

2025 | Victoria, BC

brand guidelines

Company: Adriftwood c.o.

hussien@trioxide-studios.com

logo philosophy

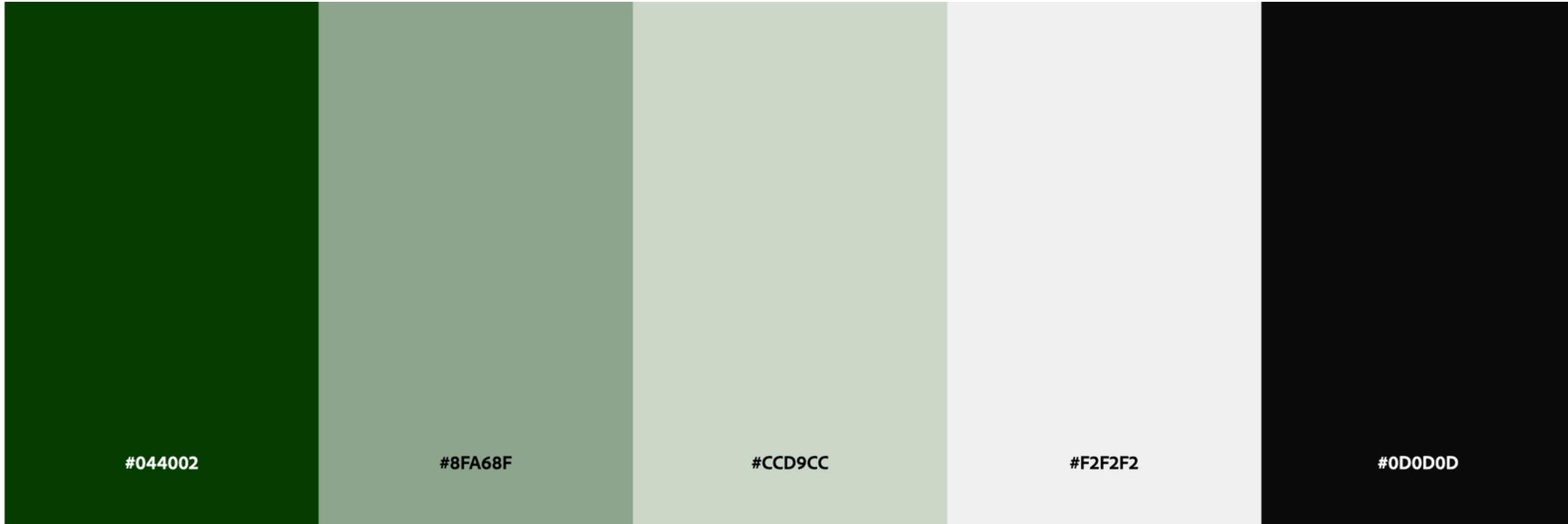


A D R  F T
W O O D C O .

Minimalist evergreen tree design embodies the intersection of nature and craftsmanship. The clean, strong trunk represents stability and balance, while the refined typography reflects the serene, open atmosphere of the forest. This visual identity captures Adrift Wood Co.'s dedication to creating timeless, sustainable designs that honor both form and function.

brand color

A bright balance in colour based on the primary dark green.



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BRAND GUIDELINES

complementary color palette

This palette evokes the serene glow of a forest at sunset through strategic use of complementary contrasts.

