Kentia brand guide

Calm, honest and precise. A plant app that says how sure it is, how serious a risk is, and what to do next.

The mark

K scan

A K made of three palm leaves, inside four camera corners. The K is the name and the plant. The corners say what the app does: point your phone at a plant and find out what it is.

- Leaves: paper on dark, forest on light.
- Corners: always lilac, or paper on a lilac background.
- Keep clear space of one corner width on every side.
- Smallest size: 16 px for the icon, 90 px wide for the lockup.

forest

paper

lilac

night

black

white

Lockups

On forest (main)

On paper

On lilac

One colour

Colour

Forest
#1E3A2F
Main brand colour, app icon

Paper
#F6F3EC
Backgrounds

Lilac
#B7A6E0
Accent. Fills only, never small text

Sage
#A8BFA3
Soft fills, dark mode

Mist
#E9F0E7
Cards, tiles

Ink
#1B1F1C
Text

Night
#101914
Dark mode background

Red, amber and bright green are kept out of the brand. They are only used for toxicity levels (safe, mild, toxic, emergency), so a warning never looks like decoration.

Type

Know your plant.

Fraunces 700 (600 for smaller headings). Headlines and plant names. Letter spacing -2.5%.

Snap a photo. Kentia tells you what the plant likely is, how to care for it, and what sources say about pets.

Instrument Sans 400 and 600. Body text, buttons, labels.

Voice

Do

- Say how sure we are: "Likely a snake plant", "Possibly a pothos".
- Give the level plainly: "Mild: may upset your cat's stomach".
- Lead with the next action: what to do, when to water.
- State pricing simply: "Free to start. Cancel in one tap."
- Short sentences that translate well. German uses "du".

Don't

- Claim certainty: no "100% accurate" or "guaranteed safe".
- Use fear to sell. No alarm headlines or red visuals in ads.
- Name competitors in public copy.
- Write "free trial", "best", "cheapest" or "vet approved".
- Stack plant puns or use baby talk.

Don't do this to the logo

Change the colours

Stretch it

Rotate it

Remove the corners

Put it on a busy photo