



# Elysian Floral Re-brand

- 01 NEW BRAND
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- 03 NEW COLOURS
- 04 FONTS
- 05 DESIGN DELIVERABLES

# 01

## New Brand



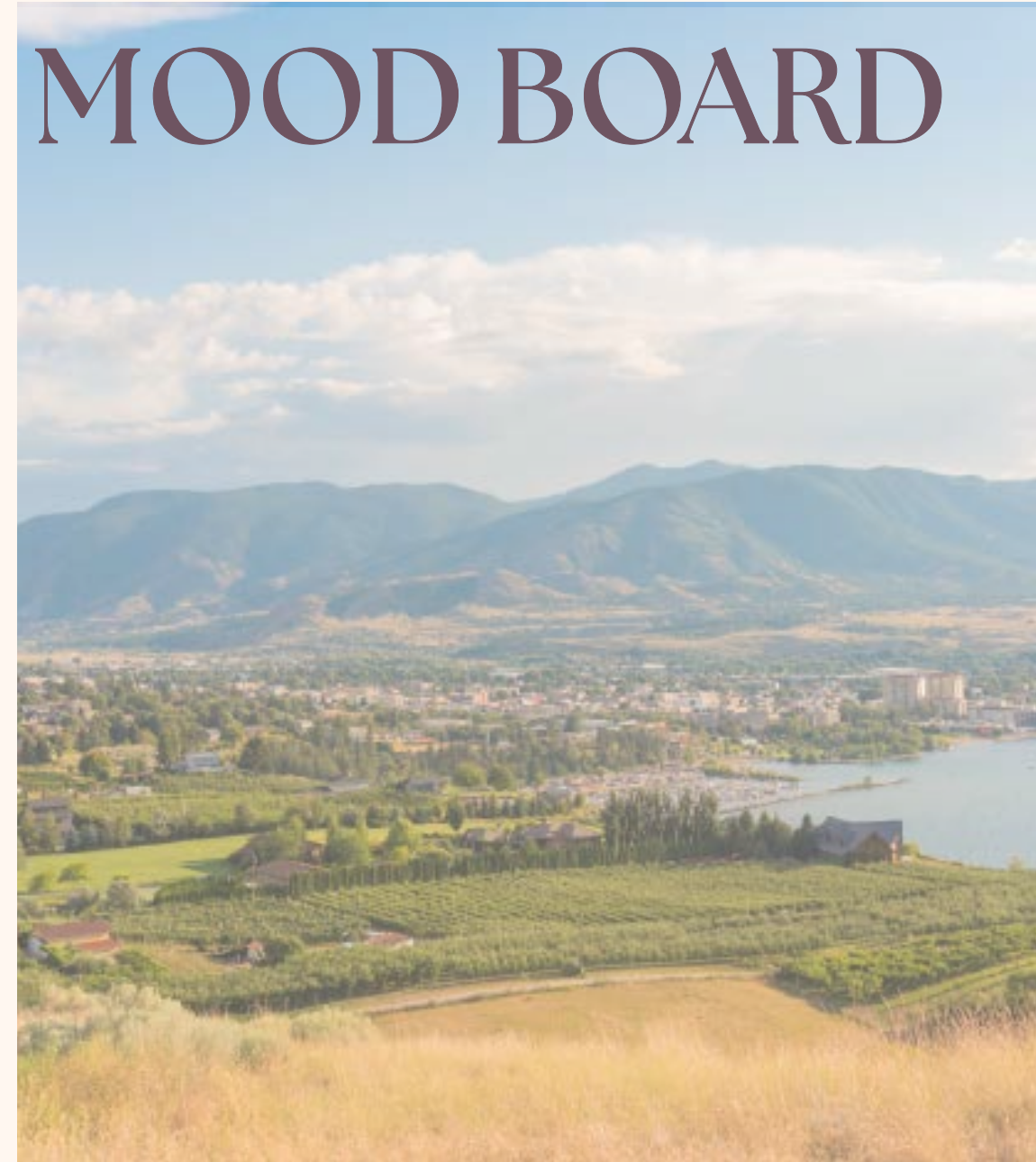
# BRAND NAME

## Elysian Floral:

*“Elysian Fields: A pure state of bliss – a peaceful and beautiful region, full of meadows, groves, sunlight, and fresh air”*

Elysian Floral, draws inspiration from the Okanagan's natural beauty and serene landscapes, embraces the concept of pure bliss. As well it is a play on words, just as Enchanted Florist was from The Enchanted Forest.





