



# The Botanic Nursery

VISUAL IDENTITY GUIDE

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## Introduction

The aim of The Botanic Nursery is to introduce greater beauty and splendor to the world through high quality selections of plants. Our company's branding must be a match for the beauty of our flora.

This visual identity guide goes through the graphic choices of The Botanic Nursery's visual language. Like a dictionary for our visual language, this guide defines how elements like logos and type should be consistently used.

It is important to consult the visual identity guide when in doubt of the regulations outlined herein. Deviation from these regulations creates a fractured brand identity for The Botanic Nursery.

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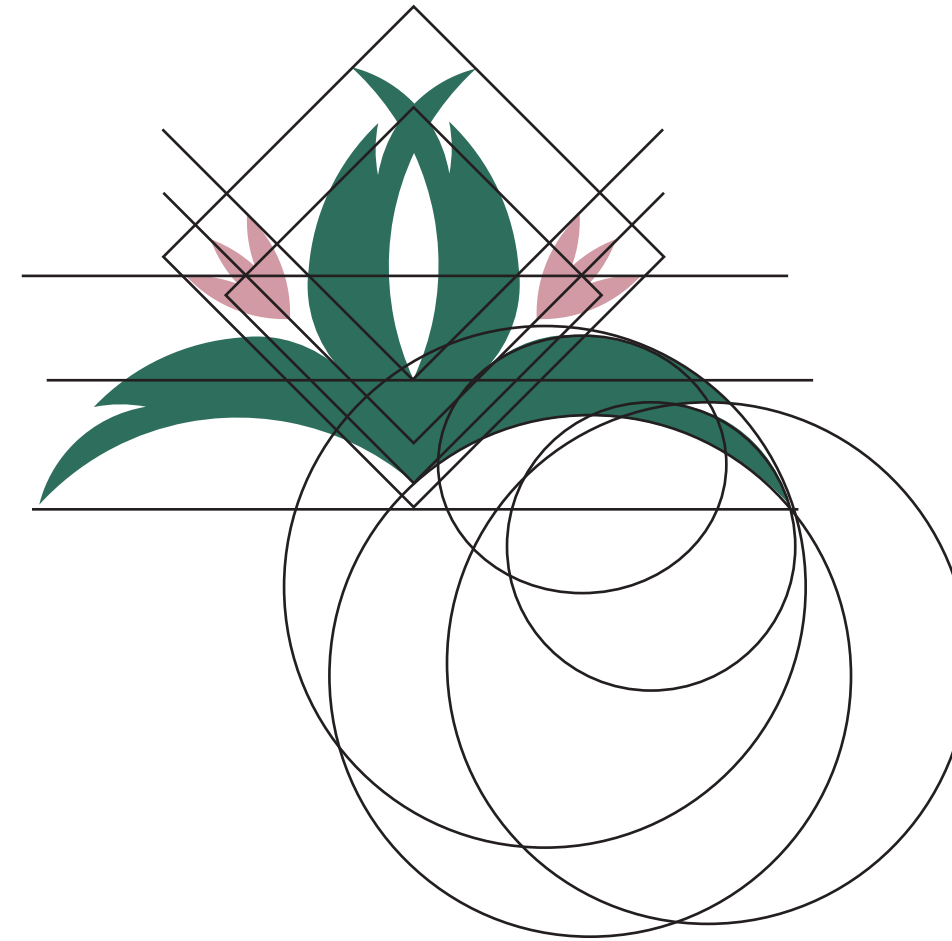
## About Our Logo

The Botanic Nursery logo sets the visual standard for elegance, quality, strength, softness, and beauty that runs through the heart of The Botanic Nursery's core values. The logo is made of the logomark above the logotype. There are strict standards for how the mark ought to be used outlined on the following spread.

The logomark was made by repeating a frond shape four times then adding two buds made from the negative space two fronds created. One can see how the frond, the buds, and the logomark were put together on the right.



