

Cottage Garden

A decorative flourish consisting of several elegant, swirling lines that originate from the bottom right of the letter 'G' and extend towards the right side of the page.



LOGO

The Cottage Garden logo is used as a unified object, with the words “Cottage” and “Garden” always positioned next to one another and slightly off set.

The embellishment of the twirls, is always used coming off the scripted “G”.

PLACEMENT AND TREATMENT

The logo can be applied and used to meet various needs and formats. As the logo encompasses the entire identity of the company, it must be presented independently from additive verbiage or elements.

*Note: In regard to the “The Magical Cottage Garden” logo, the added text of “The Magical” is added to the beginning of the above logo. (For more information on the sub brand of “The Magical Cottage Garden,” please see separate brand guidelines.)

LOGO USAGE GUIDELINES

DO NOT stretch the logo.

DO NOT use colors for the logo.

DO maintain proportions and appropriate negative space around the logo, if clarification is needed please ask Brand and Marketing Team(s).

BRAND GUIDELINES | TYPOGRAPHY

PRIMARY TYPOGRAPHY

Headline(s), Heading(s), Highlight(s) Font

Body Copy, General, Memos Font

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@ \$% & ^ * () - = +

Secondary: Headline(s), Heading(s), Highlight(s), Body Copy, General, Memos Font

***Used for our website and other locations of necessary needs for sans serif

Source Sans Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@ \$% & ^ * () - = +

SECONDARY TYPOGRAPHY

Accent and Script Fonts

Cinque Donne Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*!@ \$% & ^ * () - = +*

*Note: Additional fonts are accepted, but ONLY with exceptions for various product collections developed.

BRAND GUIDELINES | COLORS & TEXTURES

HAZELNUT COFFEE BROWN Hex: 7d6449 R: 125 G: 100 B: 73	LATTE TAN Hex: c3b592 R: 195 G: 181 B: 146	MILK & COFFEE Hex: ebe4d4 R: 235 G: 228 B: 212	FADED KETTLE Hex: 484b4f R: 72 G: 75 B: 79	WHITE CREAM Hex: ffffff R: 225 G: 225 B: 225
--	---	---	---	---

COLOR USAGE GUIDELINES

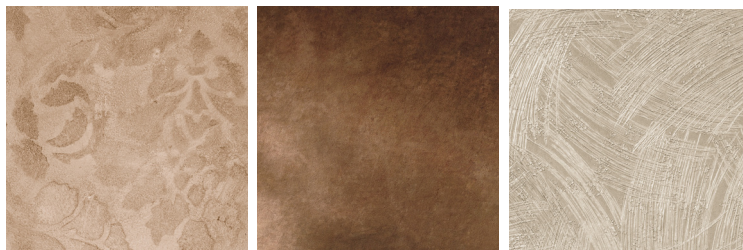
Branded colors are to be used with discretion and to maintain balance with the primary supportive visual assets (imagery), and in most instances will be accompanied with a texture.

*Note: During the holidays, traditional colors can be included to help support the product in season.

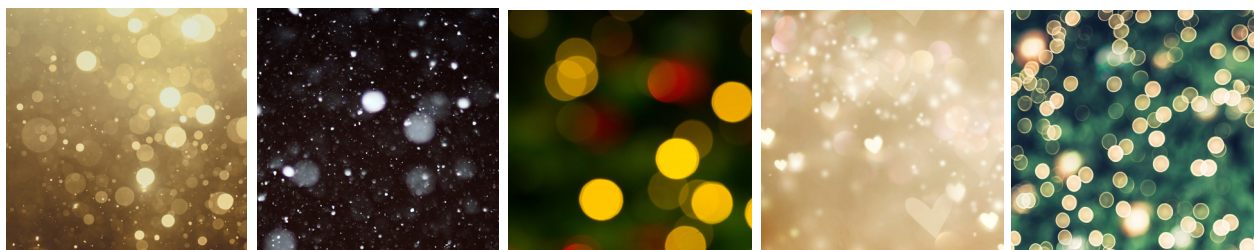
TEXTURE USAGE GUIDELINES

Textures are intended to be used in combination with branded colors and/or imagery to help add the feeling of timelessness across the products. Several textures are used through photoshop and illustrator to apply lighting effects to add glimmer and magic to the product images.

