



COLOUR
REPUBLIC



Colour Republic - Branding

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STRATEGY

How

Just as with flowers, our marketing efforts
will work towards generating a
sustained and healthy GROWTH.

- retail consideration -

- purchase visits -

- flower shopper base -

- purchase frequency -

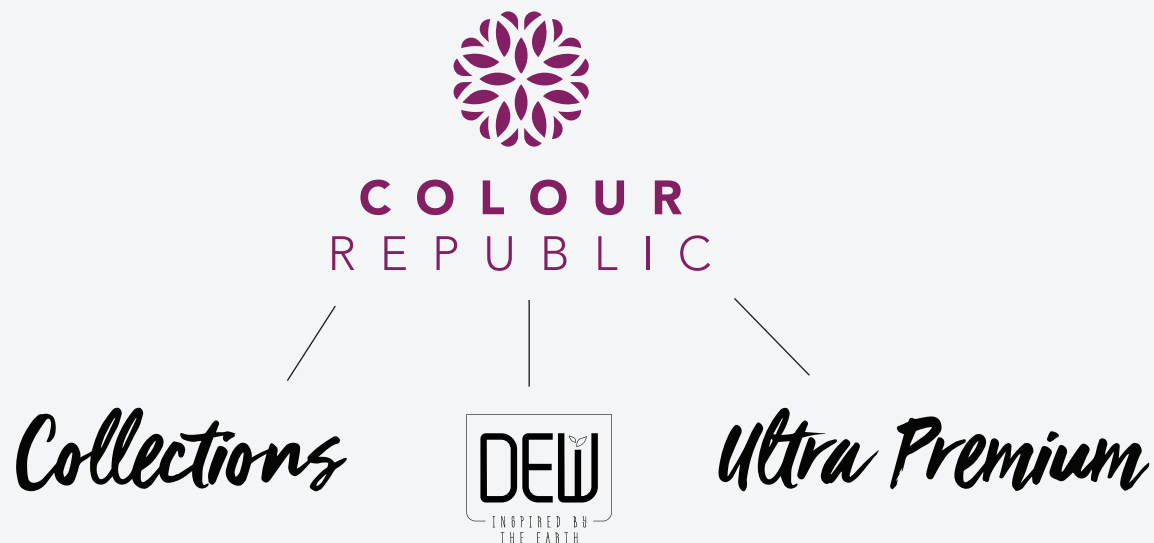
- margins -

- shopper loyalty -

ONE BRAND, INFINITE COLLECTIONS

Under the Colour Republic brand, we will be able to develop different collections following each retailer's shopper profile.

These collections could be advertised as exclusive to each retailer.



MISSION

To make people's lives more colourful and joyful by efficiently providing innovative top-quality flower products that are produced and marketed in a sustainable, honest way.



VISION

A world in which generosity and emotions prevail and flowers play a key role in connecting people, making each moment, each place, even more special.





OUR CORE TARGET

"EVERYDAY WIZARDS"

Everyday Wizards are young souls who love to add sparks of magic and personality to their weekly routines.

Their home is their personal sanctuary, a place to relax and enjoy but also the frame in which memorable moments with family and friends are preserved. Everyday Wizards are knowledgeable yet simple, creative but down-to-earth, generous but sophisticated. They feel a strong connection to nature and to people and products that are authentic. They possess an enviable sense of spontaneity and wit and are on a constant quest for discovery, searching for ways to turn the ordinary into something extraordinary.

Marketing triggers: decoration, nature, recycling, independent, home-made, source, true stories, joint discovery vs. tips, down-to-earth, unique, a sense of style in everything.

TARGET



OUR BRAND MANIFESTO

At Colour Republic, we create joy for a living.

We breathe morning smiles and look for a thousand ways to brighten up the day or just say *"I love you"*, *"Thanks"* or *"I'm sorry"*. And we believe that, no matter how beautiful flowers might be, they are nothing compared to the feelings they can bring in people. This is why we strive to add more magical moments and beauty to the lives of our consumers by constantly looking for the best combination of quality, style and innovation.