The Botanic Nursery



# Logo Specs

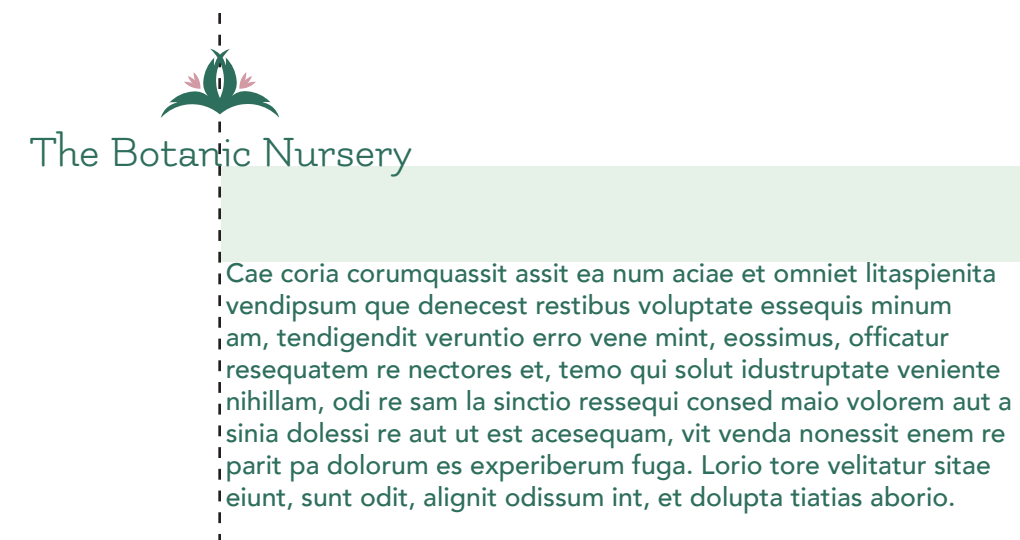
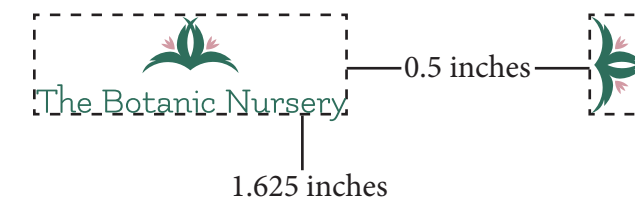
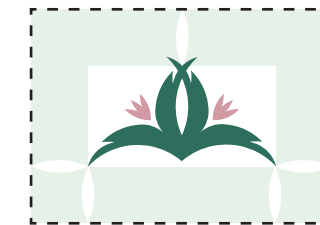
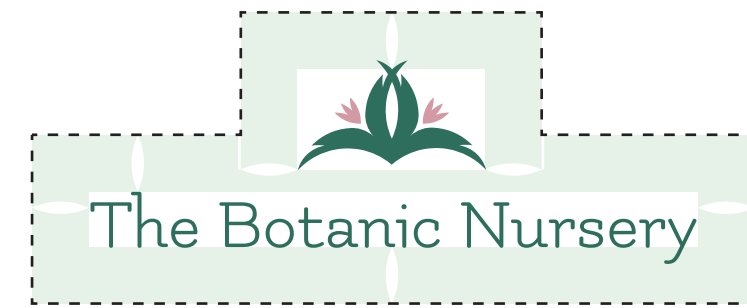
There are many specifications about how the logo must and must not be used.

The logo or the logomark may be used, but never the logotype without the mark. The logo must always have the logomark at the right size and position in relation to the logotype.

The space surrounding the logo, or logomark when used by itself, must not be less than the height of the inner negative space of the logomark. Measure as shown to the right.

The minimum size requirement is 1.625 inches wide for the logo and 0.5 inches wide for the logomark. This applies to both print and digital media.

The logo is often used in documents where it is placed on the left side of the header. An invisible vertical line cuts the logo down the center. The document's text should be left aligned to this invisible vertical line.



# Logo Uses

There are only a few approved ways to show the logo. To the right are the three approved ways the logo can be used and colored.