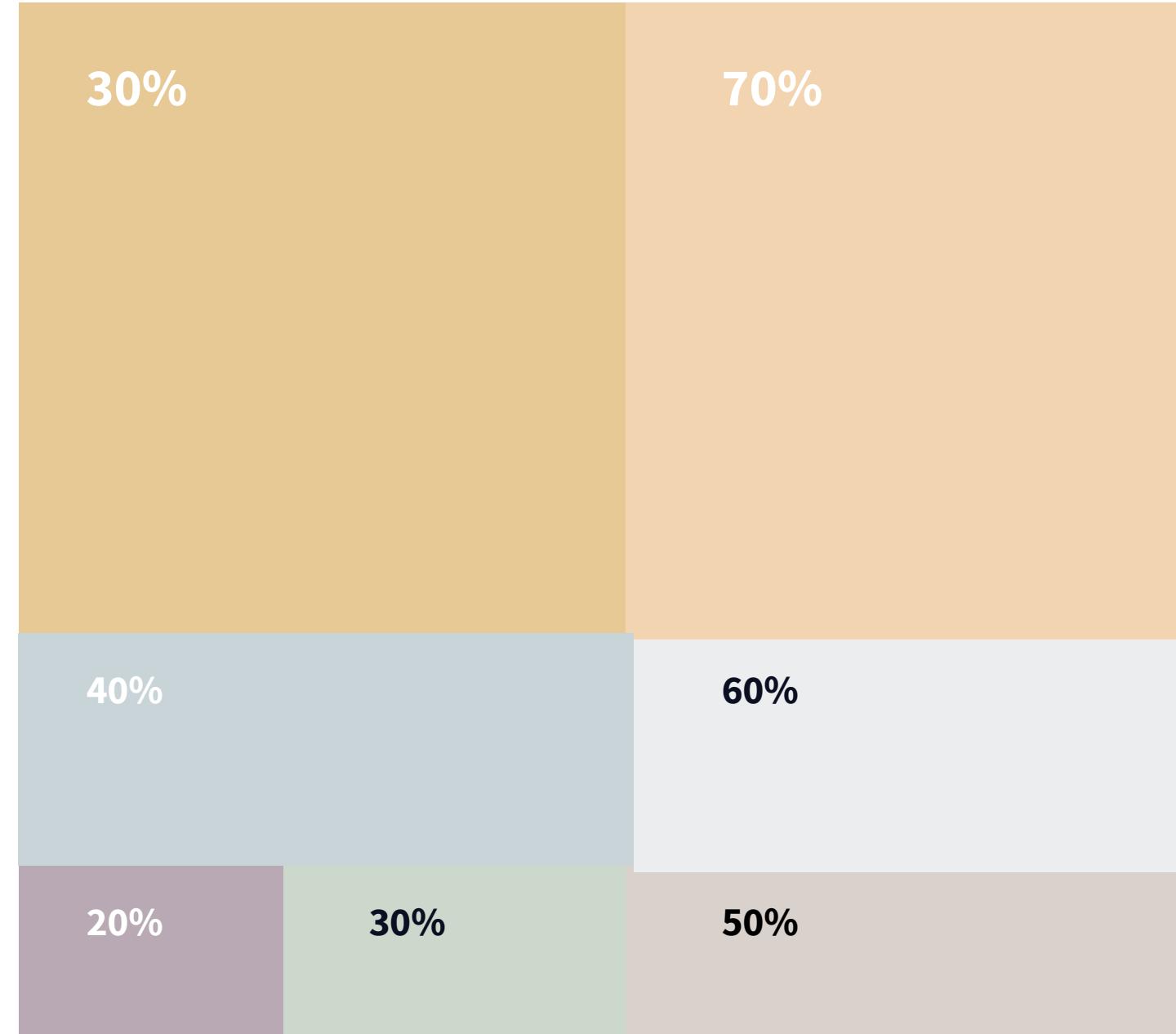
Temperature Balance: Warm golden and apricot tones create gentle contrast against cool blue-grey hues. This pairing captures the soft vibrancy of evening light while avoiding the intensity of traditional complementary schemes.

Natural Foundation: Deep pine green and muted sage tones provide an analogous base that maintains visual harmony and reinforces the brand's connection to nature.

Light and Depth: Soft neutrals and mid-tones balance the darker pine green, creating an open, luminous quality that mimics how sunset light filters through forest canopy.

Subtle Enhancement: A quiet twilight mauve serves as a refined accent, adding depth without disrupting the palette's natural tranquility.

These elements work together to create a color story that feels bright, peaceful, and natural.

