



KAKTOS

Brand Guideline

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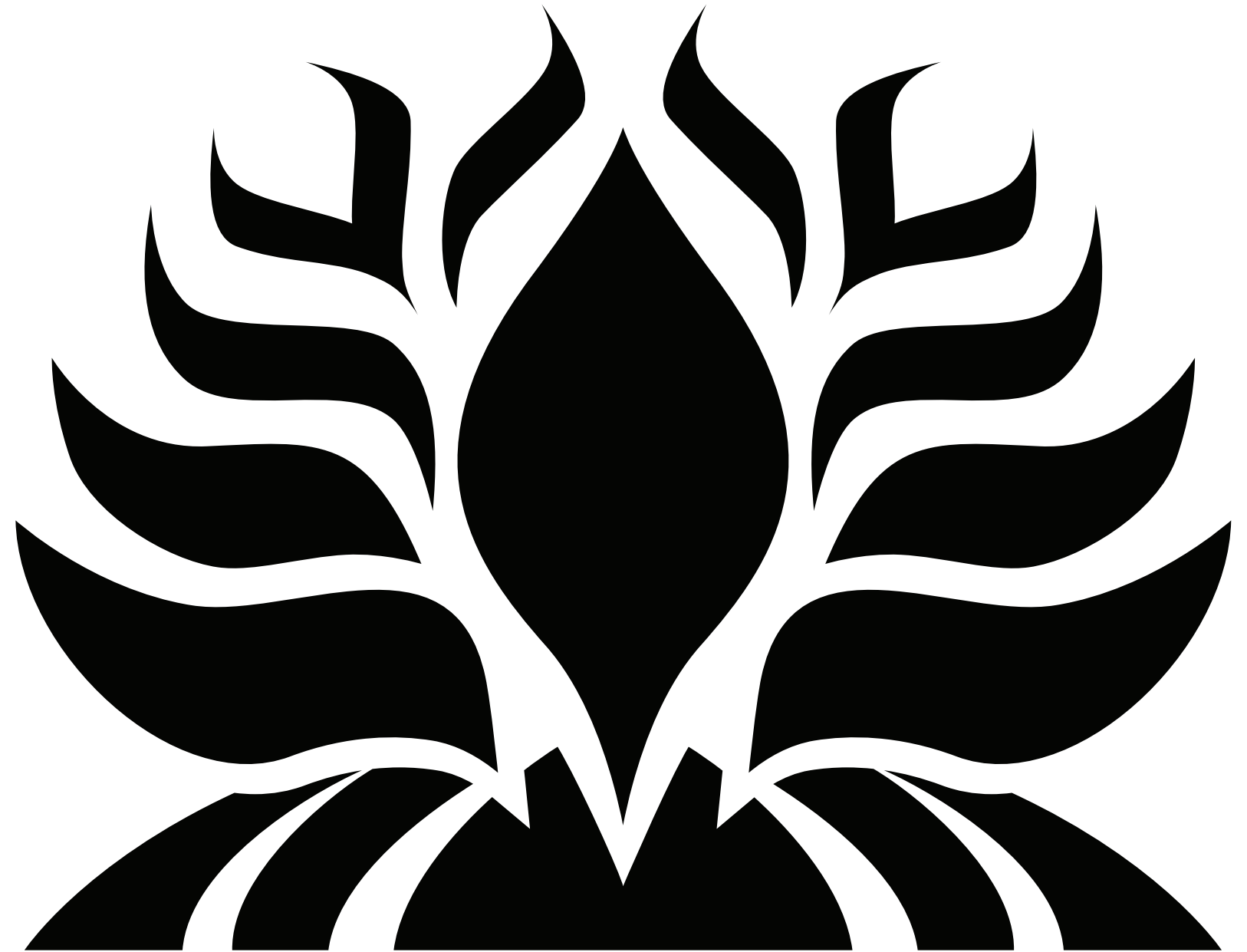
Brand Overview

Kaktos is a cactus/succulent nursery that specializes in uncommon/exotic species while giving proper care guides and supplies. We want to show people that these prickly little friends are still deserving of all the love and attention normal plants get. We mainly target an audience above the age of 20 who has the disposable income for a more exotic plant. The general consumer will most likely be an office worker who might not have the time or effort to want to maintain a traditional house plant. We wish to maintain a cozy atmosphere while also taking inspiration from classical art and the influence it has. This will mainly shine through with our use of classical parts of art in our logo/branding imagery, while using muted, earth tones for the general color palette.



