FLOREAU

Brand Guidelines



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1. Identity

Brand Story

Floreau was born from growing up surrounded by flower fields. Every weekend, fresh seasonal flowers would arrive at home, brought by family and friends. Choosing the vase, arranging the stems, watching them slowly open, it became a calm ritual.

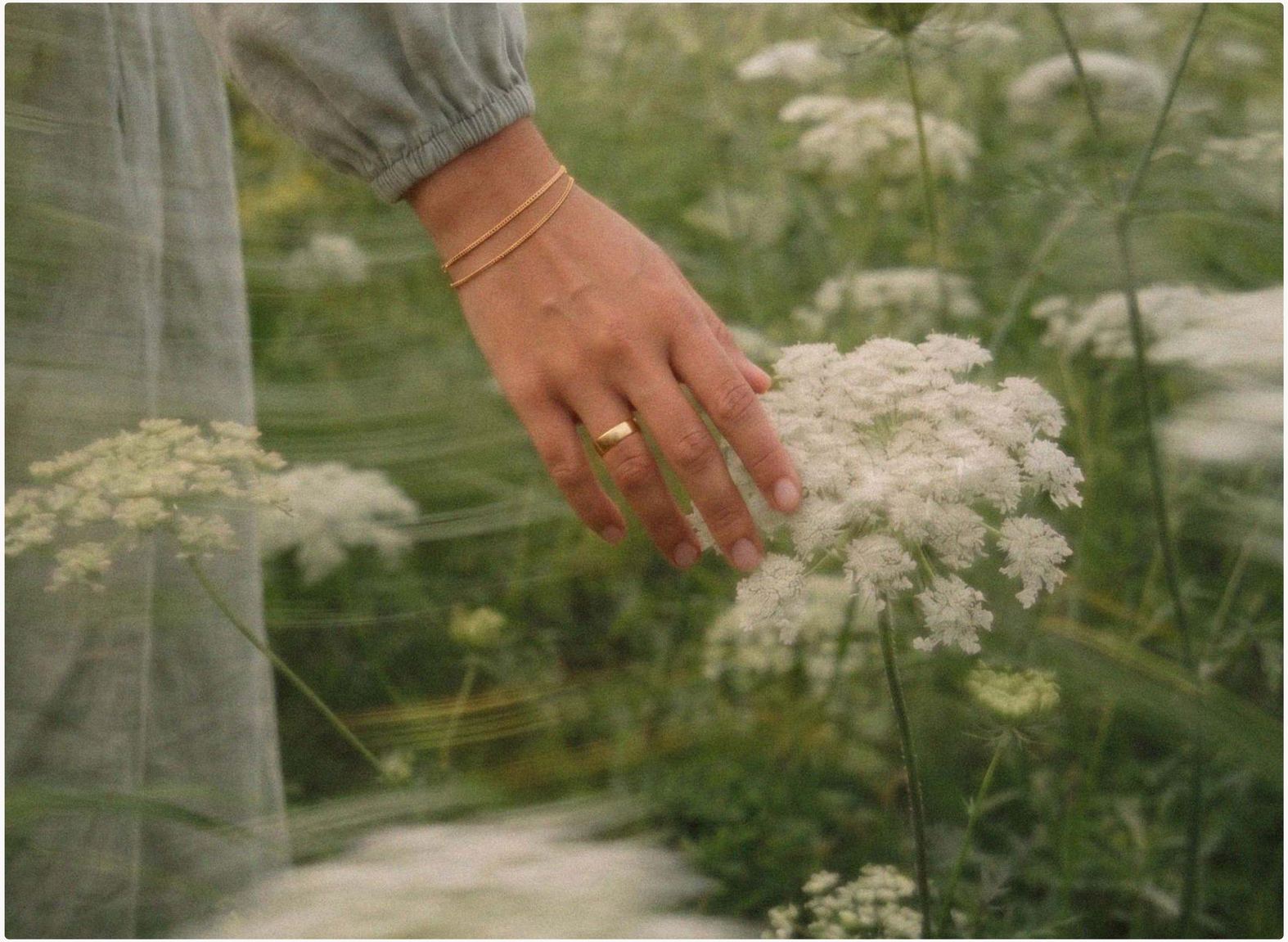
A moment to slow down, be present, and simply appreciate what was in front of you.

As life became busier, we realized how much we missed those moments. So much of our time is spent thinking ahead, giving to others, and moving from one thing to the next. Always in tomorrow, rarely in today. We wanted to bring that feeling of presence back into everyday life.

Floreau is an invitation to pause.

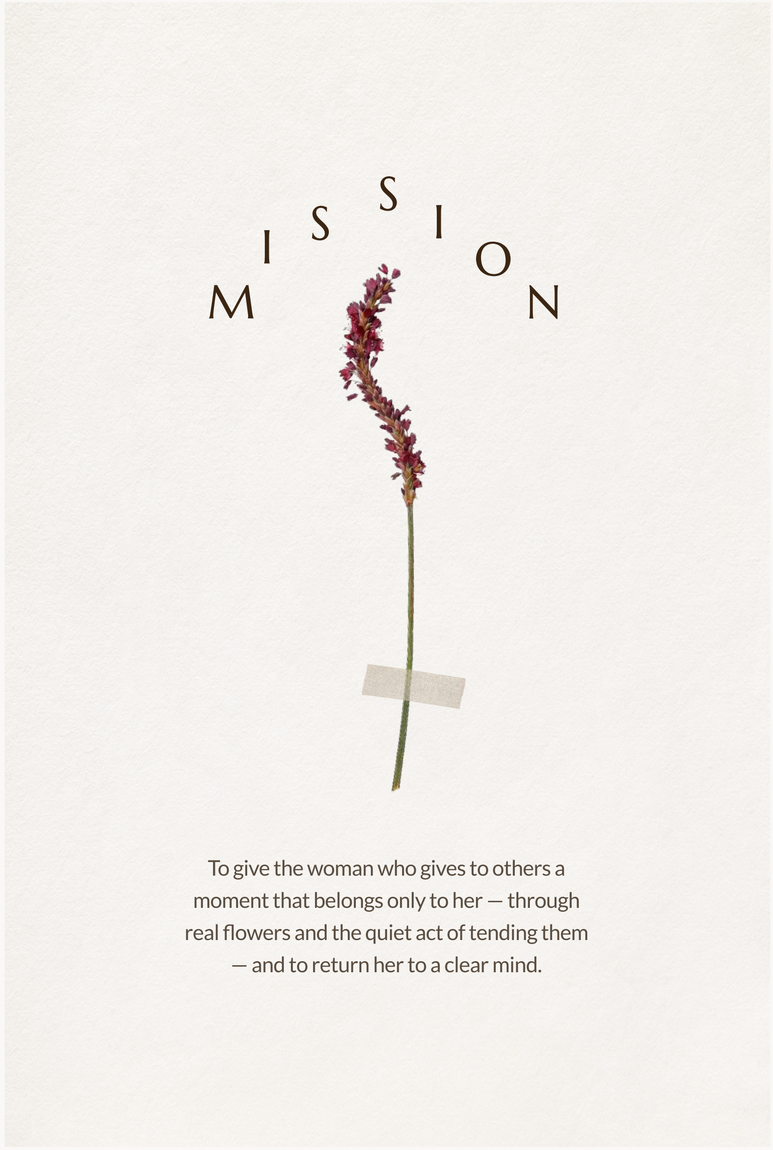
Real flowers to watch unfold, and keep forever through drying. Because flowers remind us that nothing needs to be rushed. Some things are meant to be experienced, slowly.

