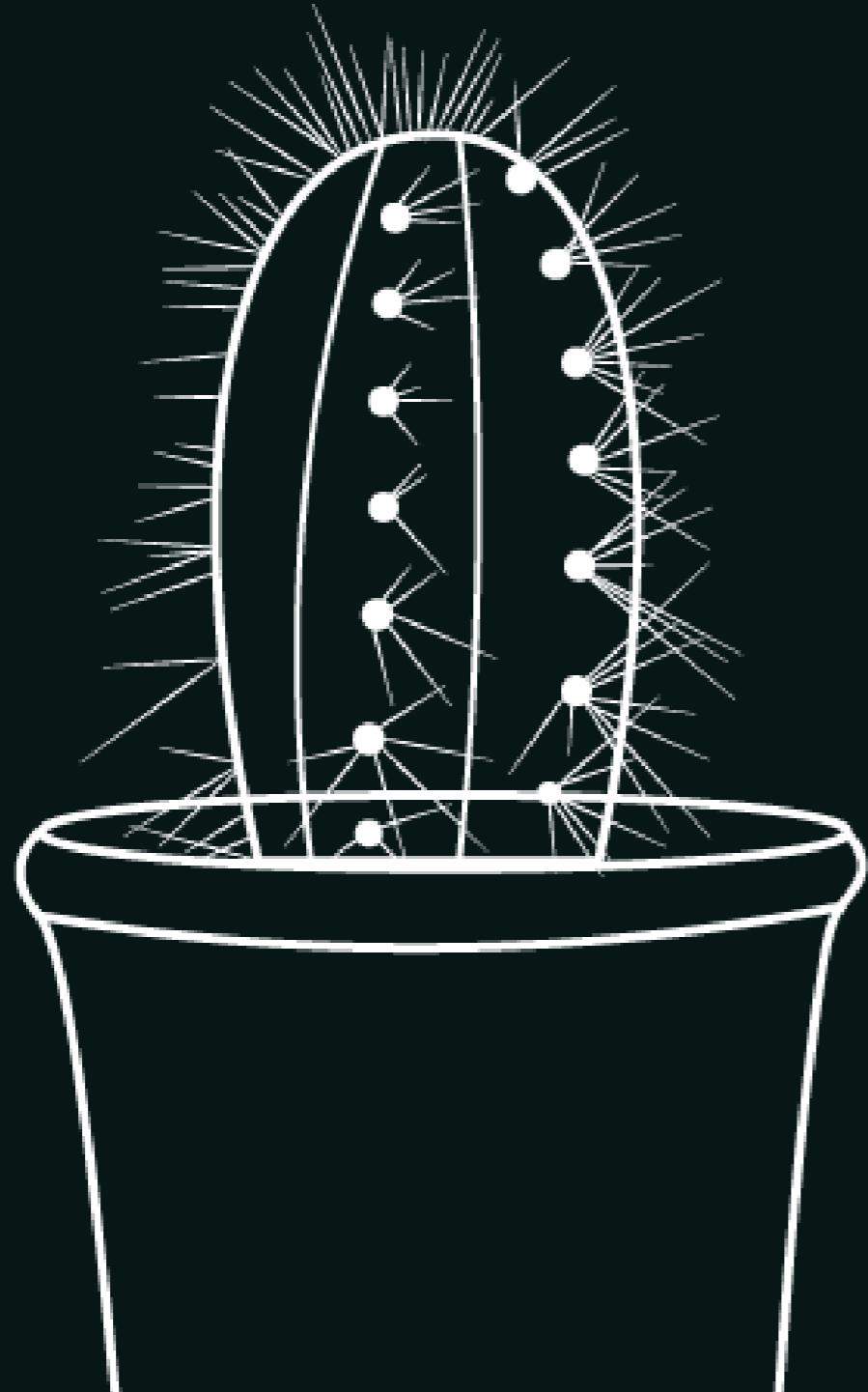




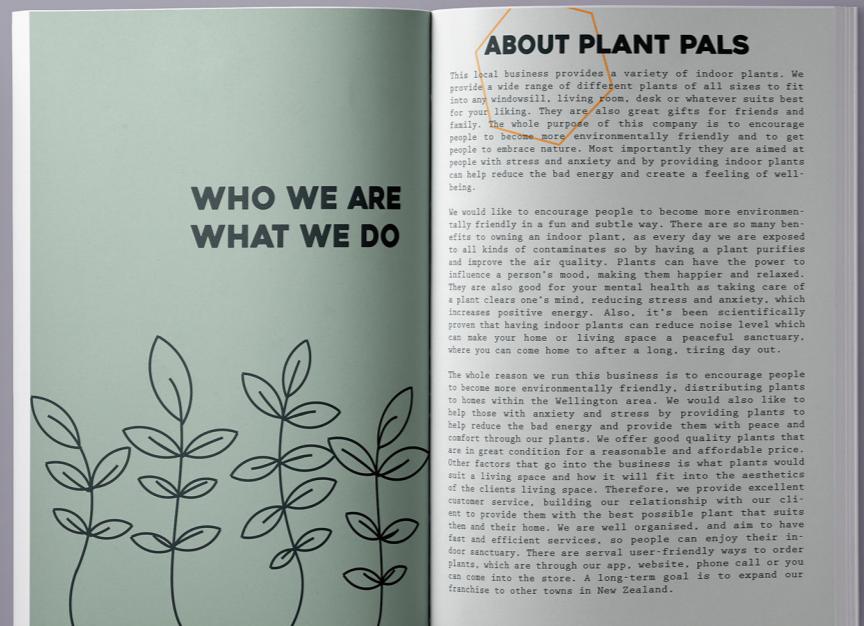
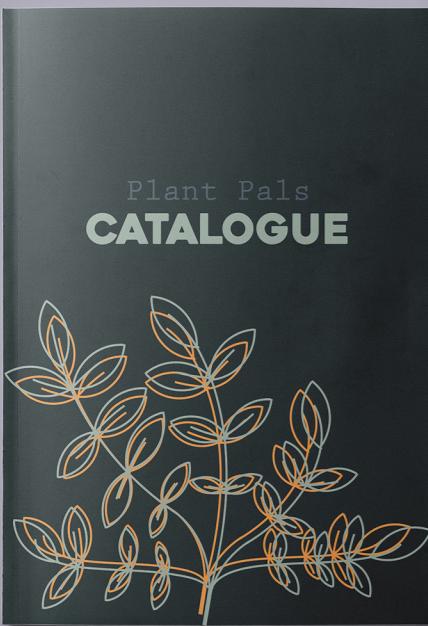
THE PLANT PALS STYLE GUIDE

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About the Brand



Plant Pals is a local business that provides a variety of indoor plants. Their wide range includes different plants of all sizes to fit into any windowsill, living room, desk or whatever best suits your liking. The whole purpose of this company is encouraged people to become more environmentally friendly and for people to embrace nature.

Plant Pals provides indoor plants for those who want a garden but do not have the space, time, and effort to maintain one. They also aim to provide those who are stressed and anxious as owning a plant is an easy, eco-friendly alternative to become stress-free.

There are many benefits having an indoor plant in your home. An individual that owns an indoor plant obtains the basic skills of how to take care and nurture the plant, it can be perceived as an easy alternative to owning a pet.

We offer good quality plants that are in great condition for a reasonable and affordable price. We provide excellent customer service, building our relationship with our clients to provide them with the best possible plant that suits them and their home. We are well organized company that aims to have fast and efficient service, so people can enjoy their indoor sanctuary.

Having a plant is a breath of fresh air because it purifies the air.

Logo Variation

The Plant Pals logo is simple and elegant which is composed of cursive orange lettering, paired with shades of green from the leaves against an oval dark blue/grey colour. The proportions, colour, and letterforms should be dealt with care, paying close attention to the size and spacing of the wording and the plant image.

This is the main logo that will be used primarily across the brand applicants. This mark will help people easily identify the Plant Pals website, packaging/business cards, and other branding materials. The consistent application of the Plant Pals logo is vital to building and maintaining brand recognition. It is essential to the success of the brand that the logo is always applied with care according to these guidelines.

The Do's

The logo is an important aspect of the brand. The logo has the brand name, "Plant Pals" placed at the bottom with a plant growing out of the "T" in the word "Plant." It is vital that the plant growing out of the "T" is aligned and should pay close attention to this detail. The logo can be placed anywhere but it must be presented against the dark blue/grey colour.

