

**Floreat**

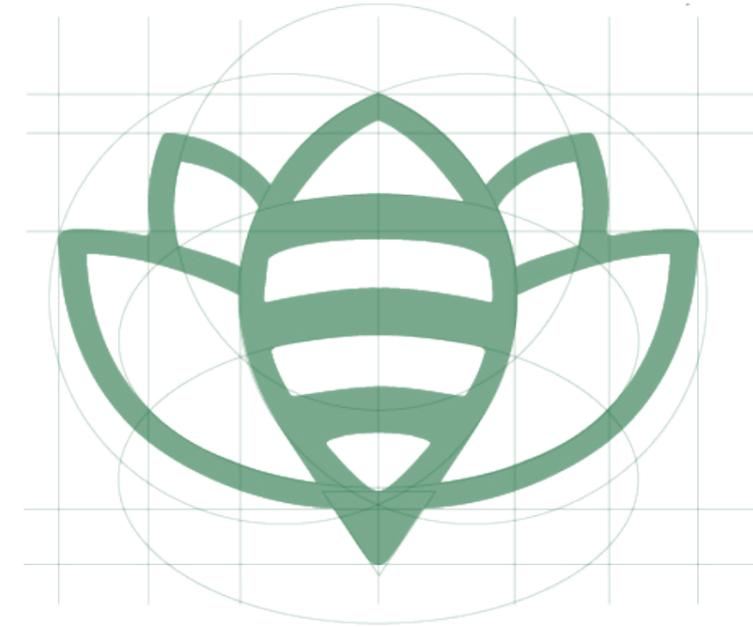
Wellness, done well. For a life well lived.

# **Brand Guidelines**

# Introduction

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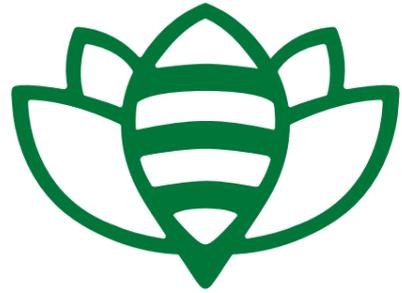
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Welcome to the Floreat Brand Guidelines, created to give you a thorough understanding of the Floreat brand identity. This document serves as a valuable resource that outlines the fundamental components of the Floreat brand, including our logo design, colour, typography, email footer and iconography.

We encourage you to utilize this brand guideline as a reference when crafting any brand-related communication, such as advertising, social media, website, and other marketing materials. By following these guidelines, you will help us reinforce our brand message and build a stronger connection with our audience.

# Logo Design



The Floreat logo is a combination of a bee and leaves. The bee represents the client's origin in Manchester and her love for the Manchester bee. The leaves represent the client's business as a Workplace Wellness Consultant who aims to introduce biophilic to the workspace. The logo is a symbol of hardworking insects that work together to help preserve the ecological balance and biodiversity of nature

# Tagline

## Wellness, done well. For a life well lived.

Floreat's tagline, "Wellness, done well. For a life well-lived." is a testament to Floreat dedication to promoting wellness and healthy living in an accessible, practical, and enjoyable way in a workspace. The brand believes everyone should have the opportunity to live a life full of vitality and purpose, and we strive to empower individuals to achieve their health and wellness goals.

# Colour



RGB: #007639

CMYK: #006633

The colour of Floreat logo is a rich, dark green that represents the brand's connection to nature and commitment to sustainability. Dark green is a colour often associated with growth, balance, and harmony and serves as a visual representation of floreat core values. This colour choice reflects Floreat commitment to promoting wellness and sustainability in they do

When using the logo, it is essential to ensure that the colour is consistent and accurate. Any changes to the logo's colour can result in a loss of brand recognition and dilute the brand identity. We must use the exact colour specifications provided in the brand guidelines when reproducing the logo.

# Typography

## Gelica

### Semi Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz**

### Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

One of the strengths of Gelica is its excellent legibility, which makes it suitable for use in both small and large sizes. The typeface's clean lines and curved shapes ensure that each letter is easily recognizable, even in small sizes. This quality makes it an excellent choice for body text, headlines, and titles.

The typeface's round and curved strokes complement the logo's strokes perfectly. The semibold weight is employed for the Logo Title, while the regular weight is utilized for the Tagline.

# Email Footer



**Lois Cliff**

Workplace Wellness Consultant



Wellness, done well. For a life well lived.

07538 257016 | Langstone, Wales, United Kingdom

The email footer is an integral part of the Floreat brand identity. It serves as a way to reinforce Floreat brand messaging and provide important information to our recipients.

