Brand Guidelines

Flourish

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Flourish is a dynamic, innovative, and hands-on company, delivering creative retail solutions with integrity and passion. Adaptable and results-driven, we build strong relationships, champion sustainability, and transform spaces through a forward-thinking approach.

These guidelines are designed to maintain a consistent and cohesive brand identity that reflects our core values and high professional standards. Whether you're a team member, collaborator, or partner, this document will guide you in applying the Flourish brand accurately across all platforms and communications.

Logo Usage

The new Flourish logo blends classic serif forms with modern italic elements, to create a bespoke wordmark. Symbolising its evolution into a dynamic, innovative, and hands-on company. The mix of font weights and styles reflects the agency's diverse client base, from established brands to ambitious start-ups, highlighting Flourish's versatility and forward-thinking approach.

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The exclusion zone is determined by the width of the letter ‘O’.
This is shown as (x) in this diagram.

The logo should be used only in these specified colour variants,
chosen based on the background colour to prioritise legibility at all times.

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Brand Elements

Landscape lockup

Turning vacant spaces into thriving places

There are two approved options for how the strapline should be used. The choice depends on the available space, and the line breaks must remain consistent with the two provided examples. This ensures a consistent brand presentation and improves legibility.

Stacked lockup

Turning vacant spaces into thriving places

Gilroy

Gilroy is the primary brand font. Medium can be used as the headline option and Light will be used as the body copy.

Medium

ABCDEFHIJKLMNOPQURSTUVWXZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Helvetica

Helvetica is a web safe font and can be used as an alternative font when Gilroy may not be available.

Light

ABCDEFHIJKLMNOPQURSTUVWXZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Minion Pro Medium

Minion Pro Medium is the display font is used sparingly to add visual interest to quotes, large callouts, or campaign materials. This is meant to add flair without overpowering the primary font.

Medium

ABCDEFHIJKLMNOPQURSTUVWXZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&

Fossil Grey	Lime Green	Stone Grey	Warm Grey	Pearl Silver	White Beige
HEX #4d4a46	HEX #e6fb60	HEX #a69d94	HEX #bbb2ab	HEX #d8d8d6	HEX #f7f4f2
RGB 77, 74, 70	RGB 230, 251, 96	RGB 166, 157, 148	RGB 187, 178, 171	RGB 216, 216, 214	RGB 247, 244, 242
CMYK 0, 4, 9, 70	CMYK 8, 0, 62, 2	CMYK 0, 5, 11, 35	CMYK 0, 5, 9, 27	CMYK 0, 0, 1, 15	CMYK 0, 1, 2, 3
PANTONE 446 C	PANTONE 387 C				

Primary

Secondary

The line graphic is a distinctive brand element for Flourish, derived from the form of the 'O' in our logotype. By segmenting the shape at 30° angles, these curved lines symbolise dynamic growth and positive transformation. When applied across assets such as photography, social media posts, and promotional materials, they represent a business flourishing after moving into a new location. These lines can be used in any of the brand colours taken from the palette and should always maintain a consistent stroke width across a set. Placement should be thoughtful—conveying upward momentum, optimism, or guiding the viewer in the direction of customer flow, such as entering a shop. To ensure clarity and effectiveness, these graphics should not be overused or create visual clutter.

