



RoseDesigns **Guidelines**

The Complete Booklet 20XX
Visual Guide

Welcome

RosaDesigns Guidelines

RoseDesigns is a company specializing in creating unique bouquets for any occasion. With a wide assortment of flowers, we offer city-wide delivery and a selection of over 1,000 greeting cards to make every gift truly special.

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04.

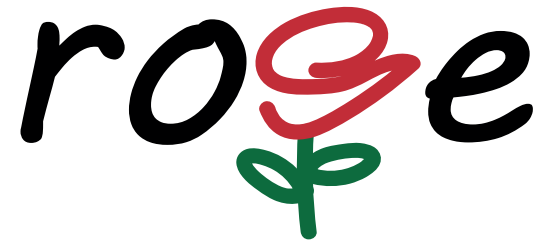
The Logo

Logo & Usage

The logo is designed as a flower, reflecting the company's focus on floral arrangements. This logo is recognizable and perfectly aligns with the company's theme. The rose symbolizes the beauty of the bouquets that RoseDesigns can create for its clients.



Logo Mark



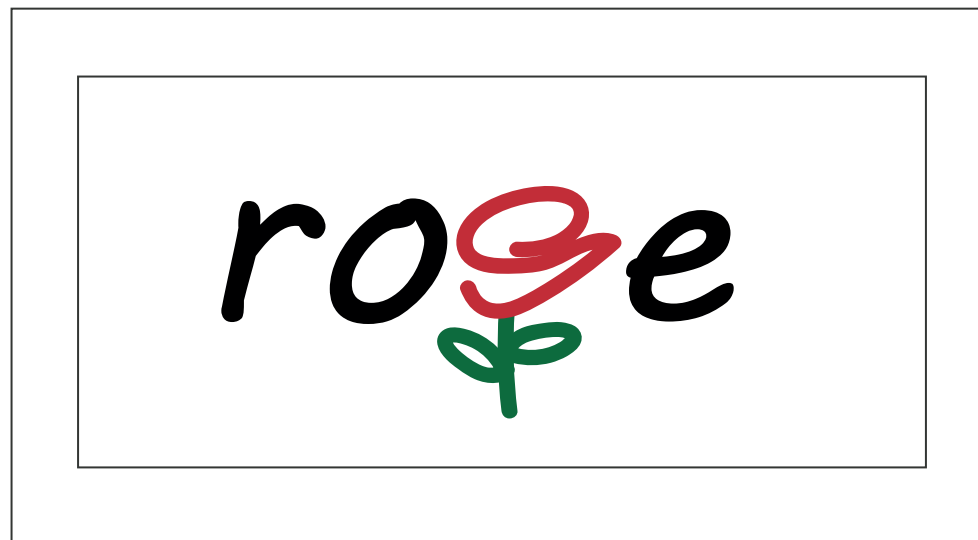
Main Logo

Logo Guidelines

Safe Area

This logo is a stylish and elegant blend of text and graphics. The word "rose" is seamlessly integrated into the design, with the letter "o" transformed into a stylized rose flower — a red blossom with green leaves and stem, creating the brand's symbol.

This approach makes the logo both simple and memorable, embodying the beauty and sophistication of the bouquets the company creates. The image conveys warmth and care, emphasizing a connection to nature and the act of giving.



06.

Typography

Selected Fonts

Aa.

Open Sans

Designer

Steve Matteson

Foundry

Ascender

Myriad Pro — Open Sans Bold

Regular — Open Sans Regular

Light — Open Sans Light

Colour Palette

Brand Colours

#1D1D1B is a very dark shade of grayish-brown, almost resembling charcoal with a hint of deep brown. It has a rich, muted appearance and can be seen as a sophisticated, subtle color. This hue can evoke feelings of elegance and seriousness, often used in designs or interiors to create a

#99CDCD - light shade of turquoise. It is a mix of blue and green, with a dominant blue tone. This color is soft and refreshing, often associated

#E9F4F4 is a very light, pastel shade of turquoise or aqua. It has a soft, almost milky appearance with a hint of blue and green, creating a calm, serene feeling. This color is often associated with freshness, lightness, and tranquility, resembling a gentle breeze or a peaceful, pale water hue.

#C1292E is a bold, deep red with a slight hint of orange. It can be described as a rich, vibrant shade of crimson or scarlet. This color is intense and striking, often associated with energy, passion, and strength. It can evoke a sense of warmth, urgency, and attention, making it ideal for use in designs that aim to stand out.

#066938 is a deep, rich shade of green. It has strong blue undertones, making it appear more vibrant and cool than a typical forest or olive green. This color is often associated with nature, growth, and tranquility, giving off a sense of