What we do
Floreau sends real, seasonal flowers to enjoy as they open, and the means to keep them once they fade. Fresh flowers for the moment; pressing and drying to hold onto it. We call the whole ritual bloomkeeping.

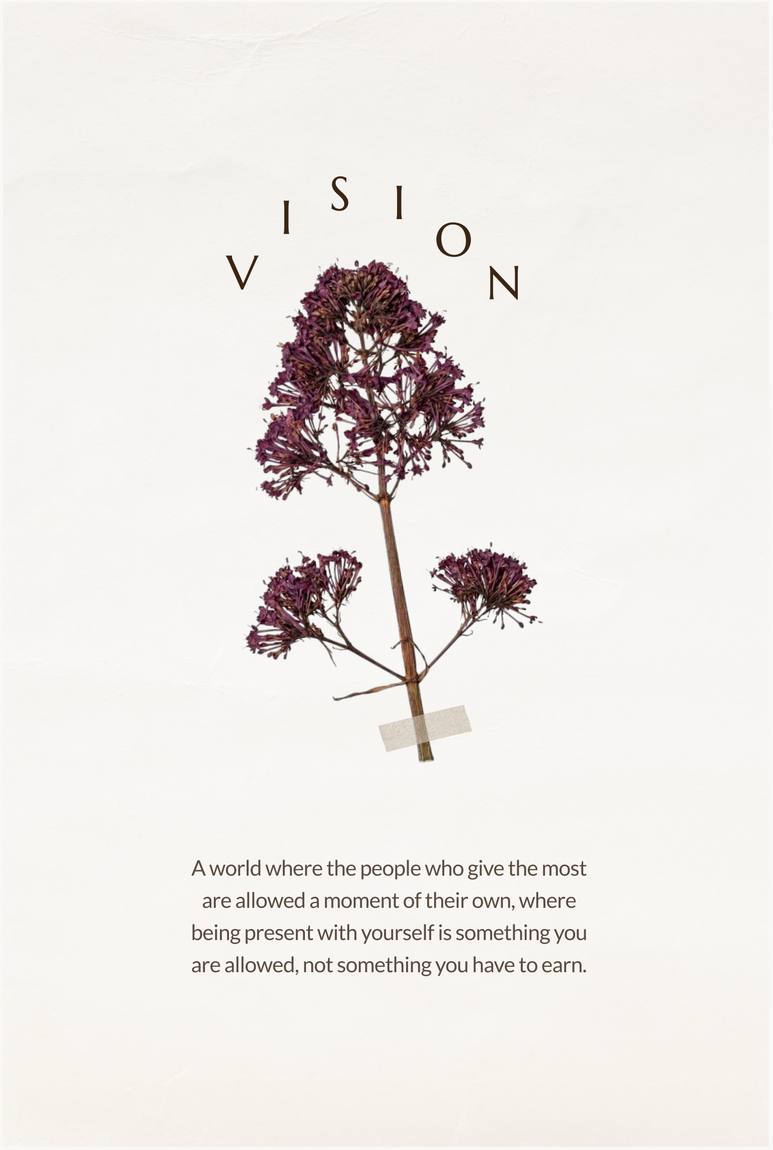


Mission & Vision

Our mission and vision define why Floreau exists, what we believe in and where we are going. They guide every expression of the brand, creating a clear and consistent direction while staying true to our belief in the beauty of the moment.



To give the woman who gives to others a moment that belongs only to her — through real flowers and the quiet act of tending them — and to return her to a clear mind.



A world where the people who give the most are allowed a moment of their own, where being present with yourself is something you are allowed, not something you have to earn.

Archetype

Floreau's core archetype is Sage, because it values wisdom, reflection and clarity, and helps her see her own life more clearly. We warmed the Sage by the Caregiver, because Floreau has the nurture of a friend who looks after you.

Together they are the wise friend: insights will be offered gently and a soft place to land.

The Sage x Caregiver

- Wisdom
- Clarity
- Warmth
- Intelligent



2. Voice

Voice Pillars

Our voice is part of the experience of Floreau. Our customer gives everyone her attention and rarely keeps any for herself. So the way we talk to her can't be one more thing pulling at her. It has to be the gentle voice that turns toward her, asks how she is, and then makes room. Our words don't just describe presence, they create it.

One test sits under everything below:
Does this clear her mind, or crowd it?

Considered

Every word earns its place, so we lead with care over hype, and we say one true thing well.

Warm

We speak from genuine kindness, but our warmth lives in the attention we pay, never in gush or exclamation marks.

Calm

We are unhurried and spacious, with room to breathe, yet never cold, because there is real warmth beneath the quiet.

Curious

We ask; we don't tell. Trusting her to find her own answer instead of handing her ours.

