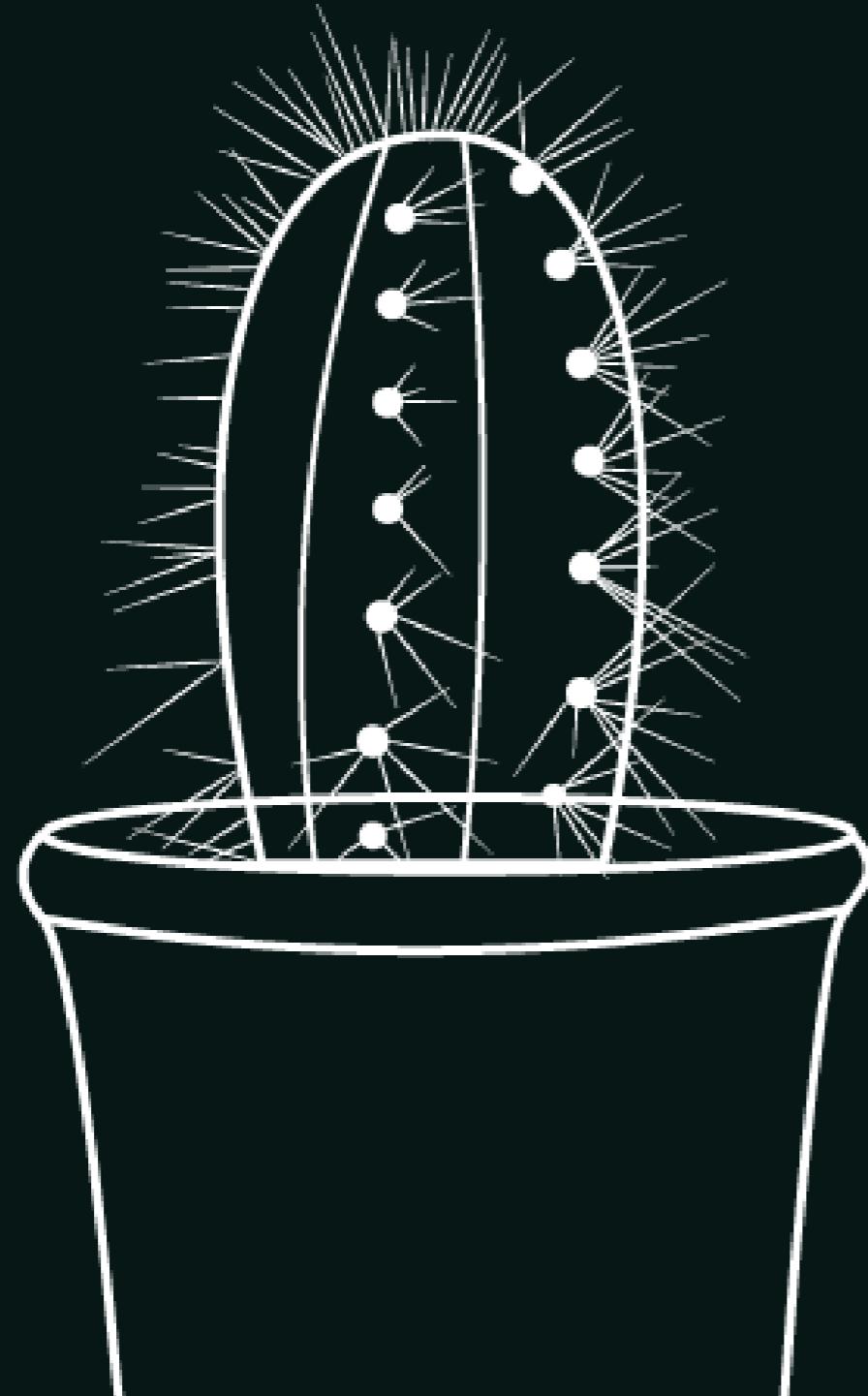




THE PLANT PALS STYLE GUIDE

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ABOUT PLANT PALS

This local business provides a variety of indoor plants. We provide a wide range of different plants of all sizes to fit into any windowsill, living room, desk or whatever suits best for your liking. These plants are great gifts for friends and family. The whole purpose of this company is to encourage people to become more environmentally friendly and to get people to embrace nature. Most importantly they are aimed at people with stress and anxiety and by providing indoor plants can help reduce the bad energy and create a feeling of well-being.

