



# demeter

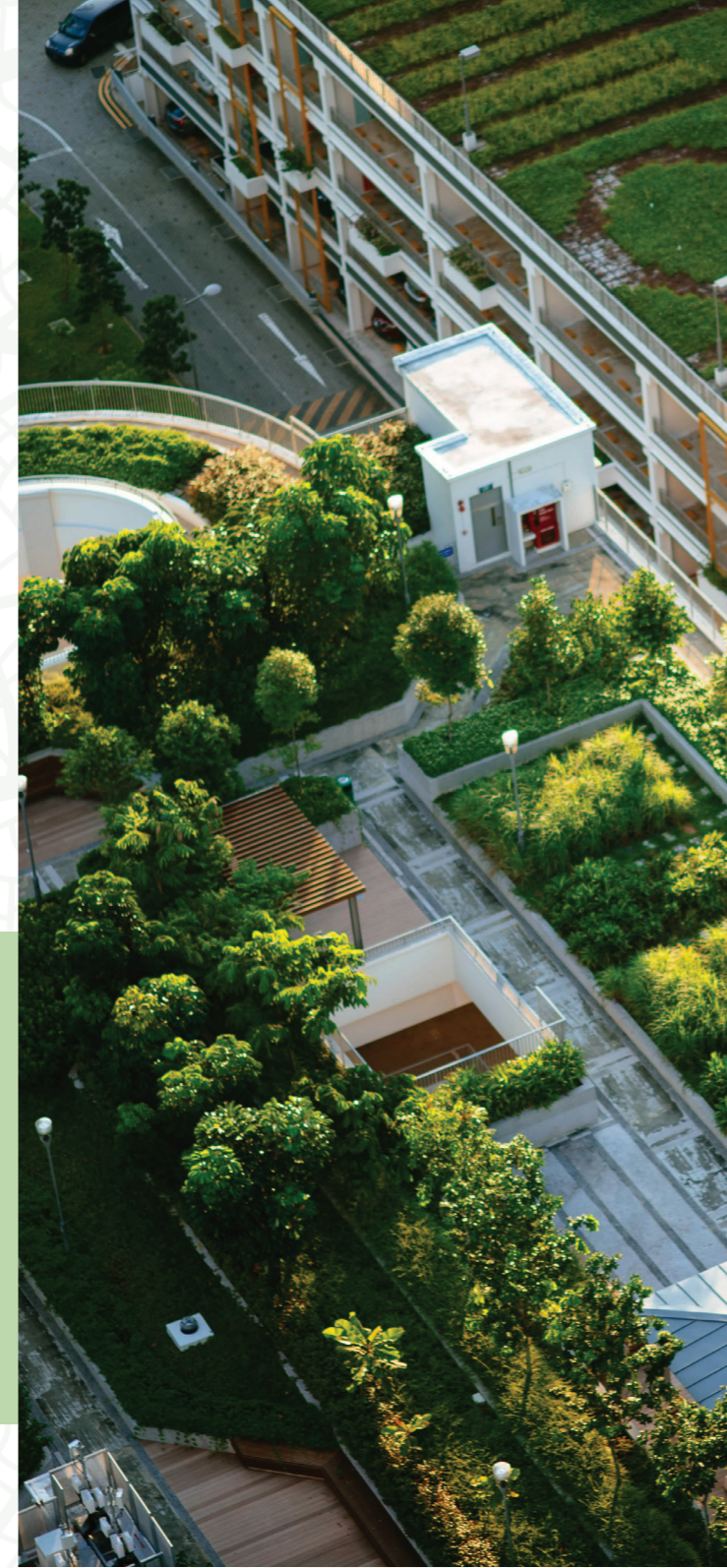
## vertical garden co.

a comprehensive style guide

# Our Mission

At Demeter Vertical Garden Co., we turn urban spaces green with affordable, low-maintenance vertical gardens for homes and businesses. Our goal is to improve air quality, cut down on heat, and create greener living spaces through easy-to-install hydroaerobic systems that make city living greener and healthier.

This guide helps keep Demeter Vertical Garden Co.'s brand clear and consistent. It covers how we use our logo, colors, fonts, and tone so everything—from ads to social media—reflects our mission. It ensures everyone, inside and out, communicates our vision of transforming cities with sustainable green spaces.



# Purpose

Our purpose is to reconnect urban environments with nature by creating green spaces that enhance city living. We aim to make cities more sustainable, vibrant, and resilient by transforming unused areas into thriving vertical gardens that improve air quality, reduce heat, and make urban areas a greener place to live.