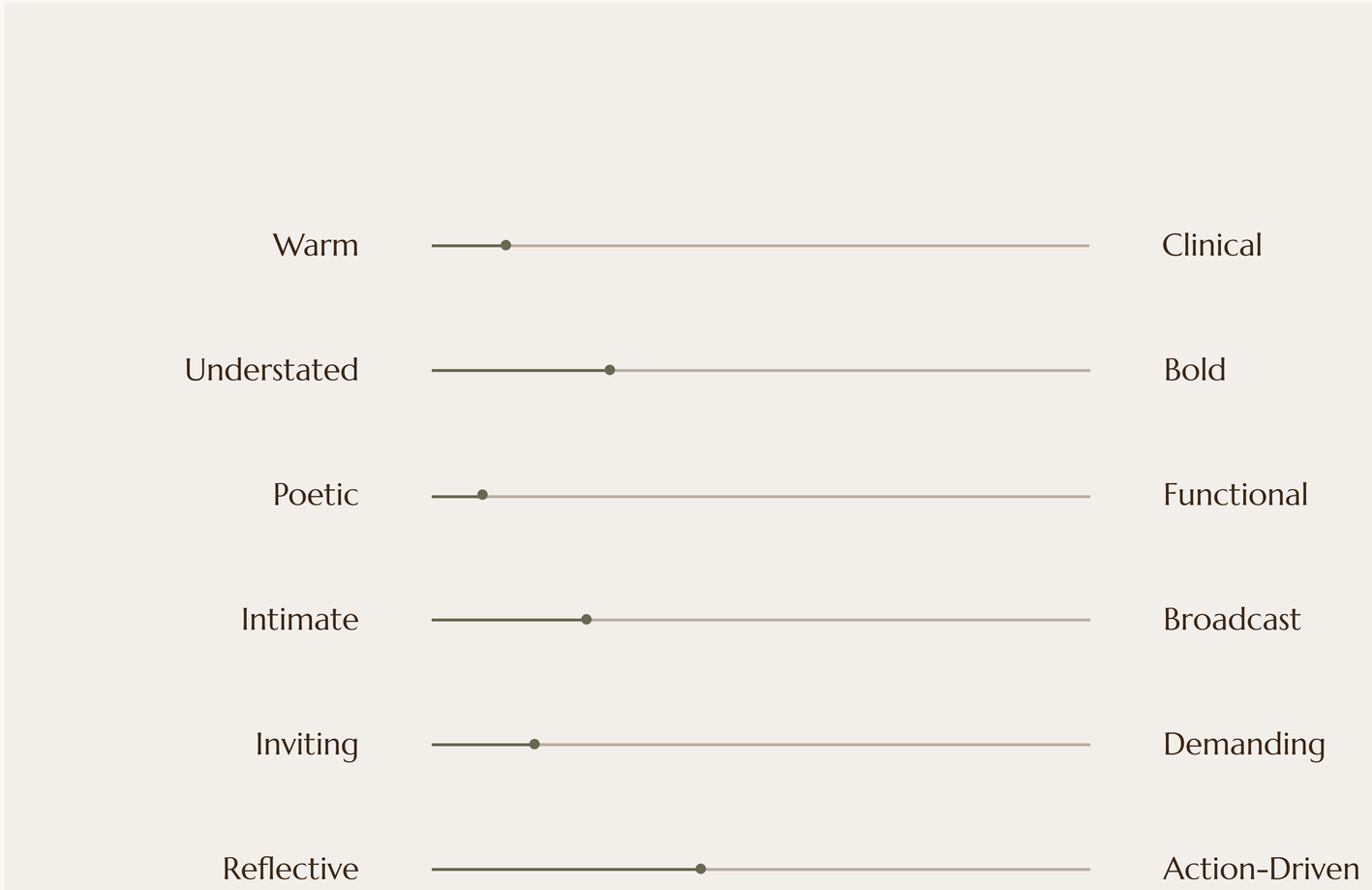
Words

The words we choose shape the world of Floreau.
Our language is calm, considered and rooted in nature.
It should create a sense of presence, appreciation and quiet confidence.

We Say	We Never Say
Natural, grounded words that follow the seasons and let the moment lead, always warm and intentional, never trying too hard.	Nothing rushed, exaggerated or prescriptive, no manufactured urgency or clichés; calm and considered, never loud or pushy.
Grown	Process
In Season	Exclusive
Made to last	Rush
Worth keeping	Must-have
Discover	Look now
Present	Observant
Clear mind	Mood-boosting
Small batch	Premium
Choose your flowers	Buy here

Tone of Voice

Our tone of voice is warm, understated and poetic, creating a sense of intimacy without becoming overly familiar. We speak with quiet confidence, inviting people to pause, reflect and appreciate the moment rather than pushing them to act. These principles help keep our communication consistent while leaving room for the context and message to shape the voice.



3. Logo

Wordmark

The wordmark is an interpretation of the name itself: refined, natural and quietly confident, while open and easy to read. It is our primary signature, used most often to represent Floreau, especially to an unfamiliar audience.

It is built from Memoir, a flared, glyphic serif whose almost hand drawn quality makes the name feel grown rather than made.



Symbol

The bee represents the delicate relationship between flowers and the world around them. This is a reminder that nature is built on connection, balance and time. It reflects Floreau's belief that, just like nature, we benefit from slowing down and allowing ourselves to be present.

Used as a secondary expression of the identity, the bee allows Floreau to show more character and personality.
It is used selectively with audiences who already know the world of Floreau.



Badge Logo

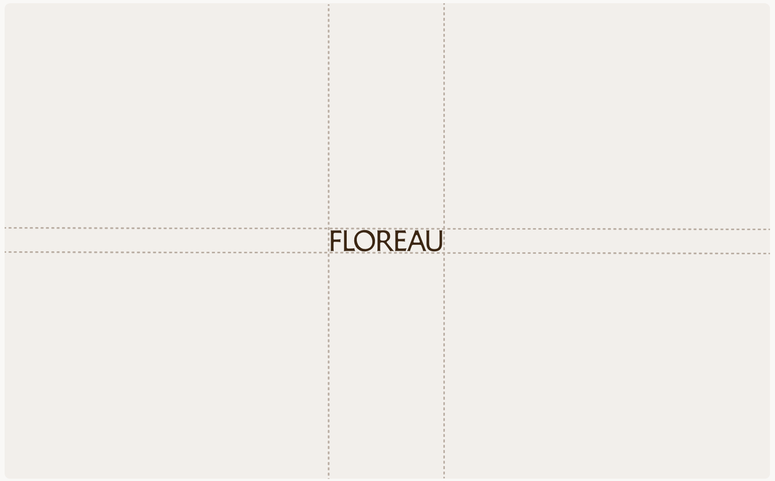
The badge is the complete signature of Floreau. It brings together our symbol, our wordmark, and our essential line, meadow florist, in a single, balanced lockup.

At its heart is the bee, drawn in fine, engraved line work inside a hand-drawn circle. Below it, the wordmark gives the brand its name and presence. And the descriptive line captures what we are, a boutique florist.

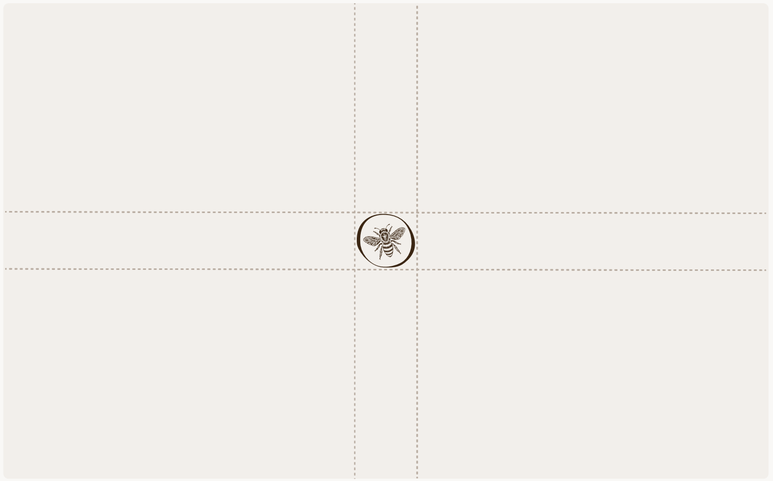


Scaling

Its minimum size ensures that the distinctive character of the Floreau wordmark remains legible across every touchpoint. Never reproduce the wordmark below the defined minimum height