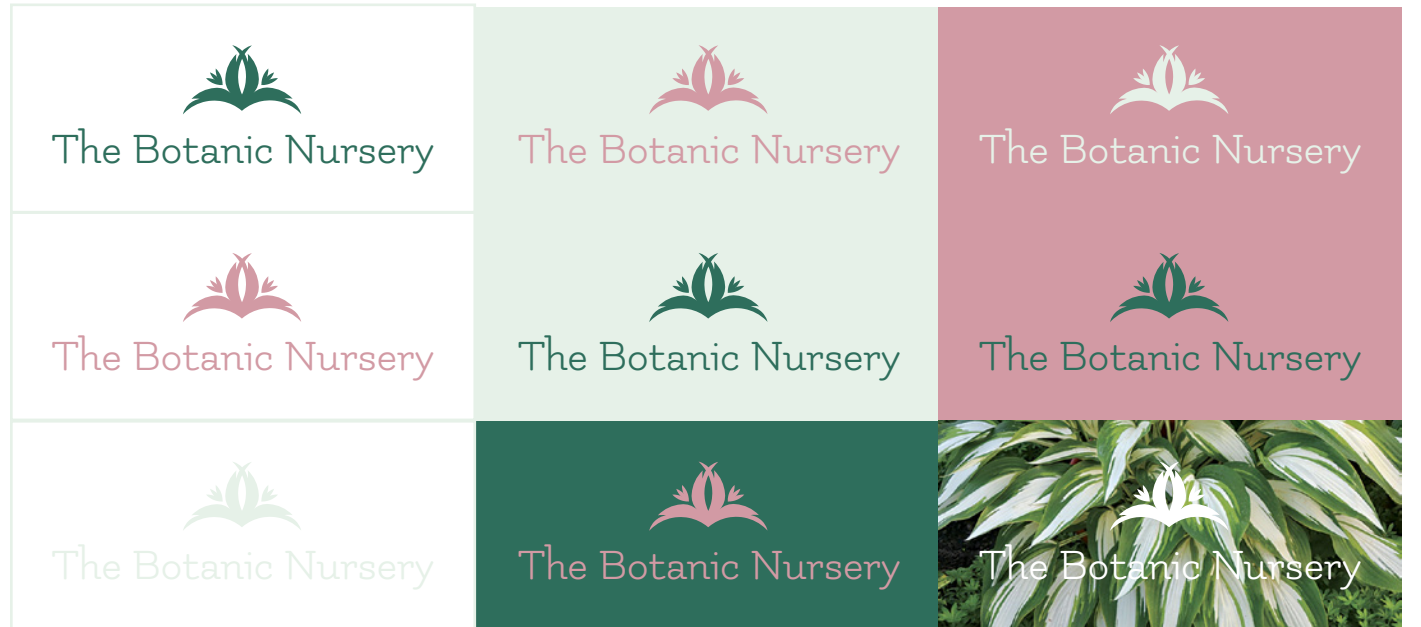
There are many ways the logo may not be used or colored. This is because the thinness of the type and smallness of the logomark buds make legibility difficult with certain color combinations. The logo is not to be used on top of images for this same reason.

To preserve the integrity of the logo, it is not to be edited in any way not outlined as acceptable in this manual. Some of the inappropriate tampering methods include disproportionate scaling, color changes, and displacement of the logomark.

## Yes



## No



# Typography

Flamenco Light is used exclusively in the logo. It should not be employed in any other context.

The typeface Avenir was chosen for its modern grace and for how well it compliments Flamenco Light. Different weights of Avenir are used for all typesetting needs. The following Avenir weights may be used: Avenir Book, Avenir Medium, and Avenir Black. Avenir Book works well for headers, Avenir Medium for most text layouts, and Avenir Black for subheaders and emphasis sections.



## Flamenco Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/|\:;'"<>[]{}!@#\$\$%^&\*()-\_ = +

## Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/|\:;'"<>[]{}!@#\$\$%^&\*()-\_ = +

## Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/|\:;'"<>[]{}!@#\$\$%^&\*()-\_ = +

## Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**.,/|\:;'"<>[]{}!@#\$\$%^&\*()-\_ = +**