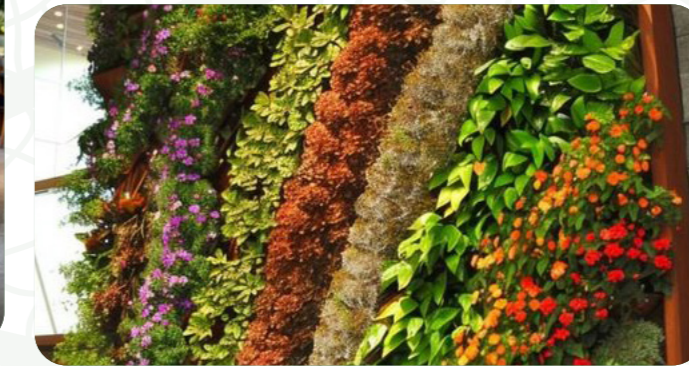
**sustainable.**  
**innovative.**  
**transformative.**

# Business Communication Tone

At Demeter Vertical Garden Co., our communication tone is friendly, approachable, and professional. We aim to connect with our audience using clear, upbeat language that shows our passion for sustainability and fresh ideas. We want to be helpful and easy to understand, sharing our excitement for making urban spaces better. Our goal is to build trust and inspire our clients and partners by being open, enthusiastic, and responsive in everything we do.

**friendly • approachable • professional**

# Moodboard



# Logo Usage & Guidelines



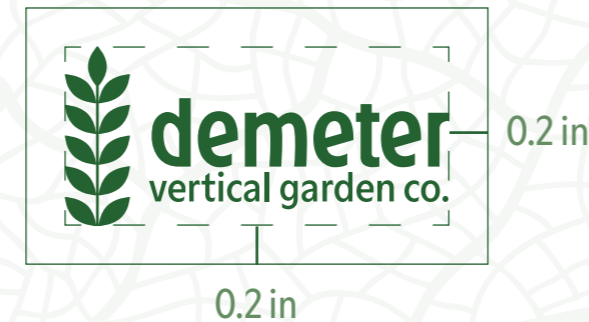
Pictured above is the primary logo for Demeter Vertical Garden Co. this logo is made up of two parts, the wheat motif on the left and the text on the right.

This logo is to be used for primary brand applications in both print and online to ensure brand recognition.

Minimum Size:



Clear Space:



## Secondary Logos



These secondary logos can be used in place of, but not alongside, the original logo when a darker background is used. These logos, however, are not to be used more than the primary logo.

## (Please) Do Nots



# Color Palette

Our color palette is designed to reflect Demeter's core values of sustainability, growth, and urban innovation. Each color plays a distinct role in creating a cohesive brand experience.

## forest green

primary

HEX: #286125  
RGB: (40, 97, 37)  
CMYK: (83, 37, 100, 31)

## urban sage

primary

HEX: #bdd8ac  
RGB: (189, 216, 172)  
CMYK: (27, 3, 39, 0)

## living leaf

secondary

HEX: #53a344  
RGB: (83, 163, 68)  
CMYK: (72, 13, 100, 1)

## sprout green

secondary

HEX: #79ad5a  
RGB: (121, 173, 90)  
CMYK: (58, 13, 84, 0)

## earth stone

accent

HEX: #988e6e  
RGB: (152, 142, 110)  
CMYK: (41, 37, 61, 6)

# Color Use Guidelines

By balancing these three color categories, we maintain a visually appealing and consistent brand identity that feels modern, clean, and connected to nature.

## Primary Colors

Purpose: Establish the foundational visual identity of Demeter. These colors are used most frequently and represent the brand's essence. They should dominate in key areas like logos, main headers, and backgrounds to create a strong and recognizable presence.

## Secondary Colors

Purpose: Complement and support the primary colors, adding depth and versatility to our designs. Secondary colors are used for subheadings, callouts, and large text blocks. They help create visual interest and can be used to highlight specific elements without overwhelming the primary color.

## Accent Colors

Purpose: Add energy and draw attention to specific details, such as buttons, icons, and key information. Accent colors should be used sparingly to create emphasis and direct the viewer's eye to actions or important content. These colors should stand out while still harmonizing with the overall palette scheme.

# Typography

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## Roslyn MN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Roslyn MN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Modern Yet Organic Feel

The clean, geometric shapes of Roslyn MN create a modern and sophisticated look, which reflects Demeter's innovative approach to urban agriculture. The subtle rounded edges and balanced letterforms give it an organic feel, mirroring Demeter's focus on nature and sustainability within city environments.

## Gamay Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Gamay Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Space-Efficient & Urban Feel

Gamay Narrow is an ideal typeface for Demeter, as its condensed form reflects the brand's emphasis on space efficiency and vertical growth in dense urban settings. This clean, balanced typeface also complements other fonts like Roslyn MN, creating a cohesive and consistent visual system that appeals to Demeter's target audiences, such as urban planners, property owners, and architects.