Wordmark
Minimum height of 16px or 1.4mm



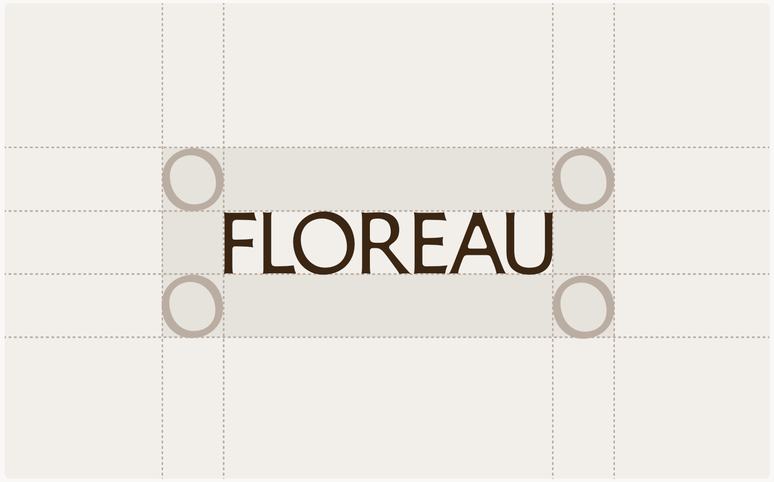
Symbol
Minimum height of 40px or 3.4 mm



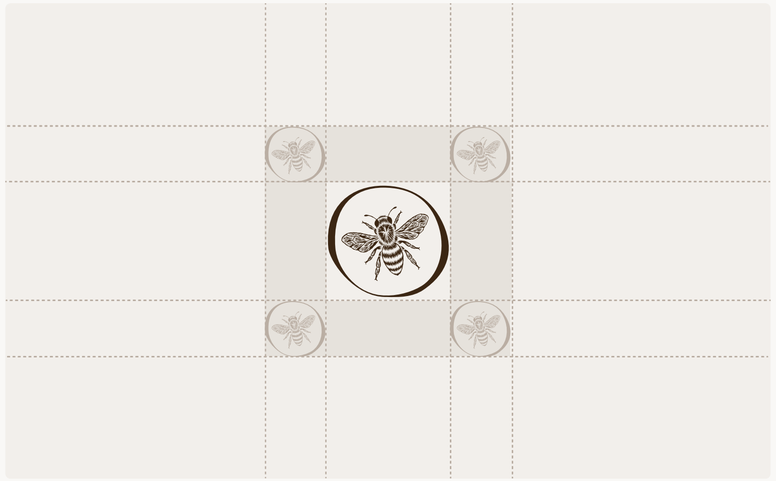
Badge Logo
Minimum height of 124px or 10.5 mm

Clear Space

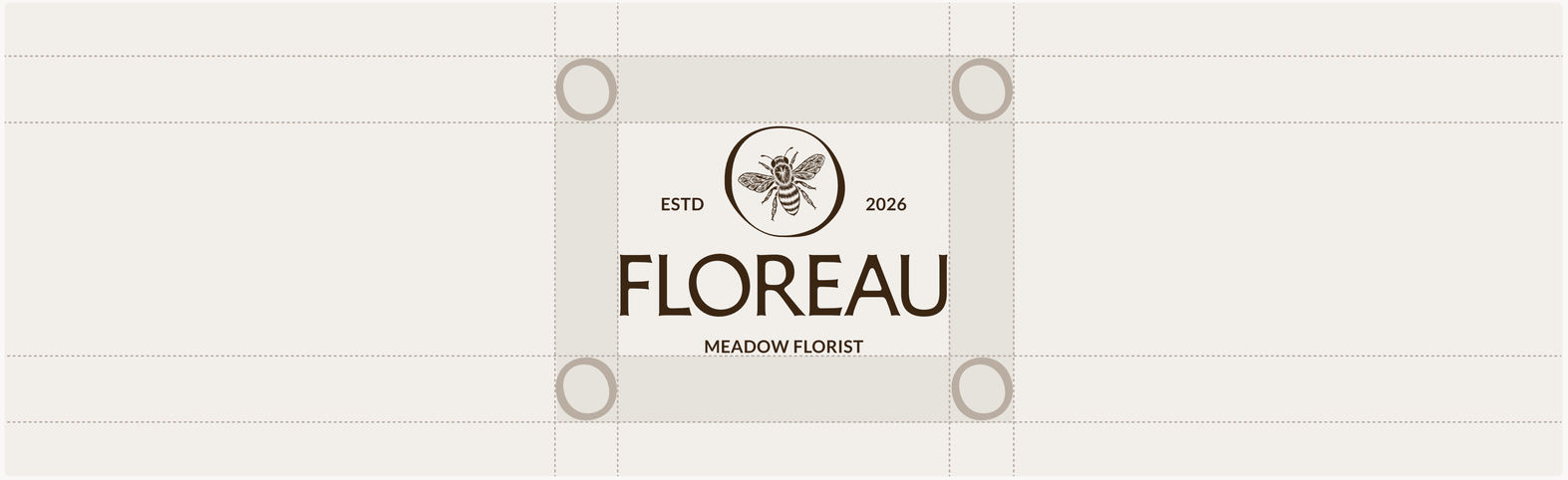
Clear space protects the wordmark from visual competition and ensures it remains open, recognizable and easy to read. Always maintain a consistent area of space around the logo, keeping text, imagery and other graphic elements outside this zone.



Wordmark
Minimum clear space is defined by O, taken from the wordmark



Symbol
Minimum clear space is defined by cropping the symbol by x 0.5



Badge Logo
Minimum clear space is defined by O, taken from the wordmark

Favicon & App icon

At its smallest, the Floreau identity still needs to be recognizable. The favicon and app icon distill the mark to its essence — the symbol that holds its shape in a browser tab, on a home screen, or beside a bookmark, where clarity matters more than fine detail.

To keep consistency across every touchpoint, this symbol becomes the signature that people recognize before they read a word. Designed from a vector master and exported to each required size, it stays crisp and clear at every resolution.