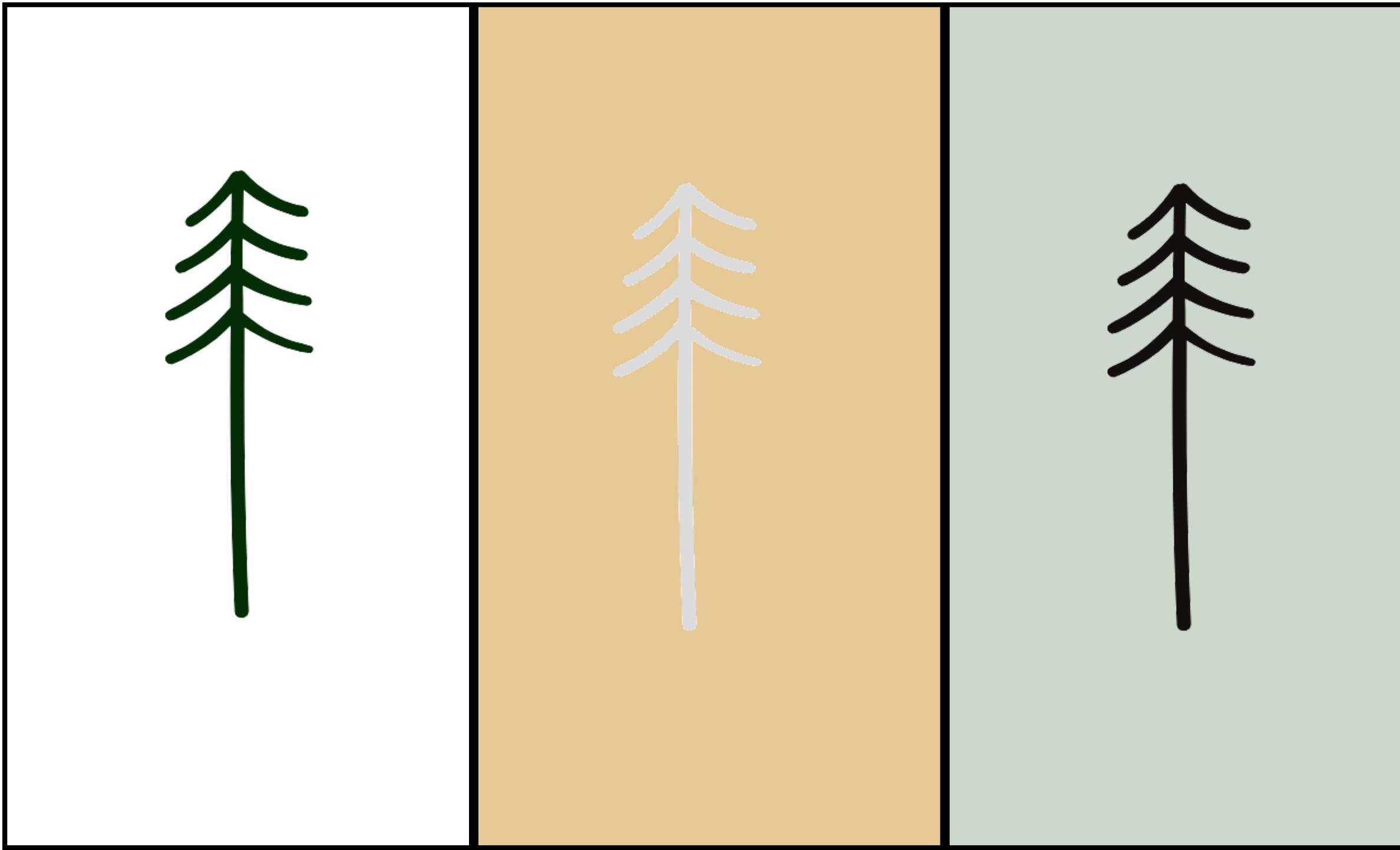


logo variations

Here just some examples about logo usage, I suggest select the variation that provides the strongest contrast with your background.