## Paragraph Style

These are examples of the fonts used for Demeter Vertical Garden Co. Use Gamay Narrow for all body text. Use Roslyn MN for all headings. Set leading at 120-140% of the font size to improve readability. Slightly increase tracking (+10 to +20) to avoid crowding, especially at smaller sizes. Avoid justification for narrow fonts and opt for left-aligned text to maintain consistent word spacing. The different weights can be used to set hierarchy.

# Icons



The above is an extensive example of the desired style for our icon sets. Reflecting the Demeter brand, each icon will be made up of line art with no fill. These icons are versatile and can be used across various platforms, including Demeter's app, website, and promotional materials. Icons should be presented in both dark green and white, ensuring optimal contrast is maintained for readability and accessibility in all settings.

# Photography

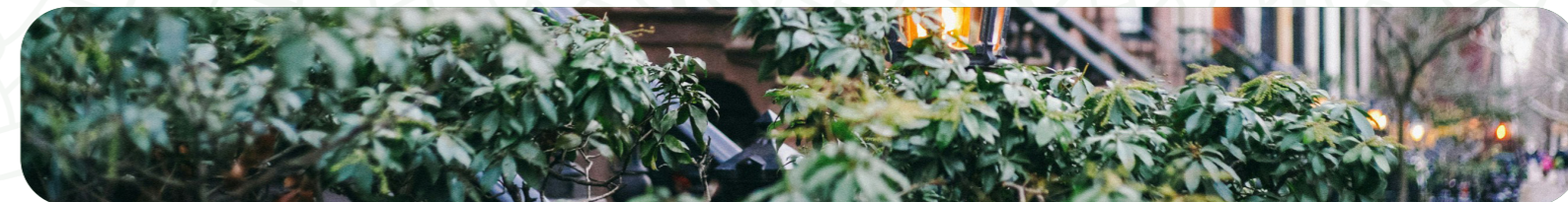
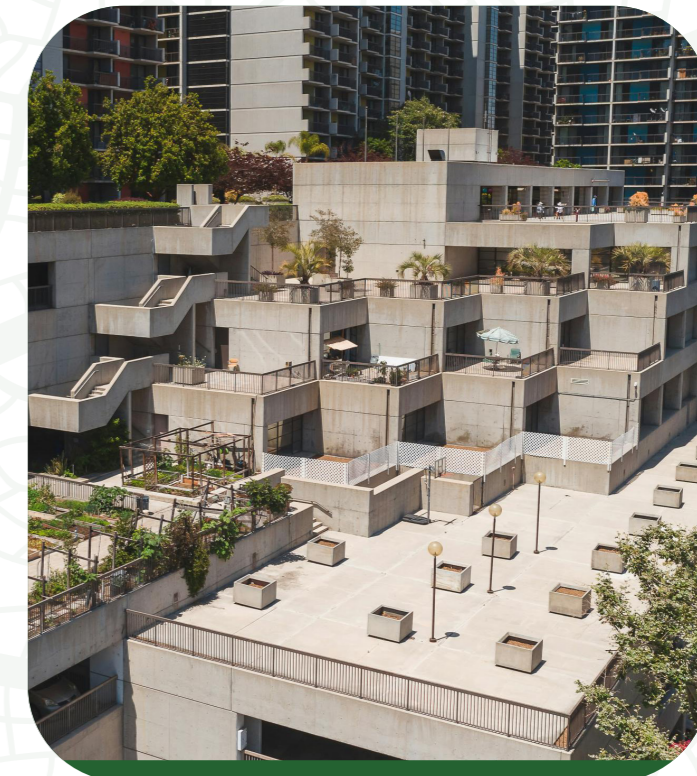
**Natural & Organic:** Photography should feel authentic and reflect the brand's connection to nature and sustainability, using natural light whenever possible.

**Minimalist & Clean:** Keep shots simple, focusing on vertical gardens and green spaces to highlight their impact on urban environments.

**Urban Integration:** Feature vertical gardens in city settings, showing how they seamlessly fit into urban life and transform spaces.

**Community Interaction:** Capture people engaging with Demeter's products, emphasizing community, sustainability, and wellbeing.

Maintain a consistent photography style across all platforms and ensure images are versatile for various formats, reinforcing the brand identity.



# Branding Applications

Our logo and branding can be effectively applied to various forms of merchandise and advertising that reinforce our urban and sustainability focus.

Recommended applications include urban advertising such as bus stop billboards, branded tote bags, direct mailers, and plant sample packaging. These items not only highlight our brand's identity but also reach our target audiences in a meaningful and impactful way.

