

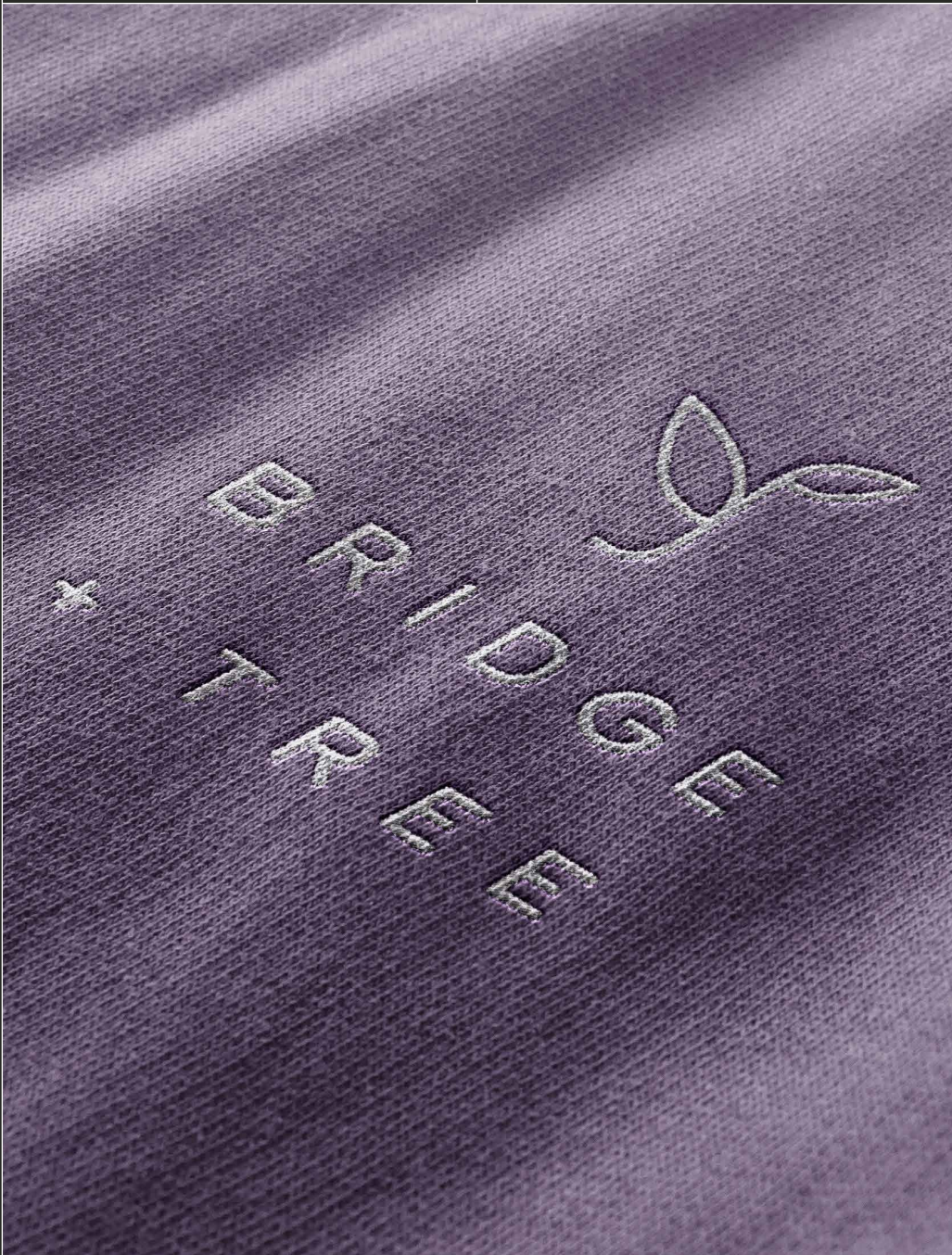


BRIDGE + TREE

PROJECT LOGO + BRANDING

CLIENT LINDSEY LAMB

DATE AUG 31, 2022



SECTION I

LOGO AND
ICONOGRAPHY



BRIDGE + TREE

HORIZONTAL

BRIDGE
+ TREE

STACKED

BRIDGE + TREE

ARC

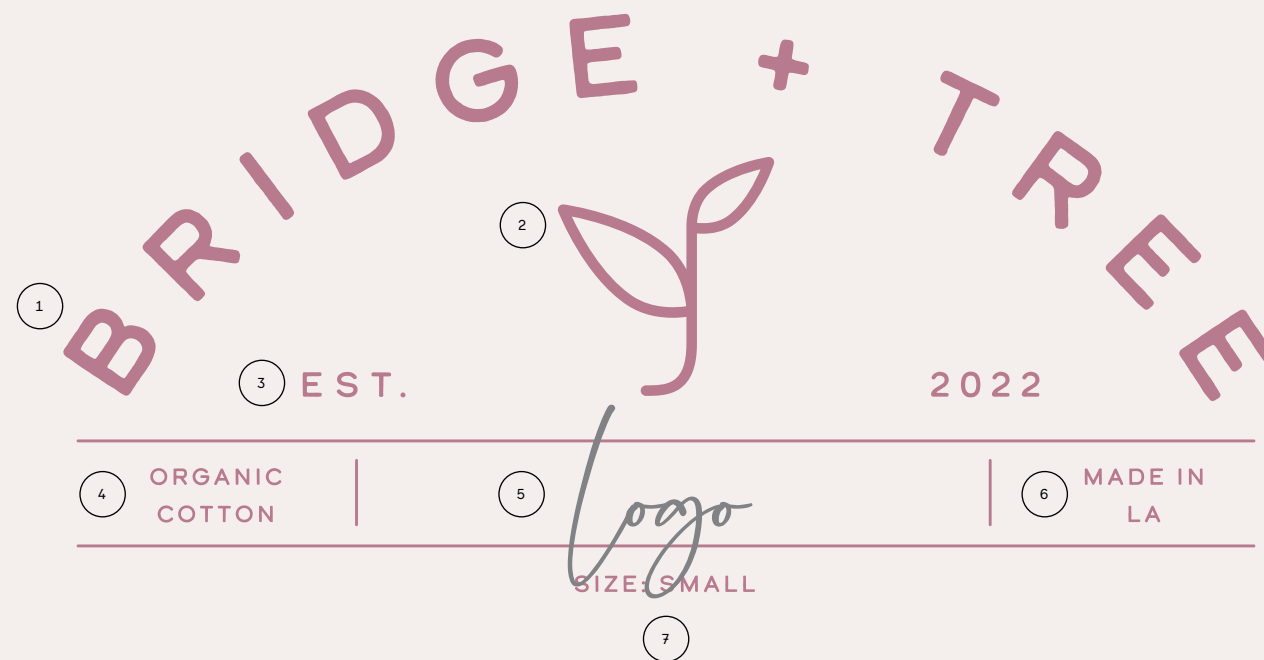
LOGO
ELEMENTS

The main logo consists of two elements: The Title (1) and the Icon (2). The Title may be arranged in several configurations as long as the font, styling, and spacing remain the same, with the Arc variation always retaining a 360° curve. The Icon must always remain upright and proportionate, and in the same color as the Title when used together. When alone, the Icon may be any branded color.

1

2

3



FULL LOCKUP ANATOMY

- (1) Title
- (2) Icon
- (3) Established Date
- (4) Basic product description
- (5) Callout
- (6) Location
- (7) Variant Option

Numbers 4, 5, and 7 may be changed for every individual use, with the rest remaining static.



BRAND GUIDELINES



LOGO AND ICONOGRAPHY

ICONOGRAPHY

The Icon may be presented as the two-petaled flower alone or in conjunction with the Title. All layout variations are acceptable as long as font, style, spacing, line weight, and proportions are kept in tact. The Icon may be presented stand-alone or in a circle, but must always remain as a single branded color or duotone in the case of an opaque background.



ROUND ICONS





PLENTY OF ROOM



BRIDGE + TREE



BRIDGE + TREE

BRIDGE + TREE

B+T



LIMITED SPACE

RESPONSIVE DESIGN

As needs change, elements of the Title, Icon, and Lockup often need to be scaled up and down, removed, or presented in different formats. Here are a few examples of responsive design based upon existing brand rules.