The image of the plant can be used separately like on the website and in the booklets. Also, the Plant itself can be altered to an outline which can be any colour but the line weight of the Plant outlines should not exceed 2.5 pt.

The minimum size that the logo can go is 260mm x 19mm
The maximum size that the logo can go is 80mm x 60mm



The Don'ts

There are a few necessary rules for maintaining the look of the brand. Don't compromise the overall look of the brand by rotating, skewing, or distorting the logo. This also includes adding unnecessary and odd text decorations such as drop shadows or outlines. Also, refrain from using a different colour scheme as it will steer away from the whole look of the brand.

The orientation of the graphical elements of the logo should not be altered, scaled, or rotated at an angle.

The placement of the shape, lettering, and plant should not be out of place or unaligned.

The Plant coming out of the "T" should not be missed a place or unaligned with the wording of "Plant Pals."



The whole tone and aesthetic of Plant Pals is sophisticated and professional but that pop of bright colour adds a subtle playfulness, friendly and approachable look and feel. All the colours chosen for this brand give a modern and clean look.

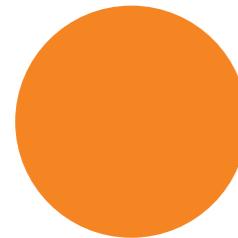


Colour Palette



Main Colours

These are the main colours used in the Plant Pals logo. These colours are strictly used for the logo. Each of these colours has been carefully selected as a part of our core visual identity and it shouldn't be altered or changed. The dark blue/grey colour is used for the background which is paired well with the main colours. Using these main colours help enhances the professionalism of the brand. These colours are what the brand identifies itself and the pairing of these colours create a very powerful symbol to the brand.

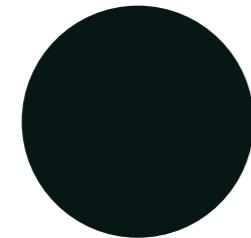


RGB 246, 134, 35

CMYK 0.00, 0.46, 0.86, 0.04

Pantone 715 C

HEX #f68623

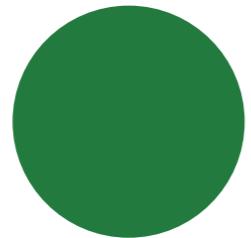


RGB 9, 26, 24

CMYK 0.65, 0.00, 0.08, 0.90

Pantone 547 C

HEX #091A18

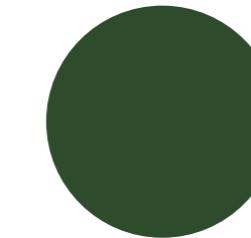


RGB 44, 120, 63

CMYK 0.63, 0.00, 0.47, 0.53

Pantone 349 C

HEX #2C783F



RGB 44, 76, 44

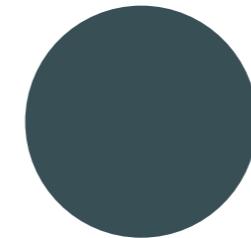
CMYK 0.42, 0.00, 0.42, 0.70

Pantone 350 C

HEX #204C2C

Complimentary Colours

These are the Complimentary Colours used in the Plat Pals brand identity. They can be used in a subtle way that won't overpower the main colours or change the whole look of the brand. These complementary colours are more flexible and can be used in different ways. These colours can be used in the packing/business card, website, and booklet in the background as a text or heading colour.

