



althaea

BRAND DEVELOPMENT
GUIDE

STUTI GUPTA



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TABLE OF CONTENTS

1. COMPANY/ HISTORY
2. NAME BRAINSTORMING
3. NAMING IDEAS/ COMPANY PHILOSOPHY
4. CONTEMPORARY REFERENCES
5. HISTORICAL REFERENCES
6. TYPE EXPLORATIONS
7. LOGOTYPE DEVELOPMENT
8. LOGOTYPE
9. COLOR PALETTE
10. BLACK/WHITE MARK
11. COLOR MARK
12. SECONDARY TYPE
13. SECRET INGREDIENT
14. IMAGE STYLE
15. BRAND APPLICATION

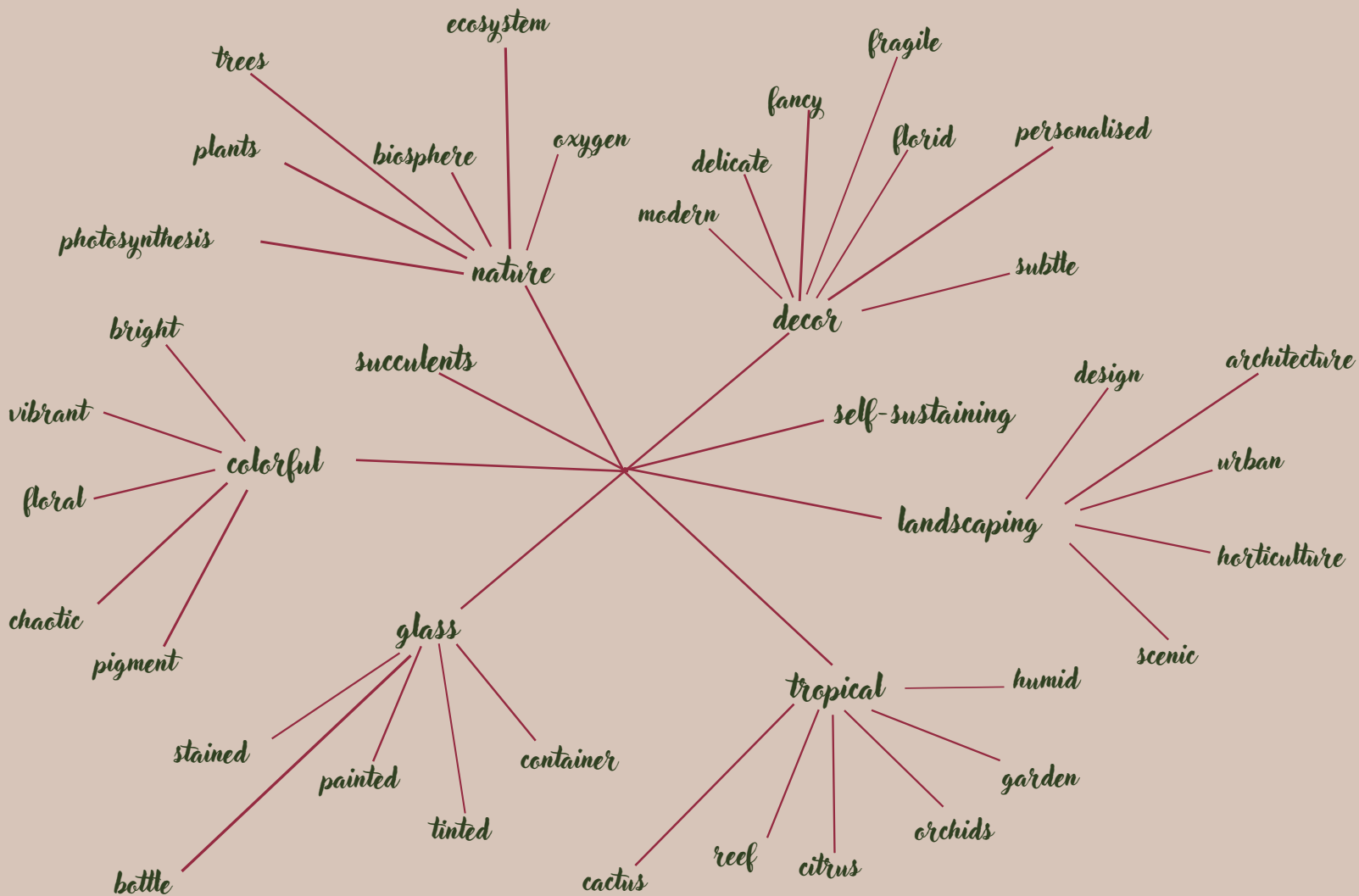
COMPANY

My start up is a company that makes terrariums. These are miniature ecosystems that can brighten up any corner of your home.

