



FERNSCAPE

INTERIORS

Brand Style Guide



Mission Statement

Fernscape Interiors is on a mission to bring the beauty of nature indoors, one plant at a time. We're not just designing and installing indoor plants; we're cultivating healthier, more vibrant living and working spaces.

Join us on this journey to bring the fresh ideas of Fernscape Interiors into your life. Let's grow together!





About

Fernscape Interiors was founded in 2021 by best friends Riley Morgan and Jordan Taylor. Our journey began with a shared passion for creating captivating, nature-infused spaces that transcend traditional boundaries. Since then, Fernscape Interiors has blossomed into a thriving oasis of indoor plant design and maintenance. Located in the evergreen city of Portland, we draw inspiration from the lush landscapes that surround us. Our designs reflect the vibrant spirit of the Pacific Northwest, blending seamlessly with your personal style and space, whether it's a cozy home or a bustling corporate office.

Logo Usage

Our primary logo is the full-color logo shown below. It should be used when the logo is placed on a light-colored background.



On dark-colored backgrounds, the solid white logo should be used in order to ensure legibility.

Color Palette

These colors reflect our brand's identity and personality. Tints of these colors are also acceptable.

SECONDARY COLORS

HEX CODE
#7e9764

RGB
126, 151, 100

HEX CODE
#000000

RGB
0, 0, 0

HEX CODE
#ea9f7c

RGB
19, 47, 92

PRIMARY COLORS

HEX CODE
#508b71

RGB
80, 139, 113

HEX CODE
#0f5138

RGB
157, 81, 32

HEX CODE
#b06b34

RGB
176, 107, 52

HEX CODE
#ffffff

RGB
255, 255, 255

Typography

Alice and Quicksand are our two primary fonts. They are freely distributed via Google Fonts.

TYPE HIERARCHY EXAMPLE:

Indoor Plant Design

- Customized plant designs for homes and offices
- Stylish plant arrangements that enhance your space
- Incorporates your unique style and preferences
- Installation and maintenance available

Pricing Varies

Please Schedule a Free Consultation

PRIMARY FONTS

Alice ALICE

The quick brown fox jumps over
the lazy dog. 0123456789.

Quicksand QUICKSAND

The quick brown fox jumps over
the lazy dog. 0123456789.



Photography

We are inspired by photographs of lush spaces that fully submerge plants into our lives.

Places to find free Creative Commons licensed images:

- Pexels
- Unsplash
- StockSnap
- Negative Space
- New Old Stock
- Pixabay
- The British Library
- Library of Congress: Free to Use and Reuse Sets
- National Gallery of Art: Open Access Images
- Smithsonian: Open Access



Services

Pricing Varies

Please use our contact form to schedule a free consultation.



Indoor Plant Design

- Customized plant designs for homes and offices
- Stylish plant arrangements that enhance your space
- Incorporates your unique style and preferences
- Installation and maintenance available

Plant Installation

- Expert installation of indoor plants
- Careful placement for optimal growth and aesthetics
- Ensures your greenery thrives from day one

Plant Maintenance

- Scheduled plant care and maintenance
- Watering, pruning, and fertilizing services
- Keeps your plants healthy and vibrant

Office Greening

- Office plant design and installation
- Greening workspaces for increased productivity
- Ongoing maintenance to create a welcoming atmosphere

Green Living Spaces

- Transforms your living space with indoor plants
- Turns your home into a serene retreat
- Expert guidance on plant selection and placement

Plant Workshops

- Educational workshops on indoor plant care
- Tips and tricks for nurturing your green companions
- Enhances your gardening skills

Contact

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Facebook: [@fernscape_int](https://www.facebook.com/fernscape_int)

TikTok: [@fernscape_int](https://www.tiktok.com/@fernscape_int)

Web: fernscapeinteriors.fi