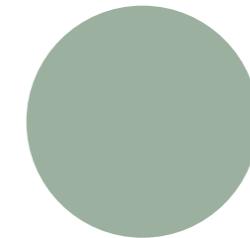


RGB 58, 79, 86

CMYK 0.33, 0.08, 0.00, 0.66

Pantone 3545 C

HEX #3a4f56

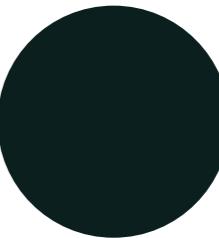


RGB 155, 176, 158

CMYK 0.12, 0.00, 0.10, 0.31

Pantone 5645 C

HEX #9bb09e

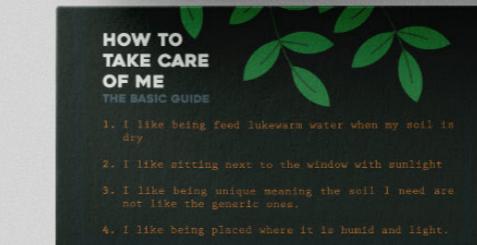
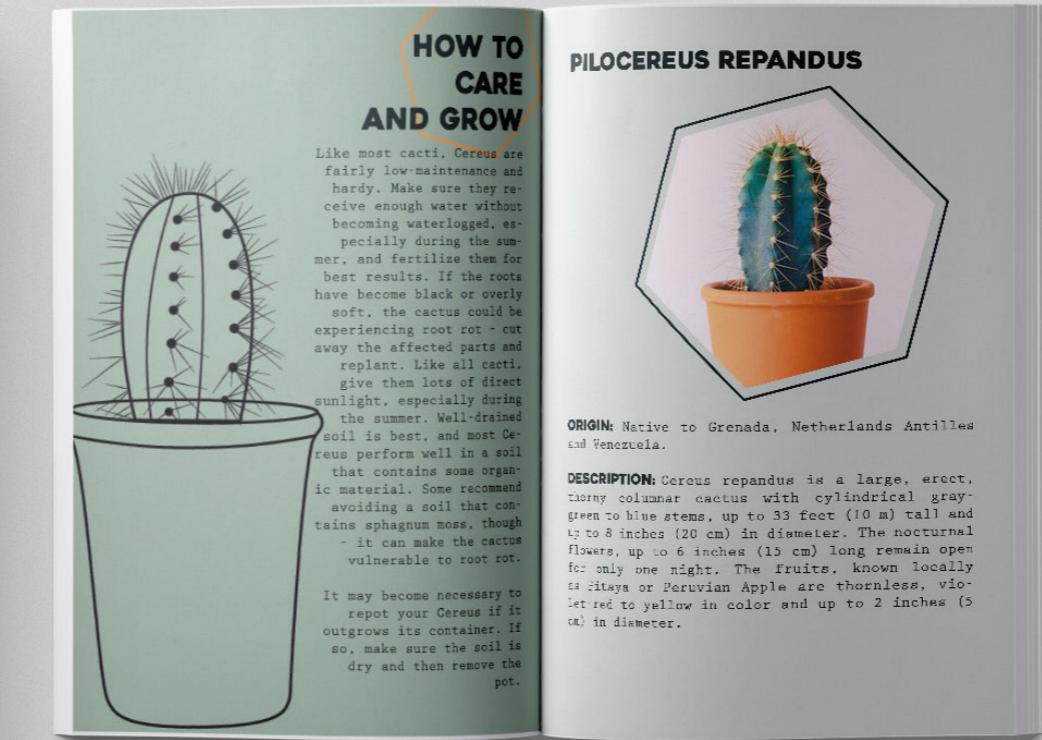
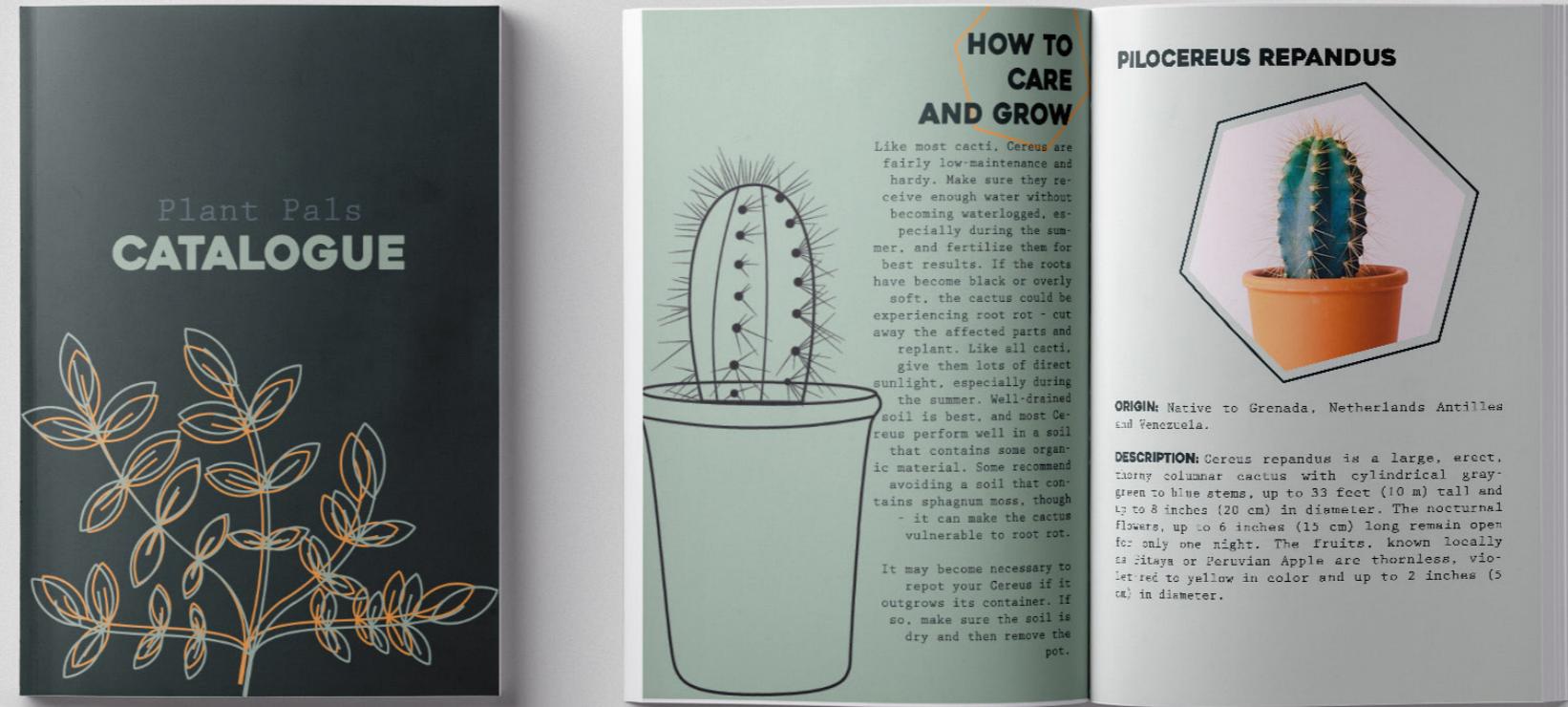