The Floreat logo is featured prominently in the email footer. It is placed on the side with the client information beside it. The client contact information is included in the footer so recipients can quickly contact Floreat. This includes the phone number, address, Hyper link to email address and social media contacts.

The following are guidelines on how to implement the email footer; By following these guidelines, we can ensure that the email footer is consistent with the brand messaging and provides recipients with the information they need to get in touch with Floreat and follow us on social media.

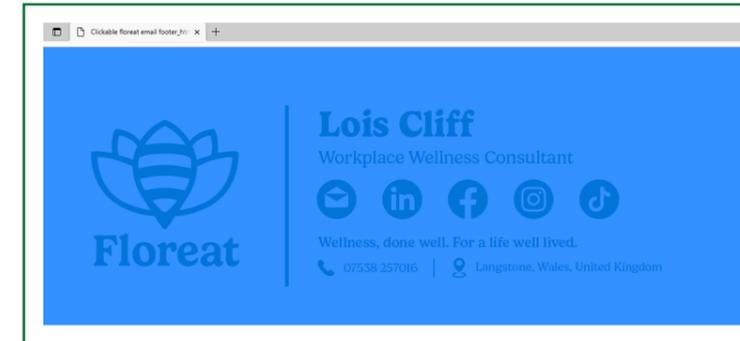
## Steps 01

1. Open the **html file** named 'Clickable floreat email footer\_html'.

A screenshot of a file explorer window showing a single file named "Clickable floreat email footer\_html" with a green checkmark icon.

## 02

2. **Ctrl/ Command+A** to select the whole email footer in the page. Then **Ctrl/ Command+C** to copy it.



## 03

3. In the **gmail settings**, create a new email signature.

**Signature:**

(appended at the end of all outgoing messages)

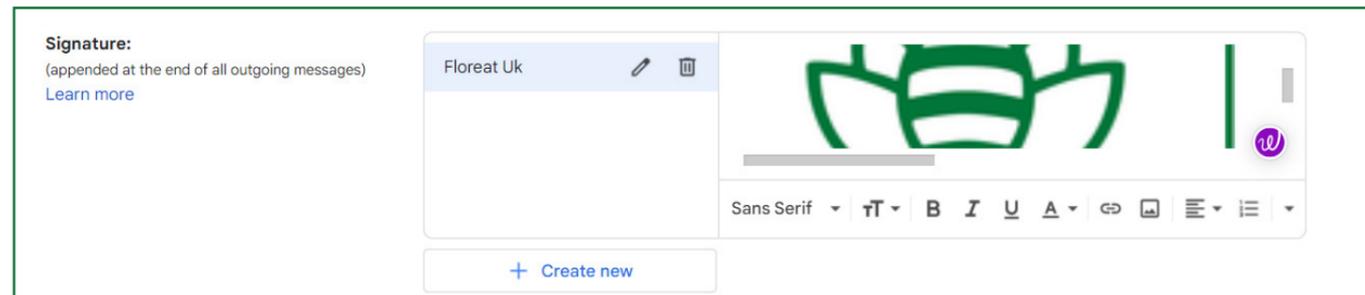
[Learn more](#)

**No signatures**

[+ Create new](#)