OUR VALUES

- › **GENEROSITY:** giving and sharing special moments is in the core of our DNA.
- › **INNOVATION:** from product development to retail trends and consumer insights, this is the driver that fuels our company and keeps our brands a step ahead.
- › **HONESTY:** everything we do comes from the heart and from a deep respect towards our suppliers, stakeholders, employees and clients.
- › **SPONTANEITY:** we keep a fresh, inspiring attitude and are not afraid to share our emotions and thoughts.
- › **SOCIAL & ENVIRONMENTAL RESPONSIBILITY:** we understand that truly caring for the community and the planet it lives in is a non-negotiable standard.
- › **THOUGHTFULNESS:** a humble, down-to-earth philosophy that fuels an agile, resourceful and problem-solving attitude.

BRAND PROPOSAL

"WONDERFUL EVERYDAYS"

Flowers can turn a simple day into a wonderful one. Whether or not you are buying flowers for yourself, giving them as a gift or receiving a bouquet from somebody, flowers always create a memorable & amazingly emotional experience.





A story behind every flower

THE WAY WE TALK

We **ARE NOT** pompous, luxurious, trivial, distant, patronizing, loud, silly, technical / botanical, difficult.

We **ARE** witty, spontaneous, simple, approachable, creative, trendy, curious, entrepreneur, nature conscious, a farm/family/community.





IDENTITY

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Two main logo applications.



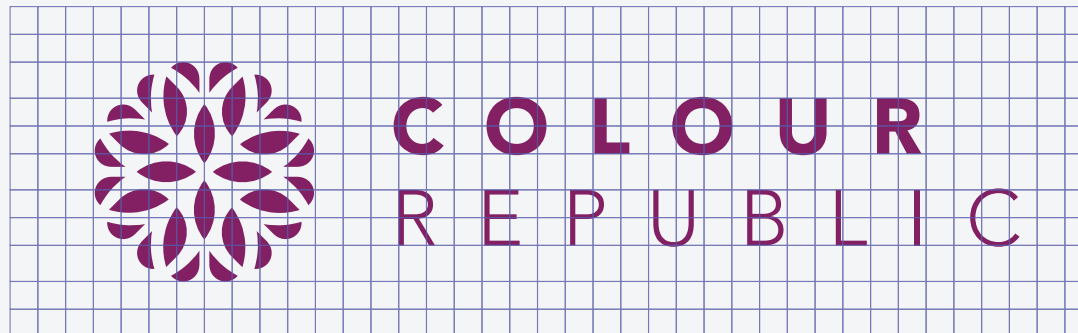
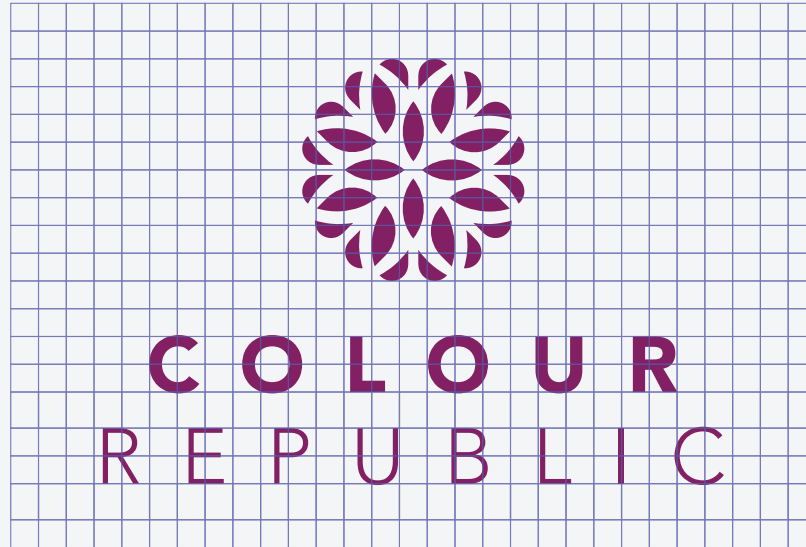
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Negative uses



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Grid



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Do's & Sizes



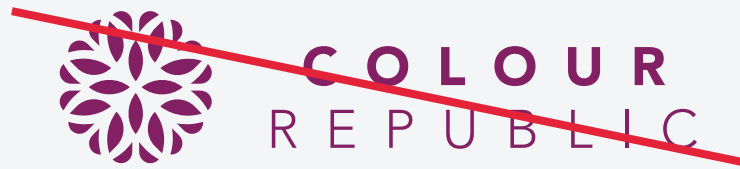
No smaller than
1.5 inches width



No smaller than
2.5 inches width

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Dont's



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Application on photo



When we have flower textures, we won't use the logo on top of the photo. We will use the photo cropped to the trim and the logo will appear ALWAYS centered on top of the photo over a plain background.

