

CORE BRANDMARK

BRANDMARK OBJECTIVES



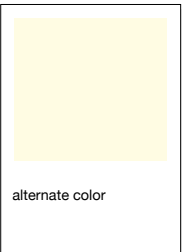
MY INNER FLORIST

- 1. Modern
- 2. Playful
- 3. Mysterious

CORPORATE COLOUR SWATCHES

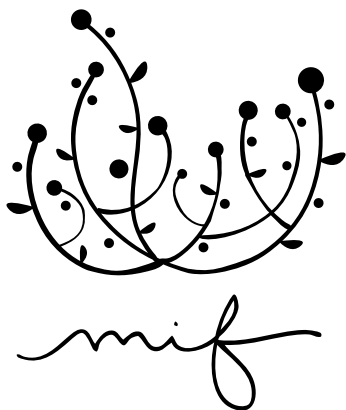
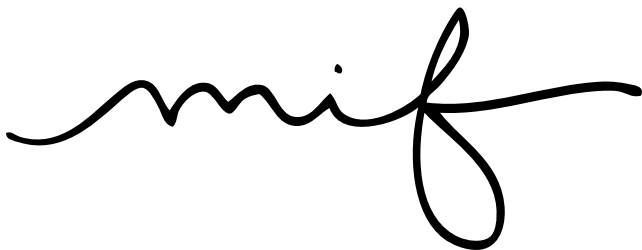
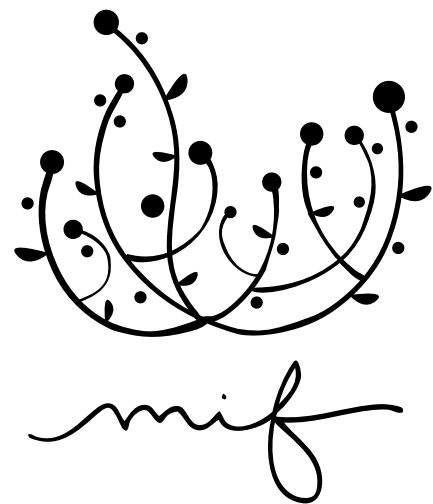


C M Y K
0 37 100 23
R G B
200 138 18



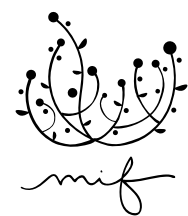
C M Y K
0 0 16 0
R G B
255 252 221

BRANDMARK VARIATIONS



MY
INNER
FLORIST

ETC



MY INNER FLORIST

smallest size of logo recommended
:: use this as guide for all other
iterations of logo