# BRAND THEMES

Tone of Voice

Keywords

Soft  
Well-spoken  
Trustworthy  
Caring  
Friendly

Organic  
Rustic  
Okanagan  
Uplifting  
Simple

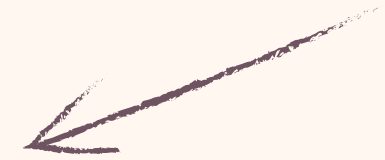


What our  
audience  
wants



Reliably,  
trust &  
unique floral  
arrangements

What we are  
good at



Customer  
service,  
connection  
& floral  
expertise

ELYSIAN  
FLORAL

What we are  
passionate  
about



Slow process of  
building tailored  
bouquets & teaching  
others about the beauty  
of floral design

# BRAND STORY

Founded in 2010, out of their experience in the wedding planning industry, they noticed the need for reliable and speedy floral delivery. Fast forward to 2024, Elysian **understands the importance of keeping up with their growth while staying true to their Okanagan roots.** That's why they've decided to begin rebranding, ensuring they remain connected to their origins while continuing to provide top-notch and friendly service.





# POISITIONING STATEMENT

Delivering elegance and convenience. Providing beautiful and personal florals all wrapped up in packaging that is just as beautiful as the flowers themselves.

Our new branding will compliment the flowers rather than distract from them. We want you to be proud and at ease when sending flowers to a loved one.

