



Elysian GARDENS

MIDDLEFIELD CT.

BRAND GUIDELINES

The background is a solid red color with several large, overlapping, organic shapes in a slightly darker shade of red. These shapes are positioned in the top-left and bottom-right corners, creating a sense of depth and movement.

01.

LOGOTYPE

LOGO HISTORY



The name comes from the Elysian Fields of Greek mythology — an ideal landscape of eternal spring, peaceful meadows and natural beauty, reserved for heroes.

It reflects our vision to create more than a garden center: a calm, welcoming place where flowers, plants, and people come together, and life slows down.

BRAND GUIDELINES

BLACK & WHITE



BRAND GUIDELINES



ORIGINAL



WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER

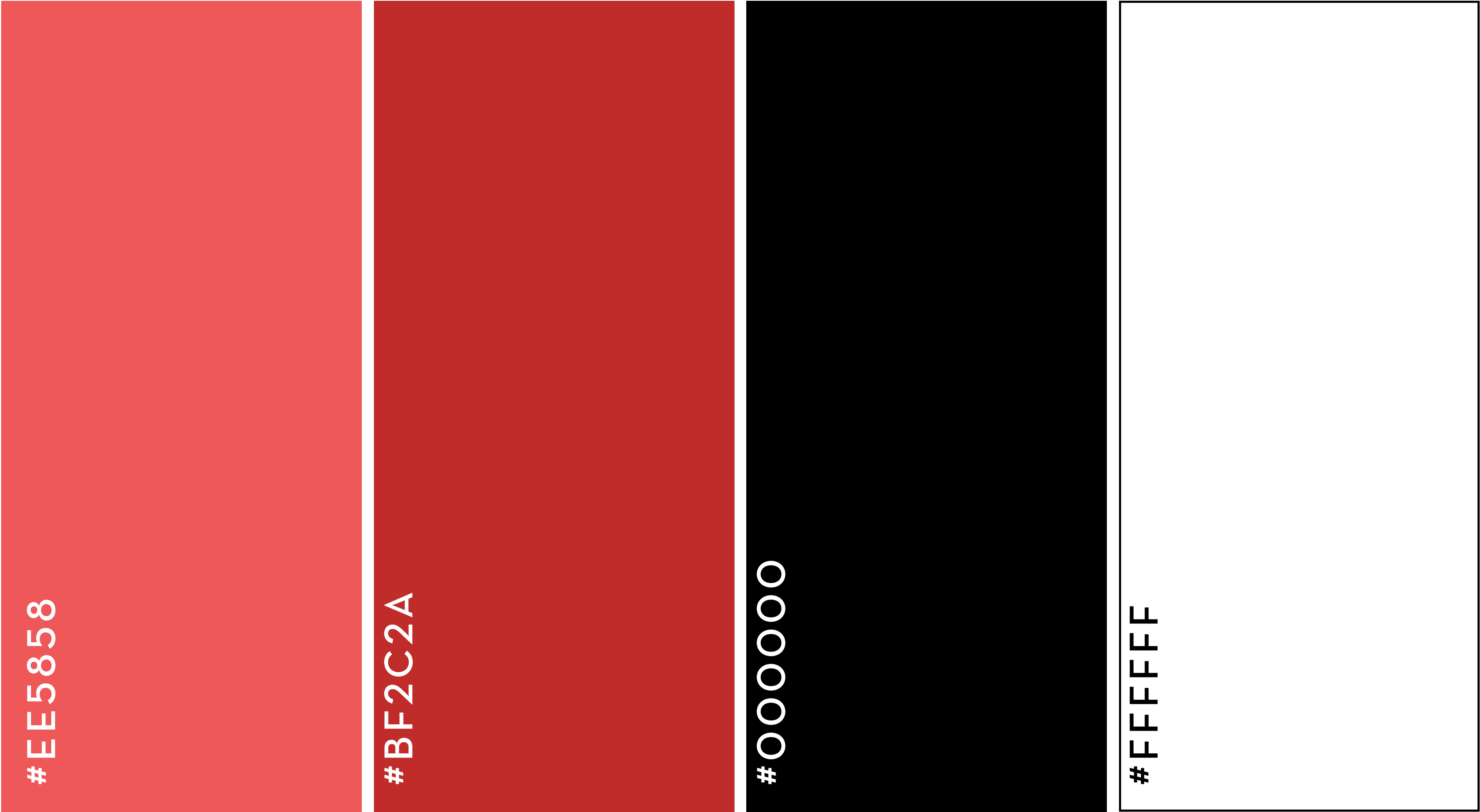
BRAND GUIDELINES

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02.