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Application on photo



When we have produced photos, it will be ideal to have simple backgrounds (neat, not a lot of objects nearby) and the placement of the logo should be on the corners, the color of the logo should depend on the contrast with the background.

To calculate the margin, we will use the letter "R" of the same size of the logo. The idea is to put the letter twice, one above the other, and use those as a reference to know where to place the rulers.

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Margins



In pictures we use the "double R" rule for margins.



For stationery and other graphic pieces that require more "air" we use the "Icon" rule. We always keep the same size that we will be using for the entire logo as a reference.

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Colours

The primary colour palette will be used for a broad range of applications. Grey, dark blue and gold represent the more corporate side of the company, while purple, turquoise and white are recommended for consumer-facing communications.

The logo can be used in any one of the colours below, but it **MUST** always be used in a monochromatic way.

A maximum combination of 3 colours can be used in a single visual.

Colours must be used in a balanced way, without an excess use of bright colors (purple and turquoise). Additional bright colours not present in this palette are discouraged.

C: 68% M: 62% Y: 58% K: 46% #414042	C: 81% M: 35% Y: 34% K: 03% #2C8496	C: 50% M: 100% Y: 31% K: 14% #831363	C: 82% M: 77% Y: 51% K: 57% #262638	C: 47% M: 46% Y: 71% K: 19% #7F7152	C: 0% M: 0% Y: 0% K: 0% #FFFFFF

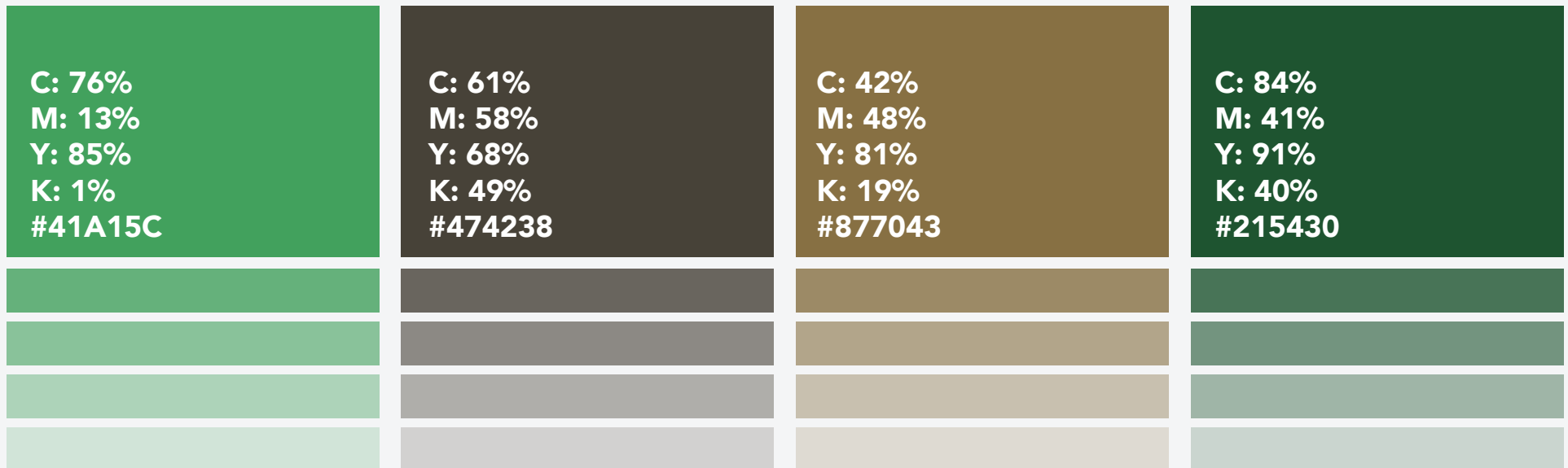
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Secondary Colour Palette

The purpose of the secondary palette is to strengthen communications focused on sustainability, organic practices, farming and other topics related with nature.

This set of colours **MUST** be reserved just for this purposes, helping highlight different supporting elements of the visual (ie. patterns, backgrounds, details, etc.). These colours must not be used for the logo or slogan themselves.

