

The Greenery Brand Guidelines

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Introduction to the Brand





Brand Rationale

“Our aim is to give people of all ages and backgrounds a place to **relax**, feel at **peace** and enjoy themselves **without judgement.**”

1. Community

Building a safe space for our customers in order to subsequently create a healthy environment for our workers is our main priority.

Fostering the relationships built between customer and employee is one of, if not the most vital objective to a flourishing business.

2.Compassion

From our staff being attentive and understanding, to them remembering regular customers orders and making sure to be accomodating to diatery restrictions, there is a welcoming embrace waiting for everyone who enters our establishment.

3.Consistency

The quality and attitude of our staff has to always remain pristine in order for the customers perception of our company to consistently live up to standard, impressing guests upon every visit.

4. Innovation

Constantly coming up with new ways of improving our team bonding, recipies and overall atmosphere of our cafe is of extreme importance,

Our company is always striving to be better and be more accomodating to whoever joins our family.

5.Honesty

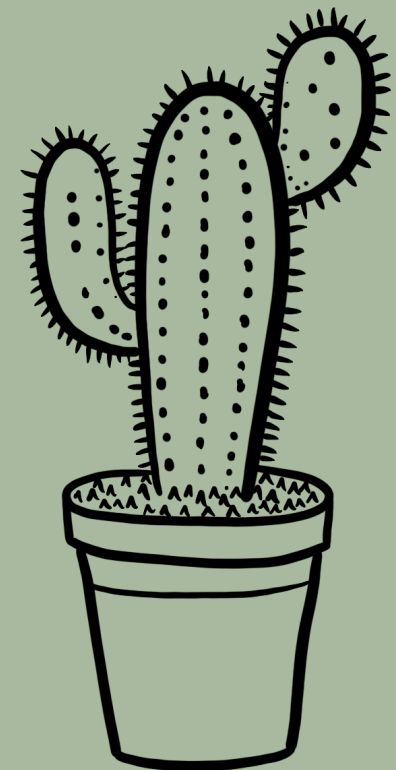
Being honest with customers, owning up to mistakes if any are made reinforces a sense of community and reminds people that at the end of the day, we are all human and we all make innocent mistakes.

Learning from those mistakes is what counts.

Brand Positioning

The **CBD** element to our cafe sets it apart from most other cafes since we offer a **wide variety** of products, specializing in cheesecake that contains CBD, as well as being able to add it to coffees and teas for an extra **relaxing experience**.

CBD gives our establishment an extra edge above the competition since we not only offer great service and quality food, but also a **unique experience** for the customer.



Audience/Target Demographic

People with chronic pain
and medical conditions.

Teenagers who either
want to quit smoking or
to experiment with CBD

Health junkies who are
looking for a new way
to relax their body and
muscles



Brand Identity Elements



Brand Identifiers

Our company has some specific trademark phrases and signs that are known to represent our establishment.

Our main identifiers is that of the double elongated leaves that meet at the end. This can be applied in many different ways and will still always represent The Greenery.



Primary Company Logo

This is the company's main logo that is used holistically over the year. Even with the playful seasonal changes in the logo, this one is the most iconic versions, making it the most recognizable too.

Brand Identifiers

These are the different icons that can be used to represent the company, taken from the logo itself. Whenever the company's main logo is not used some variation of the logo must be present in some way either on merchandise or on an item of packaging.



Different Logo Variations

These are all the different variations of our logo. The second row representing the logo throughout the different seasons (spring, autumn and winter consecutively) with the main logo being the summer variant. The logo just below this piece of text is the logo used for our selection of seeds and plants that are sold and the last line of 3 logos are our holiday logos for halloween and christmas time.



Tagline

Our tagline is used mainly in packaging and on the merchandise that we sell. Our aim was to come up with a tagline that was not too visually loud and in ones face in order to make it look more appealing and subtle on products while also still having a presence.

The words ‘The Greenery’ in the title must always be 3 spaces away from the beginning of the new line. This adds dimensions and some personality to the phrase while also making sure that the actual name of the establishment is bold and noticable.

The words ‘The Greenery’ being hollow with a black border around pays homage to the lines present within the company’s logo that are not filled in while also providing an interesting twist on our typical logo.

