

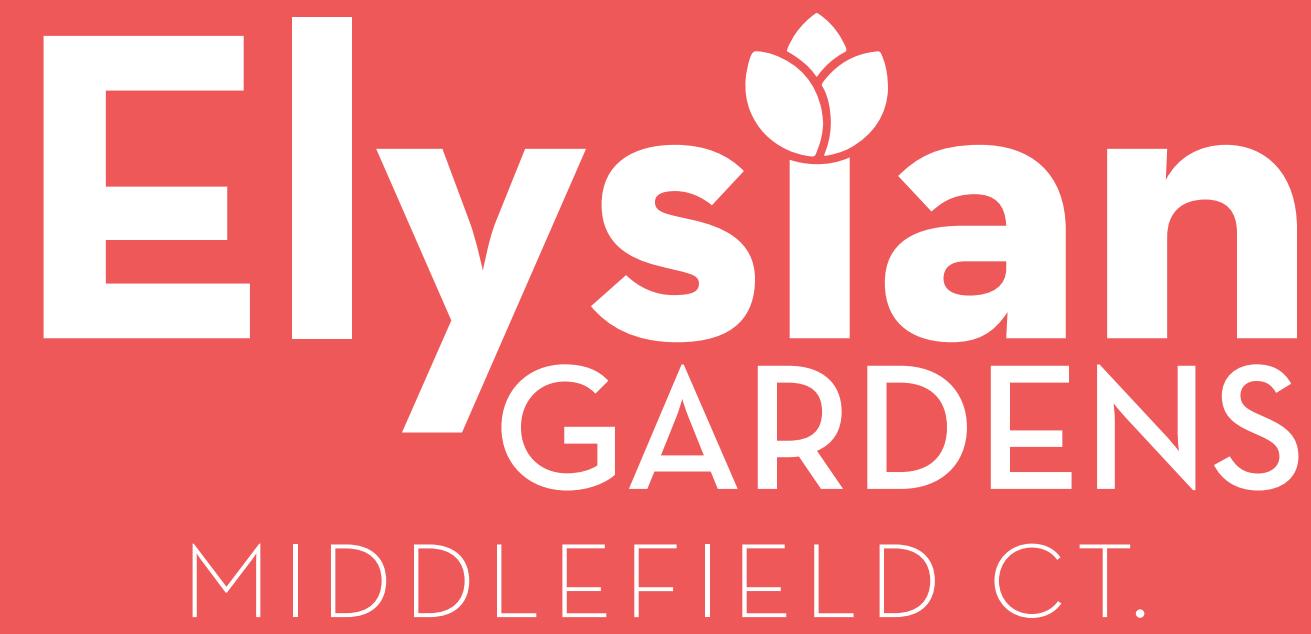


BRAND GUIDELINES

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.

**BLACK & WHITE**



MIDDLEFIELD CT.

**BRAND GUIDELINES**



MIDDLEFIELD CT.

ORIGINAL



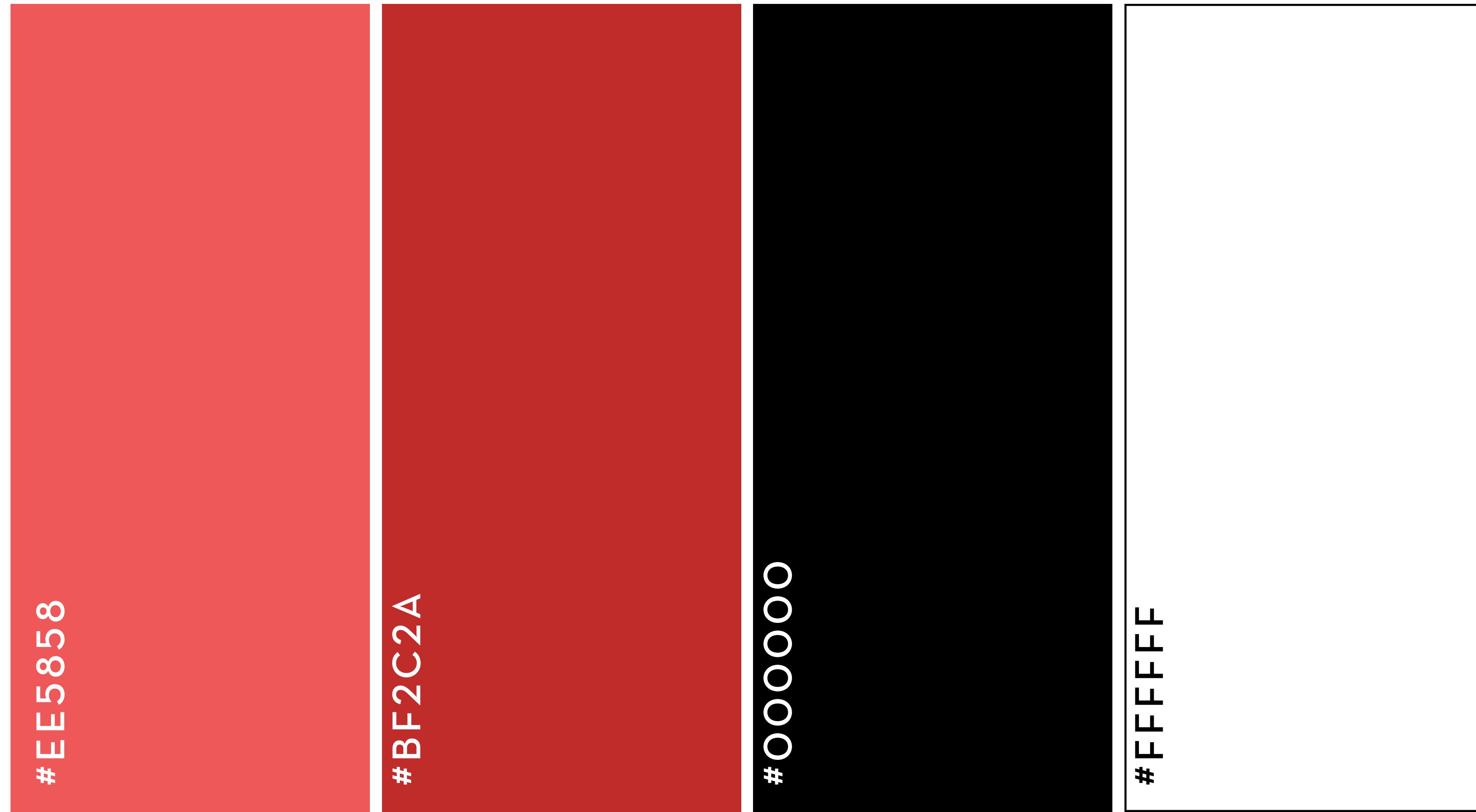
WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER

BRAND GUIDELINES

02.

COLOR PALETTE

# COLOR PALETTE



# BRAND GUIDELINES

03.

TYPOGRAPHY

## TYPOGRAPHY

# 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

### 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

#EE5858

WHERE HARMONY • COLOR & LIFE BLOOM TOGETHER

#EE5858

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4.

**GRAPHIC ELEMENT**

# GRAPHIC ELEMENT



BRAND GUIDELINES

05.

## BRAND APPLICATIONS

# BRAND APPLICATIONS



# BRAND GUIDELINES

# THANK YOU

