

Brand Guidelines



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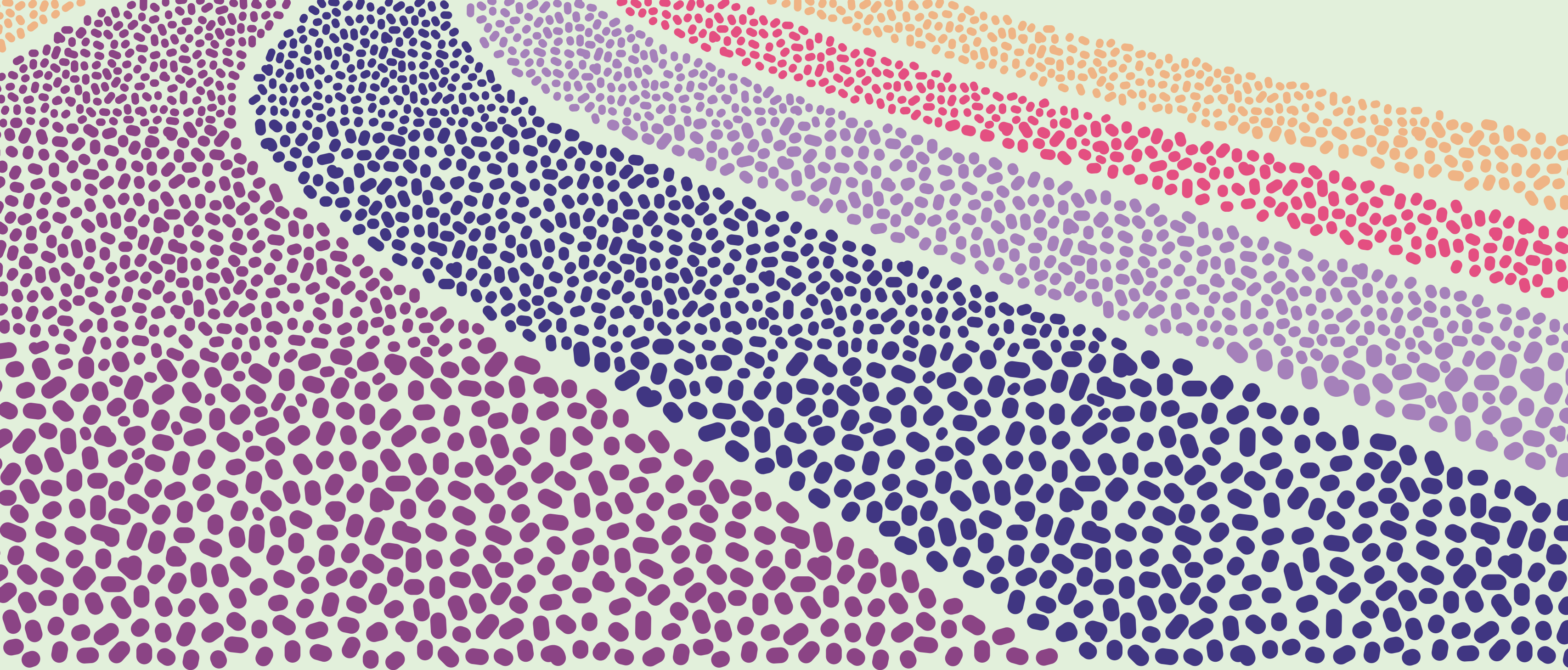
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01. Brand Overview

This section offers an overview of the core values of **Pure Petal**, highlighting our brand identity and mission. It serves as the foundation upon which all brand elements are built, and provides a succinct summary of who we are at **Pure Petal**.

At Pure Petal Flower Farm, our mission is to deliver the **freshest, most beautiful flowers** while championing **sustainable and eco-friendly** farming practices on our 5-acre farm. We identified a gap in the floral industry—most supermarket flowers are imported, resulting in a mere week of freshness by the time they reach your hands. We set out to change that.

Pure Petal Flower Farm aspires to be the premier provider of **elegant, sustainably grown** flowers in the Midwest, bringing beauty and joy to every occasion while **nurturing a healthier planet**.

We proudly present a diverse selection of seasonal and specialty blooms, personalized floral designs for events, weddings, and special occasions, as well as hands-on workshops focused on flower arranging and sustainable care. Experience the breathtaking beauty of our flowers and support our commitment to the environment.



Our Mission

Our mission is to provide customers with the freshest and most beautiful flowers while championing sustainable and eco-friendly farming practices.

We offer access to high-quality blooms that are often hard to find in typical supermarkets. Our flowers are cultivated using eco-friendly methods, allowing customers to enjoy stunning arrangements while supporting the planet. Additionally, we create customized floral arrangements for events, weddings, and personal celebrations.



Our Vision

Our vision is to be the premier provider of high-quality, sustainably grown flowers in the Midwest, renowned for our innovative floral designs and commitment to environmentally friendly practices.

This vision underscores **Pure Petal's** ambition to lead in the development of sustainable flower farming methods, enhancing the joyful experience of purchasing flowers while simultaneously supporting the health of our planet.

Our values establish the foundation of our brand identity, clearly defining who we are, what we stand for, and how we aim to impact the world. They not only guide the development of all our brand guidelines but also serve as a constant reminder of our overarching purpose.

Sustainability

We prioritize sustainability in every aspect of our business to protect and preserve our planet. Our bouquets are thoughtfully packaged using recycled materials, and we continuously strive to implement eco-friendly practices that reflect our commitment to the environment.

Elegance

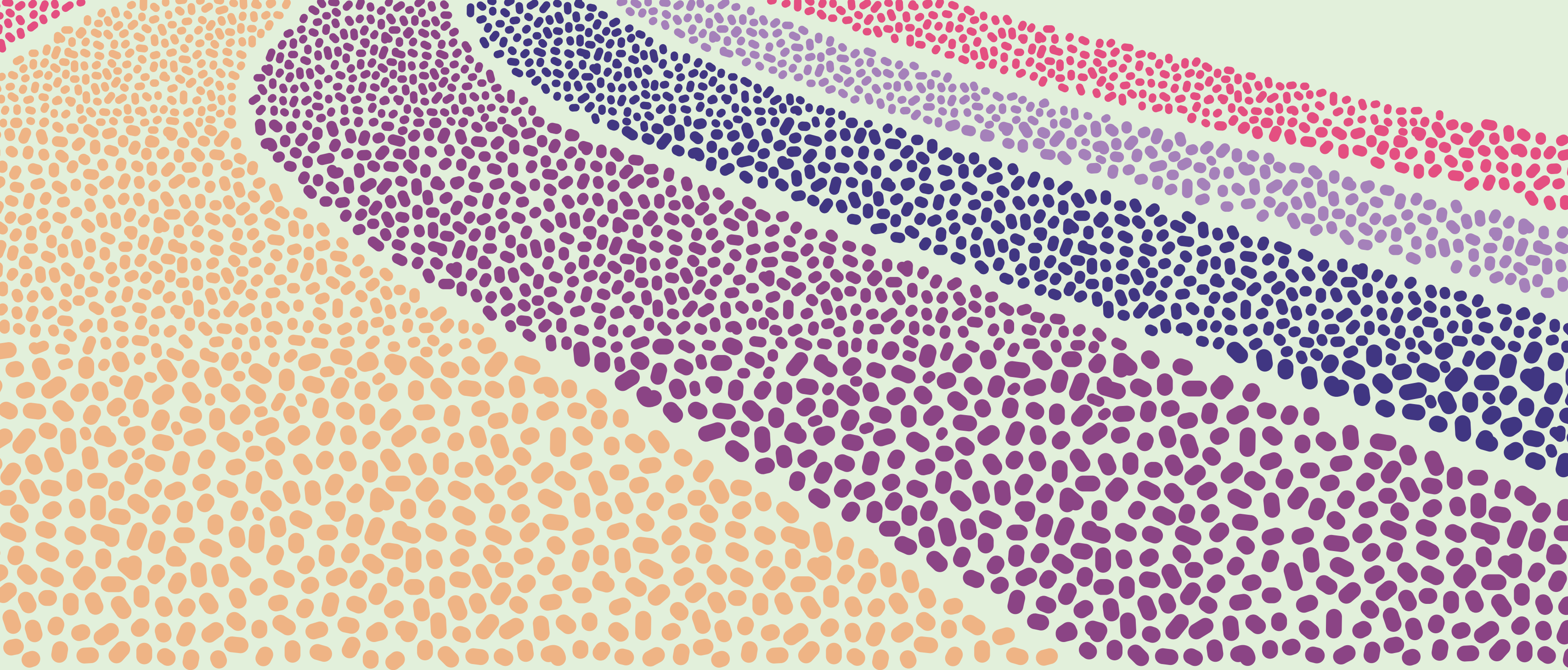
We cherish elegance and beauty in every detail of our floral arrangements, from the vibrant colors to the exquisite variety of petals. We believe that nothing embodies true elegance more than a sustainably grown bouquet, showcasing nature's artistry with grace and sophistication.