# 02

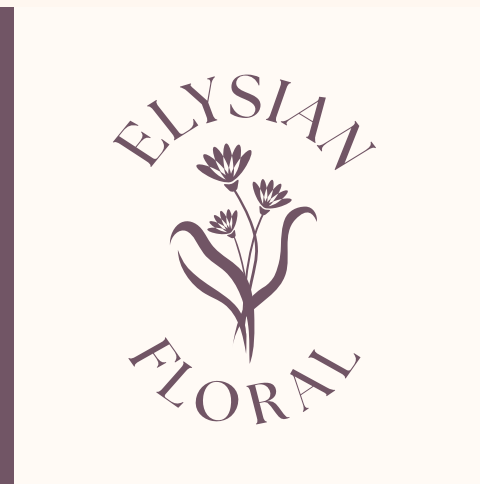
## The Logo



# FINAL LOGO



# LOGO USAGE



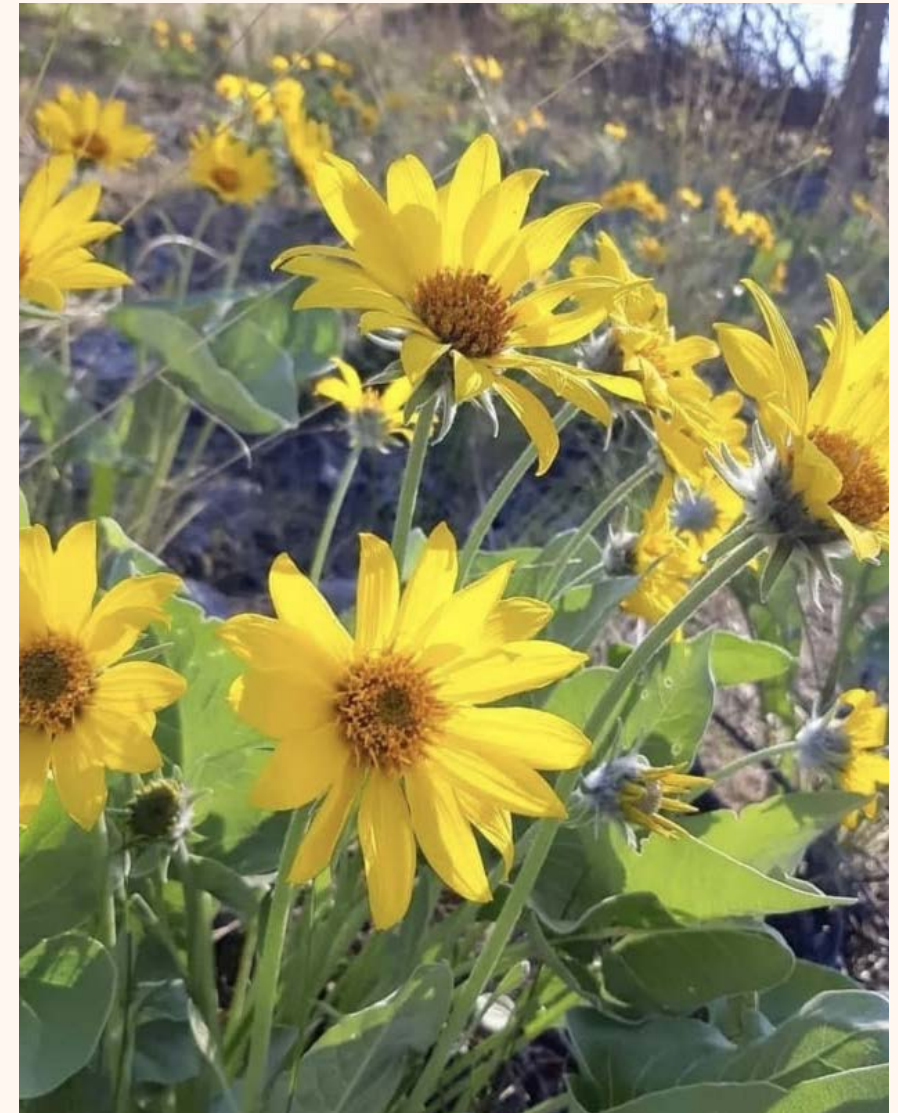


# LOGO LOCKUP



The logo is inspired by the arrowroot plant that flourishes across the Okanagan in the summer. It's a **familiar sight to locals** and holds special importance in Indigenous culture.

Purple is the previous logo colour, for a re-brand it is important to keep some similarities for your client. The muted tone is much **more aligned with our goals for the re-brand.**



# LOGO VARIATIONS



# 03

## Colours



PLUM

#805e70

#596175

CREAM

SAND  
STONE

#e7c479



# COLOUR PSYCHOLOGY

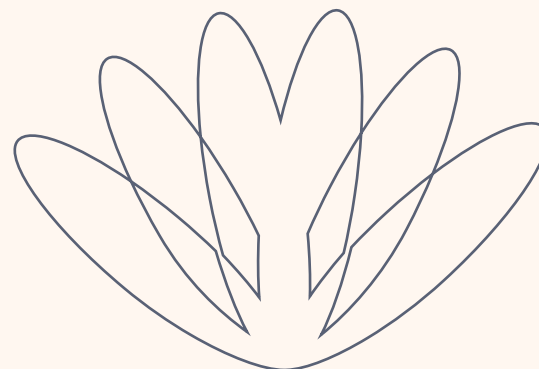
Comforting, Friendly, Rustic

Primary



- Familiar
- Luxury
- Grounded
- Calming

Primary



- Timeless
- Versatile
- Pure
- Balance

Secondary



- Earthy
- Warmth
- Organic
- Versatile

# 04

# Fonts



# PRIMARY TYPOGRAPHY

## The Seasons

Aa

Aa Bb Cc Dd Ee Ff Hh

1 2 3 4 5 6 7 8 9 0

@ ! \$ % ^ & \* ?

I chose the font The Seasons for Elysian Floral as the calligraphic stroke provide a organic and modern feel. It perfectly mirrors the beauty of the brand. This choice establishes a distinct and memorable brand identity, appealing to customers who appreciate authenticity and understated elegance.

# SECONDARY TYPOGRAPHY

## Input Mono Compressed – Light/Regular

Aa

Aa Bb Cc Dd Ee Ff Hh  
1 2 3 4 5 6 7 8 9 0  
@ ! \$ % ^ & \* ?