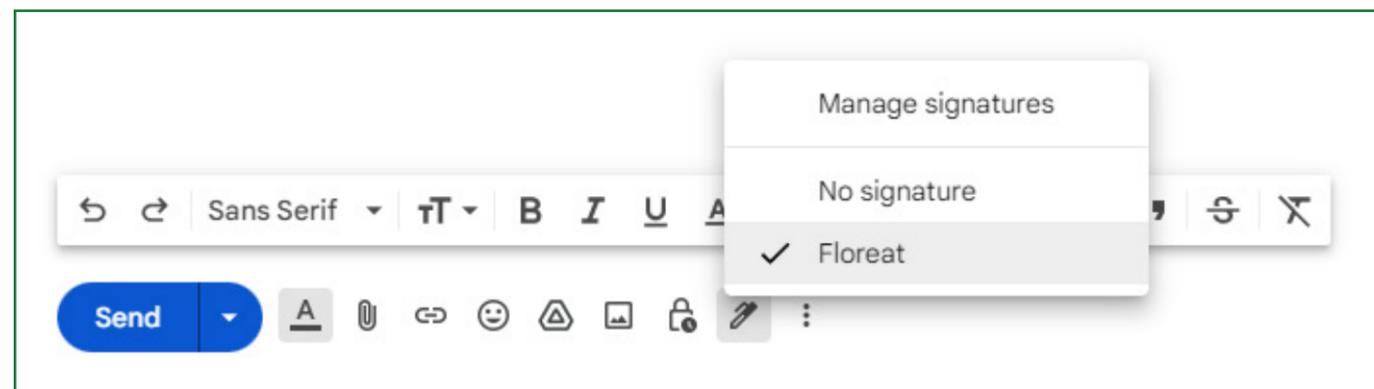
04

#### 4. Ctrl/ Command+V to paste to the Signature

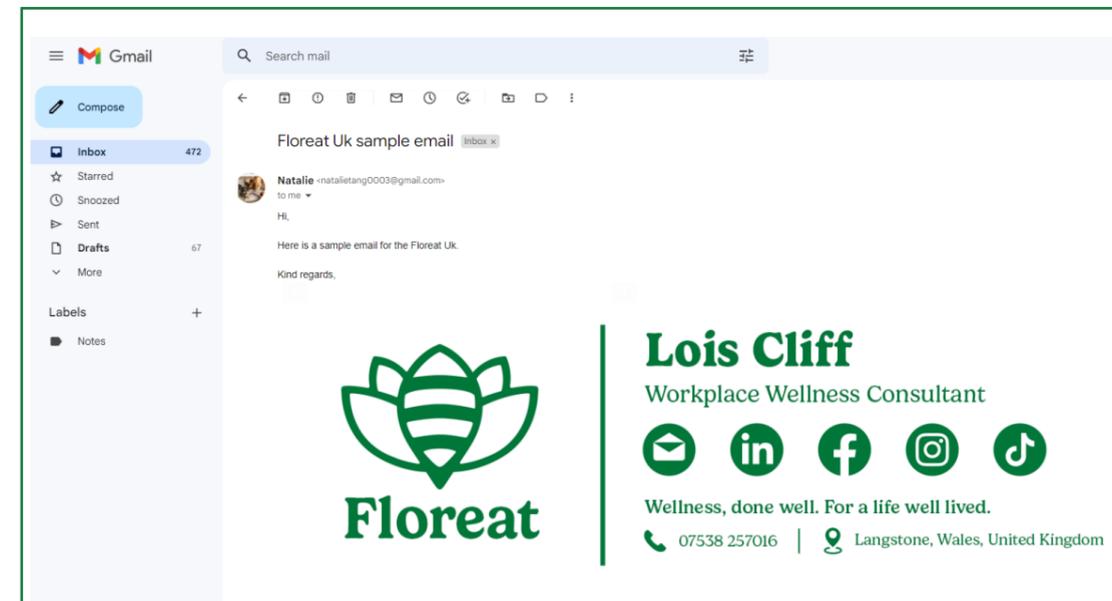


05

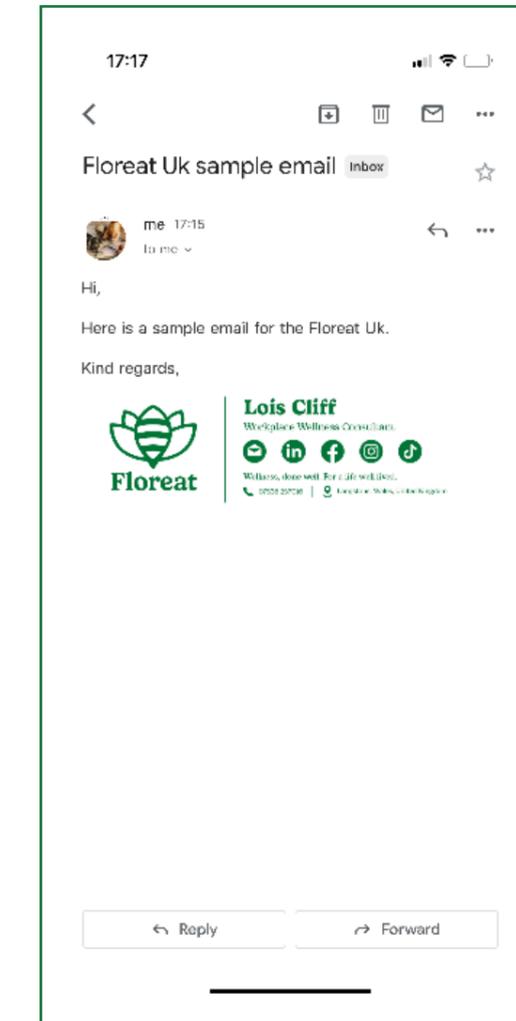
#### 5. Save changes, and insert signature while composing email.



### Desktop



### Mobile



# Iconography



Our email footer iconography is a crucial part of our brand identity and serves as a visual cue to our audience about where they can find us on social media. The iconography is designed to be simple, clean, and easily recognizable, using the same dark green colour as our logo to maintain brand consistency.