Creativity

We value creativity in the arrangement of our florals. The vibrant colors, unique blooms, and carefully selected varieties reflect our passion for innovation, setting our products apart and inspiring joy in every creation. Each bouquet is a testament to our imaginative spirit.

Sophistication

We value sophistication in both the aesthetic of our brand and the experience of our products. Our commitment to quality and attention to detail resonates with our discerning clientele, elevating our offerings to meet the expectations of the most refined tastes.



02. Logo + Mark

The logo serves as the visual representation of **Pure Petal**, and this section provides guidance for maintaining visual consistency. It outlines the importance of the logo to our identity, specifies the clear space required to be around it when employed, and includes the incorrect uses to protect the integrity of the logo and trademark.



The brandmark for **Pure Petal** embodies two of our values: sustainability and elegance.

The brandmark integrates the imagery of windmills and flower petals, emphasizing our commitment to sustainable practices while celebrating the natural beauty of flowers.

Additionally, the brandmark is inspired by the beautiful landscape of flower farms, featuring the continuous rows of vibrant flower buds and a sunset as an extra element of nature's beauty.



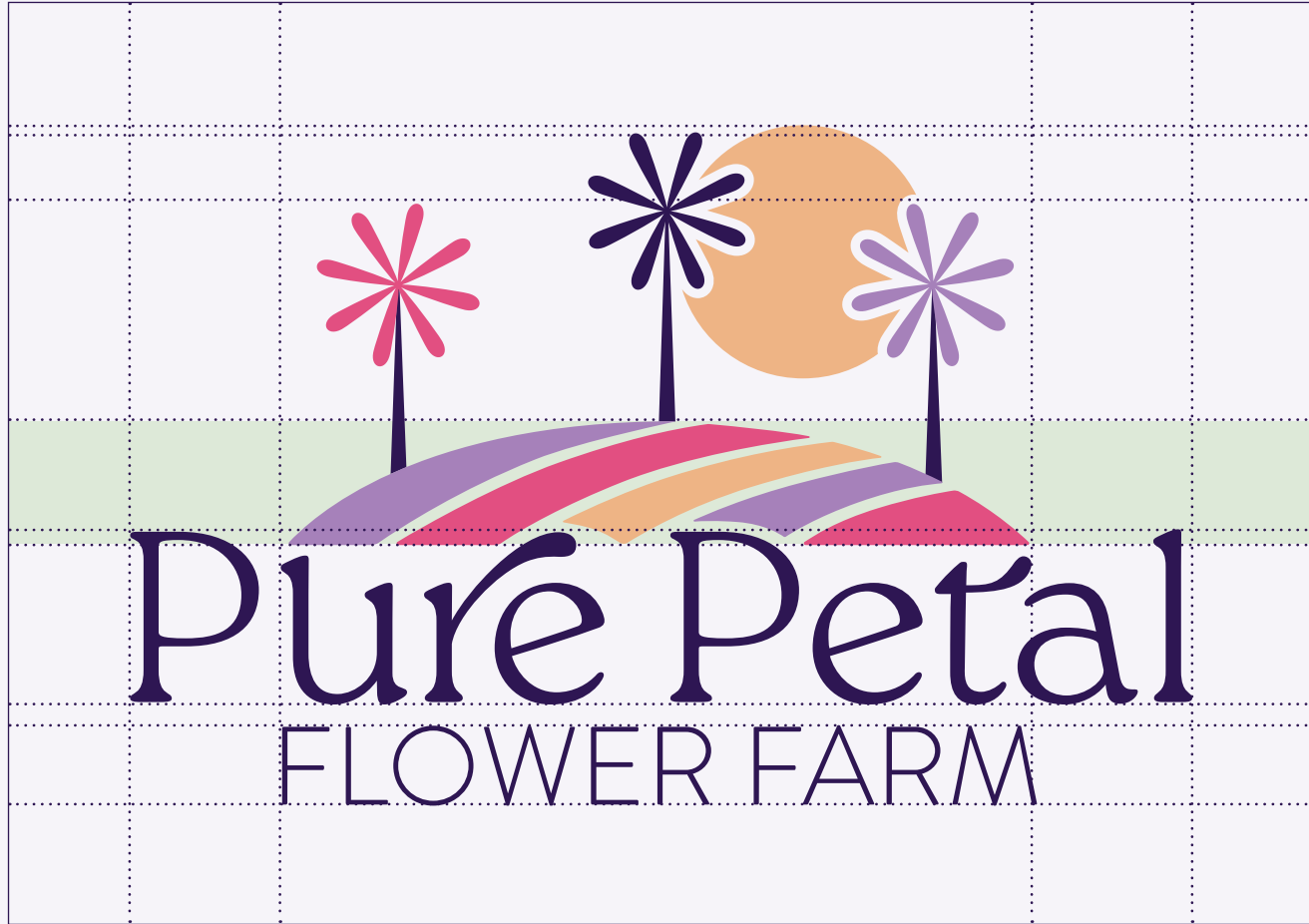
Concept + Rationale

The brandmark is positioned above the logotype, with two flower rows following the contours of the letters "r" and "p." This creates a cohesive and intentional connection between the mark and type.

The logotype features a combination of two typefaces: the tagline "Flower Farm" employs a thin, clean type to reflect the sophistication of our brand, while the primary type is more creative, highlighting **Pure Petal's** unique character.