Immerse yourself in

The Greenery

Immerse yourself in

The Greenery

Incorrect Usage

All of the logos displayed below are all incorrect ways of displaying the logo. The logos black strokes should always be 6 to give it that handdrawn feel without being too overwhelming. If the strokes are too thin the logo will lose its impact completely. Secondly, the coloured leaves and mug should never be directly within the black outline strokes. This takes away depth and the unique, human element from our logo. Lastly, the logo should never be widened as it then loses its stance and intern loses its impact further.



Incorrect Usage

All these ways of representing the logo are to be considered incorrect and should never be used under any circumstance. Using the colour green within the logo of the actual cafe could be seen as cliché and expected when that is not the message our company wants to send in the slightest. The name of the company should also never be directly underneath the beginning phrase and the typefaces of the entire phrase should never be switched. This would result in a loss of power of the logo and would make the brand

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Colour Throughout the Brand



Primary Colour Scheme

One if not both of these colours can be found in every variant of our companys logo. It is of utmost importance that one of these colours always be present to continue and reinforce the narrative of our company and to continue the percieved idea of the company.

9DB886

F1d9AA

Secondary Colour Scheme

One if not both of these colours can be found in every variant of our companys logo. It is of utmost importance that one of these colours always be present to continue and reinforce the narrative of our company and to continue the percieved idea of the company.

BED9C0

D88328

E7B7D5

A96027

Typographical Elements



Overview

Our company's aim for the message that our typefaces send is that we are a trendy relaxed company with a cutting-edge element to our products that sets us apart from other companies. We want to make our customers subliminally feel welcomed through our typefaces, menus and other implementation methods of displaying our chosen fonts to represent our company.



Primary Typefaces

Gambetta Bold

This typeface is used for the main title of the word ‘Greenery’ in our company name. It was specifically chosen to be bold to contrast the flowy, light text above it and help it stand out. This typeface is also used on our menus to highlight the products.

Monotype Corsiva

This typeface is used in the main title for the phrase ‘Immerse yourself in’, that comes before ‘The Greenery’. It provides a lighter feeling to the heaviness right before the main title of the cafe, balancing everything out. The light and cursive nature of the font provides an endearing start to the title.

Illustration Style



Photography Style Reccomendations for the Companies Photos



Illustration Style

Multiple different miniature illustrations can be found throughout the company's merchandise along with the company logo.

Our illustration style in general is kept very minimal and mainly include line drawings of plants to go with the hand-drawn, personal narrative of the company our logo.



Two examples of our Illustrations used in merchandise.



Stationary Components



Buisness Card

Front



Back



The aim for the companys buisness card is to be short, sweet and straight to the point while also keeping with the brand narrative. The establishments objective was to make the card formal enough that other companies would take us seriously while also keeping with the brand values. Having the logo and elements of the company name not fit into the lines keeps with the story that this company wants to push which is mistakes are made and should be embraced, us as a collective want to push boundaries and do not want to fit into the constraints of a box, which is effectively communicated through our buisness card.

Buisness Card Application



Signature Variations

A cursive signature that reads "T Greenery". The letters are fluidly connected, with a large, sweeping loop for the 'y' at the end.

Full Version

A shortened, stylized version of the signature, appearing as a compact cursive "TG".