Favicon

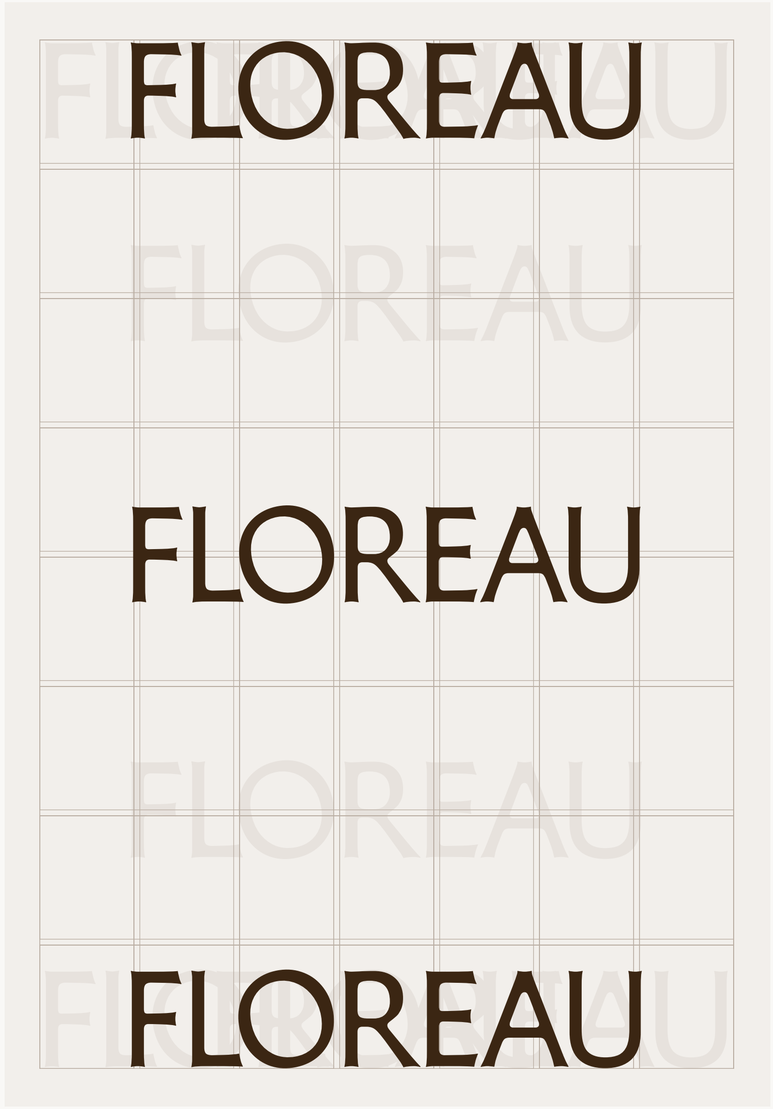


App Icon

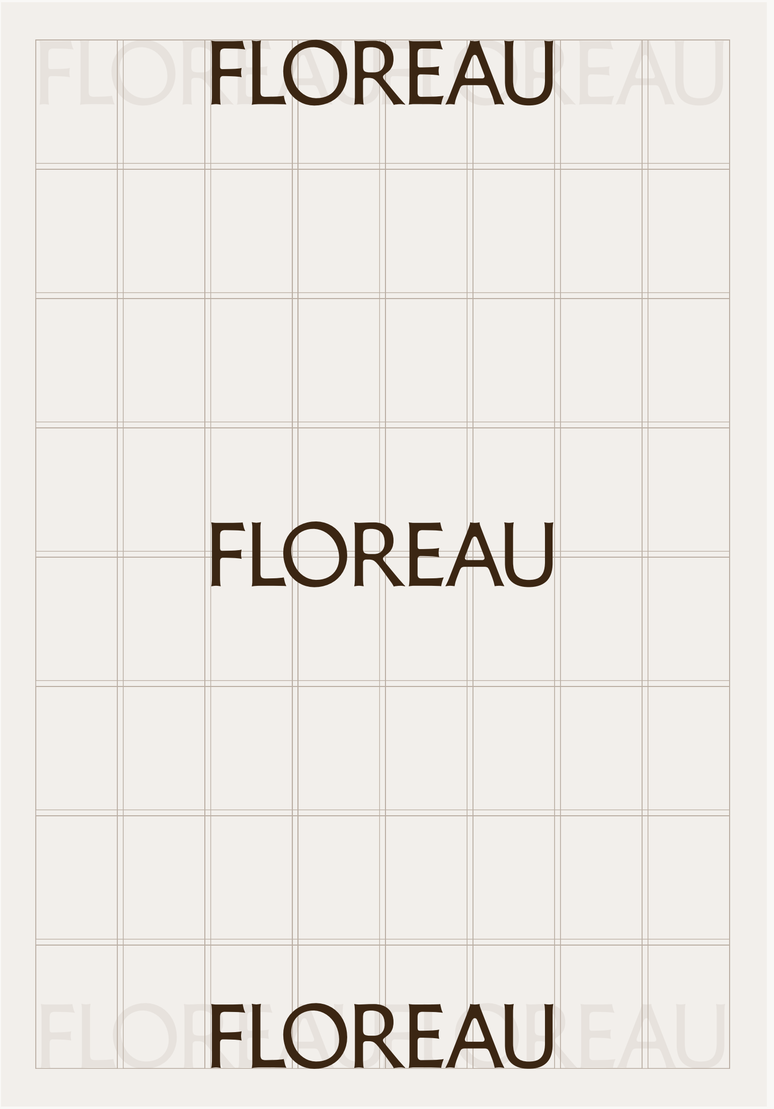
Wordmark in Grid

We use a grid system to place the wordmark in consistent positions, keeping the brand recognizable wherever it appears. Dark wordmarks show the standard placements; grey shows the alternatives.

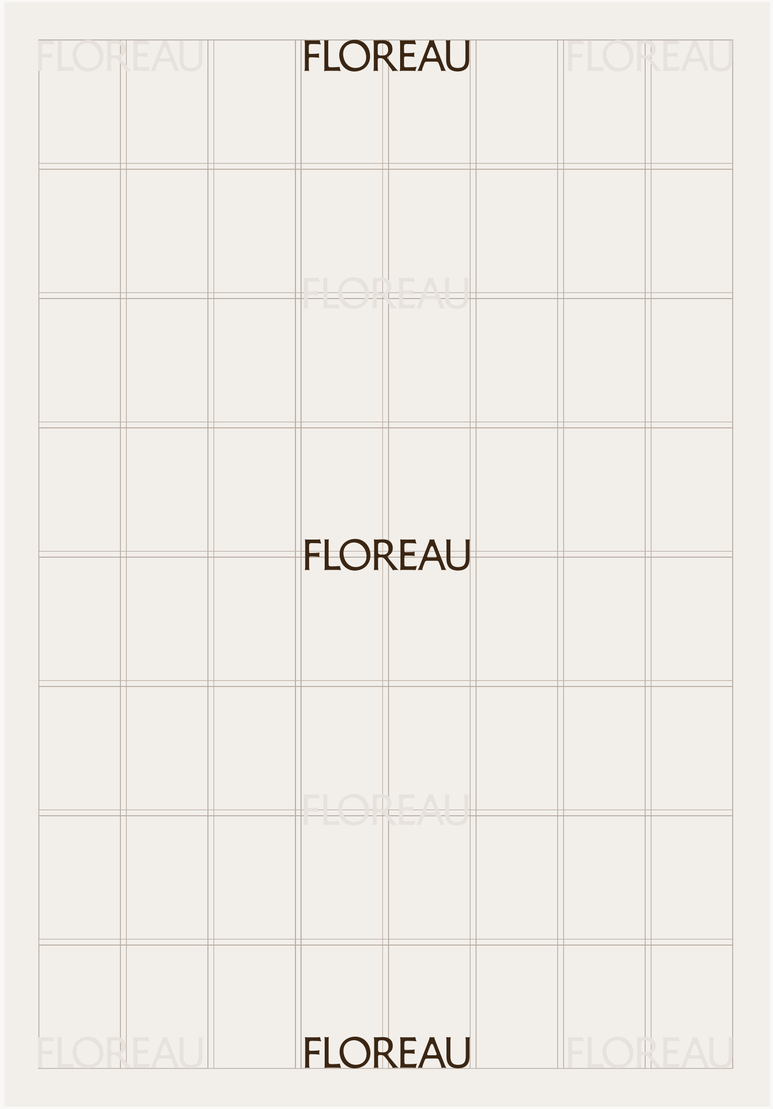
The guidelines cover both portrait and landscape formats, giving you room to play with different layouts.