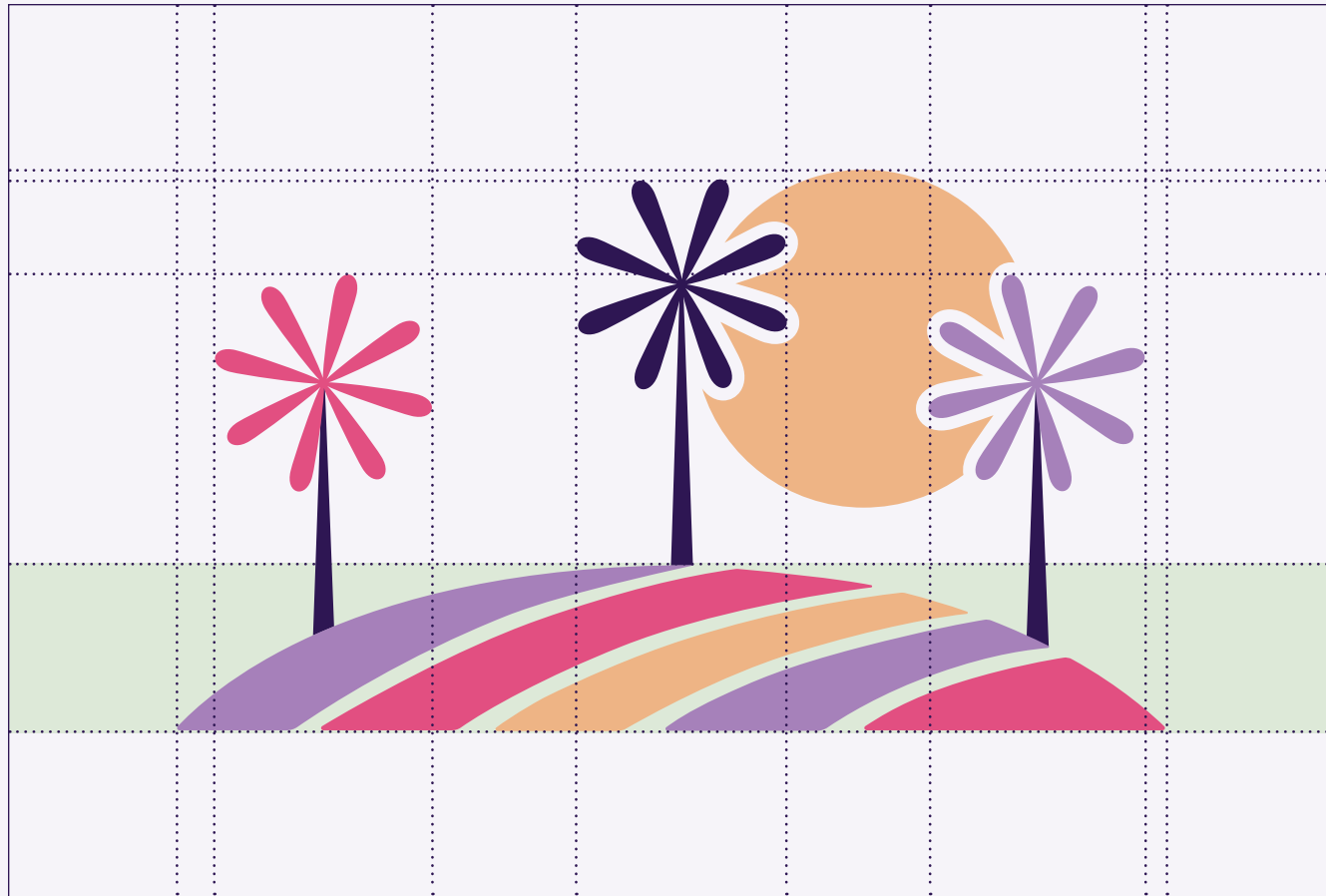
Overall, the logo and brandmark encapsulates our brand's values of sustainability, elegance, sophistication, and creativity.



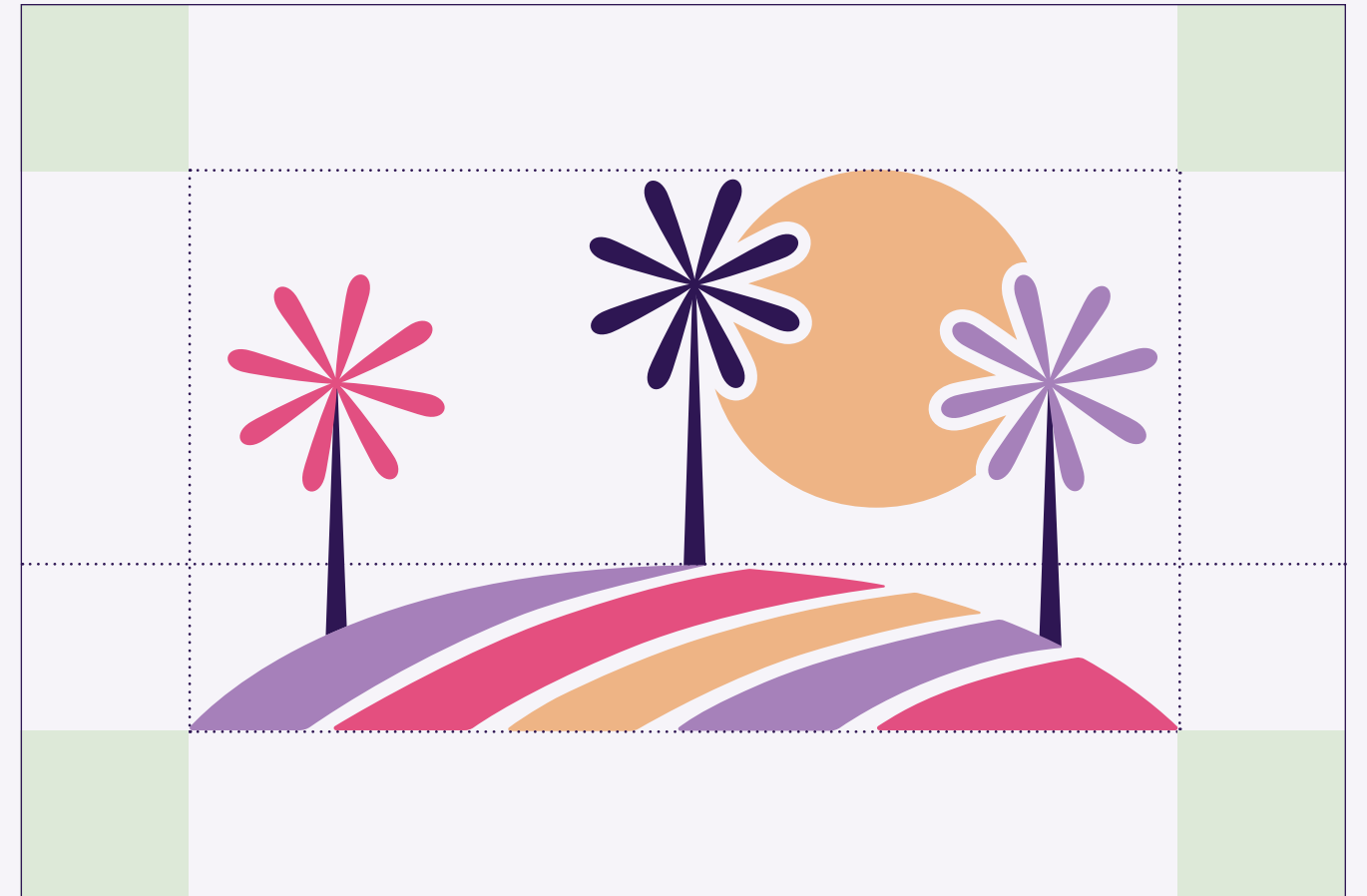


The height of the hill in the landmark, measured from the lowest point to the tallest peak, represents the minimum safe space that should surround the logo when in use. This guideline ensures the logo maintains adequate breathing room and visual clarity.





