BRAND

GUIDE

Straw Hat
Flower Farm

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Straw Hat Flower Farm

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About The Brand

Straw hats go way back for me. My grandpa, a lifelong farmer, lived with us in his last years and his greatest joys were gardening and sitting in the shade with a barn cat in his lap. I can close my eyes and picture him wearing a wide-brimmed straw hat while he slowly hoed his way down the rows in our giant vegetable garden. Years later, my mom (unencumbered by kids and elderly parents) entered her "flower phase" and converted much of our old vegetable garden to her personal flower garden and spent many hours cultivating beautiful blooms. Yep, you guessed it – wearing a big, floppy, straw hat. When I would take my kids to visit, my daughter would insist on wearing grandma's hat to "help" in the garden, which lead to one of my all-time favorite pictures of my sweet little Em. These days, I'm the one starting a "flower phase" as my adult-ish children forge their own lives, my first career is in the rear-view mirror and we've sold our family business. Can you picture me tending my flowers in my own straw hat, bringing the story full circle? It would be so poetic if I did but I actually prefer a ball cap or a sun hat that has a hole for my ponytail. My personal headgear aside, the name of my farm reflects what I want for my business and for my customers – comfort, happy memories, the delight of having beautiful flowers, and the joy of simple pleasures.

Welcome to Straw Hat Flower Farm!

Brand Pillars

Sustainable

We are doing everything we can to create a healthy, thriving ecosystem around our farm which, in turn, will help us to continue to produce beautiful blooms for the long run.

Local/ Community Driven

Providing products to the community, supporting local economy, promoting local bee populations, and providing hand delivered fresh flora.

Unique and High Quality

We provide only our best freshly grown flowers cut and assembled to order. By not relying on imported flowers, they come fresh, stay fresh, and are free of bacteria and air embolisms. Our arrangements also include more unique flowers not seen at most florists.

Audience

Individuals (30-70)

- Sustainable Minded

- Local Shoppers

Anyone and everyone can appreciate beautiful fresh flowers, and at Straw Hat Flower Farm we aim to provide that. Our primary target is for individuals seeking bouquets to send as gifts or even for themselves.

Our customers first and foremost are those that love flowers and are willing to spend money to enjoy them personally and to gift them to others. Our customers also prefer to buy local products when possible, appreciate high quality over inexpensive low quality and have a desire to know more about the products they consume and use.

Simple
Comforting
Unique
Joyful
Down to Earth
Community Driven
Nostalgic
Relaxed
Cherished
Exciting

The Logo

Logo Breakdown

Logo Mark

Word Mark

Icon

Logo Variations

5 Color Logo

1 Color Logo

Typographic

Logo Usage

✓ **Straw Hat** Flower Farm

Straw Hat Flower Farm

Use brand theme colors on typographic logo. Making sure to only use lighter colors on dark background for contrast

✗ **Straw Hat** Flower Farm

Straw Hat Flower Farm

Using colors outside of brand color scheme, or using light colors on dark background.

✓

Place Icon logo on a light, simple background.

✓

Maintain original ratio of logo.

✗

Do not stretch, skew, or distort logo in any way.

✗

Do not place icon logo on dark background, or on complicated background.

✓

Use typographic logo when working smaller than 1"

✗

Do not use icon logo when working in too small of a space.

✗

Do not use logo icon without text.

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Brand Aesthetics

Brand Colors

	Fresh Soil	Stem Green	Crocus	Asiatic Lily
CMYK (for print)	C - 63.5% M - 58% Y - 67.73% K - 50.34%	C - 57% M - 37% Y - 60% K - 12%	C - 39% M - 58% Y - 39% K - 6%	C - 4% M - 28% Y - 22% K - 0%
RGB (for digital)	R - 66 G - 64 B - 55	R - 114 G - 128 B - 107	R - 156 G - 114 B - 125	R - 240 G - 192 B - 183
HEX (web code)	#424037	#72806b	#9c727d	#f1c1b7
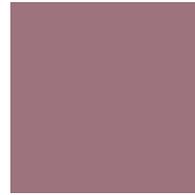
Brand Colors (continued)
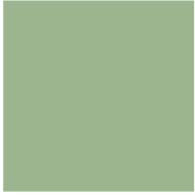
	Dill Green	Bumble Bee	Flower Bud
CMYK (for print)	C - 42 M - 17 Y - 51 K - 0	C - 10.71% M - 15.99% Y - 50.6% K - 0	C - 3.5% M - 1.79% Y - 15.6% K - 0%
RGB (for digital)	R - 156 G - 181 B - 143	R - 228 G - 205 B - 142	R - 245 G - 243 B - 218
HEX (web code)	#9bb58f	#e4cd8e	#f5f3da
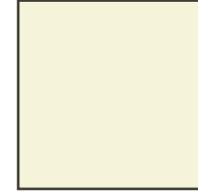
Supporting Graphics

Botanical/Floral Illustration

License Free Photography

*Candid Garden/Flower Photos

*Unless a stand alone social media post, try to have the photo's colors unified with surrounding design using: color overlays, saturation, contrast, filters.