FABRICS & PATTERNS



BOKEH & GLIMMER



LIGHT



BRAND GUIDELINES | PHOTOGRAPHY

Photography is the primary supporting visual element in Cottage Garden's core line branding and communications (email, social, online catalog of products, general marketing material). All photography will be supplied by Sincerely Hers creative teams, as requested per each collection and product release.



Photography Goal: Creating spaces that communicate feeling and emotion of a timeless piece and gift, by giving an experience of a moment to be cherished.

BRAND GUIDELINES

Cottage Garden is a gift company out of a small town in Indiana. One of the nation's leading music box companies, Cottage Garden has continued to grow with the purpose of creating timeless keepsakes for you and your family.

The mission is to provide customers with quality gifts that inspire and touch the heart, treasured keepsakes for you and your loved ones for every occasion.

Gifts from the Heart...

BRAND GUIDELINES

The
MAGICAL
Cottage Garden

A decorative flourish consisting of several thin, curved lines that swirl and loop around the bottom right of the word 'Garden'.

BRAND GUIDELINES | LOGO

LOGO

The Magical Cottage Garden logo is used as a unified object, with the words “The Magical” added to the original logo for Cottage Garden (see Cottage Garden Brand Guidelines previous).

The font used for, “The Magical” portion of the logo, Dumbledor 3, can be found in the Cottage Garden Guidelines folder.

PLACEMENT AND TREATMENT

The logo can be applied and used to meet various needs and formats. As the altered magical logo communicates the sub brand of Cottage Garden, it must be used with its full effects of beveling and gradient.

*Note: It is important to separate sub branded “magical” products with the full color logo, to help add a necessary distinction between product lines and collections.

LOGO USAGE GUIDELINES

DO NOT stretch the logo.

DO maintain proportions and appropriate negative space around the logo, if clarification is needed please ask Brand and Marketing Team(s).

Horizontal & vertical orientations have already been set, and can be found in the Guidelines folder on the server. See below for examples.

VERTICAL



HORIZONTAL



ADDITIONAL TYPOGRAPHY

Used in combination with the primary CG fonts

Dumbledore 3

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

! @ \$ % & ^ * () - = +

Harry P

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

! \$ % ^ * () - = +

LUMOS

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

! @    * () - = +

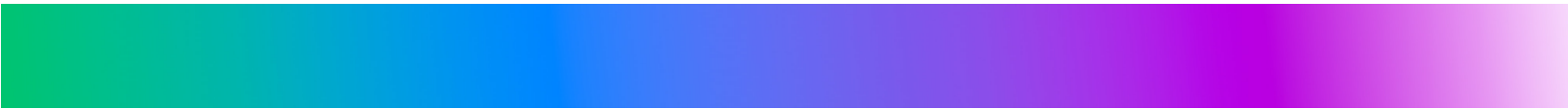
BRAND GUIDELINES | GRADIENT & BRUSHES

GRADIENT USAGE GUIDELINES

Primary color is the below gradient.

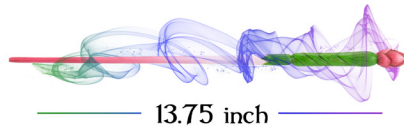
Intended to be used in combination with brushes to create magical, imaginative and dynamic imagery that will draw people in to a scene and center on the product.

The gradient is a youthful series of colors that communicates the brand well.



BRUSH GUIDELINES

The smoke brushes are intended to be used in combination with branded colors and imagery to help add the feeling of magic across the product line. See below examples.



The smoke brush sets can be found in the Cottage Garden Guidelines folder, under Magical CG Effects.