Wordmark - Big



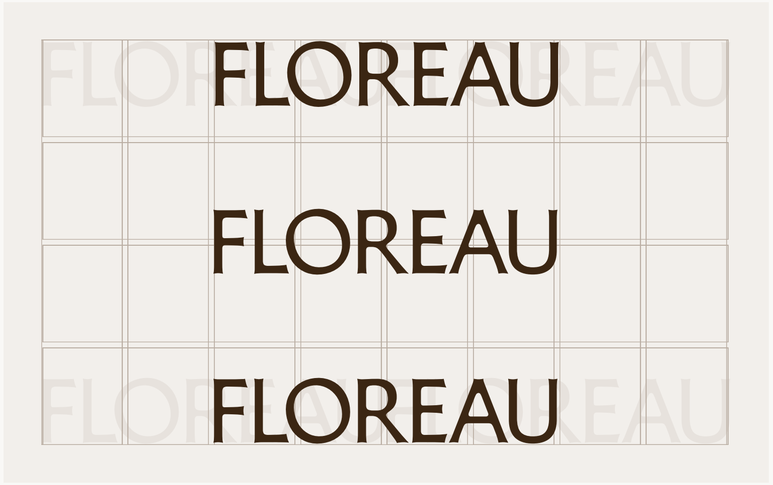
Wordmark - Medium



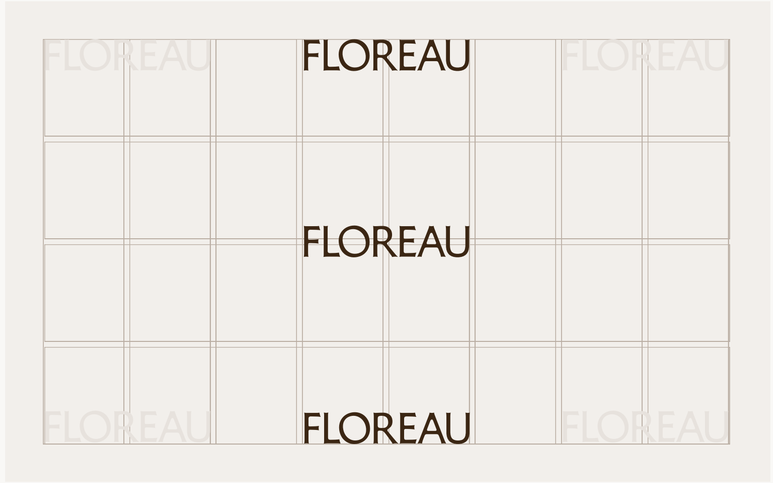
Wordmark - Small



Wordmark - Big



Wordmark - Medium



Wordmark - Small

Logo in Colours

The wordmark is built to live calmly across the whole palette. It can be set in any core colour, as long as it stays clear and easy to read against its background.



4. Typography

Primary Typeface

Marcellus is a flared serif inspired by the classic Roman inscriptional letterforms carved into stone monuments centuries ago. We chose this font because of it's timeless elegance that feels refined without ever feeling ornate.

Purpose	Heading
Font family	Marcellus
Weight	Regular
Tracking	0%
Leading	110%

Download font

Marcellus

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 V W X Y Z
1 2 3 4 5 6 7 8 9 0
! ? ' " ( ) [ ] { } - , : ; /\ @ + & #

AaBb

Secondary Typeface

Lato is a sans-serif with clean, geometric forms. We've chosen it as our supporting typeface for its clarity and usability. Its structured shapes and classical proportions give our brand a sense of calm, modern confidence.

Purpose	Body
Font family	Lato
Weight	Regular & Bold
Tracking	-2%
Leading	150%

Download font

Lato

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 V W X Y Z
1 2 3 4 5 6 7 8 9 0
! ? ' " ( ) [ ] { } - , : ; / \ @ + & #

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 V W X Y Z
1 2 3 4 5 6 7 8 9 0
! ? ' " ( ) [ ] { } - , : ; / \ @ + & #

AaBb

Digital Hierarchy

Typography creates rhythm and clarity.
Our digital hierarchy defines how type is sized and structured across digital experiences. Each level has a clear purpose, guiding the reader through content.

Caption text
13px
FLOWERS GIVE YOU THE PERMISSION TO BE PRESENT

Heading 1
40px
Flowers give you the permission to be present

Heading 2
32px
Flowers give you the permission to be present

Heading 3
24px
Flowers give you the permission to be present

Heading 4
20px
Flowers give you the permission to be present

Heading 5
18px
Flowers give you the permission to be present

Heading 6
16px
Flowers give you the permission to be present

Body M
16px
Flowers give you the permission to be present

Body S
14px
Flowers give you the permission to be present

Body XS
12px
Flowers give you the permission to be present

Button
14px
Flowers give you the permission to be present

Quote
20px
Flowers give you the permission to be present

Use of Type

Our type system is built on a clear hierarchy. Six heading levels, set in the elegant serif, carry titles and statements, from the large Heading 1 down to the small Heading 6. Each heading is paired with a body size.

Keeping to these styles keeps every layout calm and consistent. The heading draws the eye first, the body text explains, and the small details support quietly in the background.

Heading 1
Body M
Body S

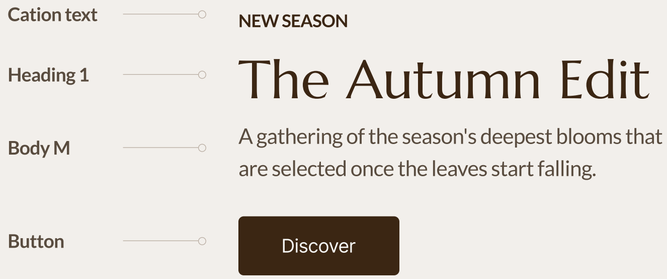
Heading 2
Body M
Body S

Heading 3
Body S
Body XS

Heading 4
Body S
Body XS

Heading 5
Body S
Body XS

Heading 6
Body S
Body XS





5. Colour

Core Palette

Our core palette is built on a foundation of natural tones with a hint of green. These greens are the signature of our brand that brings recognition. Together they create a calm, clean base that feels quiet, timeless, and effortlessly refined.

They carry the everyday: text, backgrounds, and UI components, where clarity and comfort matter most.