RGB 13, 32, 33

CMYK 0.61, 0.03, 0.00, 0.87

Pantone 5463 C

HEX #0d2021





Identity Fonts

Typography is a very powerful brand tool when used correctly and consistently. This set of typefaces chosen for this brand best represent Plant Pals and these fonts are used across all print and web applications.

The cursive font type that is used on the logo is Autery and is only used for the logo lettering "Plant Pals" but it can also be used as an alternative heading font. Although you should be careful not to use this font when the brand logo is on the same page or platform.



Display Text

The display font is a Sans Serif which is called Heavitas. This font is a confident, bold, and contemporary text face that is easy to read and eye-catching as it stands out. This font will be mostly used for headings.

The maximum size that the Display Font can exceed is 40pt. The minimum size that the Display Font can exceed is 7pt.

HEAVITAS

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

Prestige Elite Std

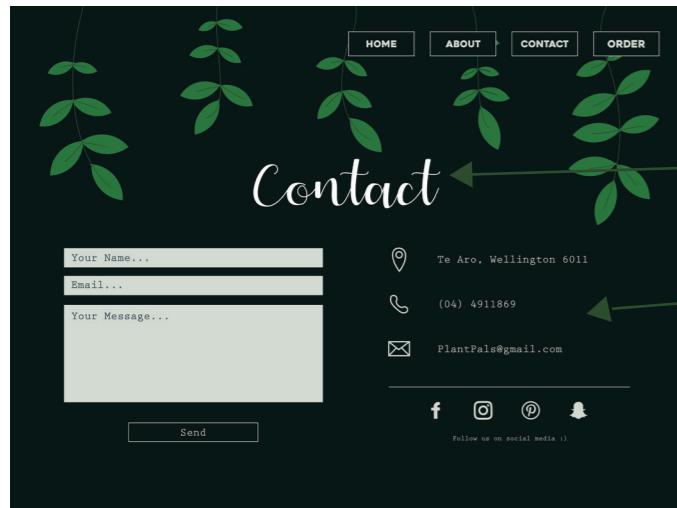
A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z a b c d e f
g h i j k l m n
o p q r s t u v
w x y z

