



Muraled Meadows

RB

Style Identity Guide

Table of Contents

Logo Guidelines

Color Use	3
Single Ink Use	4
Incorrect Use	5

Supporting Elements

Typography	6
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Branding

Packaging	7
Souvenir Items	8



Company Backstory



Muraled Meadows has been creating blooming memories since 1980. This floral garden specializes in growing and selling different types of flowers and plants, perfect for any occasion. Whether it is formal dress-up parties, romantic dates, or even condolences for hard times. The love put in every arrangement originates to the company's founder, botanist Cezanne Makya. Their childhood village surrounded by large meadows and forests, inspiring them to study Botany and even pick up a book about flower language, as every plant has its own story. Cez and their team's goal for their company is to not only sell nice looking flowers and plants to customers, they want their flowers to reflect customer needs, whether it is a romantic bouquet of roses and carnations, or the comfort of lily of the valleys and hyacinth. This Connecticut-based company aims for every arrangement to make every occasion feel memorable.

Muraled Meadows sells flowers and plants made for events like dates, birthdays, weddings, anniversaries, funerals, and big holidays such as Valentine's Day or Mother's Day. The company aims for every young adult (ages 20+) customer to get the lively arrangement fitting their special day so it can be remembered forever, making their work a true work of art!

Logo Guidelines

Muraled Meadows specializes in its special Green and Pink color combination. Muraled Meadows Green represents the universal color of natural plants, while Muraled Meadows Pink acts as its lovely complement hue.

For an ideal print, use Muraled Meadows's CMYK Color Palette Color Code.

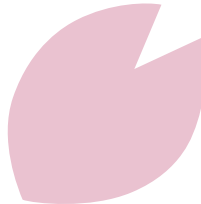
For best digital display across web applications, use Muraled Meadows's RGB or Hexadecimal Color Palette Code.

When it comes to background colors, dark colors are ideal to help both colors of the logo stand out.



Color Use

Muraled Meadows Pink



Print

C7 M28 Y7 K0

Screen

R231 G190 B205

Hex #e7becd

Muraled Meadows Green



Print

C64 M22 Y71 K4

Screen

R102 G153 B107

Hex #66996b



Dark Backgrounds



Logo Guidelines

Black and Knockout White

Muraled Meadows also has an alternate version of its logo decked out in both Black or Knockout White. These are used for simple, professional logo placement on websites or multicolored products.

Apply Black Logos for Light Colored Backgrounds.

Apply White Knockout Logos for Dark Colored Backgrounds.

Clearspace

For minimal spacing, follow the height of the logotype's capital M.

Scale

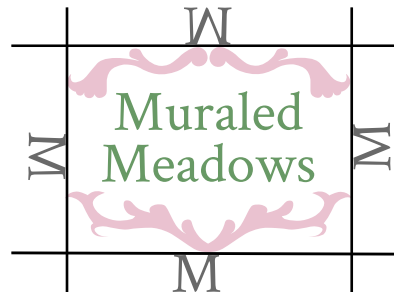
The minimal logo size for best quality viewing is 0.82 x 0.59 in for Print, and 78.77 x 56.29 px on Digital.

Single Ink Use

Black and White



Clearspace



Black and White Knockout



Scale



Min. Height:

Print: 0.59 in

Digital: 56.29 px

Min. Width:

Print: 0.82 in

Digital: 78.77 px



Logo Guidelines

To keep Muraled Meadow's logo designs consistent throughout products, here are a list of preventable errors:

Incorrect Use



Do not rotate the position of the logo.



Do not stretch the logo.



Do not add other elements to the logo like faded effects or extra imagery.



Do not remove elements like the leaf design presented on the logo.



Do not recolor the logo outside of its main color palette of Green and Pink.



Do not blur the logo.



Supporting Elements

Headlines and Product Names utilize the Bangla MN font with the weight set to Regular Weight.

The body text will be typed out with the Adelle Sans Devanagari font family, and will vary in Weight depending on the product.

RB

Typography

MN

Font Name: Bangla MN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Font Name: Adelle Sans Devanagari

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Branding

Organizing every element on packaged boxes and bags allows for Muraled Meadows to tell its story, much like the company's floral arrangements.

Logotypes should be present on all branded packaging.

On bags, the logotype should be the central design, being large enough to fill the entire bag, and located at the front of the bag.

On boxes, the logotype is smaller but still center aligned, giving room for the product label on the front, and the company backstory paired with product information on the left.



Packaging



Branding

Much like Muraled Meadows's packaging products, every element must be balanced to ensure that they will help tell the company's story.

Logotypes should be present on all souvenir items.

For products with logotypes as the central design, the logotype should be at the frontal part of the product, and center aligned.

Souvenir Items