Cloud

HEX	#FAF9F7
RGB	250, 249, 247
CMYK	0%, 0%, 1%, 2%

Cotton

HEX	#F3F0EC
RGB	243, 240, 236
CMYK	0%, 1%, 3%, 5%

Stem

HEX	#3B2713
RGB	59, 39, 19
CMYK	0%, 34%, 68%, 77%

Moss

HEX	#696851
RGB	105, 104, 81
CMYK	0%, 1%, 23%, 59%

Leaf

HEX	#ACAA97
RGB	172, 170, 151
CMYK	0%, 1%, 12%, 33%

Extended Palette

Where the core palette sets a calm base, the extended palette gives it life. These tones are drawn from the world of bloomkeeping and the joy it brings — muted, sun-faded versions of the elements we find in flowers.

Sky brings the quiet of water and open air, and the warm earthen tones of Root carry the bloom and soil themselves.

Stone

HEX	#BAAFA3
RGB	186, 175, 163
CMYK	0%, 6%, 12%, 27%

Earth

HEX	#594C3F
RGB	89, 76, 63
CMYK	0%, 15%, 29%, 65%

Sky

HEX	#C6CDDE
RGB	198, 205, 222
CMYK	11%, 8%, 0%, 13%

Root

HEX	#9D4F33
RGB	157, 79, 51
CMYK	0%, 50%, 68%, 38%

Clay

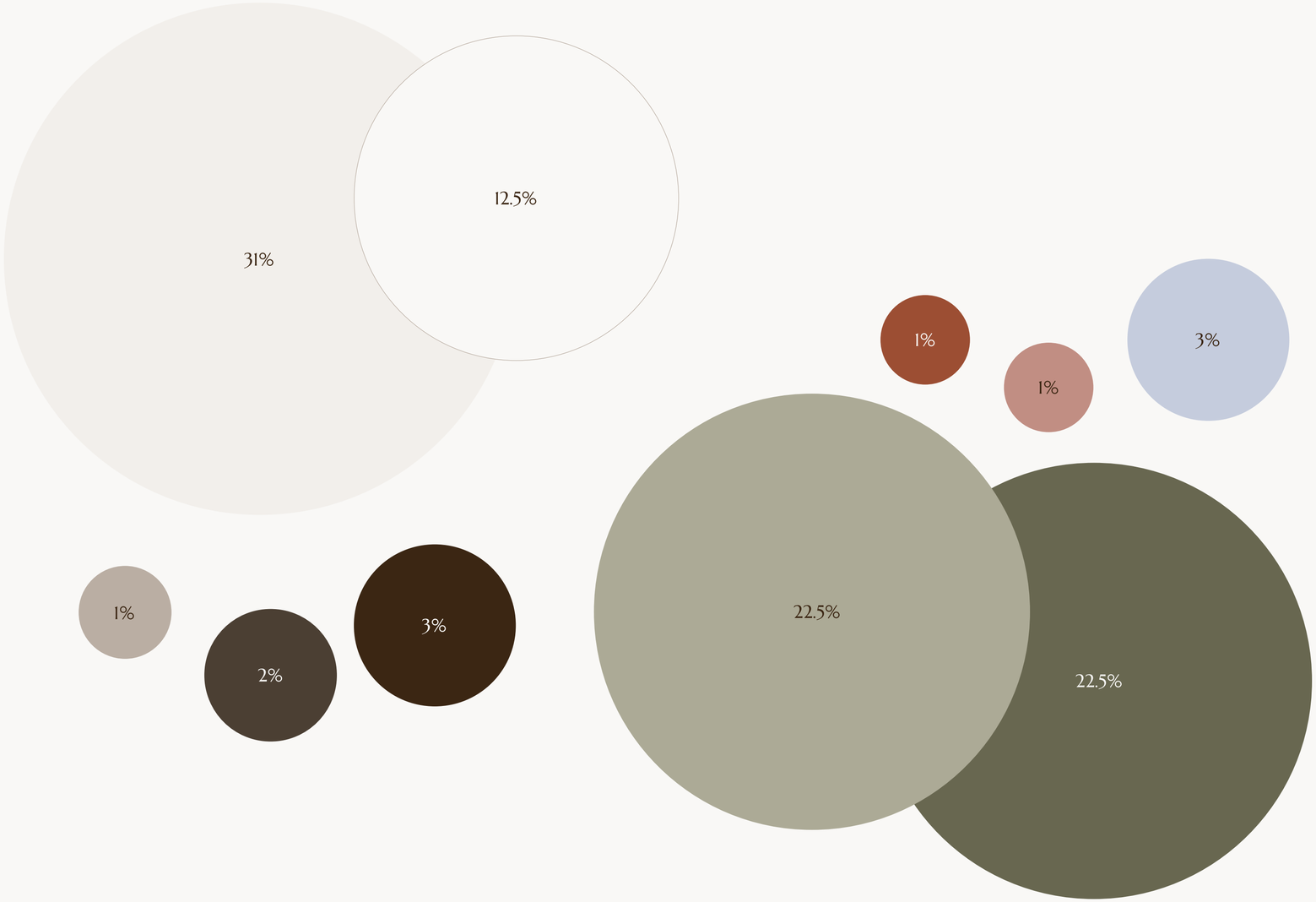
HEX	#C18F83
RGB	193, 143, 131
CMYK	0%, 26%, 32%, 24%

Colour Ratio

Cloud and Cotton set the stage, soft, generous neutrals that carry most of the interface. Stone, Earth, and Stem ground it in small doses, reserved for text and quiet details.

Leaf and Moss are the dominant accents, bringing colour into imagery and brand moments. Root, Clay, and Sky appear only in small bursts where the interface needs a little life.

Neutrals set the stage, green carries the mood, and the smaller accents are the details you notice last, but remember most.



Typographic Colour

This overview shows how we work with text and background combinations keeping our identity clear and legible. Each pairing has been checked for sufficient contrast, so type always remains comfortable to read.

Aa #3B2713 | Aa #3B2713 | Aa #3B2713 | Aa #3B2713

Light backgrounds: Text is in the colour Stem #3B2713

Aa #FAF9F7 | Aa #FAF9F7 | Aa #FAF9F7 | Aa #FAF9F7

Dark backgrounds: Text is in the colour Cloud #FAF9F7

Aa #3B2713 | Aa #594C3F | Aa #696851

Cloud background: Can be set in different colours

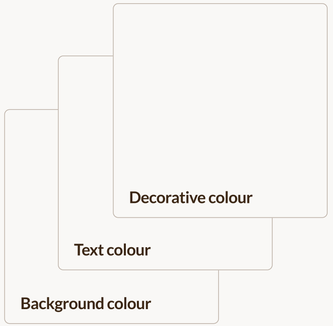
Aa #3B2713 | Aa #594C3F | Aa #696851

Cotton background: Can be set in different colours

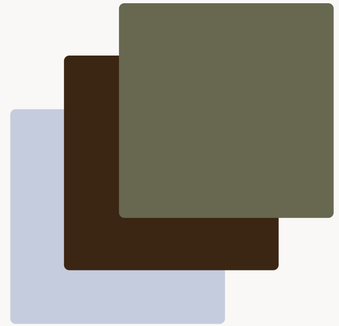
Colour Schemes

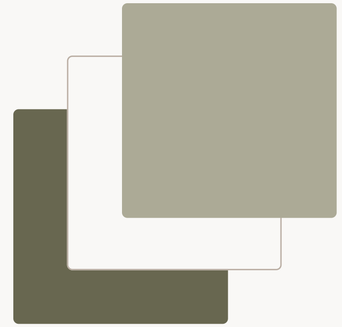
These pairings show how our colours work together across graphic elements, layouts, and applied design. Each combination has been selected to feel balanced and intentional — grounding a deeper tone against a softer one so the two support rather than compete.

