

Brand Identity and Guidelines

Strategic Creative Brief:

Flourish Plant Mkt, located in Downtown Kent, offers consumers a variety of plants that can be suited for anyone who is a beginner to seasoned veterans of plant ownership. Their primary audience is women aged 20 to 40s who are either beginners looking for more easy decorative plants or women who are looking to elevate their plant collection, looking for a rarer plant that will provide more of a challenge for them. Established in August 2020, Flourish began as an online store with direct-to-consumer sales. Soon after, it started hosting pop-up shops in local establishments. In October 2022, Flourish opened its brick-and-mortar location, where it currently resides. This branding guideline will outline the brand identity and elements that are advised to follow to increase brand recognition and presence.

Strategies & Key Messages:

Flourish Plant Mkt aims to establish itself as a welcoming and educational space for plant lovers by creating a strong community driven brand. To build trust and engagement, the business should focus on educating and providing accessible plant care guides and expert recommendations. Positioning Flourish as a lifestyle brand will help. Attract customers who view plants as essential décor, while curating a safe educational space will set it apart from competitors.

Business Objective: To increase brand awareness by establishing a cohesive brand identity across all platforms marketing the shop as a go-to destination for plant enthusiasts seeking both quality plants and expert guidance.

SMART Objective: Motivate business owner to comply with 50% or more of the guidelines by May 2025.

Key Messages:

- Education is the root of plant care: Flourish encourages their staff to provide plant care resources and expert recommendations to each customer visit ensuring they leave feeling confident in their plant journey.
- Branding is More Than Just a Logo: From the colors and fonts to the tone of communication, following the brand guidelines ensures a professional, memorable, and seamless experience for customers.
- Every Interaction Reflects the Brand: Whether it's in-store, on social media, or in marketing materials, every touchpoint should reflect the brand's welcoming, knowledgeable, and community-driven personality.

Design Principles & Elements:

- **Shape:** The Flourish Plant Mkt logo is designed with balance and symmetry, creating a visually stable and professional appearance. The central floral emblem symbolizes growth and nature, while the root illustration reinforces the brand's focus on strong plant foundations and education. Horizontal lines add structure, guiding the viewer's eyes naturally toward the brand name.
- **Space:** Negative space keeps the design clean and uncluttered, ensuring readability and a smooth visual flow. The bold typography makes the brand name stand out, while the floral icon and roots maintain harmony without overpowering the text.

- **Color:** The earthy green and warm brown tones reflect nature, stability, and growth, while the neutral black text keeps the brand name legible and sophisticated. This organic and modern design creates a sense of calm and connection, appealing to the target audience.

Brand Positioning Statement:

Flourish Plant Mkt is more than a plant shop, it is a welcoming, educational hub where plant lovers of all experience levels can find inspiration, expert guidance, and a carefully curated selection of plants. By fostering a community-driven atmosphere and prioritizing education, Flourish transforms plant ownership into a rewarding and enriching lifestyle experience.

Brand Voice & Tone:

- Welcoming: creating an inviting and inclusive space where all plant lovers can feel comfortable and inspired.
- Educational: Offering expert guidance and resources to help the customer succeed in wherever their plant care journey takes them.
- Community oriented: Building connections and supportive community for all customers, local growers, and all plant enthusiasts.

Brand Personality Traits:

1. Welcoming: creating an inviting and inclusive space where all plant lovers can feel comfortable and inspired.
2. Educational: Offering expert guidance and recourses to help the customer succeed in wherever their plant care journey takes them

3. Community oriented: Building connections and supportive community for all customers, local growers, and all plant enthusiasts.

Brand Communication Guidelines:

1. Website & E-News letters: Use clear, informative, and engaging content that educates staff on the brand, its mission, and upcoming dates to promote while maintaining a warm and approachable tone. Ensure graphics of the letters align with the brand's identity being natural, minimal, and lively.
2. Instagram: Encourage staff to prioritize conversational, friendly, and engaging posts that invite customers to interaction. Content should balance education, inspiration, and looking to the future while staying consistent with the brand's identity.
3. Printed Materials & in-store Signage: Keep messaging concise, visually appealing, and easy to understand. Incorporate staff rules and reminders around the back of the store to ensure employees remain aware of expectations and uphold the brand identity.

Do's and Don'ts for Brand Communication:

Do's:

- Use friendly, positive, and encouraging language that welcomes all levels of plant enthusiasts.
- Provide clear, actionable plant care tips and educational resources to build customer confidence.
- Share user generated content and engage with the community to foster a sense of belonging.

Don'ts:

- Use overly technical or intimidating language that may discourage beginners.
- Overload communication channels with sales-driven messaging.
- Ignore customer interactions on social media or fail to respond to inquiries promptly and thoughtfully.

