TERRARIUM THERAPY BRAND GUIDE

GROW YOUR CREATIVITY, BURY YOUR STRESS

Last update: April 2021

TERRARIUM THERAPY

TAGLINE

GROW YOUR CREATIVITY, BURY YOUR STRESS

OTHER COMMON PHRASES

GROW TOGETHER WHILE APART

LET'S GET GROWING

BRING THE OUTSIDE IN

TERRARIUM
THERAPY

BRAND PERSONALITY

WHAT TERRARIUM THERAPY IS:
FUN
CALMING
TRANQUIL
MODERN
TRENDY
EXPERIENCED/PLANT SMART
AUTHENTIC

WHAT TERRARIUM THERAPY IS NOT:
CHEAP
TACKY
FORMAL
STRICT

TERRARIUM
THERAPY

CORE VALUES

HELPING PEOPLE DE-STRESS

PROVIDING QUALITY PLANTS

CREATING A POSITIVE EXPERIENCE

TERRARIUM
THERAPY

THE TERRARIUM THERAPY VOICE:

SOUNDS LIKE	DOES NOT SOUND LIKE
Informative	Authoritative
Informal	Slang
Thoughtful	Persuasive
Genuine	Pretentious
Funny	Forced or rude

TERRARIUM THERAPY

GENERAL LOGO

Use full logo, do not eliminate any of the parts, such as text, leaves, etc.

Use the all white or all black logo when designing on a color that requires it, or if chosen vendor specifications call for a solid color logo (such as on swag).

Use logo with tagline when needed.

Use horizontal logo with tagline for email signature or when document calls for a horizontal logo.

ALTERNATES

PLANT BAR LOGO

Use full logo, do not eliminate any of
the parts, such as text, leaves, etc.

COLOR PALETTE

PRIMARY

Hex: 9AAC44

Hex: 251F0D

SECONDARY

Hex: 87A98C

Hex: 59705B

Hex: 282E32

Hex: 735B3B

TERRARIUM THERAPY

GRADIENTS

Hex Range:
C16B78
EA9E68

Hex Range:
A5374A
BB8CB9

Hex Range:
5F4E8F
80699B

Hex Range:
B8713C
E0A843

Hex Range:
B9B34B
D3DC50

Hex Range:
96AE53
B0A965

Hex Range:
3F8E7D
58AFA8

Hex Range:
7CA9B8
7C8BAB

Hex Range:
96AED8
BDE0F4

TERRARIUM
THERAPY

TYPOGRAPHY OPTIONS

REEM KUFI

UNICA ONE

Bernhard Gothic

TERRARIUM
THERAPY

IMAGERY STANDARDS

CORINA'S
PHOTOGRAPHY
SETTINGS

OR

PRESET FOR TT PLANTS
PRESET FOR TT PEOPLE

TERRARIUM
THERAPY

QUESTIONS?

Contact:
Courtney Prate
Terrarium Therapy Graphic Designer
1260designco@gmail.com
609-781-3787

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