



ISLAND

FLOWERS

Brand Guidelines & Creative





Brand Guidelines



Logos



Minimum Logo Size



1.282 inches x
0.795 inches



Clear Space



The clear space around the logo should be the size of the “D” in Island. This will provide enough space while not being excessive.

Additional Logo Information



Although the text and graphic work best together, the text may be used on its own for a simpler look for the company. The graphic may not be used on its own. The logo may not be stretched. The logo also may not be used in any other colors other than the brand colors, but even then using Martha is preferred to the other secondary colors. Additionally, the logo can be used with only the leaves shown in the graphic, with the main hydrangea and the small bud deleted.



Brand Colors



Primary Color



Martha

PMS 2110 C
CMYK 50-35-0-45
RGB 71-91-141
HEX #475b8d

Secondary Colors



Hydrangea

PMS 278
CMYK 33-18-0-13
RGB 148-183-222
HEX #94b7de



Stem

PMS 624
CMYK 23-0-20-36
RGB 125-162-130
HEX #7da282



Brand Fonts



Abril Display Extra Bold

The quick brown fox jumps over the lazy dog

Seravek Light

The quick brown fox jumps over the lazy dog

Slogan/Tagline



Bringing Martha's Magic to Every Occasion

My slogan/tagline can only be used with the logo, as it doesn't give much context as to what the company is on its own. It should only be used in Abril Display extra bold and only in the primary brand color.

Creative



Print Ad



Book your Summer Event before
April 31st and receive \$50 off!



Event Poster



BYOB

Build Your Own Bouquet

Come discover the magic of Island Flowers and join us for our monthly BYOB class!

April 27th
1-3pm

\$40 admission
(includes bouquet)

(508) FLOWERS

Sandwich Board



ISLAND
FLOWERS

BYOB
Build Your Own Bouquet
TODAY!

Stop in today from 1-3pm to create
your own beautiful bouquet. All
materials provided!



Billboard



Days Until
Mother's Day



Instagram Ad



Facebook Ad



The ad features a white central panel with a blue border. Green eucalyptus branches with leaves are positioned in the corners. At the top center is the 'ISLAND FLOWERS' logo, which includes a blue hydrangea flower. Below the logo, the text 'Mother's Day SALE!' is written in a large, bold, blue serif font. Underneath this, '\$10 OFF*' is displayed in a large, bold, black serif font. A small line of text below the discount reads '*when you order online'. A dark green rectangular box contains the text 'Code: LOVEMOM' in a white, bold, sans-serif font. At the bottom center, the website 'islandflowers.com' is written in a small, black, sans-serif font.

ISLAND
FLOWERS

Mother's Day SALE!

\$10 OFF*

*when you order online

Code: **LOVEMOM**

islandflowers.com

Brand Collateral