Input Mono Compressed is a organic typewriter font. I chose this for Elysian Floral adds a timeless and rustic feel, aligning with the handcrafted nature of our arrangements. It provides a nice contrast with the softness of the chosen primary font. This font provides a sense of authenticity and simplistic beauty.



# 05

## Design Deliverables



# STATIONARY FLAT



Elysianfloral@gmail.com  
(250) 274-4736  
180 Industrial Ave  
Penticton B.C  
28V M45, CA

Dear Jane,

Thank you for choosing Elysian Floral for your recent purchase. We are delighted to confirm the receipt of your order with the following details:

Order Number: 000001  
Date of Order: February 19, 2024  
Shipping Address: 123 E 8th Ave  
Order Summary: Custom Bouquet

Item	Quantity	Price per Unit	Total Price
Custom Bouquet	1.0	\$60.00	\$60.00
... ..			
Delivery Fee:		\$15.00	
Total Order Amount:		\$75.00	

Estimated Delivery Date: February 22, 2024  
If you have any questions or concerns regarding your order, please feel free to contact our customer service team at [Customer Service Email/Phone Number].

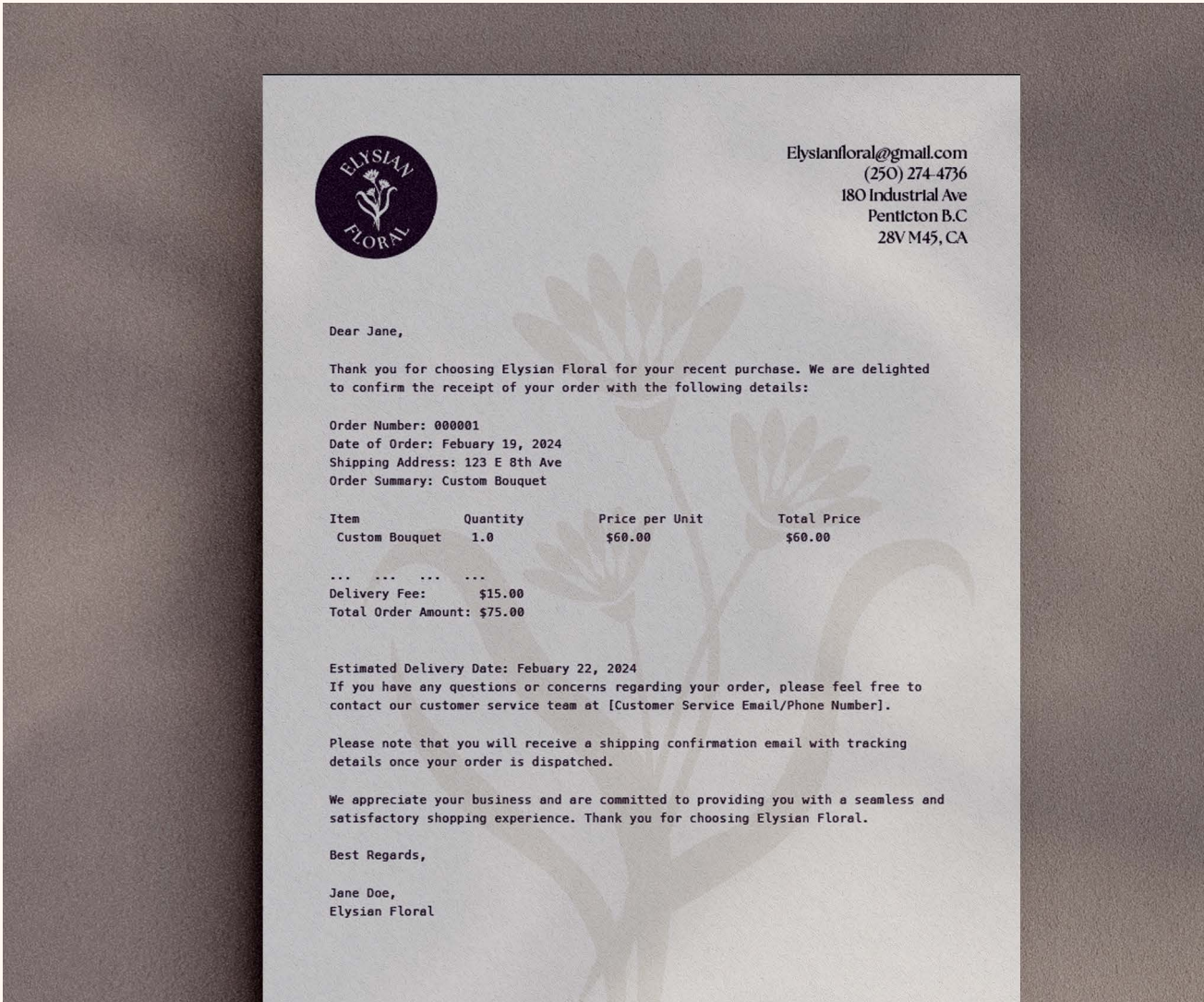
Please note that you will receive a shipping confirmation email with tracking details once your order is dispatched.