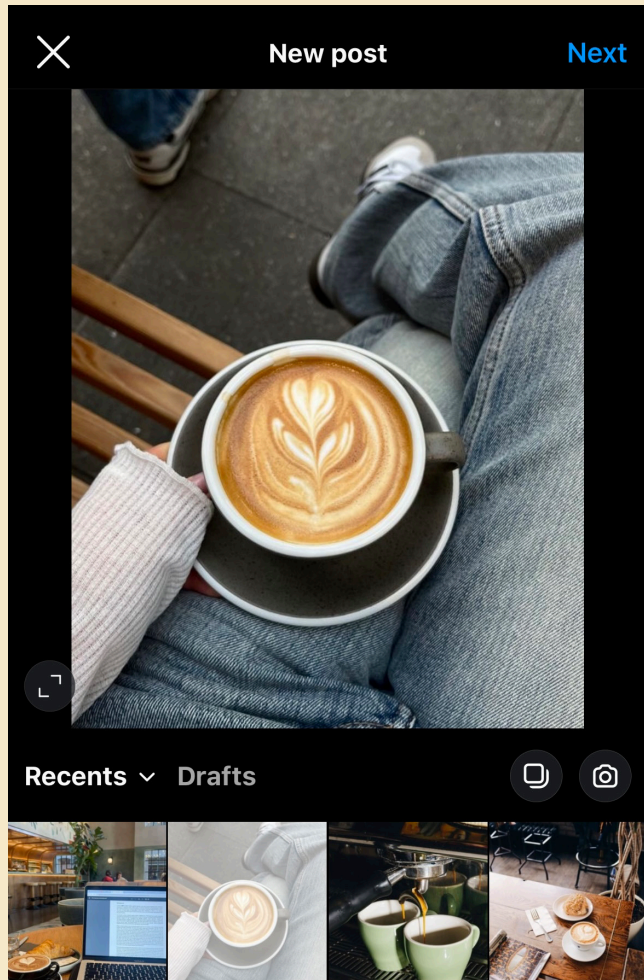
Shortened Version

The first version of our company signature is used to sign documents and physical letters and papers of importance to properly show that the company has signed it. The second version is the shortened one which appears at the end of every email our company sends no matter the importance. The signature needs to be short and wispy again to go along with the brands narrative. These two versions are the only versions that should be used.

Social Media Elements



Profile and Posting Habits to Follow



In order for our social media to flourish and subsequently, our business, there will be a social media manager working behind the scenes and controlling all the posts that the company's Instagram posts.

All posts must be in some way linked to cheesecake, CBD or coffee, since those are the three main initiatives we try to push as an establishment. The posts should not be too pushy in terms of products but instead, reels and interviews with staff are to be posted asking them their favorite drink or to make the most bizarre cheesecake combination they can think of. This way our company will engage more with our Gen Z audience without pushing our company's products too heavily and keeping our social media lighthearted and fun.

Profile and Posting Habits to Follow



Both pictures taken from pinterest

The company instagram needs to always either like or repost any story that we were tagged in in order to engage with customers to build repeat ones.

Reels of 'Mukbangs' of cheesecake should also be posted onto our page to again engage with the Gen Z demographic. The social media manager appointed this task will be overseeing what is deemed postable or not.

The companys profile picture should remain the logo.



Applied Logo and Merchandise



Merchandise Mentality

Our company sells and endorses many different products that we sell even behind the counter. We provide plant pots and seedlings in bags for customers who have a green finger and are interested in gardening. These plant pots also come with handmade crocheted bags for customers to take the plant pot home in a stylish yet convenient way. All these different elements and selling points within our cafe not only set us apart from competitors but also foster relationships that are built between the customers and our establishment by not only serving them but also providing something that they can take back with them, not only leaving with a full stomach but also a full hand.

Our merchandise is not meant to scream our company and our logo to all those who see it but instead can be seen as a wearable item of clothing that just so happens to be merchandise. This will benefit sales since the customer can also buy products simply for their value also and not only because they enjoy our company.

Logo Applied

Applied on a Sign



Applied on a Billboard



Logo Applied



Applied on a Tissue/ Napkin

Having our logo placed subtly around the establishment reinforces the idea of community with the customers subconsciously. This can be applied to other areas around the cafe also.

Logo Applied

Slogan Applied to a Plant Pot



Slogan and Name on a Journal



Logo Applied

Logo Applied to Mugs Including a Christmas Variation



Logo Applied to Gardening Gloves



Logo Applied

Logo Applied Subtly to a Tote Bag



Autumn Logo applied to a Beanie Hat



Logo Applied



Logo Applied to Bags of Seeds

These can be found behind the counter and can be sold to customers who are interested in plants and gardening. You can also purchase our company gloves along with these seeds and an additional plant with a portable crocheted container. If this container is brought back to the establishment, the customer gets a discount on whatever plant they would like to buy, reinforcing repeat customers.



Conclusion

These brand guidelines are the only brand guidelines that the company has officially released and all should be followed accordingly. This is important to upkeep the respect the company has earned over the years and to keep customers coming back for more and even encourage new ones to join our family.

-The Greenery