The distance from the base of the flower farm hill to its highest point establishes the minimum safe space required around the brandmark when used.





Do not outline elements in the brandmark.



Do not change the location of the tagline.



Do not change placement of colors.



Do not remove elements from brandmark.



Do not use logo on dark background.



Do not distort or warp the logo.

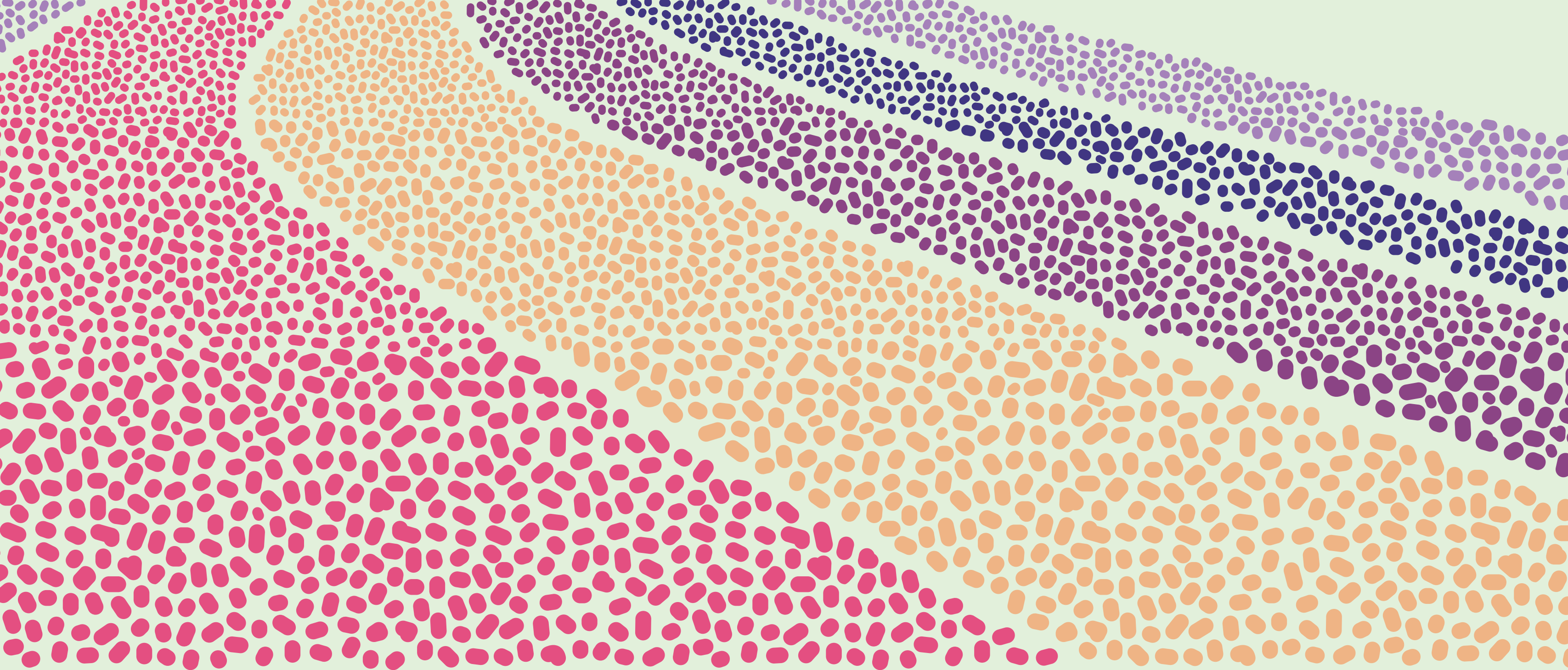


Do not rotate the logo.



Do not add shadows or other effects.

Incorrect Logo Usage



03. Colors

This color section serves as a guide to the primary and secondary color palette that defines **Pure Petal**, establishing a strong, consistent, and recognizable visual brand identity. The selected colors reflect our core values of elegance, sophistication, and creativity. Not only do these colors create an aesthetically pleasing visual experience, but they also effectively communicate the emotions and values of **Pure Petal** to our target audience.

Pure Petal's primary color palette artfully blends warm pinks and oranges with rich purples and blues.

These bold and vibrant hues not only highlight the unique qualities of our brand but also reflect the striking colors found in our specialty florals. This palette embodies our core values of sophistication, creativity, and elegance.



| | | | |
|------------------|--------------|--------------------|------------------------|
| Chantilly Orange | HEX: #edb486 | RGB: 238, 180, 135 | CMYK: 5% 32% 49% 0% |
| Camellia Pink | HEX: #e24e80 | RGB: 226, 79, 129 | CMYK: 6% 84% 24% 0% |
| Lavender | HEX: #a580ba | RGB: 166, 129, 186 | CMYK: 36% 54% 0% 0% |
| Midnight Orchid | HEX: #2d1653 | RGB: 46, 22, 83 | CMYK: 91% 100% 25% 38% |

Primary Colors

The secondary color palette of **Pure Petal** features cooler, softer shades of blue, green, and purple, balancing the primary colors nicely.

Although these secondary hues are more muted, they still echo the vibrant tones present in our specialty florals, offering a softer interpretation of our colors.

| | | | |
|---------------|--------------|--------------------|----------------------|
| Lilac Mist | HEX: #f6f3f9 | RGB: 246, 244, 249 | CMYK: 2% 3% 0% 0% |
| Mint Petal | HEX: #dce8d8 | RGB: 221, 233, 216 | CMYK: 13% 2% 16% 0% |
| Amethyst Rose | HEX: #894384 | RGB: 137, 67, 132 | CMYK: 53% 87% 17% 2% |
| Iris Bloom | HEX: #403680 | RGB: 64, 54, 128 | CMYK: 91% 94% 16% 4% |

Secondary Colors

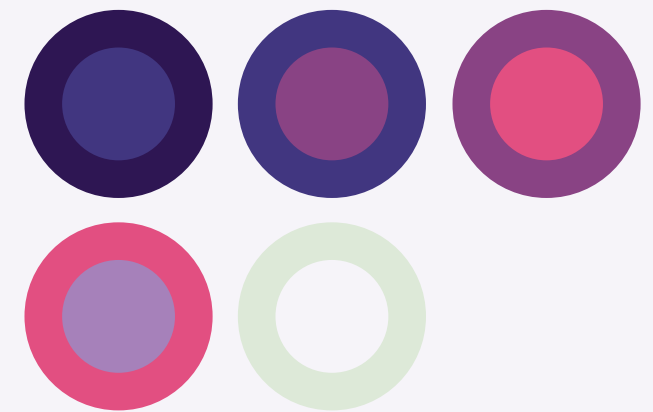
At **Pure Petal**, our primary and secondary colors reflect our brand identity beautifully. However, certain combinations may not achieve optimal contrast and saturation.

