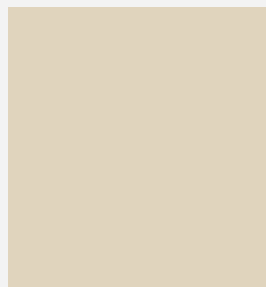
The social logo has been specifically designed to fit all social media platforms and must not be cropped, scaled, or stretched. Always use the approved version to ensure a consistent and recognisable brand presence across all applications.



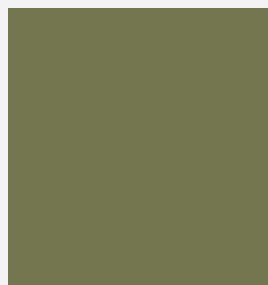
Rosybrown
CMYK: 32/56/54/32
RGB: 141/ 97/ 85
HEX: 8D6155
PANTONE: 4715 C



Tan
CMYK: 22/29/39/7
RGB: 199/ 174/ 152
HEX: C7AE98
PANTONE: 480 C



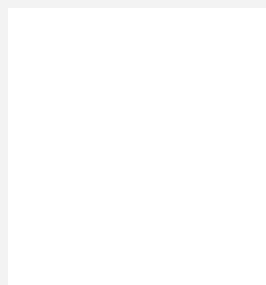
Antique White
CMYK: 14/16/28/1
RGB: 224/212/189
HEX: E0D4BD
PANTONE: 7527 C



Dark Olive Green
CMYK: 53 /38/71/26
RGB: 115/ 118/ 78
HEX: 73764E
PANTONE: 7497 C



Orange (Peru)
CMYK: 22/60/96/11
RGB: 187/ 109/ 31
HEX: BB6D1F
PANTONE: 723 C



White
CMYK: 72/3/8/0
RGB: 2/ 181/ 223
HEX: FFFFFFFF

The Cocobagh colour palette is inspired by natural dyes and earth pigments, reflecting the brand's connection to craft, materiality, and authenticity.

Antique White can be used for both body text and headlines when set against Rosybrown or Dark Olive Green backgrounds.

Rosybrown is the primary brand colour and the main colour of the logo. It can also be used for headlines and body text when paired with Tan or Antique White backgrounds.

Peru Orange is reserved for call-to-action (CTA) buttons and key highlights, while White should only be used as an alternative to Antique White where additional contrast is needed.

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

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

Newsreader should only be used for main headings
can be used in Regular, Medium or in **Semi Bold**

Only if necessary you can use **Bold**

DO NOT USE Extra Light, Light and **Extra Bold**

The secondary brand typeface is RED HAT DISPLAY and can be used for subtitles, smaller titles, and body copy and comes in seven weights as shown below:

LIGHT: ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR: abcdefghijklmnopqrstuvwxyz

MEDIUM: 12345678910

SEMI BOLD: !@#\$%^&*()_+="-'";>.<?/

BOLD:

[illegible]

EXTRA BOLD:

[illegible]

BLACK: ¡;•...\\(){}[]„“«»<>@¶®™|€£¥×÷≠><±~^μ↑↓Ž

The Cocobagh brand uses two typefaces, Newsreader and Red Hat Display, to ensure a consistent and harmonious visual identity across all applications.

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

Red Hat Display 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.

04 The Brand



04.5 Image usage

1080x1350 Instagram

When using images for social media, ensure that the crop point makes sense and does not remove important details. For Instagram grid posts, use the white (negative) Cocobagh logo in full transparency, never as a watermark. Apply a 20% Rosybrown filter to maintain brand warmth and visual consistency.

Authentic photography highlighting people, process, and fine workmanship

Imagery plays a vital role in expressing Cocobagh's values. It should always feel authentic, capturing real people, handcrafted processes, and the textures of natural materials. Each image should celebrate the artisans' skill, spirit, and environment, reflecting the brand's honesty and warmth.

Avoid staged or overly edited visuals. Natural lighting, genuine expressions, and handcrafted details are essential to maintain authenticity and connection.

