



FLOWER MART

BRAND GUIDE



1 BRAND

RENDERINGS



FLOWER MART

BRAND // 2018

LOGO

Can be used with either qualifier below depending on the situation, or even just the submark.



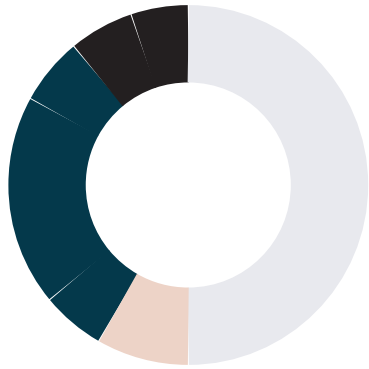
SAN FRANCISCO FLOWER MART



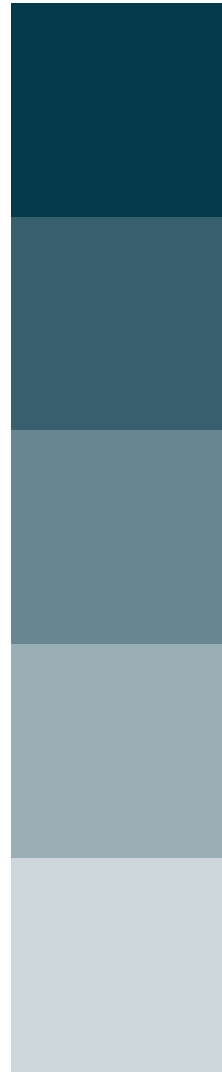
THE NEW SF FLOWER MART

COLOR PALETTE 1

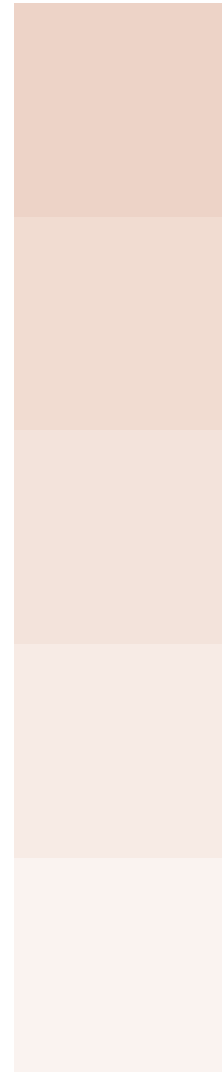
Navy blue with light peach accent



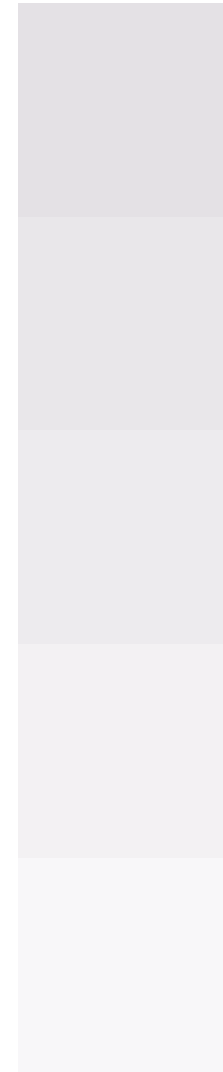
NAVY
 Pantone 548 C
 RGB 6 - 57 - 76
 CMYK 96 - 69 - 48 - 42
 #06394C



PEACH
 Pantone P 46-9 C
 RGB 241 - 212 - 119
 CMYK 4 - 17 - 18 - 0
 #F1D4C7



GREY
 Pantone 663 C
 RGB 228-225-229
 CMYK 9-9-5-0
 #E4E1E5



BLACK
 Pantone Black C
 RGB 34 - 31 - 32
 CMYK 70 - 67 - 64 - 74
 #221F20



TYPOGRAPHY

BROCHURE / PRINT COLLATERAL

Title
Montserrat, Extra Bold
Size 19pt, Tracking 700pt, Leading 26pt
Color: Black

Body
Montserrat, light
Size 8pt, Tracking 100pt, Leading 17pt
Color: 60% of the title tint

PRESENTATION

Title
Montserrat, Extra Bold
Size 25 pt, Tracking 700, Leading 32pt
Color: Black

Body
Montserrat, light
Size 12pt, Tracking 100pt, Leading 24pt
Color: 60% of the title tint

**T H I S I S T H E
T I T L E T E X T**

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**T I T L E
T Y P O G R A P H Y**

Body that is 60% of the title tint. Erumet qui venducia qui doluptas ulparum ute laborest, suntur ma el ma qui nos etur alitae nis dipsam quissimolor maio blab in consequat iatqui tem num hil mod molliam,

PATTERN

As an ode to the Japanese Americans who established the first San Francisco Flower Mart, we have chosen a traditional Japanese pattern that pays homage to that history.

Shape is an important element of Japanese style and decoration. Curved and circular shapes are thought to suggest intuition and inspiration.

The seigaiha or wave is a pattern of layered concentric circles creating arches, symbolic of waves or water and representing surges of good luck. It can also signify power and resilience.



PHOTOGRAPHY

A combination of SOMA neighborhood photography along side aspirational life style stock images. Can incorporate other photos of similar style / nature.



MOCKUPS

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BROCHURE



TRIFOLD

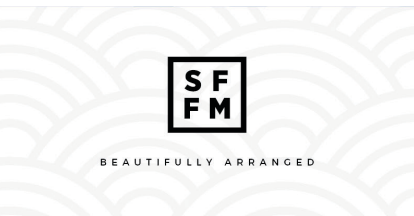


CONSTRUCTION SIGNAGE

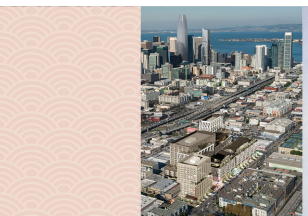


FLOWER MARKET

BRAND / 2018



THIS IS A PHRASE FROM THE NARRATIVE DIFFERENCE FROM THE MAIN TAGLINE.



SWAG

FLOWER MART

