GROW RX

Brand Guidelines

Color Palette

Hex: #286359
CMYK: 84 42 63 26
RGB: 40 99 89
Pantone: 626 c

Hex: #8fbca7
CMYK: 46 11 38 0
RGB: 143 188 167
Pantone: 623 c

Hex: #b9cdca
CMYK: 27 11 18 0
RGB: 185 205 202
Pantone: 5523 c

Hex: #f2ddcc
CMYK: 27 11 18 0
RGB: 185 205 202
Pantone: 5523 c

Hex: #f9ac8a
CMYK: 0 39 44 0
RGB: 249 172 138
Pantone: 1625 c

Hex: #e2814f
CMYK: 8 59 76 0
RGB: 226 129 79
Pantone: 7576 c

Logo

Our logo is the symbol of our community and what we represent. Our community has grown to recognize our logo and if it is altered too much it would harm our presence and representation.

The only altering you may do is resize the logo. The logo may not go any smaller than a quarter of an inch. If you need to change the logo to black and white, please use the black and white versions we provided below. Also, if you use the logo on conflicting colors, use our examples as well.

The spacing around the logo must be no less than X to the right, to the left, down and up.

X

X

**GROW
RX**

X

X

Logo continued

Logo Don'ts

Please don't place the logo on top of colors that alter the logo. Use the guide we provide.

Please don't warp the logo.

Please don't change the color of the Growrx logo. Please use our guide.

Please don't change the type of the Growrx logo.

Typography

Our primary font is Montserrat. It is also used as the font in our logo. This font is simple and modern, and easy to read. This font is used in all its variations depending on the situation at hand.

Georgia is our secondary font and it is used in our headlines. It is a beautiful, classic font that brings attention to our titles.

Magicline is used in our products bring a handmade feeling to them. It has a raw, creative feeling to it.

Primary and logo font:

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary and headline font :

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

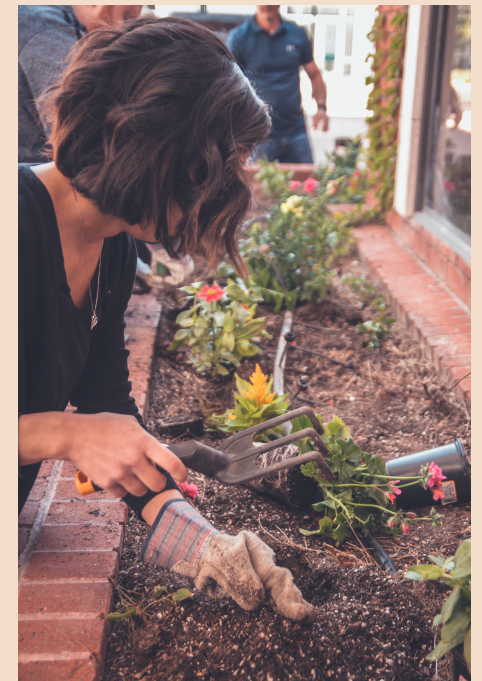## Decrative font :

Magicline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Photos

Our photos should evoke a feeling of community, healing, and of course gardening.

The color palette of the photos must also reflect the colors we have in our color palette. The colors don't have to be exact matches, but the colors used must be similar hues.

Elements

These elements are examples of the products that we have made. Our products want to feel welcoming, personal, and earthy.

A lot of our designs have a hand-drawn and handmade quality to them. This is important to us because it makes the product feel personal and that it has quality.

Stickers:

Paper types:

Elements

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Seed Packets:

Energy

Mint

Peppermint is known to relieve mental fatigue and boost your mood. Pepermint is a natural stimulent, you can use it to ease stress, exhaustion and irritability.

Happiness

Lilly of the Valley

Lilly of the Valley, or the May Lilly, means "retuurn to happiness." It symbolizes happiness, purity, and luck. Plant these lilies to brighten up your garden.

Calming

Lavender

Lavender has calming and wellness properties. Nurture the lavendar, and the aroma, and deep purple hues of it will sweep the negative vibes away. Place your lavender in your bedroom and take in its scent; you'll drift into a restful sleep.

Pattern

This pattern may be used on promotional items. Do not overuse, as it is a small piece of our branding.