



*Father Nature*  
LANDSCAPE & HARDSCAPE



# BRAND GUIDELINE



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**BRAND TONE**

Vibrant - Relational - Luxury - Tasteful - Sensitive - Conscious

**FOUNDATION**

**COMPETITION**

**BRAND ESSENCE**

**DISTINGUISHING CHARACTERISTICS**

**TARGET AUDIENCE**

**CREATIVE CONSIDERATIONS**







*Father Nature*

LANDSCAPE & HARDSCAPE



The Father Nature Landscape hardscape brand appeals to wealthy women and men that have properties in the low country and surroundings locations. When it comes to creating the outdoor space they've been dreaming of, they lack the knowledge, the tools, and skill to make it happen.

Father Nature can help.

The brand's high-end yet personable style reflects the luxury and authenticity behind Father Nature. The custom logo and graphic elements set the brand apart and speak to the story and values that make Father Nature

so special.



Behind the brand Mark

Behind the thee leaves

*Father Nature*  
LANDSCAPE & HARDSCAPE

Behind the Font

Our typography is hand written like all our work which is handmade



THE SUBMARK

a



b



c



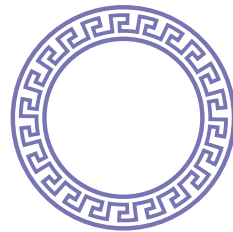
d







D E C O R A T I V E



Mater



LANDSCAPE & HARDSCAPE  
*Father  
Nature*  
LANDSCAPE & HARDSCAPE

BEST LOCAL LANDSCAPE COMPANY



THE SUBMARK





Clean Area  
Vertical Brand



Positive Black n Withe  
Vertical Brand



Negative Black n Withe  
Vertical Brand



Clean Area  
Horizontal Brand



Positive Black n Withe  
Horizontal Brand



Negative Black n Withe  
Horizontal Brand





# BRAND COLOR PALETTE



**HEX:** #A7D3CB **RGB:** 216 211 203 **CMYK:** 36 03 22 30

**HEX:** #104551 **RGB:** 16 69 81 **CMYK:** 100 64 53 48

**HEX:** #A5D175 **RGB:** 165 209 117 **CMYK:** 40 00 74 00

**HEX:** #72B32C **RGB:** 114 179 44 **CMYK:** 64 07 100 00



**HEX:** #E5E5FF **RGB:** 229 229 255 **CMYK:** 08 09 00 00

**HEX:** #C4CFFF **RGB:** 196 207 255 **CMYK:** 21 15 00 00

**HEX:** #0B0B8A **RGB:** 11 11 138 **CMYK:** 100 95 07 31

**HEX:** #292365 **RGB:** 41 35 101 **CMYK:** 100 100 17 42



**HEX:** #E6E6E6 **RGB:** 230 230 230 **CMYK:** 09 06 07 00

**HEX:** #4B496B **RGB:** 75 73 107 **CMYK:** 84 82 35 23

**HEX:** #90A5A1 **RGB:** 144 161 161 **CMYK:** 48 27 36 00

**HEX:** #4D4D4D **RGB:** 77 77 77 **CMYK:** 67 66 59 46





FIRST

*Important Title*

Gulf Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

SECOND

**Sub Title**

**Century Gothic Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

THIRD

Paragraphs

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

FOURTH

Paragraphs

Normafixed Tryout

A B C D E F G H I J K L M N O P Q R S  
T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s  
t u v w x y z  
0 1 2 3 4 5 6 7 8 9

FIFTH

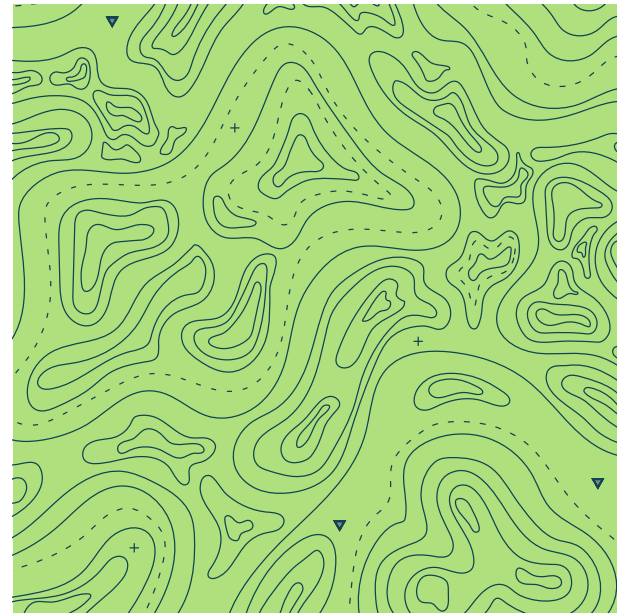
SUB TITLE

Monofur

A B C D E F G H I J K L M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w  
x y z  
0 1 2 3 4 5 6 7 8 9



P A T T E R N S



BEST LOCAL LANDSCAPE COMPANY



*Father Nature*  
LANDSCAPE & HARDSCAPE

*The Luxury Patio*  
of your dreams ✨



*David Lopez*

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P E A G E  
H E A D I N G



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B U S I N E S S  
C A R D