We would like to encourage people to become more environmentally friendly in a fun and subtle way. There are so many benefits of having indoor plants. Every plant is exposed to all kinds of contaminants so by having a plant purifies and improve the air quality. Plants can have the power to influence a person's mood, making them happier and relaxed. They are also good for your mental health as taking care of a plant clears one's mind, reducing stress and anxiety, which increases positive energy. Also, it's been scientifically proven that having indoor plants can reduce noise level which can make your home or living space a peaceful sanctuary, where you can come home to after a long, tiring day out.

The whole reason we run this business is to encourage people to become more environmentally friendly, distributing plants to homes within the Wellington area. We would also like to help those with anxiety and stress by providing plants to help reduce the bad energy and provide them with peace and comfort through our plants. We offer good quality plants that are in great condition for a reasonable and affordable price. Other factors that go into the business is what plants would suit a living space and how it will fit into the aesthetics of the clients living space. Therefore, we provide excellent customer service, building our relationship with our client to provide them with the best possible plant that suits them and their home. We are well organised, and aim to have fast and efficient services, so people can enjoy their indoor sanctuary. There are several user-friendly ways to order plants, which are through our app, website, phone call or you can come into the store. A long-term goal is to expand our franchise to other towns in New Zealand.

About the Brand

Plant Pals is a local business that provides a variety of indoor plants. We offer a wide range of different plants of all sizes to fit onto any windowsill, living room, desk or whatever suits best for your liking. They are also great gifts for friends and family. The whole purpose of this company is to encourage people to become more environmentally friendly and to get people to embrace nature. Most importantly they are aimed at people with stress and anxiety and by providing indoor plants can help reduce the bad energy and create a feeling of well-being.

anxiety and stress by providing plants to help reduce the bad energy and provide them with peace and comfort through our plants. 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 client to provide them with the best possible plant that suits them and their home. We are well organised, and aim to have fast and efficient services, so people can enjoy their indoor sanctuary.

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

Plant Pals provides the indoor plants for people who want a garden but does not have space, time or effort maintaining one. There are many benefits to having indoor plants at home or in the office. A person can obtain basic skills of taking care and nurturing a plant, which can be later applied to life and it's also an easy alternative to owning a pet.

The whole reason we run this business is to encourage people to become more environmentally friendly. We would also like to help those with



Logo Variation

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

This logo 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 materials. The consistent application of the Plant Pals logo is vital to building and maintaining the 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 to 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 be 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 in the website, booklets and other brand materials. 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 on an angle.

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

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



Colour Palette

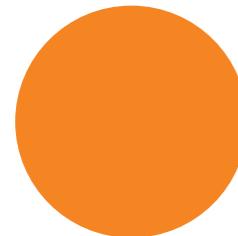
The whole tone and aesthetic of Plant Pals is sophisticated and professional but with that pop of bright colour adds a subtle playfulness, friendly and approachable look and feel. All the colours chosen for this brand gives a modern and chic look.



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 have 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 orange for the cursive lettering and the two shades if green are for the Plant. Using these main colours help enhances the professionalism of the brand. These colours is what the brand identifies itself and with the pairing of these colours create a very powerful symbol to the brand.