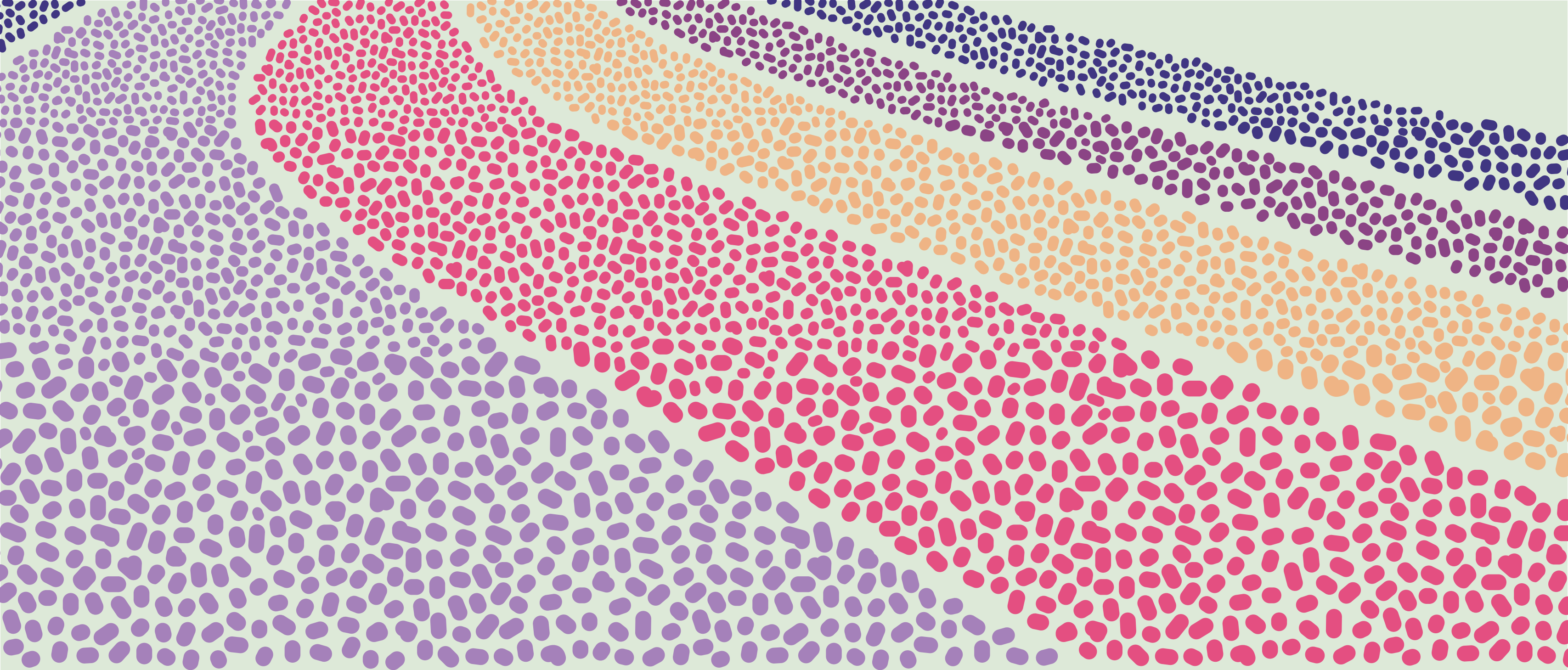
Please adhere to the following guidelines for acceptable and unacceptable color pairings when implementing **Pure Petal's** brand.

Acceptable Combinations



Unacceptable Combinations





04. Typography

Typography is important for establishing consistency when communicating our message at **Pure Petal**. A consistent use of typefaces, font styles, and type usage is important to develop a strong and recognizable brand. This section explains when to use our primary and secondary typefaces.

Brandon Grotesque

This typeface is well-suited for body text. The medium weight is recommended for primary body text, while the regular weight is ideal for secondary body text. The bold weight should be utilized for page headers, and the black weight is best reserved for emphasizing specific phrases within body paragraphs.

Regular: The quick brown fox jumps over the lazy dog
Medium: The quick brown fox jumps over the lazy dog
Bold: The quick brown fox jumps over the lazy dog
Black: The quick brown fox jumps over the lazy dog

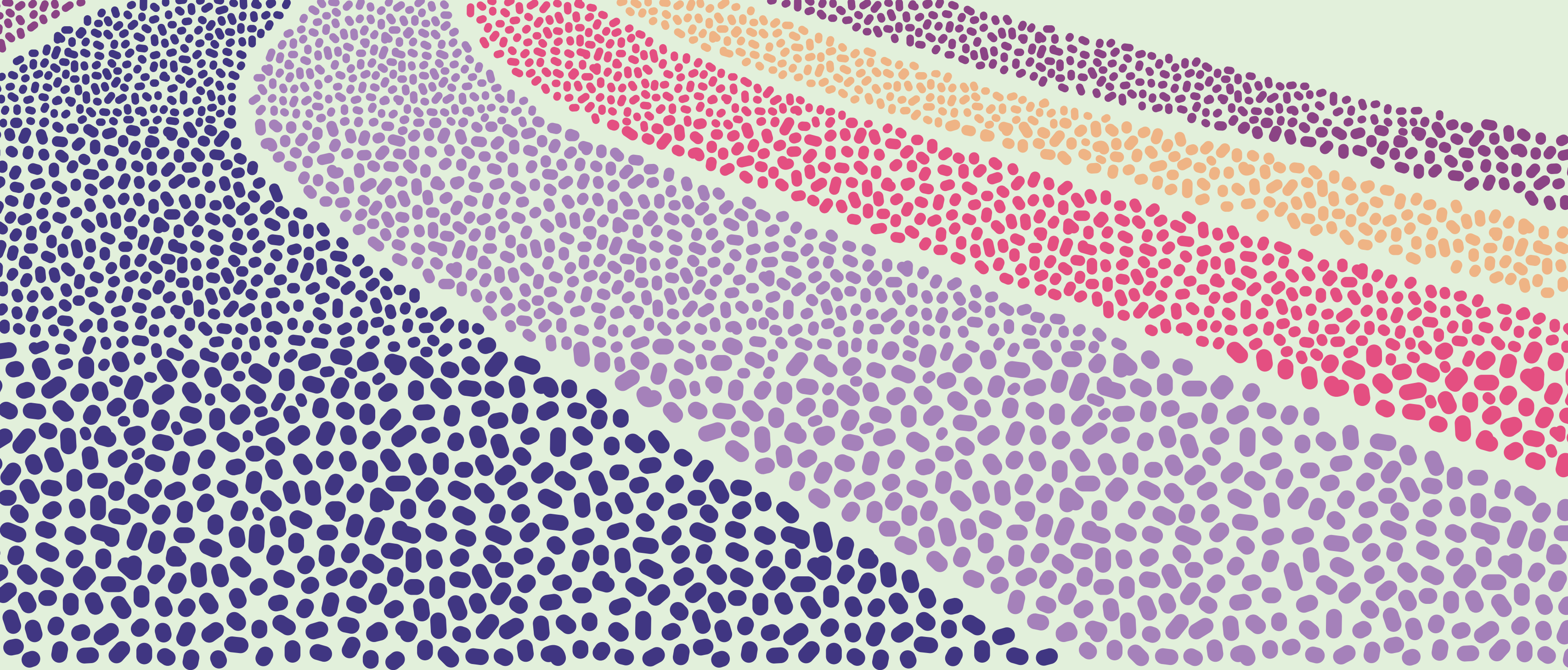
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Roca

This typeface is characterized by its decorative style and should be used for the **Pure Petal** logo. The thin weight is designated for the logotype, while it may also be employed for display headers. The black weight is particularly effective for prominent display headers.