Visual Identity Elements:



The Flourish Plant Mkt logo embodies the brand's commitment to nature, growth, and community through its organic design and earthy color palette. The root imagery symbolizes deep connections with nature and the local community, while the soft, curved typography

conveys warmth and inclusivity. The flower icon represents beauty, growth, and renewal, reinforcing the brand's mission to provide expert guidance and quality plants to all customers.





The logo should not be scaled small due to loss of detail and legibility and crowding the logo with text or other graphics should be avoided. The only acceptable variations would be the full color version presented above and a minimal version that removes the root details to allow more negative space avoiding crowding when the logo is applied to smaller preview format customers will see in a fast glance.

Incorrect Logo Usage:

- Do not stretch, distort, or rotate the logo.
- Do not change the color palette.
- Do not place the logo on dark conflicting backgrounds that make it hard to read.
- Do not add drop shadows, outlines, or other effects.
- Do not modify or separate logo elements outside of the accepted minimal version.



Color Palette:

			
#603913 R=96, G=57, B=19 C=9640% M=70%, Y=100%, K=50%	#ea7e73 R=234, G=126, B=115 C=4% M=63%, Y=49%, K=0%	#fec77c R=254, G=199, B=124 C=0% M=24%, Y=58%, K=0%	#737144 R=115, G=113, B=68 C=52% M=42%, Y=81%, K=21%

The brown symbolizes stability and a deep connection to nature, reinforcing trust and longevity. Muted coral adds warmth and passion, making the brand feel inviting and community driven. The yellow represents energy, growth, and education, highlighting Flourish's commitment to helping plant enthusiasts thrive. Finally, olive green embodies sustainability, wisdom, and balance, reinforcing the brand's eco-conscious approach. Together, these colors create a welcoming and grounded identity that resonates with Flourish's mission to inspire, educate, and nurture plant lovers.

Typography:

Heading: Big Caslon Medium -- Size: 25/30/35 -- Application: Printed material, logo & website.

Big Caslon Medium is a classic serif font that exudes elegance, sophistication, and warmth, aligning perfectly with Flourish Plant Mkt's welcoming, knowledgeable, and community-driven brand personality. Its timeless, high-contrast letterforms create a refined yet friendly aesthetic.

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

Imagery & Graphics:



Flourish Plant Mkt's imagery should consistently reflect its brand identity by showcasing a clean, inviting, and nature-filled atmosphere. Wide-angle shots of the store interior should highlight natural lighting, thoughtfully arranged displays, and an open layout that makes customers feel welcome and inspired. These images should capture the warmth and charm of the space, positioning Flourish as a go-to destination for plant enthusiasts of all experience levels.

Detail shots of curated plant collections, seasonal décor, and styled displays should emphasize the shop's expert curation and product selection. By highlighting how plants and accessories are arranged, these images can serve as visual inspiration for customers looking to bring greenery into their own spaces. Additionally, minimalist product photography featuring pots, tools, and accessories against neutral or natural backgrounds should maintain a refined, boutique aesthetic that aligns with the brand's modern and approachable personality.

Close-up shots of vibrant, healthy plants will display the rich textures, thriving foliage, and unique characteristics. These images not only showcase product quality but also summon a sense of connection to nature, reinforcing the brand's role as a trusted source of knowledge and expertise. Collectively, these visual elements create a cohesive and aspirational brand presence, helping Flourish Plant Mkt establish itself as a knowledgeable, inclusive, and community-driven space where customers can explore, learn, and grow their passion for plants.

Brand Applications:

Business Card

Front:



Back:



Social Media Post



POTHOS

Plant Care



Sunlight

Thrives in bright-medium indirect light but can tolerate low light



Water

Water when the top couple of inches are dry



Humidity

Normal room humidity will do



Temperature

Grows best in the 70°F -90°F range

Web Banner Design

Strategic Creative Brief:

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Business Objectives:

- Establish Flourish Plant Mkt. as a trusted and educational hub for high-quality, sustainable plants.
- Differentiate the brand from competitors by emphasizing eco-friendly practices and expert plant care guidance.
- Build long-term customer loyalty by fostering a community of plant enthusiasts through educational content and engagement.
- Expand brand presence in both local and online markets, driving increased awareness and sales.

Communication Objectives:

- **Increase Brand Awareness:** Ensure Flourish Plant Mkt. becomes a recognizable name among plant lovers and home décor enthusiasts through consistent messaging and visuals.
- **Drive Website Traffic:** Encourage potential customers to click on web banners and explore product offerings.
- **Boost Customer Engagement:** Create visually compelling and message-driven web banners that spark interest and interactions amongst all social media platforms.
- **Encourage Conversions:** Use strategic messaging and incentives, such as discounts and plant care guides, to drive immediate purchases and customer retention

S.M.A.R.T Objective: Increase in-store visits and purchases by 20% within the next six months through targeted web banner ads.