1920x1080 Website

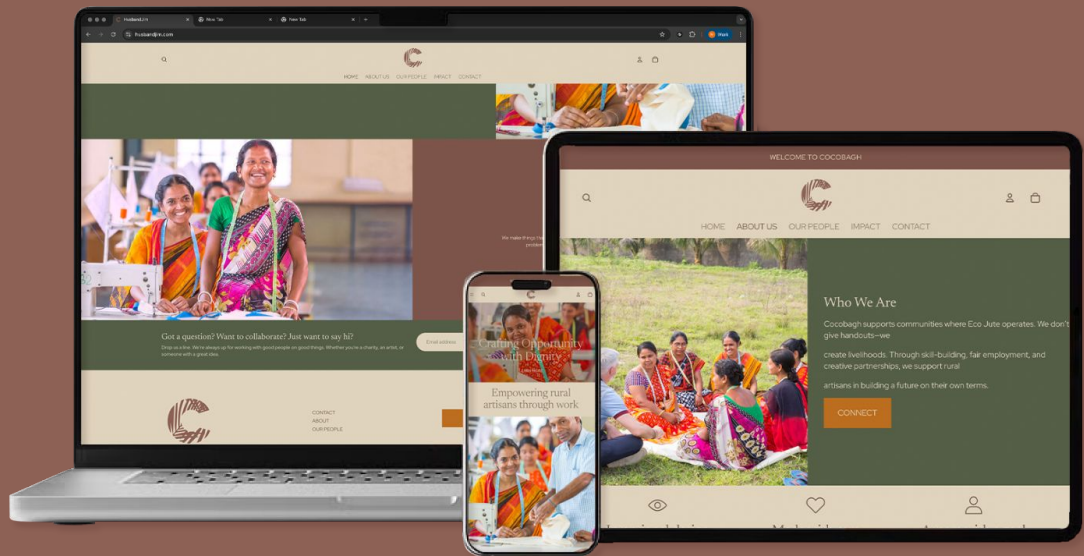
When using imagery on the website or in digital banners, ensure the crop preserves the composition and integrity of the photo. Avoid cutting through people or key visual elements, and keep the natural tones and texture intact.



COCOBAGH

05 Design Presence

05 Design Presence



05. Digital - Website

The Cocobagh 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.

All product and sales-related pages created by Cocobagh can be accessed through our partner site, Eco Jute.

05 Design Presence

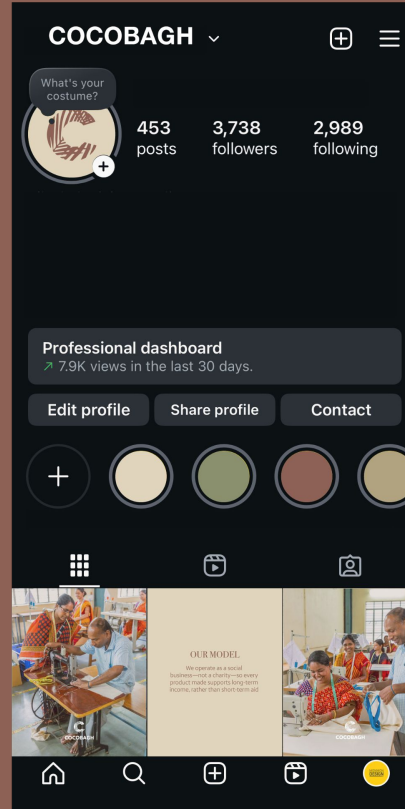


05.1 Digital - Social Media

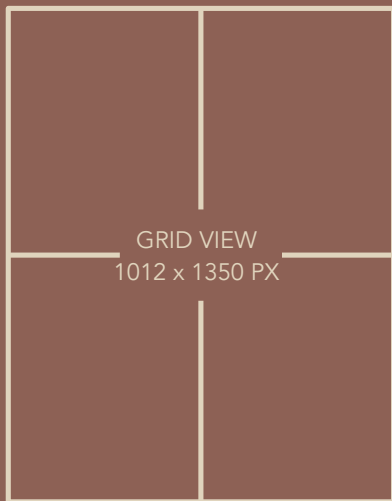
The Cocobagh brand must be applied consistently across all social media platforms.

The social logo has been specifically designed to fit all social media formats and must not be altered in any way. This includes cropping, scaling, stretching, or adding filters or effects that change its appearance.

All imagery shared on Cocobagh's channels should reflect the brand's warm, authentic tone. Use a subtle warm filter to maintain a cohesive and natural look across all posts.