Image Effect Example

For example, while this image does not look terrible with the lighter background, without any sort of specific framing the vibrant colors of this photo read very harshly and clash with the general graphic style.

If keeping the integrity of the colors is important, you can use image framing to help blend it with the design context. Otherwise you can do subtle image effects.


Designer note!
I am always available to give imput/help with this process!
These effects may not be enough/ acchievable in some instances and I can try to help when that happens :)
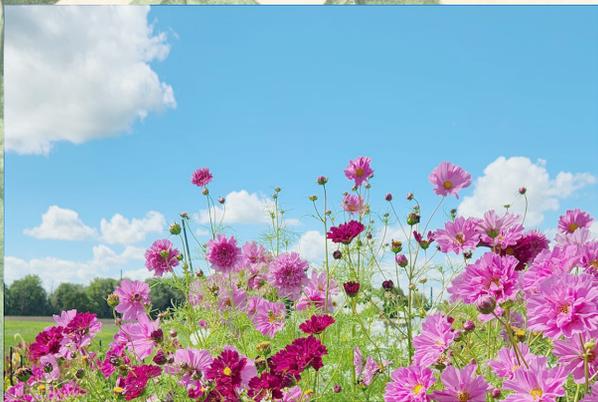
For this effect, I chose the brand color "Flower Bud" and placed it on top of the image as a "*soft light overlay*". This is just one *example* of how to blend an image. The main goal is to maintain enough contrast (unless used as just a backdrop) as well as unifying with the general design. You can also simply play around with standard filters

For this image, I have not altered the original image, rather I used a color (Asiatic Lily) that blends with the background and pulls out colors within the image. This helps transition the eye from the softer design to the more saturated image. If an image is particularly tricky to blend, you can use image effects as well as a transitional boarder.

Typefaces

Summer Vibes

https://www.dafont.com/summer-vibes.font

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
abcdefghijklmnopqrstuvwxyz

Georgia

(included as a pre-installed font on both mac and PC)
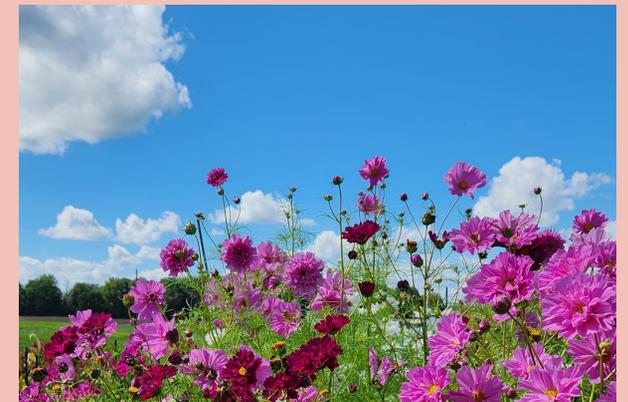
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

Montserrat

https://fonts.google.com/specimen/Montserrat

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
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

Type Styles

Title
Summer Vibes. Regular. Fresh Soil.

Headline 1
Summer Vibes. Regular. Stem Green.

Headline 2
Georgia. Bold. Crocus

Headline 3
Georgia. Regular. Stem Green

Paragraph Text
Montserrat. Regular. Fresh Soil

Link
Montserrat. Regular. Fresh Soil, Asiatic Lily, or Dill Green.

Straw Hat Flower Farm

Imagine this is a headline

This is a subheadline. Say Hi!

This is some text. Is es magnis ut hicidelit in text link uriberr orerspeles magnis lor in text link eum adit quiae. Ut ea dendam lant iliae

This is a section

This is paragrpah text uapid nt uriberr orerspeles magnis exernatiorem eum adit quiae. Ut ea dendam lant iliaestis estrum experuptur? Doluptatem esciusda con non consequo et od mi, con nia non niant et hilia corehendi at aut andae ersped entiberum eium quat essitio repernatent voloribus eosam sitia et fuga. Dit aut volo vitaspis illupti dolor rero cusam res etur m

Link

Link

Designed By

EMILY
FELCHER

2024