COLOR PALETTE

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03.

TYPOGRAPHY

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NEUTRAFACE TEXT

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DEMI

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BRAND GUIDELINES

BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOR COMBINATIONS

WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER	
WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER	
WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER	
WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER	#EE5858
WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER	#EE5858
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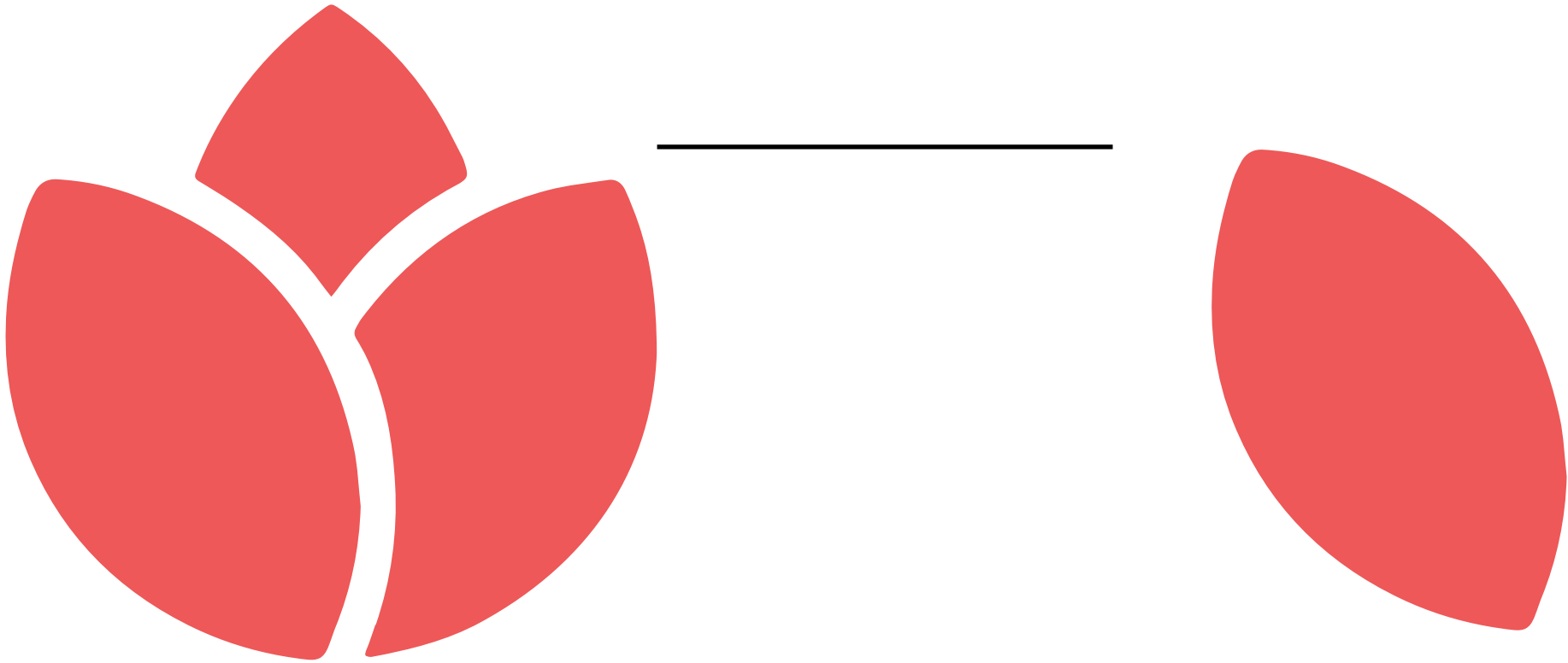
BRAND GUIDELINES

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04.

GRAPHIC ELEMENT

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05.

BRAND APPLICATIONS

BRAND APPLICATIONS



BRAND GUIDELINES

THANK YOU

