

# 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 #00000

RGB 0, 0, 0

HEX CODE #ea9f7c

RGB 19, 47, 92

### PRIMARY COLORS

#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

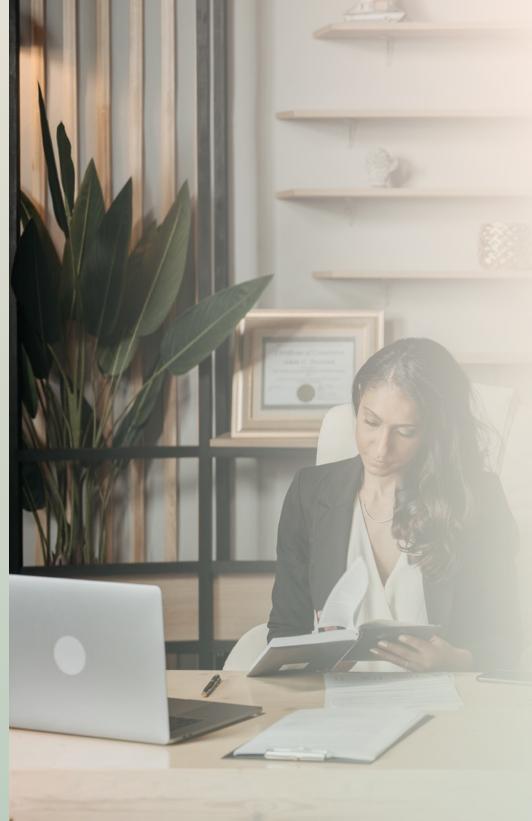
The quick brown fox jumps over the lazy dog. 0123456789.

## 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

### Fernscape Interiors

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Facebook: @fernscape\_int

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