DECO
PLANTERS

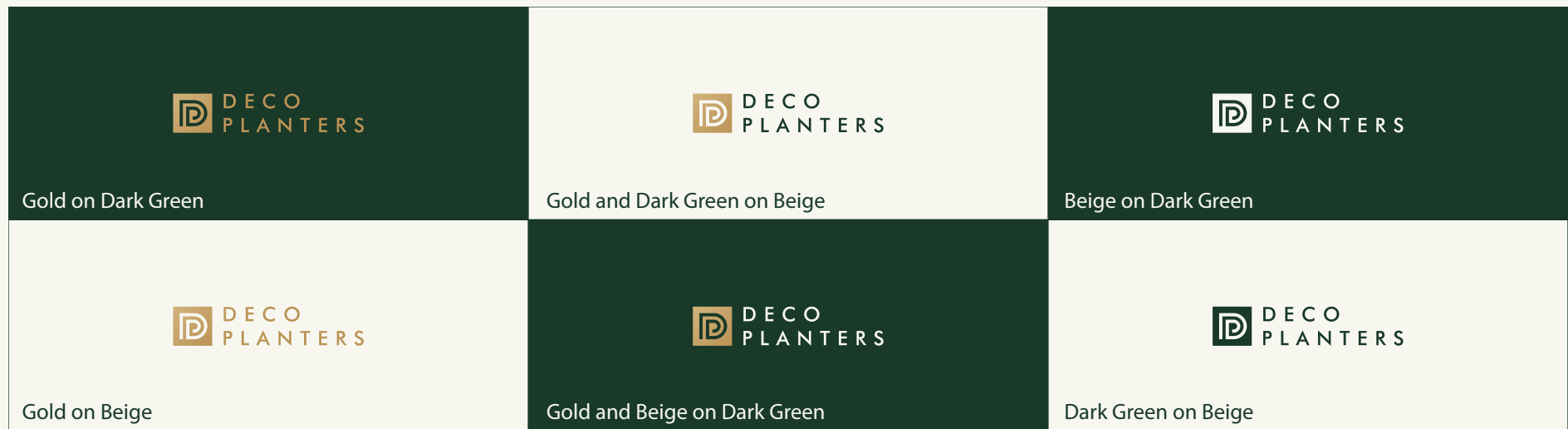This is a guide to the basic elements that make up the Deco Planters brand and logo.

Brand identity has everything to do with maintaining a unified look across platforms and media types. Take a look through the following pages, as it helps guide you on how to keep the integrity of the brand.

OUR LOGO

The Deco Planters logo sends a clear message to its audience has it has taken direct inspiration from the square geometry of the planters. The D mark in a box can also be seen as a bird's-eye view of a well manicured outdoor space. It looks great in gold, green, white, black and silver.

Feel free to used the entire logo as a logotype, or the mark itself as a stand-alone icon.

Gold on Dark Green

Gold and Dark Green on Beige

Beige on Dark Green

Gold on Beige

Gold and Beige on Dark Green

Dark Green on Beige

CLEAR SPACE

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials.

The minimum required clear space for the logo is defined by the measurement "X" as shown.

MINIMUM SIZE

The Deco Planters stand-alone logo is restricted to 0.7 mm for print and 42px for digital applications. Violating this standard compromises the integrity and legibility of the logo.
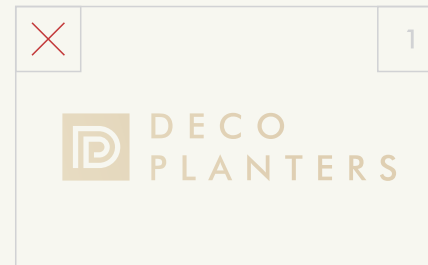
PRINT 0.7 mm

DIGITAL 42px

DONT'S

Take a moment to look at how you would apply the Deco Planters logo and how abusing it would affect its meaning.

1. Don't change the opacity of the logo
2. Don't change the color of the logo
3. Don't distort the logo
4. Don't use graphic effects such as drop shadows on the logo
5. Don't rotate the logo
6. Don't change or remove any elements of the logo

OUR COLORS

Our colors are what give us personality. They have an Art Deco vibe that add an high-end feeling to our brand.

The Golden, with an hint of rust, has an association with the metal of the planters while the Dark Green is related to the plants inside of them.

The Beige goes well with both of those colors while being a perfect option for certain branding elements, like the website background.

EVERGLADE GREEN
CMYK: C61 M31 Y0 K0
RGB: R75 G161 B254
HEX #1F3A2b

MUDDY BROWN
CMYK: C61 M31 Y0 K0
RGB: R75 G161 B254
HEX #ba9356

TAN BROWN
CMYK: C61 M31 Y0 K0
RGB: R75 G161 B254
HEX #d1b47d

SPRING BEIGE
CMYK: C61 M31 Y0 K0
RGB: R75 G161 B254
HEX #f7f4ed

OUR TYPEFACES

Futura is a font that conveys efficiency and precision, being classy at the same time.

Great to use on headlines.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
FUTURA MD BT

Ubuntu is perfect to convey the modern aspect of our company.

It should be used on text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
UBUNTU LIGHT

FINAL THOUGHTS

If you're ever in doubt, just refer back to this document.

We don't ask for much - just a little love and respect for our brand.

It's a rather flexible system that allows for creativity, so give it your best shot.