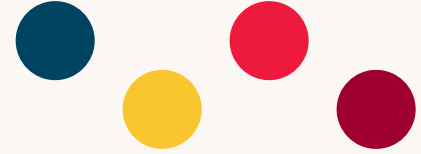
SECTION II

**BRANDING:
COLOR AND TYPOGRAPHY**

BRAND GUIDELINES



6



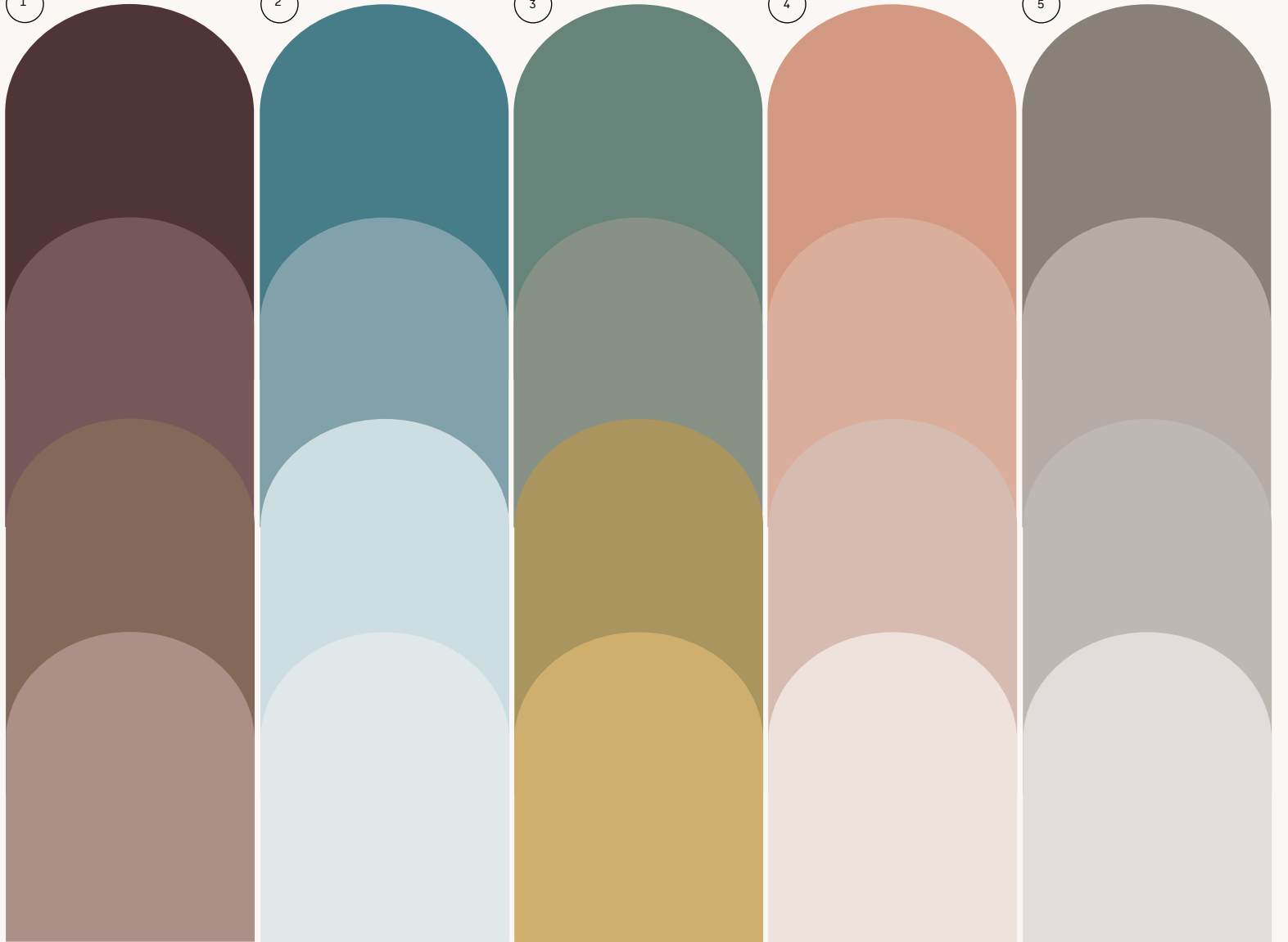
1

2

3

4

5



BRANDING : COLOR

COLOR PALETTE

⁰¹ Purple / Brown

⁰² Blues

⁰³ Green / Yellow

⁰⁴ Pinks

⁰⁵ Greys

⁰⁶ Contrasts

8



MAIN / LOGO

ALL CAPS

Call Outs

Mixed Case

SECONDARY text

Mixed Case

Tertiary Text

Mixed Case

CALDER / DARK

ROMANTICA

FUTURA PT / BOOK

APFEL GROTEZK

PRIMARY FONTS

BRANDING : TYPOGRAPHY

These four complementary fonts cover all primary uses, from packaging to website and online collateral. If/when specialized fonts are required by law or printer limitations, the nearest substitute should always be found and used. These fonts were chosen for their legibility and simple-but-refined qualities, with the callout font to be used sparingly for style and contrast.



