

Bramble

STORY MAPS

BRAND GUIDELINES

January 2026

Brand Story

Bramble creates story maps for extraordinary places — luxury estates, heritage gardens, and countryside retreats.

THE NAME

A bramble is a plant that roams — it spreads, explores, and finds its way through hedgerows and across landscapes. Like the estates we serve, it's quintessentially English, wild yet purposeful, and deeply rooted in the countryside.

OUR POSITION

We sit at the intersection of cartography and luxury hospitality. Our clients are places like The Newt in Somerset and Wilderness Reserve — estates where every path, garden, and hidden corner tells a story. We map the ones worth finding.

BRAND VOICE

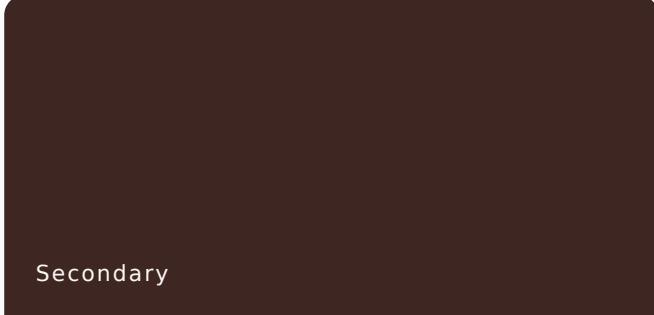
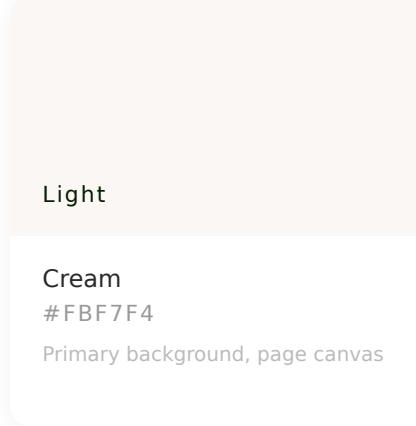
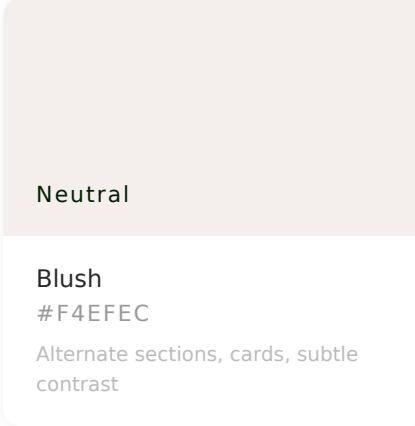
Understated confidence. We don't shout — we guide. Our tone is warm, knowledgeable, and quietly authoritative. Think a well-read friend who knows every footpath in the county.

DESIGN PHILOSOPHY

Our visual identity draws from two traditions: the ornate beauty of botanical illustration (our blackletter wordmark) and the clean precision of modern cartography (our sans-serif body type). Heritage meets digital. The old world mapped in the new.

Colour Palette

Our palette is drawn from the English countryside — deep forest, rich earth, wild rose, and soft morning light.

 <p>Primary</p>	 <p>Secondary</p>	
<p>Forest Green #052000</p> <p>Navigation, headers, primary backgrounds. The brand's anchor colour.</p>	<p>Chocolate Brown #3E2723</p> <p>Footers, secondary backgrounds, supporting text. Adds warmth and depth.</p>	
 <p>Accent</p>	 <p>Light</p>	 <p>Neutral</p>
<p>Rose #D05466</p> <p>CTAs, accent elements, highlights</p>	<p>Cream #FBF7F4</p> <p>Primary background, page canvas</p>	<p>Blush #F4EFEC</p> <p>Alternate sections, cards, subtle contrast</p>
 <p>Supporting</p>	<p>Sage #6B7F6B</p> <p>Secondary accents, icons, subtle elements</p>	

Typography

Two typefaces create our identity: an ornate blackletter for display and a clean sans-serif for everything else.

DISPLAY — BLACKLETTER (FRAKTUR)

Bramble

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Grange Extended (Adobe Typekit) or similar Fraktur. Used for logo, hero headings, and display moments only.

BODY — DM SANS

The quick brown fox

Every estate tells a story through its paths, gardens, and hidden corners. We map the ones worth finding. Story maps for extraordinary places.

DM Sans (Google Fonts). Used for body copy, navigation, UI elements, and all supporting text.

Aa

LIGHT (300)

Aa

REGULAR (400)

Aa

MEDIUM (500)

Aa

BOLD (700)

Logo Usage

The Bramble wordmark works across all brand colours. Always pair the blackletter logo with generous white space.

Bramble

STORY MAPS

ON FOREST GREEN

Bramble

STORY MAPS

ON CHOCOLATE

Bramble

STORY MAPS

ON ROSE

Bramble

STORY MAPS

ON CREAM

Bramble

STORY MAPS

ON SAGE

Bramble

STORY MAPS

ON BLUSH

Bramble

Minimum clear space around the logo equals the height of the lowercase 'b'. The dashed border above illustrates this exclusion zone.

Application

How the brand comes together in digital contexts.

The screenshot shows the Bramble website's homepage. At the top, there's a dark green header bar with the word "Bramble" in white. Below the header is a large, dark brown background area containing the word "Bramble" in a large, white, sans-serif font. Underneath "Bramble", the text "STORY MAPS FOR EXTRAORDINARY PLACES" is written in a smaller, white, sans-serif font. Below this text is a pink button with the white text "EXPLORE OUR WORK". At the bottom of the page, there's a dark brown footer bar with the copyright notice "© Bramble 2026" on the left and the email address "hello@bramblemaps.com" on the right.

✓ DO

- ✓ Use blackletter for the logo and hero moments only
- ✓ Maintain generous white space around the logo
- ✓ Use DM Sans Light (300) as the default body weight
- ✓ Pair dark backgrounds with cream/blush text
- ✓ Use Rose sparingly — for CTAs and accents
- ✓ Let photography breathe — use full-bleed imagery

✗ DON'T

- ✗ Set body copy in the blackletter typeface
- ✗ Use Rose as a background colour for large areas
- ✗ Place the logo on busy or cluttered backgrounds
- ✗ Use pure white (#FFFFFF) — use Cream or Blush instead
- ✗ Stretch, rotate, or modify the wordmark
- ✗ Combine with other decorative typefaces

Bramble

STORY MAPS

HELLO@BRAMBLEMAPS.COM

© 2026 Bramble. All rights reserved.