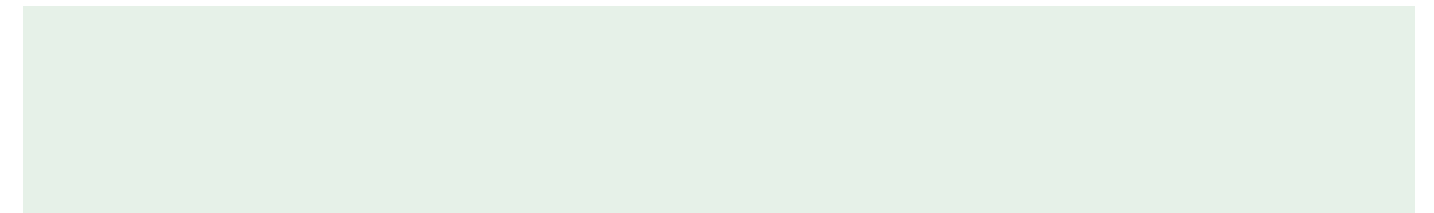
# Colors

The Botanical Nursery's brand colors are Blush, Pine, and Cucumber. Blush and Pine are inverse colors: perfect compliments. These slightly subdued colors were chosen so the bright colors in our photography would pop all the more. See page 16 for more photography specifications.

Pine is used instead of black for most text so as not to be so harsh on the eye. Even if printed on a black and white printer, for in-house documents only, the grayscaled Pine won't be as harsh as a straight black would be.

Blush is to be used minimally so as to draw attention to that element. This accent color keeps designs from monotony. The Botanic Nursery is not about monotony; it is about growth and fresh takes on the vegetation we find around us.

White/Paper should be used as the background for most designs so as to keep a clean and modern aesthetic.



## Cucumber

CMYK: 9 • 1 • 9 • 0  
RGB: 230 • 240 • 231  
Hexcode: e6f0e7  
Pantone 621 C  
Pantone 621 U



## Pine

CMYK: 80 • 37 • 66 • 21  
RGB: 52 • 110 • 93  
Hexcode: 346e5d  
Pantone 554 C  
Pantone 567 U



## Blush

CMYK: 16 • 44 • 24 • 0  
RGB: 211 • 154 • 163  
Hexcode: d39aa3  
Pantone 701 C  
Pantone 494 U

# Grid

The Botanic Nursery is all about natural beauty. That's why our underlying design grid was constructed using the golden ratio's proportions. The natural grace of the golden ratio is intuited by the placement of elements along the grid. In addition, the grid is vertically symmetrical just like the logomark.

Again, when the logo is used in documents where it is placed on the left side of the header. An invisible vertical line cuts the logo down the center. The document's text should be left aligned to this invisible vertical line.



The Botanic Nursery

Dear To Whom it May Concern,

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Sincerely,

Terry Baker  
Head of Supply

(615) 032 8756  
office@botanicnursery.com  
www.thebotanicnursery.com

The Botanic Nursery 🌿 1203 Final ave SW 🌿 Franklin, TN 37027









# Applications

Now that the elements of The Botanic Nursery's visual identity have been outlined, it is time to see them in action.

Images used on packaging, promotional materials, and so on should showcase our plants' vivid colors. Our plants should be photographed at peak condition with great attention to detail. Look for dead leaves, missing petals, and damaged stems before shooting. Lighting should always be natural. Our plants should be photographed with a high quality DSLR camera. When choosing the perfect shot, consider the best area of representation and zoom in on it for good detail shots.

The Botanic Nursery sells some non-flora products on location such as watering cans, sunglasses, and kneeling pads. These should have the logo on them. Some products display a pattern taken from the logomark.







Here we see a sample of the wide variety of the seed packets The Botanic Nursery offers.

The three categories these seeds can fall into are Annual, Perennial, and Edible. A customer should be able to tell at a glance which of these categories a seed packet falls into by looking at the colored label under the image.

Seed packets have disclaimers and warnings that must be included on the backside.



Tabs used to mark already germinated plants follow many of the design elements on the seed packets. These tabs are smaller and do not require as much information about planting the flora as the seed packets do. The most important information, the name of the plant, longevity, and type of lighting it grows best in, are right there on the front of the tab.

These tabs are often collected and hole-punched for a quick reference booklet. Gardeners can also find information about our plants on our website or in The Botanical Reference Guide sold on location.