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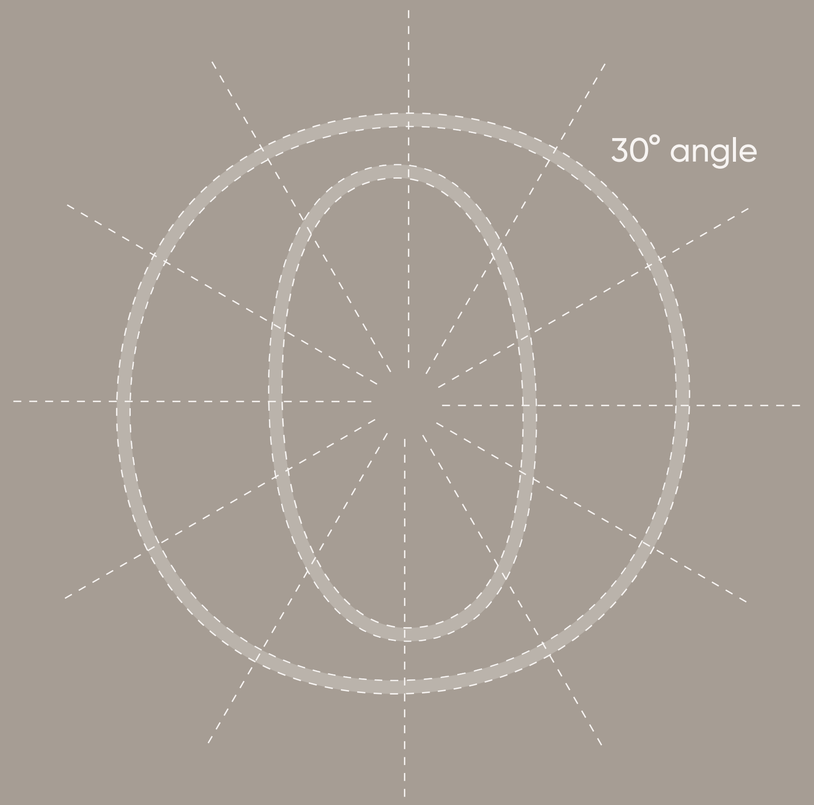
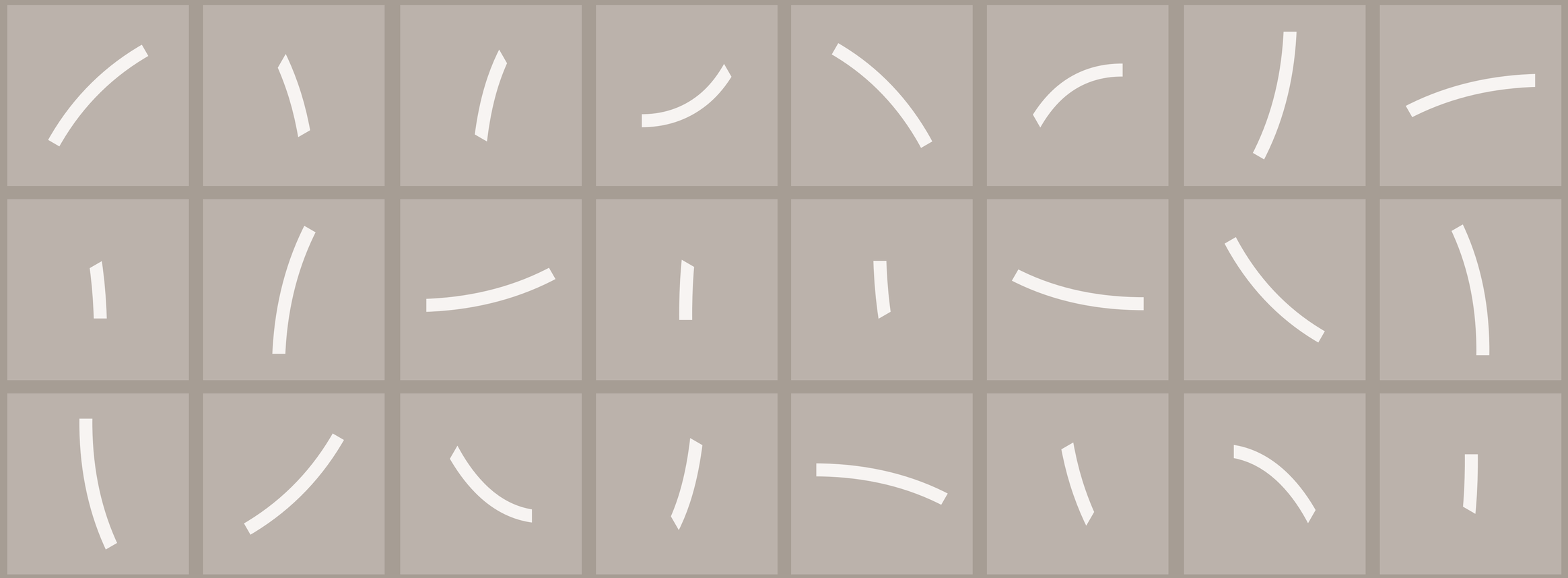


Below are the individual line graphics taken from the segmented ‘O’ shape.
See the following pages for examples of their application across brand assets.



Brand Application

Success Stories
We connect you with the right resources to help your business grow and succeed.
From proven best practices to smarter decision-making, we're here to support your success at every stage. Working alongside trusted partners and a community of peers, we prioritize your goals from the very first interaction, guiding you through each step of your journey with insight, collaboration, and care.
Joanne Gosling, Rochester Soaps
"Flourish has been absolutely brilliant, truly supportive and always willing to go the extra mile. They're a great team dedicated to helping you grow your business and, as they say, flourish!"
"You will flourish the same way as we did!"
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