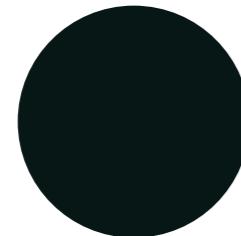


RGB 246, 134, 35

CMYK 0.00, 0.46, 0.86, 0.04

Pantone 715 C

HEX #f68623

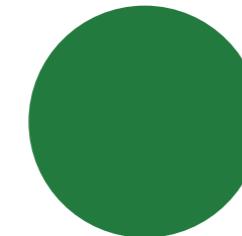


RGB 9, 26, 24

CMYK 0.65, 0.00, 0.08, 0.90

Pantone 547 C

HEX #091A18

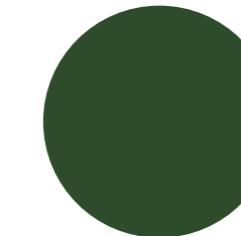


RGB 44, 120, 63

CMYK 0.63, 0.00, 0.47, 0.53

Pantone 349 C

HEX #2C783F



RGB 44, 76, 44

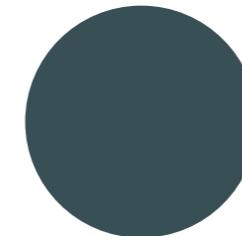
CMYK 0.42, 0.00, 0.42, 0.70

Pantone 350 C

HEX #2C4C2C

Complimentary Colours

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

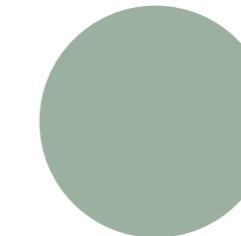


RGB 58, 79, 86

CMYK 0.33, 0.08, 0.00, 0.66

Pantone 3545 C

HEX #3a4f56

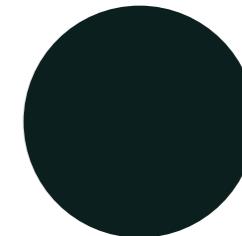


RGB 155, 176, 158

CMYK 0.12, 0.00, 0.10, 0.31

Pantone 5645 C

HEX #9bb09e

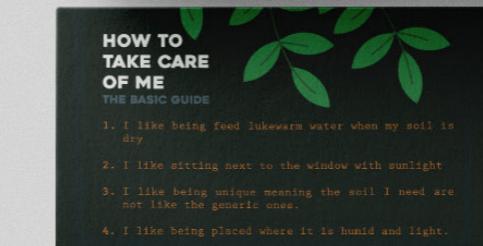
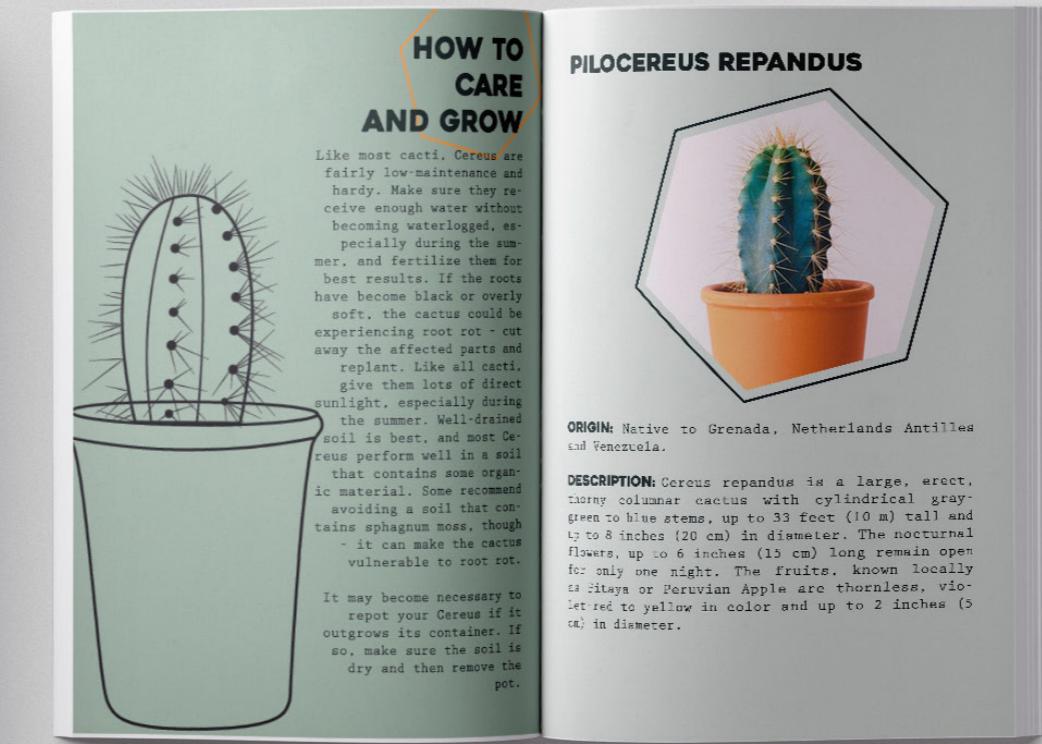
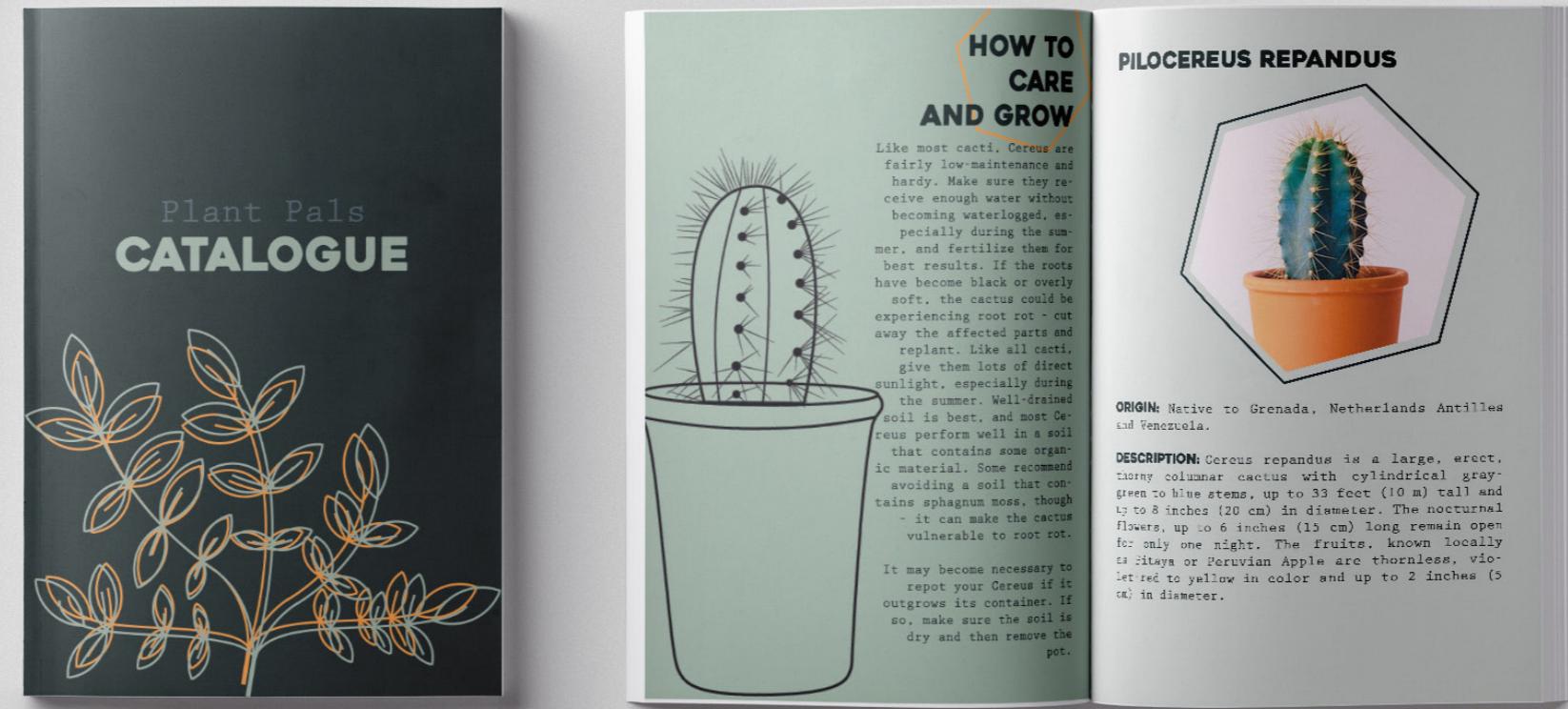


