

# Brand Guidelines

**Garden in Reach**

# Branding concept

Practical container gardening and watering choices,  
grounded in the space, light and conditions available.

A plant-filled, realistic and homely direction for  
balconies, patios and small gardens.

# Logo





Logo

Primary



# Primary Palette

Linen and Forest keep the reading calm. Fern carries the identity and actions, Celery supports growing notes, and Clay adds a small warm accent.

Linen  
R245 G243 B232  
#F5F3E8

Forest  
R36 G58 B44  
#243A2C

Fern  
R59 G105 B67  
#3B6943

Celery  
R219 G226 B187  
#DBE2BB

Clay  
R207 G156 B115  
#CF9C73

# Typography

Lora  
Lato