Thin: The quick brown fox jumps over the lazy dog
Black: The quick brown fox jumps over the lazy dog

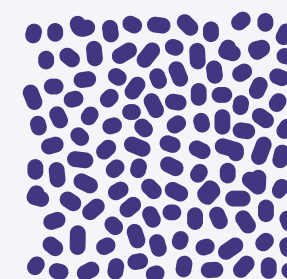
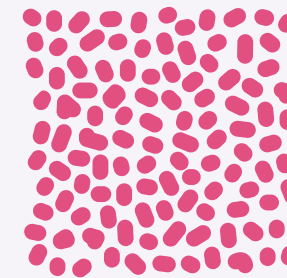
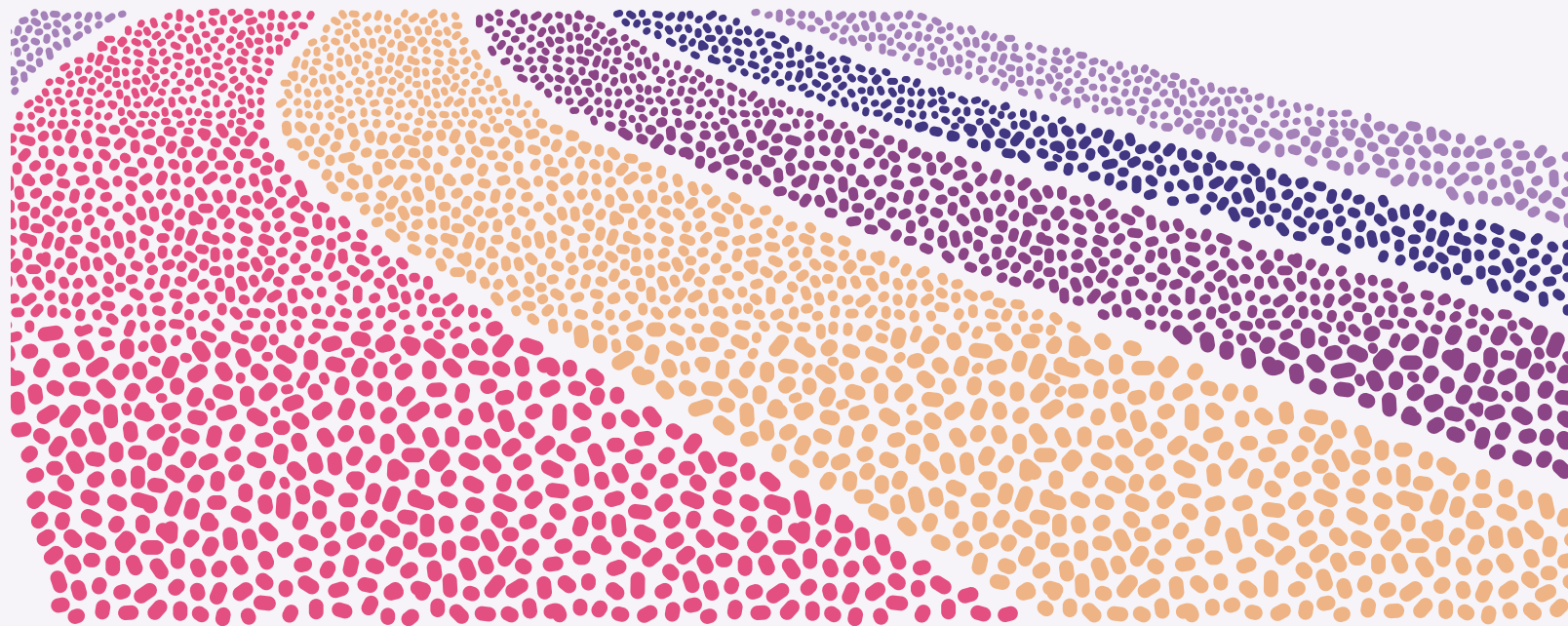
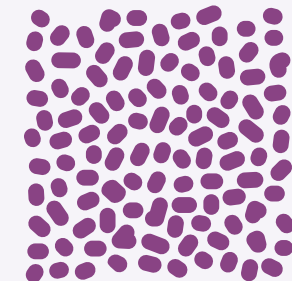
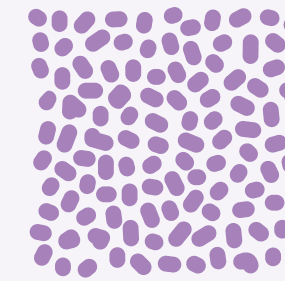
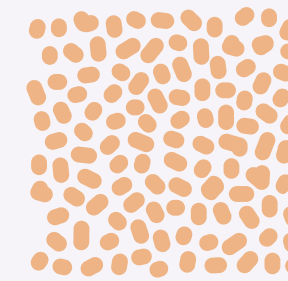
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz



05. Imagery

The imagery associated with **Pure Petal** serves as a visual celebration of nature's beauty, capturing the joy and beauty of purchasing sustainably farmed flowers. It often showcases bold, vibrant floral landscapes that align with **Pure Petal's** color palette. Additionally, the imagery maintains a clean aesthetic to reflect our commitment to sustainability and environmental practices.