HISTORY

Struggling with losing her job as a landscaper during the CoVid Pandemic, Naina's only way of expressing her creativity was gone. So, she came up with the idea of making terrariums. Terrariums could easily be sold online to buyers who were looking to make their home greener and brighten the mood in such tough times.

NAME BRIANSTORMING/ MIND-MAP



NAMING
IDEAS

COMPANY'S
PHILOSOPHY

TERRARIA

DELICATE

ECHEVARIA

TIMELESS

ALTHAEA

CONTEMPORARY

CONTEMPORARY REFERENCES



HISTORICAL REFERENCES



When you get into a garden spot like this—all your cares flee. As a nerve-soothing, health-giving, enthusing hobby, it has no equal.

TYPE EXPLORATION

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LouvetteBanner Regular

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Rosella Deco

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Lust Fine Italic

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Desire Pro Regular

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Rough Love Regular

LOGOTYPE DEVELOPMENT

VARIATIONS IN LUST FINE
ITALIC

ALTHAEA

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aLTHaea

a-lth-aea

VARIATIONS IN LUST FINE
ITALIC SMALL-CASE

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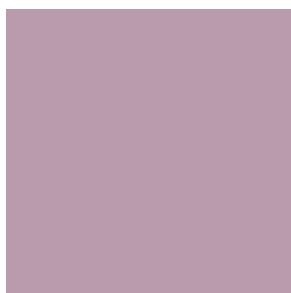
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LOGOTYPE

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COLOR PALETTE

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BLACK/WHITE
MARK



CUSTOM MARK

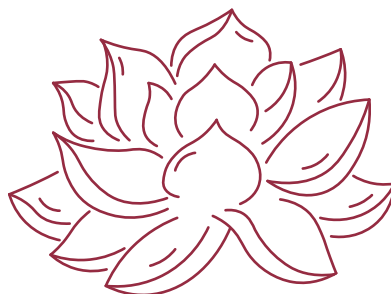


CUSTOM MARK WITH LOGOTYPE

COLOR MARK



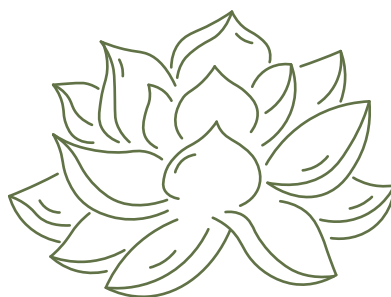
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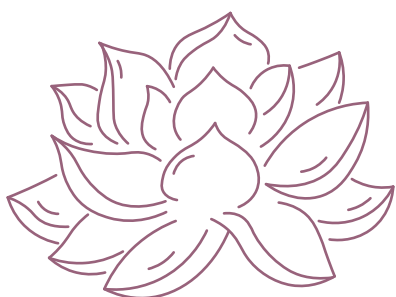
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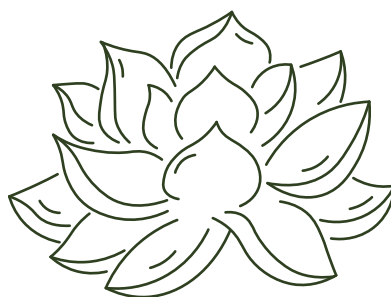
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SECONDARY TYPE

The Terrarium Co.

Adlery Pro

The Terrarium Co.

Contralto Big Light

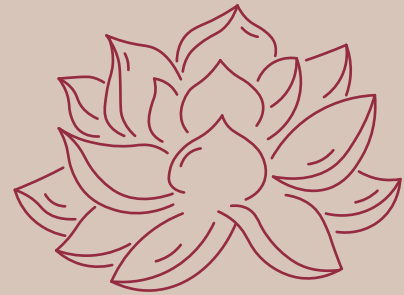
THE TERRARIUM CO.®

Masqualero Groove Regular

SECRET INGREDIENT



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A set of six different custom mark-logotype combinations are available to choose from, depending on purpose and usage. Customers can pick the combination they like and it will be printed on the label/box that they receive along with their terrarium.

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The Terrarium Co.



Miniature Ecosystems





BRAND APPLICATION



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