

# The Gardeners Guide

BRAND & IDENTITY GUIDE

Fall 2023



Published  
Fall 2023

# The Gardeners Guide

A resource guide for all things related to gardening and  
cultivating green spaces



## TYPEFACES

---

### BASKERVILLE FAMILY

Aa BbCcDdEeFf

12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### OPEN SANS FAMILY

Aa BbCcDdEeFf

12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## LOGO FORMATS

---

# The Gardeners Guide

## LOGO

Primary logo utilized for all branding



## ICON

Typically used for displaying in circles or as graphic elements on designs

---

## TAG LINE

A resource guide for all things related to gardening and cultivating green spaces

## COLORS

---



### GREEN

PANTONE 7476 C  
C91 M51 Y55 K32  
R13 G82 B87

### MINT

PANTONE 7464 C  
C37 M33 Y23 K0  
R160 G208 B201

### GOLD

PANTONE 104 C  
C33 M33 Y100 K4  
R175 G152 B

### SECONDARY VARIATIONS



## LOGO COLOR VARIATIONS

---

The Gardeners Guide

The Gardeners Guide

The Gardeners Guide