

Brand Guideline Sheet

Primary Logo

WILD BLOOM

Usage:

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

Secondary Logo



Usage:

For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

Logomark



Usage:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

Colour Palette

CMYK:
They are the colours used in printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This colour code is used on-screen and for web design.

Moss Green
Primary Colour

CMYK C: 96 M: 65 Y: 54 K: 49
RGB R: 0 G: 55 B: 67
HEX #003743

Petal White
Primary Colour

CMYK C: 61 M: 0 Y: 20 K: 0
RGB R: 66 G: 206 B: 24
HEX #42CED6

Buttercup Yellow
Secondary Colour

CMYK C: 2 M: 25 Y: 100 K: 0
RGB R: 251 G: 193 B: 0
HEX #FBC100

Blush Pink
Secondary Colour

CMYK C: 32 M: 4 Y: 80 K: 0
RGB R: 184 G: 207 B: 94
HEX #B8CF5E

Brand Assets

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



Primary Font

GILROY LIGHT

Usage:

The primary font is your default typeface & should be used within headers & titles.

Secondary Font

MONTSERRAT MEDIUM

Usage:

The secondary font compliments your primary font. This will be used on subheadings.

Complementary Font

Gilroy Light

Usage:

This compliments the primary & secondary font. This should be used within body copy.