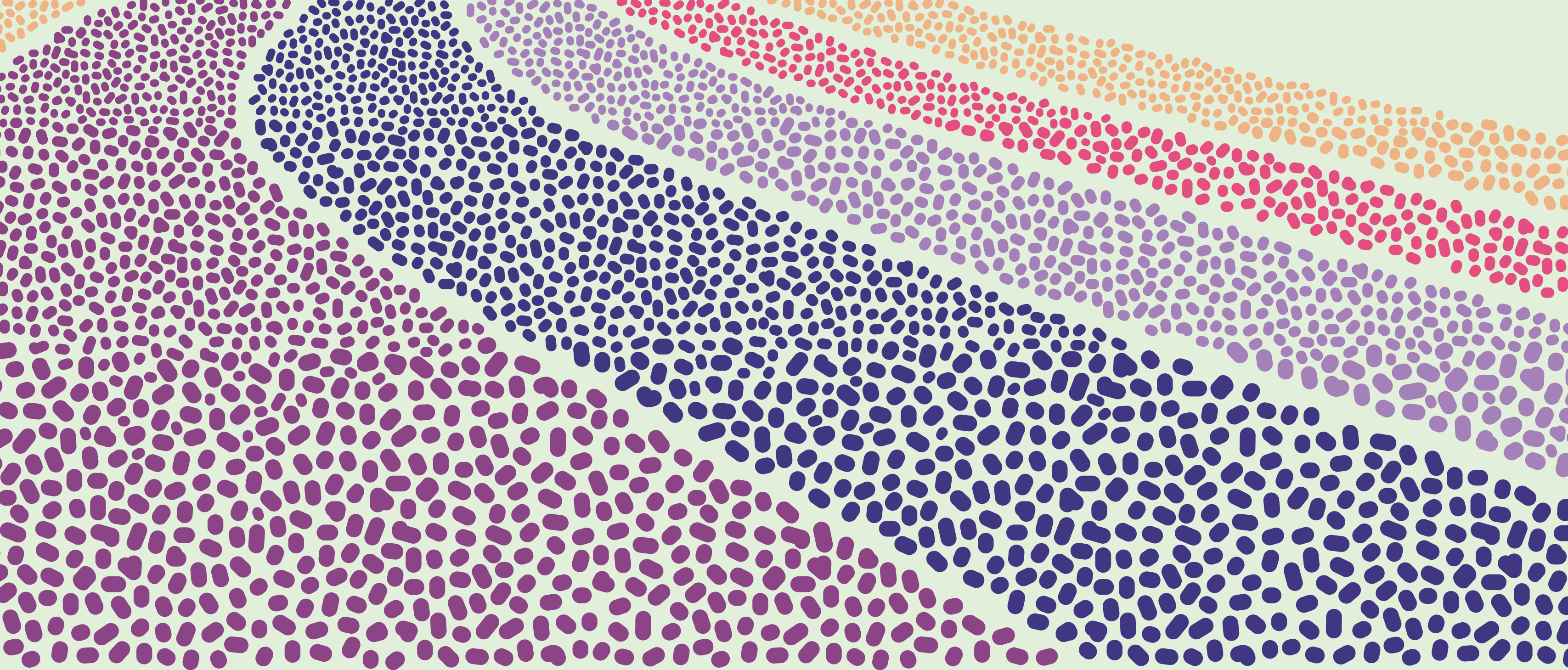
The pattern representing **Pure Petal's** brand captures the intricate visual array of flower buds found in a flower farm. This carefully crafted design evokes the orderly rows characteristic of such farms, showcasing the beauty of sustainable flower cultivation from an aerial perspective. It underscores our commitment to fostering a harmonious relationship between nature's bounty and environmental well-being. The pattern can be utilized in both individual rows or as a complete design.



Pure Petal's photography style is characterized by bright, vibrant colors that highlight our exquisite blooms in diverse settings—whether in the field, as ready-made bouquets, or in a vase. We incorporate fragments of people, such as hands, arms, and wrists, while intentionally excluding full-body shots. Our editing approach features high exposure to enhance brightness and clarity, emphasizing the positive impact of our brand on the environment.



Photography Style



06. Application

The application of **Pure Petal's** brand encompasses a wide array of materials and digital platforms. Each application brings our brand to life, showcasing the distinctive values that set **Pure Petal** apart. It reflects the brand's commitment to sustainability and creativity, creating a joyful experience for our audience.



October 18, 2024

Indianapolis, Indiana
(555) 123-4567
contact@purepetal.com
www.purepetalflowerfarm.com

Dear **Bride-To-Be**,

Congratulations on your upcoming wedding! We are thrilled that you're considering **Pure Petal** for your special day. At **Pure Petal**, we are passionate about providing high-quality, sustainable floral arrangements that beautifully complement your unique vision.

Our farm is dedicated to growing blooms that are not only stunning but also environmentally friendly. We believe that your wedding flowers should reflect your values as well as your style, which is why we focus on sustainable farming practices and locally sourced materials.

We understand that planning a wedding can be overwhelming, and our goal is to make the floral selection process as seamless and enjoyable as possible. From the initial consultation to the final delivery, our dedicated team will be with you every step of the way, ensuring that each detail is meticulously handled. We pride ourselves on our responsive communication and are always available to address any questions or concerns you may have.

We would love the opportunity to discuss your ideas and see how we can create something truly special for your wedding day. Please feel free to reach out to us at your convenience to schedule a consultation.

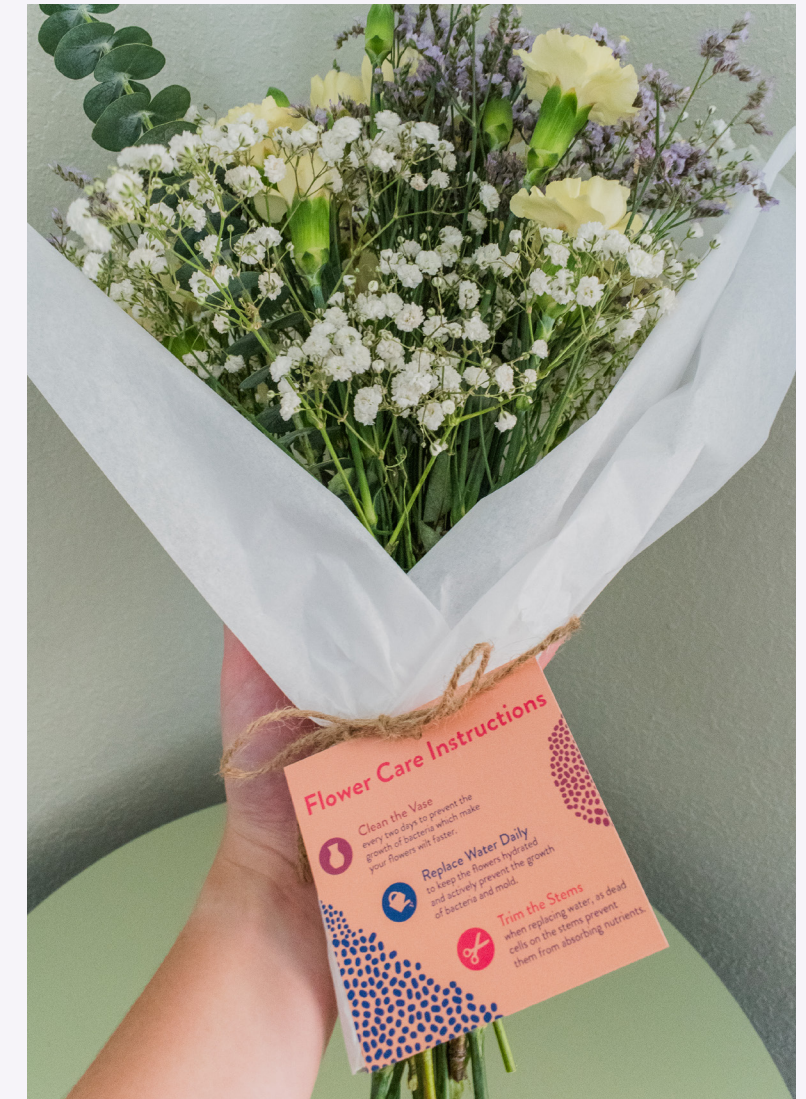
Thank you for considering **Pure Petal**. We look forward to the possibility of working together to make your wedding an unforgettable day!