This palette can only be used with either white, gray or gold from the principal colour palette.



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Institutional Fonts

▸ Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*(){}":?><./,;>[]

▸ Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*(){}":?><./,;>[]

▸ Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*(){}":?><./,;>[]

▸ Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*(){}":?><./,;>[]

▸ Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&(){}":?><./,;>[]*

▸ Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&(){}":?><./,;>[]*

▸ Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&(){}":?><./,;>[]*

▸ Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*(){}":?><./,;>[]

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Institutional Fonts

► Bauer Bodoni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*(){}":?></.,;>[]

► *Bauer Bodoni Book italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&(){}":?></.,;>[]*

► **Bauer Bodoni Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*(){}":?></.,;>[]

► BAUER BODONI SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*(){}":?></.,;>[]

► Viva Beautiful

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Slogan

A story behind every flower

Font: Viva Beautiful.

Uses with institutional logo

There are only two possible ways to use logo and slogan together, one per logo option. The slogan must always be under the main identity and centered as showed. If it were to be used with the institutional icon, the same rules apply.



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A story behind every flower



COLOUR
REPUBLIC

A story behind every flower

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Product Photography



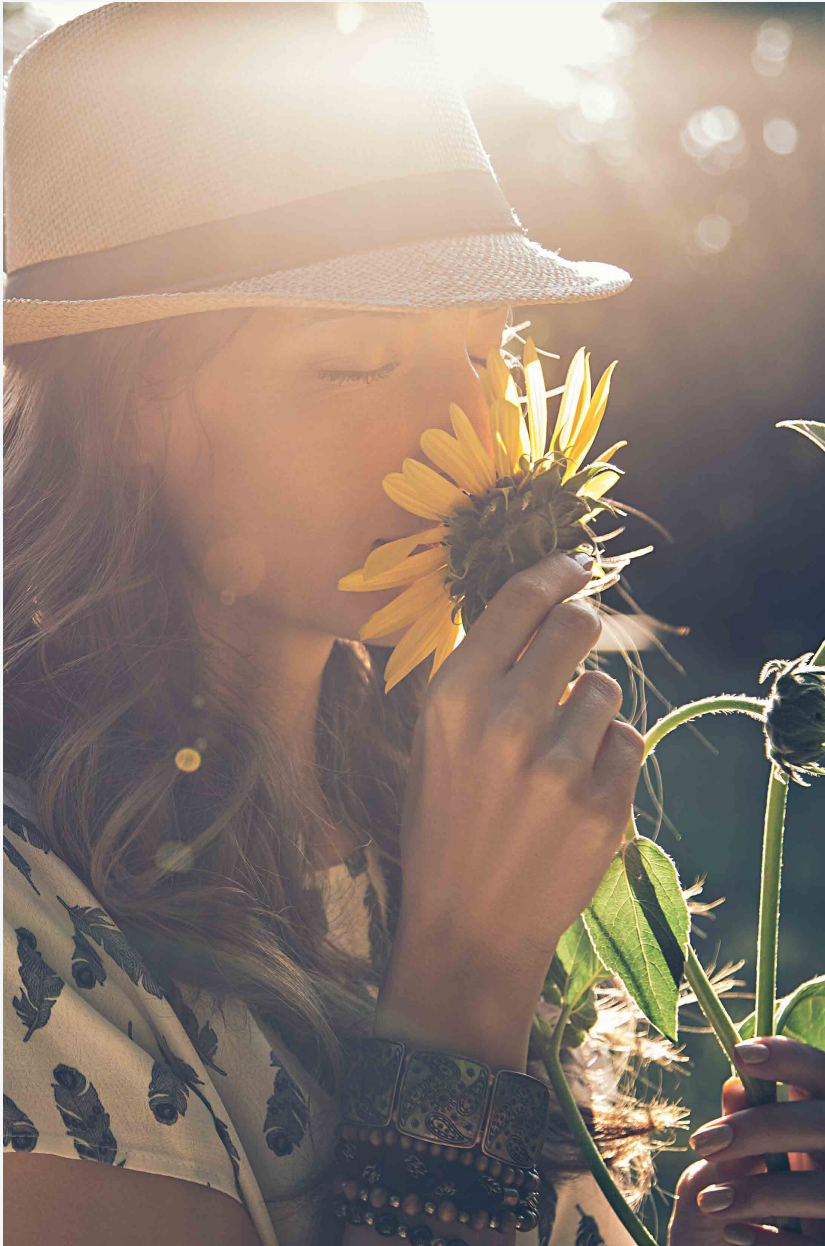
Our product shots will reflect our target and appear fresh, bright, with textures and colours that evoke warmth and candor. Natural light and low-key, rustically creative packaging or containers should be favoured.