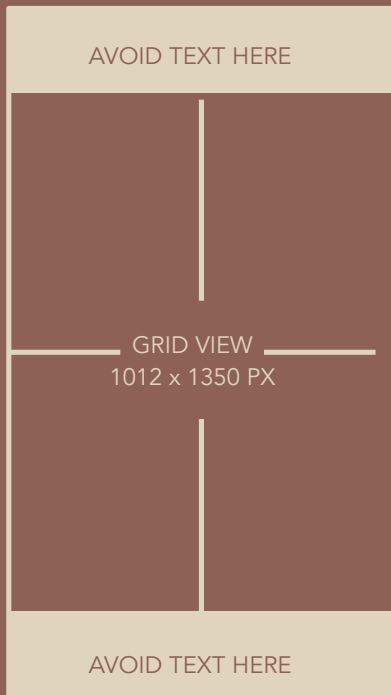


Instagram Posts



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



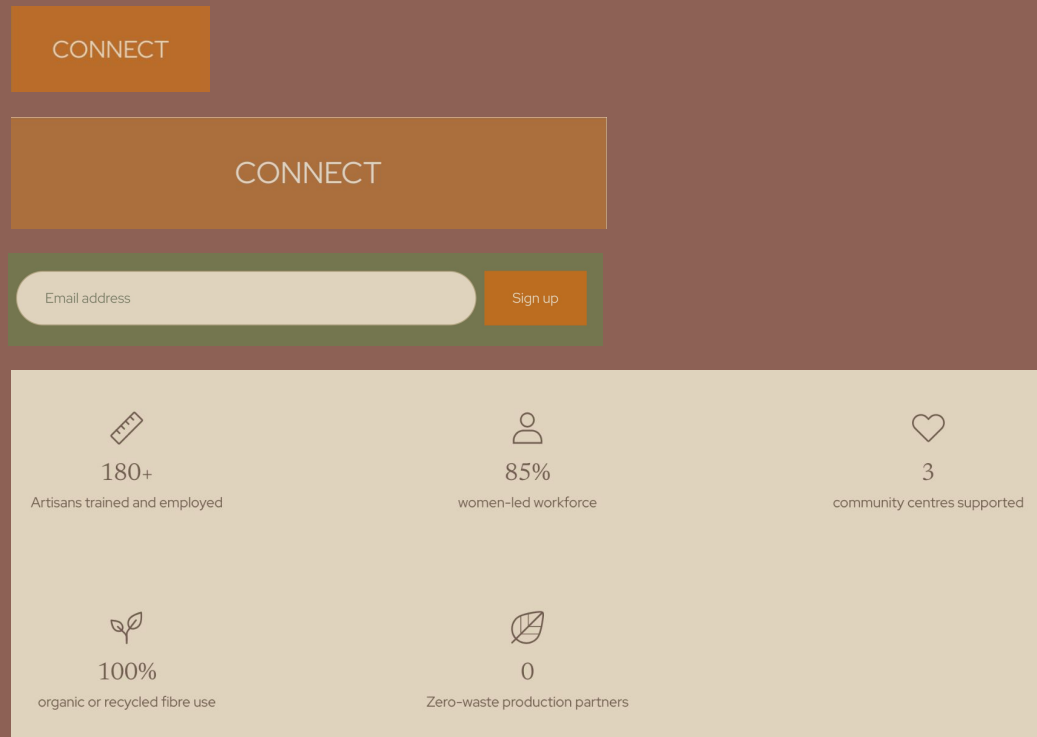
Reel size (9:16) - 1080 x 1920px
Grid view (3:4) - 1080 x 1440

Instagram Stories



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

Icons and CTA buttons...





Each Cocobagh tote bag carries a story - one of craft, dignity, and community. The internal label is more than a mark of origin; it represents the hands and hearts behind every stitch.

Printed on natural cotton, the label design reflects the brand's earthy, handmade aesthetic. The wording reinforces Cocobagh's commitment to empowering women and supporting sustainable livelihoods through ethical textile work.

Two versions of the label are used: one highlighting the partnership with local communities, and the other celebrating the artisans who create each piece. Together, they embody Cocobagh's purpose and authenticity, stitched into every product with care.



Brand consistency extends across all mediums, from digital to print. Every piece of communication, whether online or in hand, should reflect Cocobagh's visual identity and values.

Business cards and letterheads are key touchpoints for brand recognition. They play an essential role in maintaining a cohesive and professional image in all external communications and correspondence.