Warmest wishes,

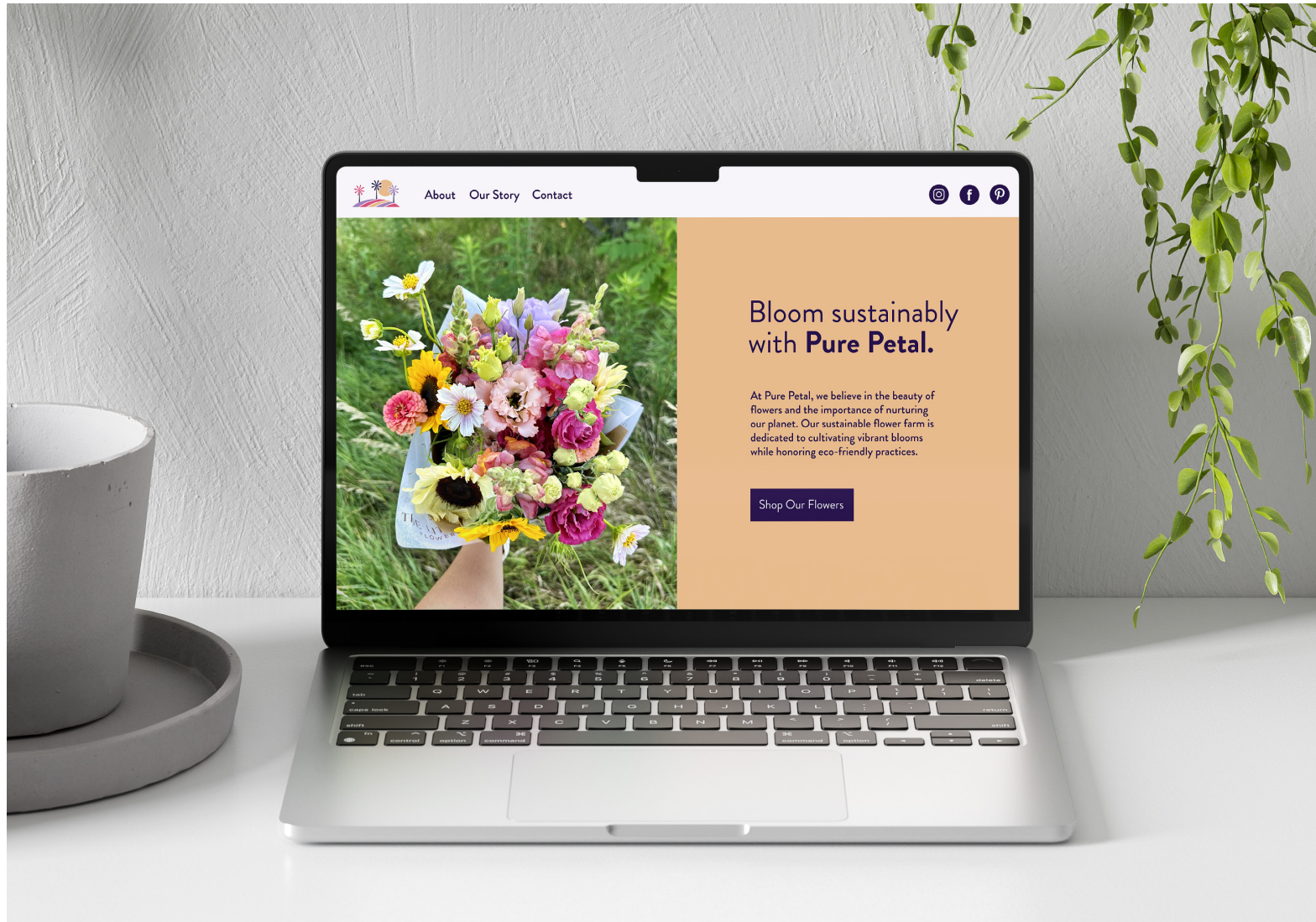
Pure Petal Flower Farm

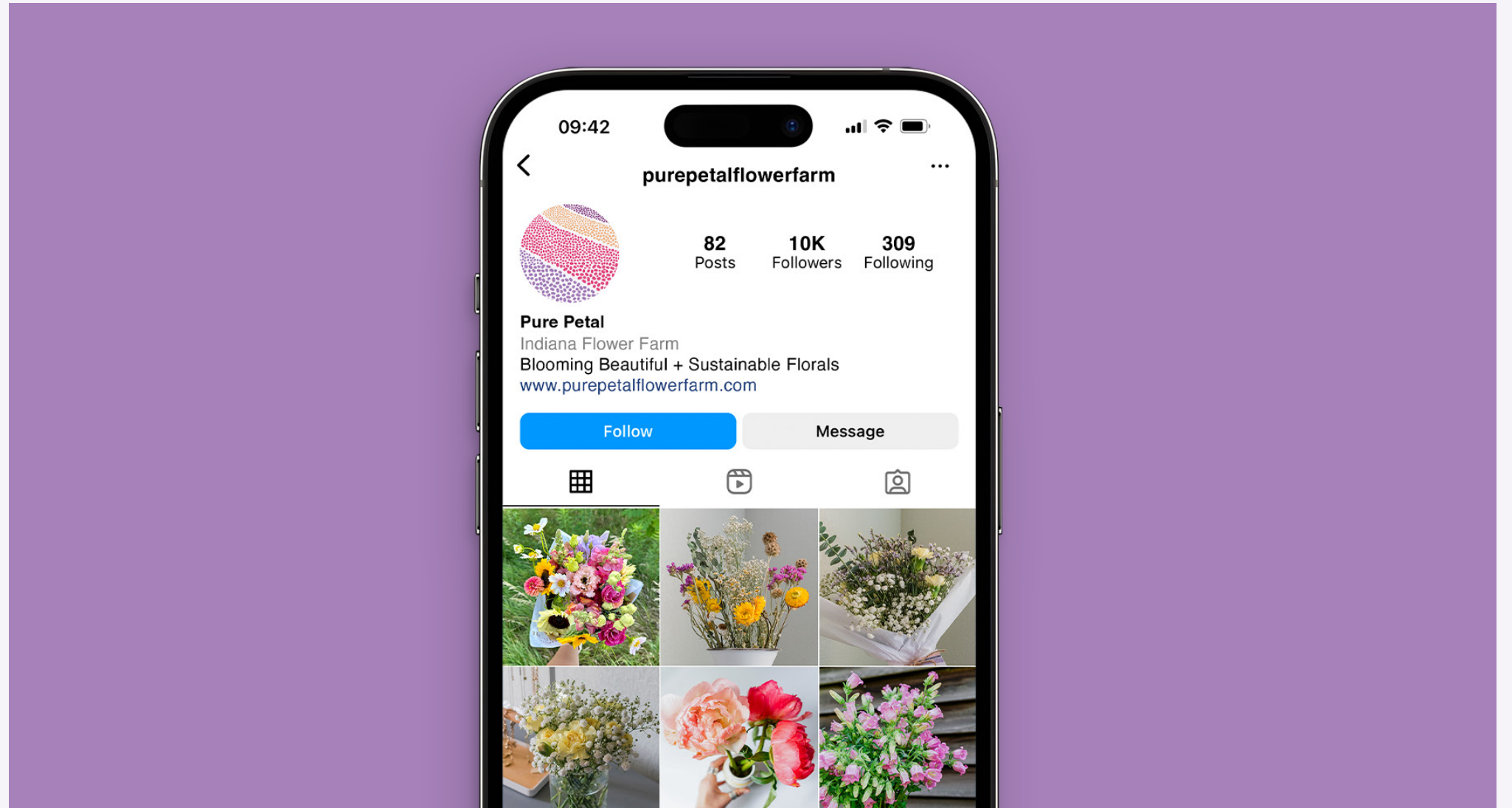
Made from 100% Recycled Paper





Flower Care Card





Social Media (Instagram)

Designed by Jenna Swingler