Font Usage

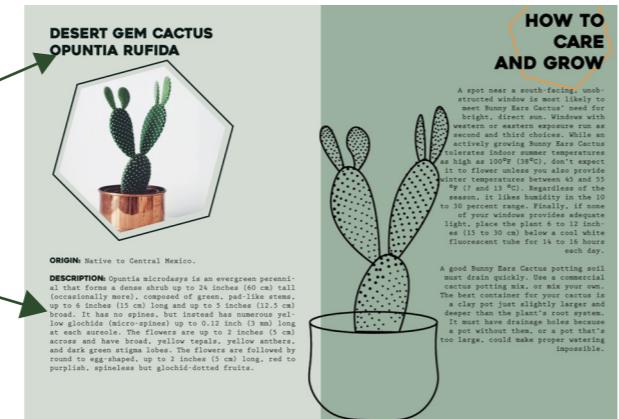
Here are examples of how the font types are used in the brand products and platforms. This is to show the fonts paired together with the colours and imagery.



The Display Type is Heavitas.



The Text Type is Prestige Elite Std.

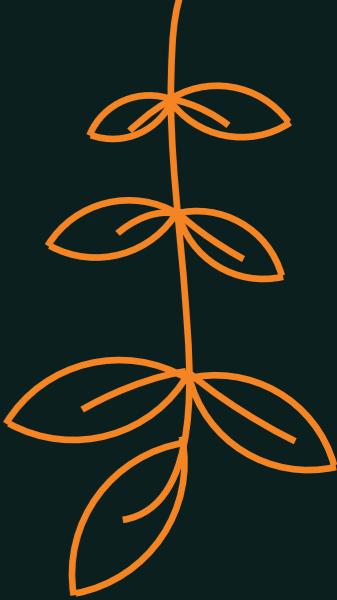


The Display Type is Autery.
(This is for the website).

The Text Type is Prestige Elite Std.

Imagery Usage

We really want our products to sell so, a way for people to be attracted to our brand is through the product imagery. The way the photos are to be taken and displayed should showcase the Plant Pals personality and tone of the whole brand. The products, which are indoor pot plants should have a straightforward look. It should be simple and clean so the product itself will stand out. The imagery should really highlight the bright colours, textures, and style of our plants.



The Do's

Having good product photos are important and they should be consistent, matching the colour scheme and fonts of the brand. We want our images to look and feel very organic and natural, which means ensuring that there is a lot of natural lights so the vibrant colours of the plant stand out.

The plant should be centered having lots of white space surrounding it. The photo should be focused more on the plant itself, excluding the whole pot plant as we would like to show the fine details of the plant. Overall, it should be pleasing to the eye.

The hexagon shaped images make the plants stand out more. By having them hexagon shaped creates a more playful, and fun feel than just having them in a square or rectangular shape. Although the photo must be taken against a white background and the plant must be placed on a flat surface.



The Don't

Product imagery is very important as all the attention should be made to highlight the product as it is. Plant Pals would like to maintain their brand by using these necessary rules.

Don't compromise the overall look of the brand by rotating, skewing, or distorting the images. This also includes adding unnecessary and odd decorations. Also, refrain from using a close-up picture that can't be identified.

The orientation of the images should not be altered, scaled, or rotated at an angle.





Website Specifics

The website is an important asset to the brand as it is the main source for people to know more about us and a way for the company to connect with our customer.

The Plant Pals website is simple, clean, and user-friendly for people to easily navigate through the website. Each page is slightly different from the other in colour and layout, but it works well as one cohesive unit.

The website has a set hierarchy for each of the pages as it uses a range of colours that best suit the brand personality. For the header font on each of the pages, it uses the font type of the logo to keep the website consistent as the Home Page has the enlarged logo in the centre of the page.



Plant Pals

Home Page

About

About Page

Order

Order Page

Contact

Contact Page



Brand Voice

The tone of this company is just fun, quirky, and cool, which appeals to our target audience. We focus on our customer service and communication. The business is not too serious, as we would like to maintain a friendly relationship with our clients and to get them to be comfortable with our company. We like to get to know our clients to help them with what they want so we believe communication is important. That means getting to know our client and gaining their trust, so we can get a better understanding of whom our client is, so we can provide the right plants for them. We guide and educate our clients and they can be part of the decision-making and can have a say too. We would like to create a comfortable, peaceful, and chilled tone for our company but still keeping it quiet high end so people who buy out plants can feel luxurious.