The primary logo should be your first choice when background contrast allows.

When in doubt, test visibility at the smallest size the logo will appear.



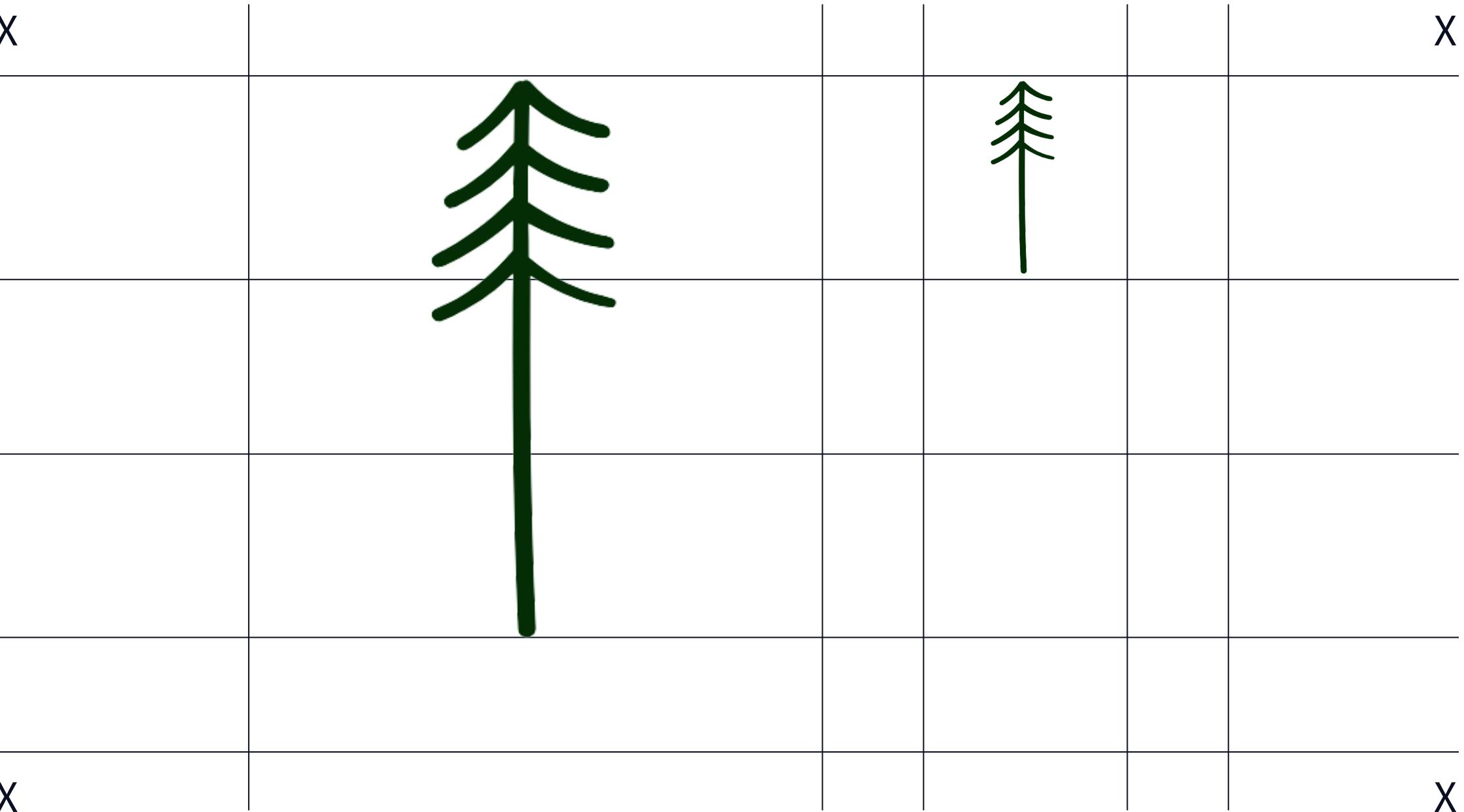
logo system

Grid Foundation: Establishes precise spacing relationships that remain proportional when scaling the mark to any size.