RGB 13, 32, 33

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. These 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

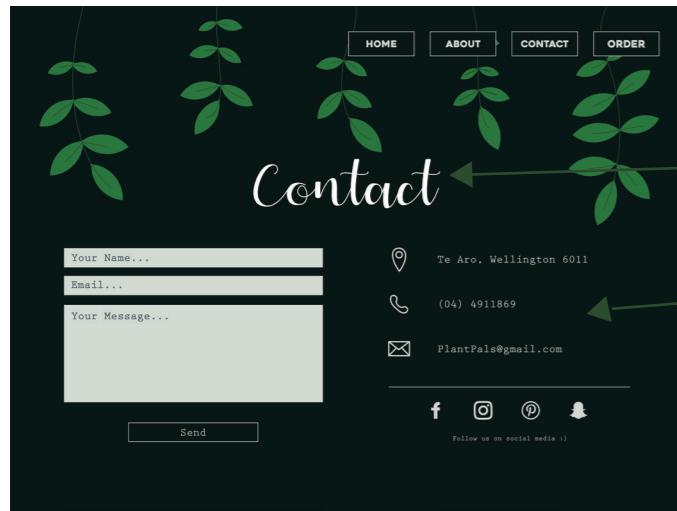
A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z a b c d e f
g h i j k l m n
o p q r s t u v
w x y z

Font Usage

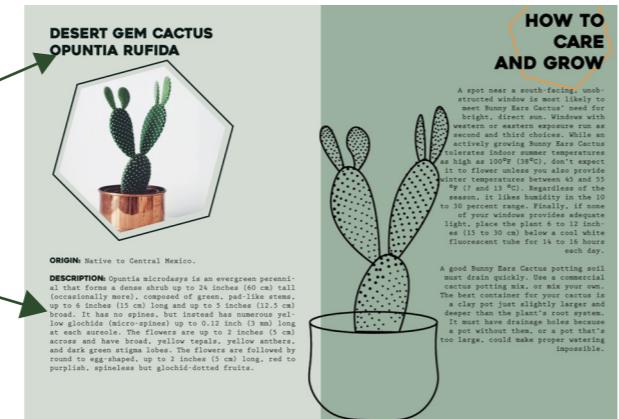
Here are examples of how the font types are used in the brand products and platforms. This is to show the fonts paired together with the colours and imagery.