We appreciate your business and are committed to providing you with a seamless and satisfactory shopping experience. Thank you for choosing Elysian Floral.

Best Regards,

Jane Doe,  
Elysian Floral

# STATIONARY MOCKUP



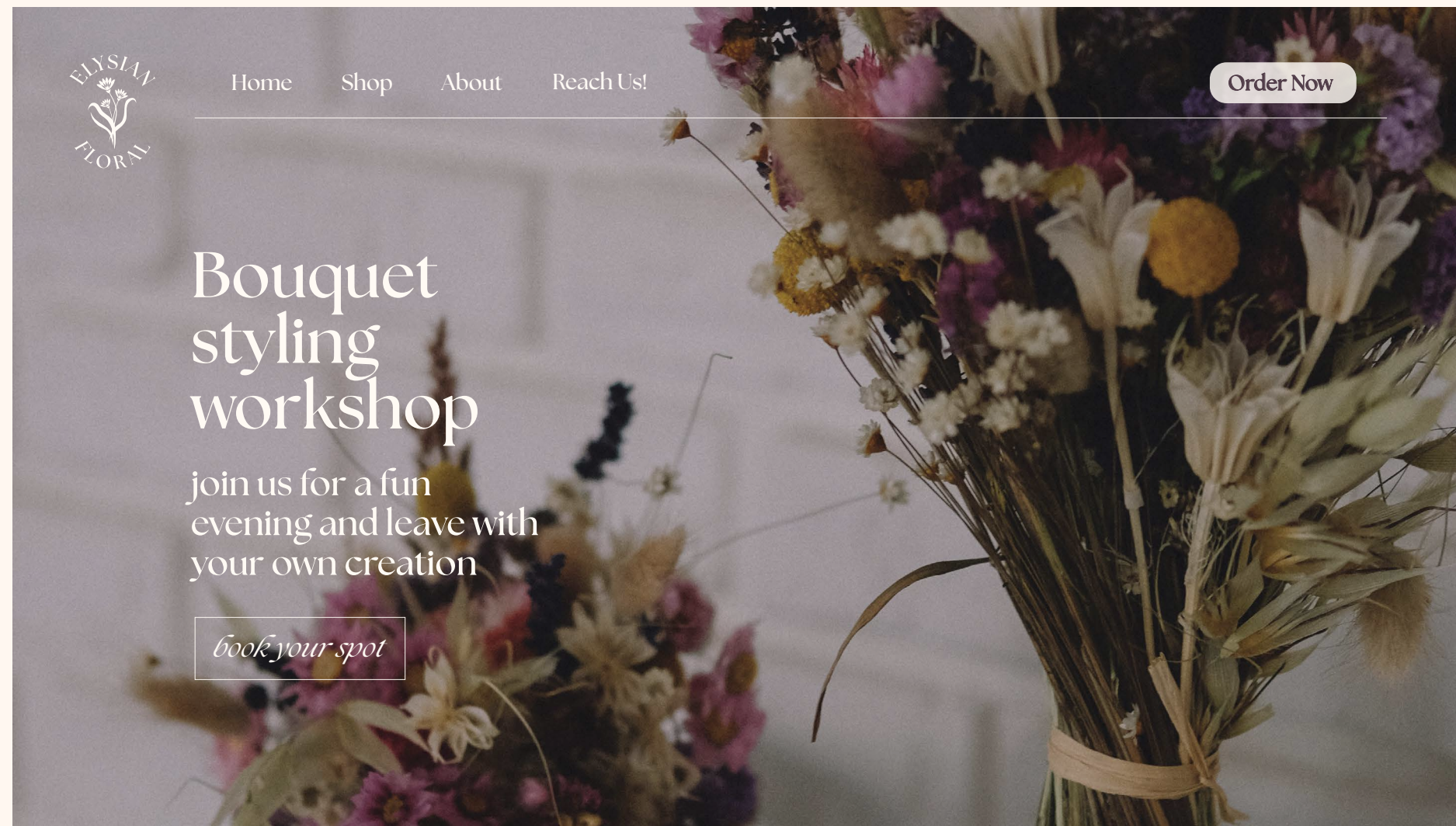


# ADVERTISEMENTS FLAT



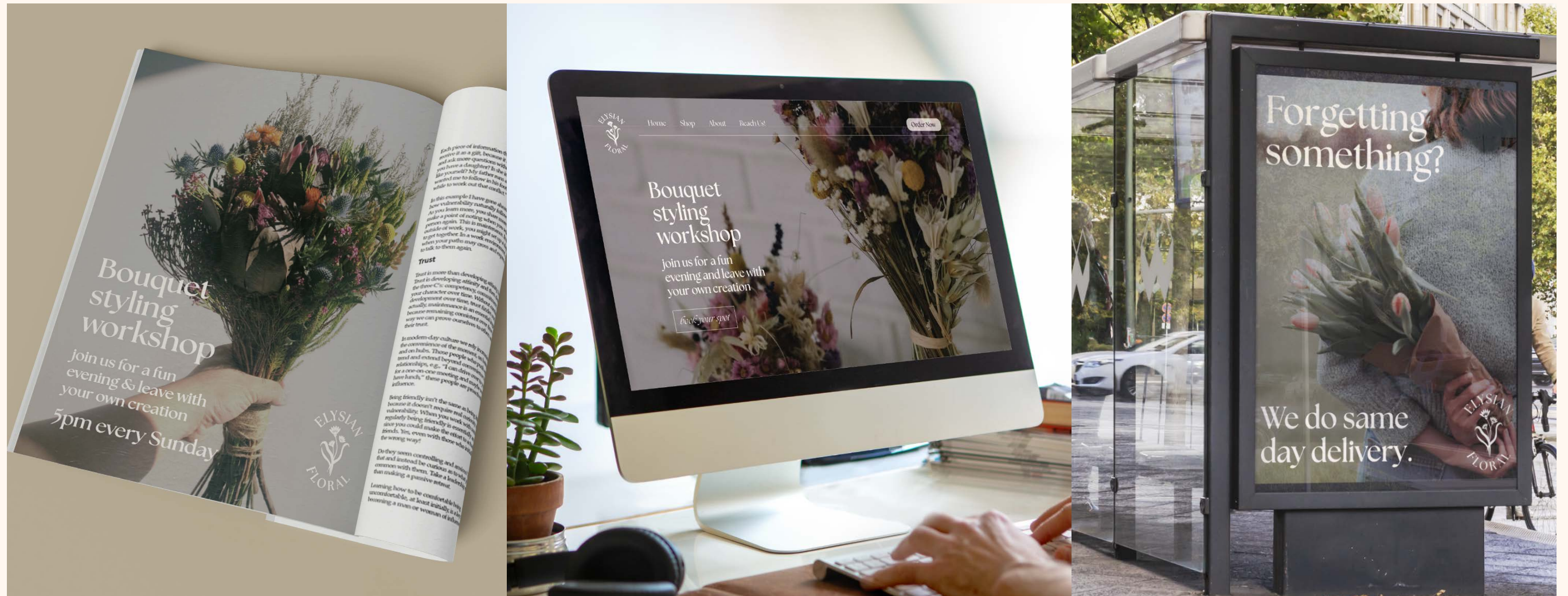


# LANDING PAGE FLAT





# AD & LANDING PAGE MOCKUPS



# CUSTOM DESIGNS





# Thank You!