Logo Overview

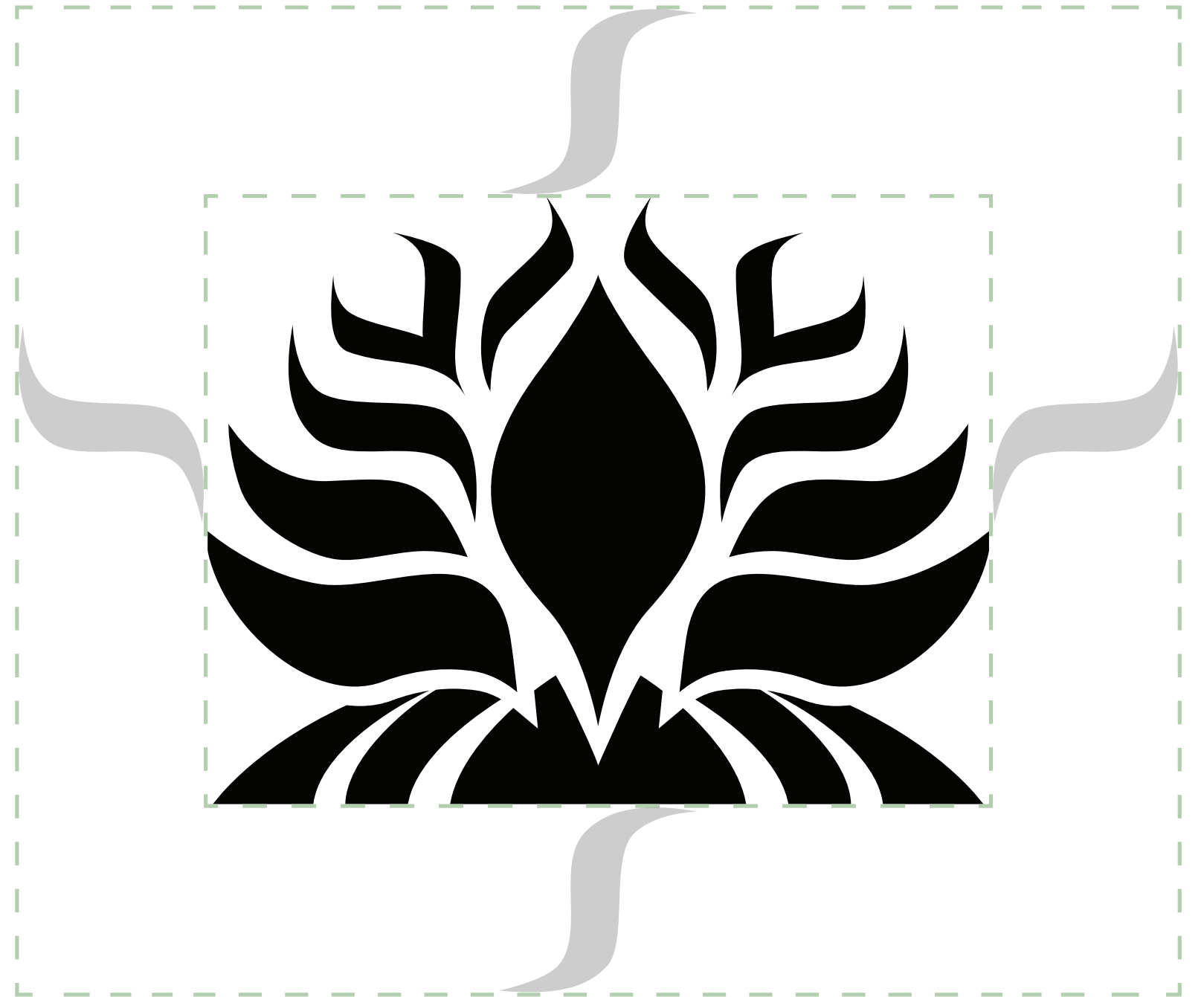
This is the core identifier of the nurseries branding. The logo is a representation of a bloomed cactus flower emerging from the top of a cactus.



Clear Space

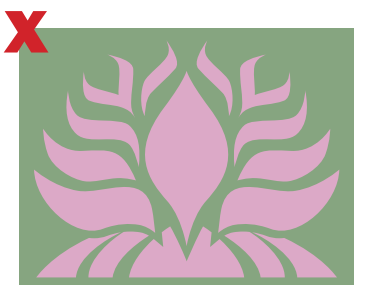
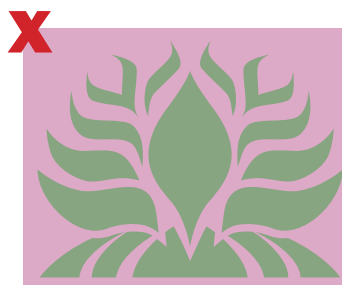
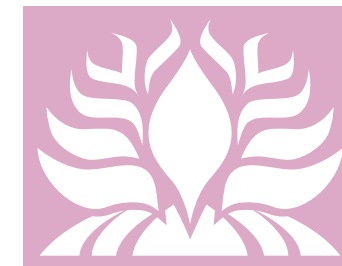
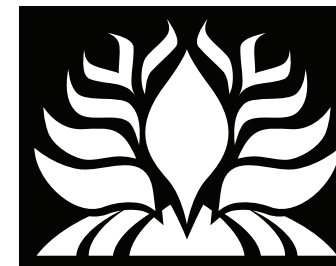
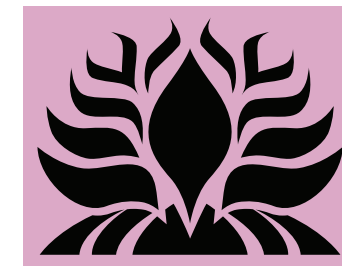
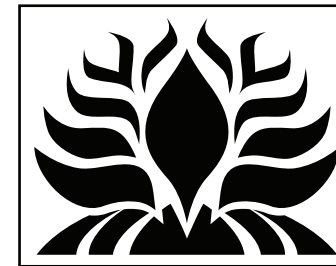
To help maintain a legible and prominent logo, a sufficient amount of clear space is required on all sides of the logo. No other logos or graphic elements should be placed in this clear space.