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 to sell our products and a way for people to be attracted to our brand is through the product imagery. The way the photos are to be taken or displayed should display the Plant Pals personality and tone of the whole brand. The products, which are the indoor pot plants should have a straight forward 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 throughout, matching the colour scheme and fonts of the brand. We like to show through the images a very organic and natural feel. Ensuring that there are a lot of natural lights so the vibrant colours will 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.

It is alright to be playful with the boarder shapes the images are in as it stands out more because it is different. It will be more playful and fun if they are boarded in different shapes than just having them square or rectangular shaped. 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 really highlight the product being sold. Plant Pals would like to maintain their brand by using these few 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 as a plant or any of our products.

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

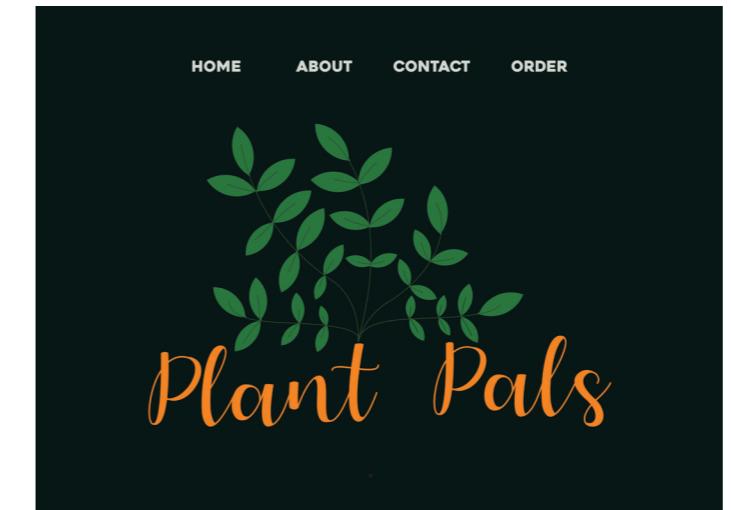




Website Specifics

The website is an important asset to the brand as it is the main source for people to know more about us and we are able to connect with them. The Plant Pals website is simple, clean and user friendly for people to easily navigate through the website. Each page is slightly different from each 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 and the reason for that is to break away from using the Plant Pals logo too much as the Home Page has it enlarged in the centre.



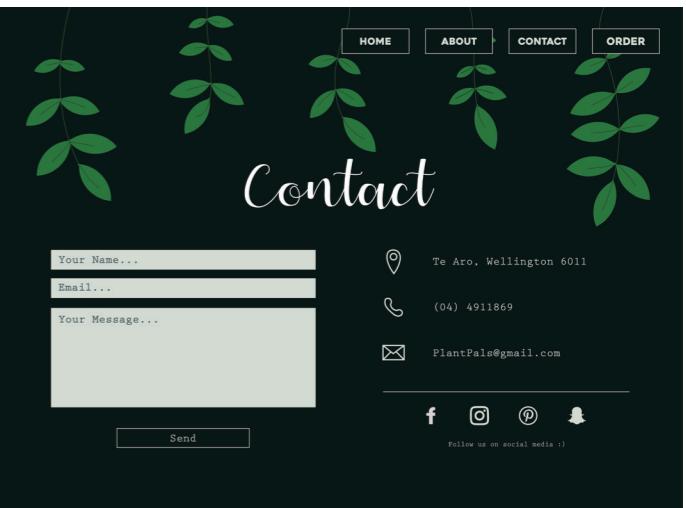
Home Page



About Page



Order Page



Contact Page



Brand Voice

The tone of this company is just fun, quirky and cool. 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. We like to get to know our clients better so, we believe communication is an important part to maintain. That means taking the time and effort to get to know our clients and gain their trust, so we are able to get a better understanding of who they are so we can provide the right plants for them. We guide and educate our clients ensuring that they are a part of the decision-making. We would like to create a comfortable, peaceful and chilled tone for our company but still keeping it high end so people who buy out plants can feel luxurious.