The set-up can include natural cues such as grass, the sky, wood and soil. Stressed Iron, fabric or other materials that reveal some history (i.g. recovered wood) will help add a bit of soul to the picture.

Shots should be as clean and as neat as possible, avoiding the use of more than two objects in the same scene. The idea is not to lose focus on the flowers.

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Lifestyle Photography



Our lifestyle photos show honest, uncorrupted moments in which our target enjoys their magical moments or places. Let's capture the sunshine at its fullest and provide a sense of almost spiritual, reflective feel to every situation in which we show a single person.

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Lifestyle Photography



In groups, spontaneity and connection are key and flowers should be present and important, but not as an obvious, literal protagonist. In terms of models, look for spontaneity; no need to look at the camera, we want to capture moments and attitudes as they are.

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Cobranding

When our logo is used in combination with another brand, the partner logo must always be placed on the right side and match our logo's height. Our logo will be applied in the approved colour that best coexists with the other logo.



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Double Branding

We have two ways of branding our collections, each one representing a different attitude. The first one will use the horizontal logo, with the name of the collection in Avenir Light with an open tracking relative to the font's size. The second application will display the centered logo version, with the collection name on the right side (Viva Beautiful font). The brand's logo must be used either in turquoise or violet, while collection names must be written in approved dark blue.



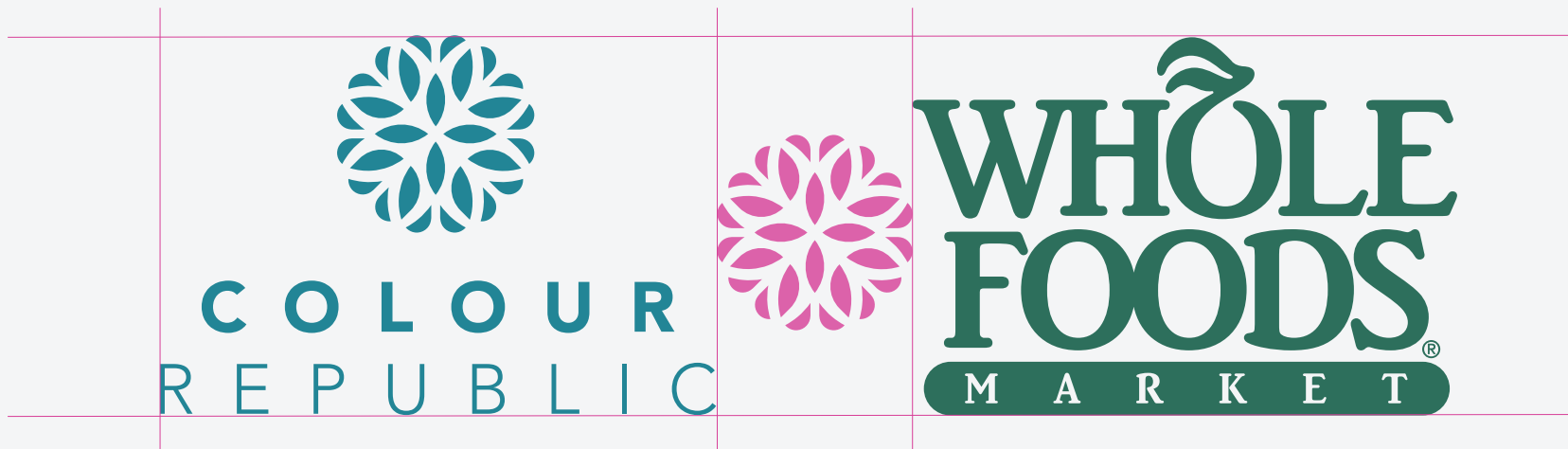
WINTER COLLECTION



Winter
Collection

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Cobranding & Doblue Branding Specs



The icon in our logo will be used to establish the proper spacing between the two logos.



THANK YOU