Clear Space Requirements: Defines the minimum protected area around the logo that must remain free of text, graphics, or other visual elements.

Scalable Design: This systematic approach preserves the logo's visual impact and readability from small digital favicons to large-scale signage.

Clear Space Measurement: Minimum clear space equals one times the height of the tree trunk, providing consistent spacing guidelines for all applications.



fonts



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The fonts were extracted from
the logotype.

BRAND GUIDELINES

PRIMARY FONT
CINZEL

PRIMARY
FONT
CINZEL

ALPHABET

AA BB CC DD
EE FF GG HH
II JJ KK LL
MM NN OO PP

NUMERIC & SYMBOLS

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

SECONDARY FONT
AVENIR NEXT

Secondary Font
Avenir Next

ALPHABET

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll
Mm Nn Oo Pp

NUMERIC & SYMBOLS

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

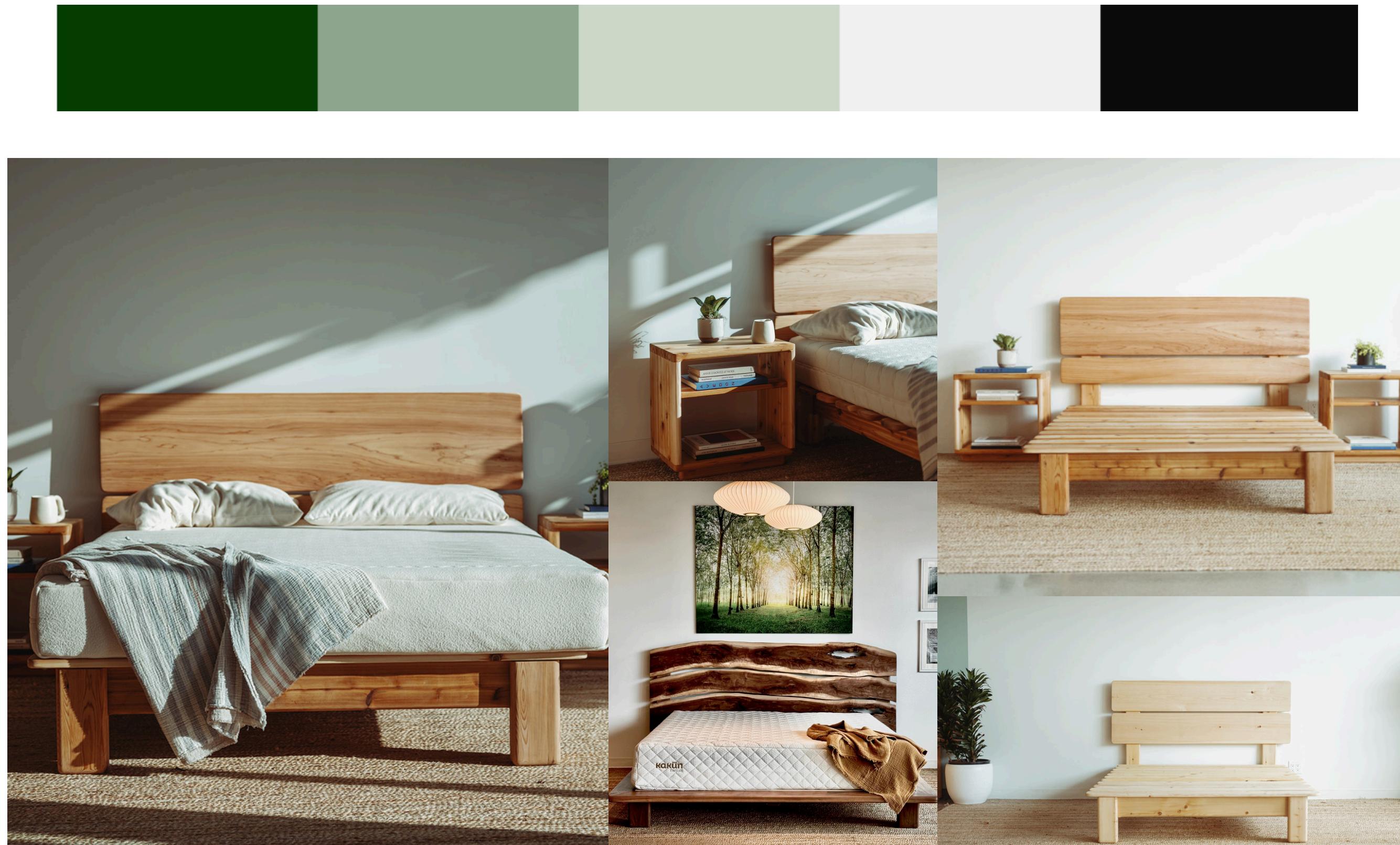
brand imagery



07

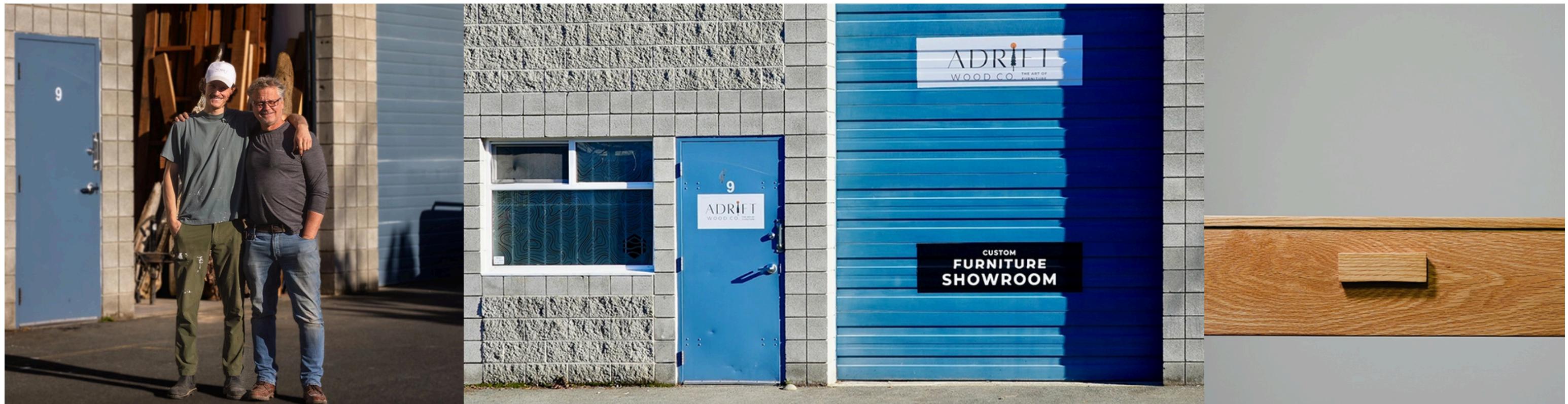
Introduce your brand to your audience. Give the details of the brand color that was used.

BRAND GUIDELINES



2025

complementorū imagerū



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Nature Environment: Capture products and stories within authentic outdoor settings, forest clearings, natural wood textures, dappled sunlight, and organic landscapes that reinforce connection to nature.

Soft Minimalism: Utilize clean, light backgrounds with gentle textures and ample negative space. These minimal compositions should feel airy and uncluttered, allowing products and craftsmanship to take center stage.

Color Integration: Incorporate pastel tones from our secondary color palette to create visual harmony between photography and brand identity. These soft hues should appear naturally through lighting, props, or environmental elements.

Mood and Tone: Both approaches should evoke tranquility, authenticity, and timeless quality reflecting the calm sophistication of forest sunset aesthetic.

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