Use the length of the 3rd petal as a guideline to determine the minimum amount of clear space needed around the logo.



Logo Color

Our logo appears primarily in black or white. By limiting our color choices, we can keep our logo feeling contemporary and modern.



Logo with Text

The Kaktos logo can be paired with the brand name with both variations showed on the right.



Primary Palette

Our palette primarily consist of muted colors relating to a variety of cactus flowers. We wanted the colors to be a partner to the logo, instead of the lead player.

RGB 135 165 127
CMYK 51 22 59 2
HEX 87a57f

RGB 220 169 198
CMYK 11 38 4 0
HEX dca9c6

RGB 294 230 216
CMYK 2 10 13 0
HEX f9e6d8

RGB 216 62 29
CMYK 9 90 100 1
HEX db3e1d

Secondary Palette

Kaktos’s secondary palette is composed of a group of more saturated colors with a spread of tints for each color.

Choosing one or two hues from the secondary palette is a great way to make a communication unique and distinct. They can be paired with black/white or select colors from the primary color palette.

RGB 135 165 127
CMYK 51 22 59 2
HEX 87a57f

RGB 63 97 45
CMYK 35 0 54 62
HEX 3F612D

RGB 79 54 75
CMYK 64 78 47 40
HEX 4f364b

RGB 255 242 117
CMYK 0 5 54 0
HEX FFF275

Primary Typography: Halyard

Kaktos's primary typeface is Halyard. Its an all-purpose grotesque sans font family. It takes elements from 19th and 20th century type and adapts them to a modern era of type. It is clear, legible, and robust and is easily adjustable for a vast range of sizes.

Halyard Text

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Halyard Display

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Halyard Micro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Primary Typography: Halyard | Weights and Styles

Halyard is available in 8 weights from Extra Light to Black, with matching italics for each weight.

Each style is available in all eight widths of Halyard, resulting in 48 individual type styles across the entire family.

Halyard Display ExtraLight :Kaktos is a cactus/succulent nursery that specializes in un-
Halyard Display ExtraLight Italic:exotic species while giving proper care guides and
Halyard Display Light:We want to show people that these prickly little friends are still
Halyard Display Light Italic :of all the love and attention normal plants get. We mainly
Halyard Display Book :audience above the age of 20 who has the disposable income
Halyard Display Book Italic :more exotic plant. The general consumer will most likely
Halyard Display Regular:office worker who might not have the time or effort to want
Halyard Display Regular Italic :maintain a traditional house plant. We wish to main-
Halyard Display Medium:cozy atmosphere while also taking inspiration from clas-
Halyard Display Medium Italic: and the influence it has. This will mainly shine
Halyard Display Semibold:with our use of classical parts of art in our logo/
Halyard Display Semibold Italic:imagery, while using muted, earth tones or the
Halyard Display Bold:Kaktos is a cactus/succulent nursery that specializes
Halyard Display Bold Italic:Kaktos is a cactus/succulent nursery that spe-
Halyard Display Black:exotic species while giving proper care guides
Halyard Display Black Italic:We want to show people that these prickly

Secondary Typography: The Seasons

Kaktos’s secondary typeface is The Seasons. Its a legible serif typeface that can be used formal applications or headlines.

The Seasons is available in 3 weights from Light to Bold, with matching italics for each. This gives The Seasons 6 individual type styles to choose from.

The Seasons should be used sparingly, primarily being used in pair with the Kaktos logo. It can also be used for formal applications such as headline for body copy.

The Seasons

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

The Seasons Light:Kaktos is a cactus/succulent nursery that specializes in
The Seasons Light Italic :exotic species while giving proper care guides and
The Seasons Regular :We want to show people that these prickly little
The Seasons Regular Italic :of all the love and attention normal plants get.
The Seasons Bold:audience above the age of 20 who has the disposable
The Seasons Bold Italic:more exotic plant. The general consumer will most

Grid

The grid is based off the concept of being divisible by 2. Start by simply dividing a given format in half.

First, divide the format in half vertically and/or horizontally. The grid divisions can be then divided in half again, as many times as deemed necessary. The final grid can be as basic or as complicated as needed.

