



Gardens  
by Grace

**BRANDING GUIDE**

# Brand Overview

Gardens by Grace is a gardening business and the name carries a promise of excellence. Creating garden design, planting displays and providing maintenance services. The services are offered in Yorkshire and nationally for bigger projects.

The Gardens by Grace designer has 10+ years in Horticulture.

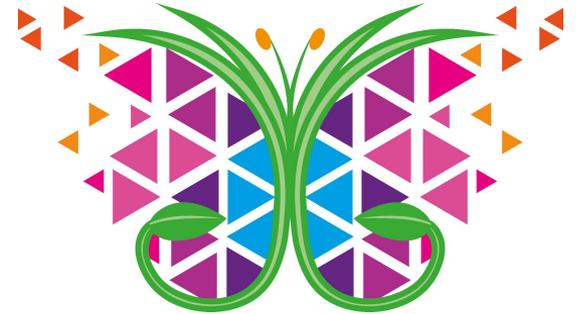
The brand will be identified by vibrant, eye catching images and colours. The design will show the fun and creativity of the business along with professionalism.



# Logo Identity



Main company logo. Not to be used in any other colour or format. This version should be used on the top of the page or document.



Logo icon. Can be used independently as social media icon or on pages where main logo is not suitable.

# Logo Size



Main logo should be used where the text is not smaller than 30px.



Logo icon can be used in all other scenarios.

# Iconography

Social media icons will be black in a circle format as shown.

Social media handles are as follows:

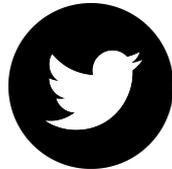
Instagram: @gardens\_by\_grace

Facebook: @gardensbygracedesign

Twitter: @Gardens\_byGrace

If the icons are clickable use the icons as mentioned above and link to page.

If the icons are not clickable or the piece is printed use the Linktree QR code.



# Imagery

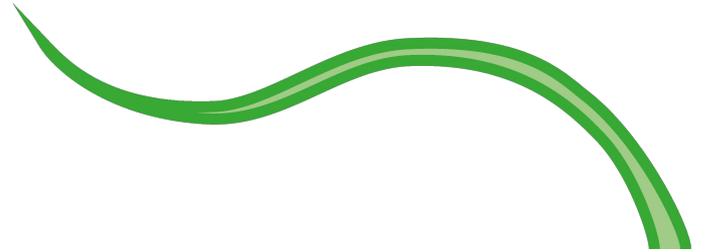
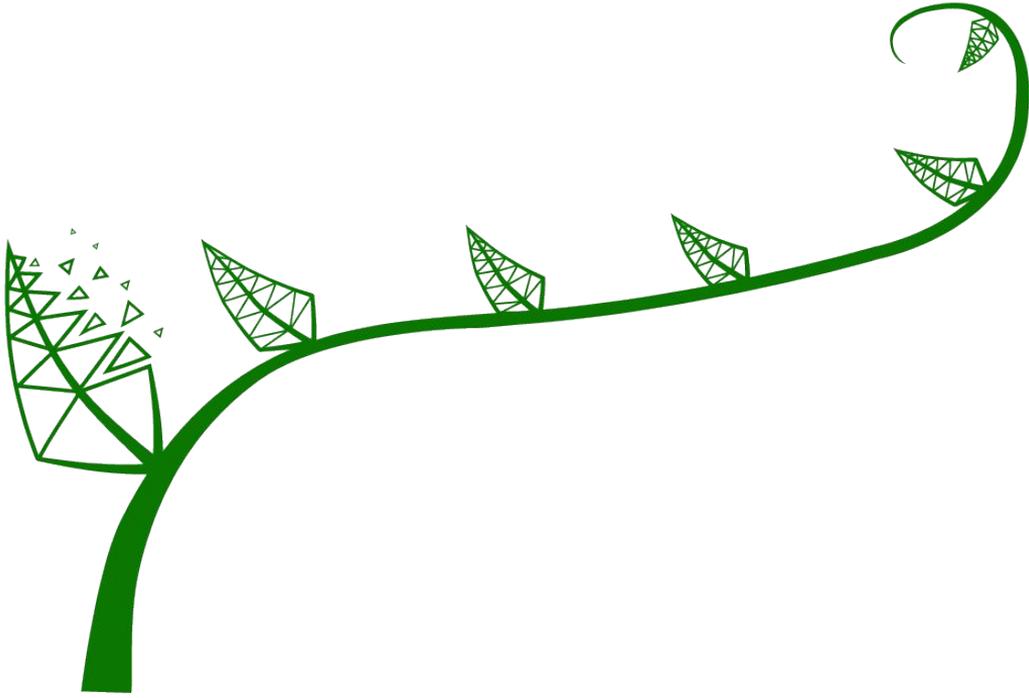
All images used for Gardens by Grace are images that Gardens by Grace has worked on or created. No images from other designs/work should be used to represent the brand.

Examples:



# Graphics

All graphics can be used in conjunction with each other on the same page. Additional graphics can be created to match the brand.



# Typography

## Helvetica Neue Bold

to be used for titles

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## Helvetica Neue Normal

to be used for subtitles and  
supporting text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Helvetica Neue Light

to be used for references,  
notes and disclaimers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



# Brand colours

#0B7600	#67B5F	#E6007E	#DC4B95	#F3901E
RGB 11, 118, 0 HSV 114, 100, 46 CMYK 91, 0, 100, 54 LAB 43, -48, 47	RGB 103, 186, 95 HSV 115, 49, 73 CMYK 45, 0, 49, 27 LAB 69, -43, 38	RGB 230, 0, 126 HSV 327, 100, 90 CMYK 0, 100, 45, 10 LAB 50, 79, -3	RGB 220, 75, 149 HSV 329, 66, 86 CMYK 0, 66, 32, 14 LAB 54, 63, -10	RGB 243, 144, 30 HSV 32, 88, 95 CMYK 0, 41, 88, 5 LAB 69, 30, 69
Main		Secondary		Complimentary



# Contact

If you have requests or questions regarding anything mentioned in this branding guide, please feel free to contact [grace@gardensbygrace.co.uk](mailto:grace@gardensbygrace.co.uk)