Target Audience:

- **Primary:** Young homeowners and renters interested in home décor, plant care, and greenery collections.
- **Secondary:** Seasoned and beginner plant enthusiasts looking for high-quality, locally sourced plants and expert guidance.

Key Messages:

- Customers can enjoy an exclusive 15% discount in-store by engaging with the web banner, driving both online and in-person visits.
- By clicking the banner, plant lovers can explore a curated collection of plants, expert care guides, and home décor inspiration.

- Flourish Plant Mkt. fosters a thriving community of plant enthusiasts by offering expert advice, trend insights, and interactive engagement on social media.
- Shoppers can elevate their indoor spaces with hand-selected plants while taking advantage of limited-time promotions designed to encourage immediate purchases.

Competitor Analysis:

- **Local Garden Centers & Nurseries:** Provide in-person plant selection but lack the convince of an online marketplace and a curated, stylish brand aesthetic.

Unique Selling Proposition: Flourish Plant Mkt offers sustainably sourced, high-quality plants with expert guidance, making plant care easy and enjoyable for all experience levels.

How Flourish Plant Mkt. Differs:

- **Sustainability Focus:** Plants sourced through local eco-friendly practices, appealing to environmentally conscious consumers.
- **Personalized Care Guidance:** Offers expert support and tailored recommendations for plant care.
- **Curated Aesthetic:** Trendy, modern plant collections that enhance home décor.

Strategy:

- **Visually Striking Design:** Clean, modern layouts with high-quality images of lush plants in stylish spaces.
- **Minimalist Engaging Typography:** Short, engaging typography with a strong value proposition and CTA.

- **Strategic Web Banner Placements:** Web Banners on relevant sites like Downtown Kent's official website and local real-estate websites.

Engaging the Audience Through Design & Message:

- **Color Psychology:** Utilize natural greens and earth tones outlined in the branding guidelines to evoke calmness, freshness, and nature.
- **Simple and Clean Layouts:** Adopt a minimalist design with plenty of negative space and aligned typography and visual designs to guide the viewers eye and to keep the messaging clear and easy to engage with.
- **Clear Call to Action:** Direct CTAs like “shop now” or “get 15% off your first plant” to drive immediate engagement.

Call to Action (CTA):

- “Shop now”, “25% off first plant”, “click here”, and “new customers get 15% off”. This will drive online inquires and in store purchase

Placement & Distribution:

- **Local Real Estate:** Targeting new homeowners and renters.
- **Community Websites:** Targeting plant enthusiasts, customers looking for fresh new home décor, and locals looking for a local business to support.

Success Metrics:

- Measure how many people clicked the web banner to visit the stores website to redeem the discount barcode to be scanned in stores through website analytics.

- Track and measure how many form submissions and email signups there are from the web banners CTA to gain the in-store discount barcode.

This data-driven approach ensures we can accurately measure whether the web banners effectively drove in-store visits and sales and adjust strategies for future campaigns.

If discount code redemptions increase in-store purchases by 20%, the objective is met

Web Banner Designs

Leaderboard



This web banner follows the brand guidelines with earthy colors like green, warm yellow, and soft pink, creating a natural, organic feel. Strong contrast between text and background improves readability, while consistent fonts and banners ensure a cohesive look. Clear alignment keeps the layout structured, and proximity groups related elements for easy reading. Arrow-shaped banners and bold lines draw attention, while clean textures and balanced spacing maintain a modern, uncluttered design. Size hierarchy highlights key messages, and all elements work together to reflect the brand's welcoming, botanical identity.

Skyscraper:

This web banner aligns with the Flourish Plant Mkt. brand by using earthy green tones with warm neutrals, creating a natural and inviting aesthetic. The contrast between the white text and green background enhances readability, while repetition in typography and decorative plant illustrations maintains a cohesive design. Alignment is structured to guide the viewer's eye downward, from the logo to the call-to-action. Proximity groups key information like the discount offer and "Shop Now" button for easy navigation. The balanced spacing keeps the design uncluttered, while the size hierarchy emphasizes the most important messages. The use of organic shapes, such as the plant illustration and rounded button, reinforces the brand's botanical identity, ensuring a harmonious and engaging design.

FLOURISH
— PLANT MKT —



Discover
New Life

Discover
Rare Plants!



Receive 25%
Off First
Purchase!

[Shop Now](#)

KENT, OH