CALDER

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

1 2 3 4 5 6 7 8 9 0

! @ £ \$ % & () + , . ?

NAME:
CALDER

STYLE:
DARK

DESIGNED BY:
MARIYA V. PIGOULEVSKAYA.

AVAILABLE:
ADOBE FONTS

CALDER

Calder/Dark is used as the main brand font, and is the only custom font that the name "Bridge + Tree" should ever be presented in. If the name needs to be typed in plain text or within a paragraph or sentence, any standard font is acceptable. Calder/Dark is an ALL CAPS font to be used for titling purposes, and should not be used for standard copy or body paragraphs.



Romantica

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

1 2 3 4 5 6 7 8 9 0
! @ £ \$ % & () + . . ?

ROMANTICA

NAME:
ROMANTICA

STYLE:
NORMAL

DESIGNED BY:
DAV STUDIO

AVAILABLE:
DAFONT.COM

Romantica is to be used as a callout font when text needs character or contrast on the page. The font is best used in either all-lowercase, or with first-caps only. Spacing is to taste, but lowercase letters read best at -130 for interconnectivity. Although any brand color may be used, it's best to use colors that are logical for inking, such as black, blue, and red.



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

NAME:
FUTURA PT

STYLE:
BOOK

DESIGNED BY:
PAUL RENNER (1927)

AVAILABLE:
ANYWHERE

BRANDING : TYPOGRAPHY

**FUTURA PT / BOOK
AND
APFEL GROTEZK**



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

NAME:
APFEL GROTEZK

STYLE:
REGULAR

DESIGNED BY:
COLLETTTIVO

AVAILABLE:
COLLETTTIVO.IT

Futura and Apfel may be used for similar puposes throughout digital and print, with Futura being most functional when text needs to be extremely small or perfectly balanced, such as in website/header menus. Apfel is best used in basic sentence/paragraph form, such as product descriptions, as it is easy to read and has a childlike simplicity with a slightly stylized, modern twist.



SECTION III

TONE OF VOICE



THE *Sartorial* SHEPHERD

A shepherd has a single goal: to care for and protect their flock. But who says it's all walking sticks and muddy boots? The **Sartorial Shepherd** leads their flock to greener pastures – and does it all in style.

The shepherd takes their role with great pride, compelled by an innate drive to lead and protect. They offer guidance, support, ingenuity, muscle, and heart and use every tool at their disposal for the betterment of others – whether through words, actions, or both. They instill and earn trust through a unique blend of modesty and resolute conviction.

Though their life might require getting down and dirty on occasion, that's no excuse to look shabby. A deep connection to the senses informs their sartorial choices. They are equally inspired by the textures and colors of their organic surroundings as they are by the drive to give back to the earth, which provides them with so much. Although their style may be humble and practical, the materials are often unexpected, and the craftsmanship is always of the highest caliber.

KEY SERVICES

COMFORT, SAFETY, STYLE, JOY, SATISFACTION, KNOWLEDGE,
GUIDANCE, TRUST, THE GREATER GOOD, PROTECTING THE FUTURE

ARCHETYPE AND TRAITS

BRIDGE + TREE

TONE OF VOICE

⁰¹Trusted

⁰²Innovative

⁰³Sophisticated

⁰⁴Informative

⁰⁵Sensitive

⁰⁶Communal



SECTION IV

SUGGESTED USAGE



SUGGESTED USAGE

INSTAGRAM PICTORAL

⁰¹ DIMENSIONS 1920x1080 and 1080x1080 px

⁰² COLOR PROFILE RGB



INSTAGRAM
TEXT BASED

Bridge + Tree is an innovative, sophisticated brand based on safety, quality, trust, stewardship, culture, and *community.*





**PRODUCT
MOCKUPS**



Shown are some examples of how the logo, icon, and fonts might be used when designing packaging or marketing materials. Images are digital mockups and not intended as actual products or final designs.

Design: Matt Chait for Banana Stand Inc.
Mood Boards & Creative Consultation: Alexandra Dillard
TOV courtesy of Client and Banana Stand Inc.
Photography: Dunja Dumanski for Small Green Door