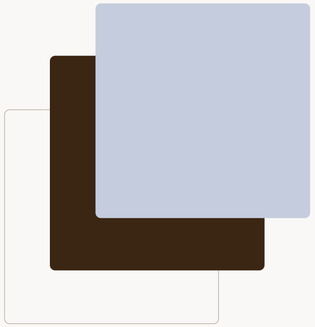
Sticking to approved pairings keeps our identity consistent and considered, letting colour carry personality without ever losing its calm, refined foundation.

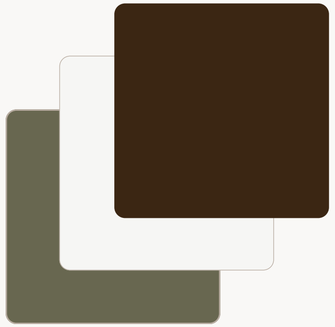


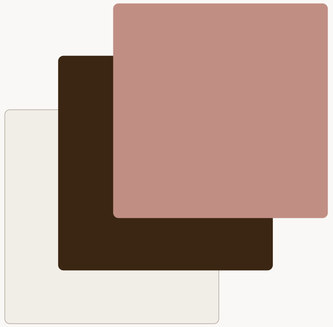


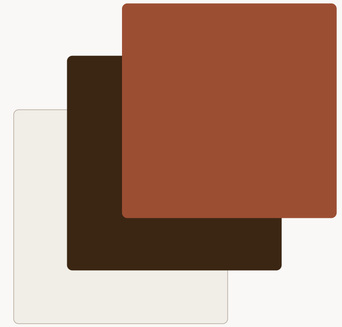












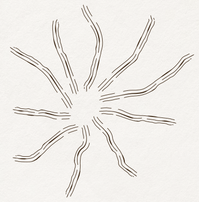
6. Illustrations

Wild Flowers

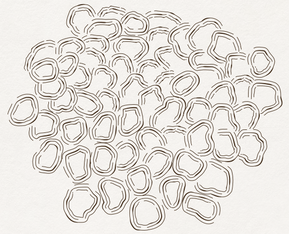
Each illustration captures one way a flower blooms, drawn as a single, isolated form. The line work is fine and slightly broken, so each drawing feels hand-drawn, organic, and calm.

Rules:

- Always make sure there is plenty of space around the illustration so it can breathe
- Keep the line work fine and never fill the shapes.
- Keep the original proportions and line weight when scaling.



UMBEL



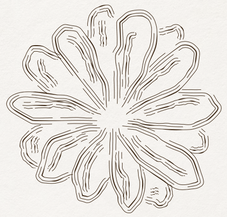
CORYMB



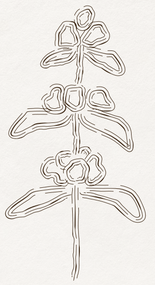
RACEME



SPADIX



SOLITARY



VERTICILLASTER

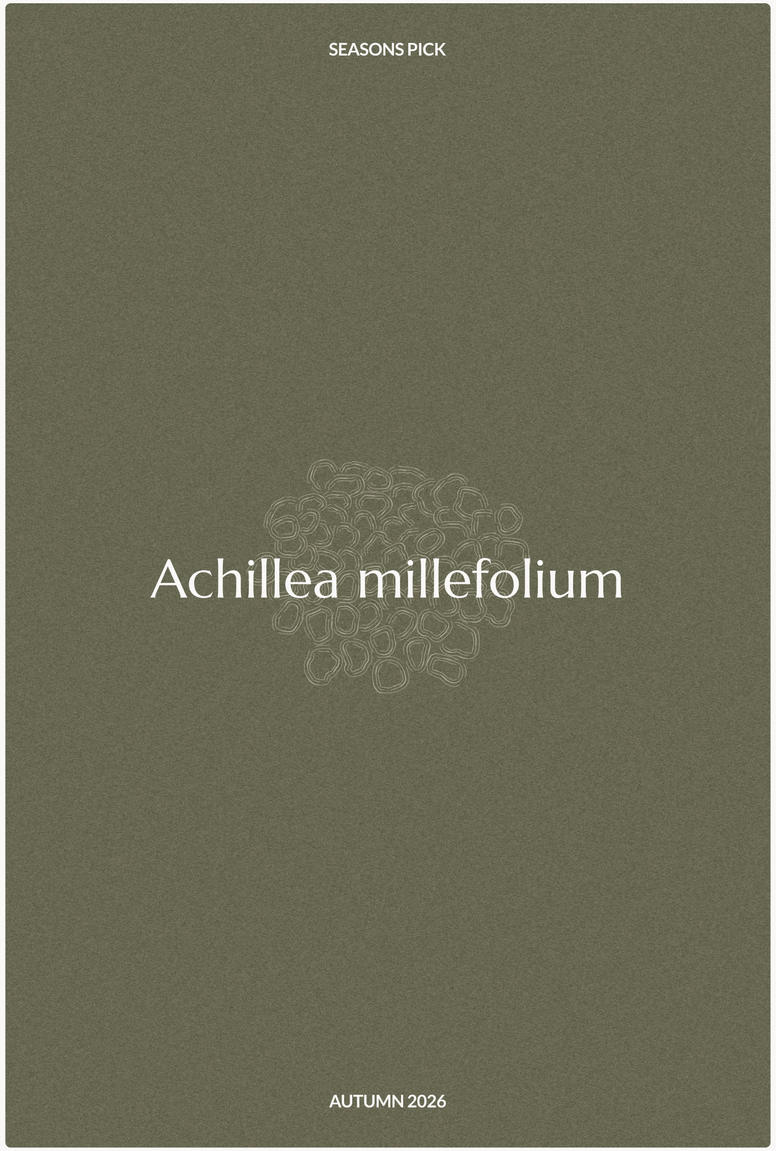
Use of Illustration

Our illustrations are always an accent, never the main event. They sit quietly behind a title, a product, or another object, adding a fine-line layer of detail without ever taking the front stage.

Rules:

- Use illustrations as an accent, never as the main element
- Place the illustration behind text or another object
- Use a light line on dark surfaces and a soft, muted line on light surfaces
- Keep the line work fine and low in contrast so it never competes with the content.
- Crop or extend the illustration (for example, a longer stem) to fit the composition





7. Textures & Patterns

Paper Texture

Paper is a very important material for Floreau, and it is where the brand and the flowers meet. When flowers are pressed and dried, they rest between sheets of paper, so the paper carries the flower through its whole life.

We use two versions. Soft is a fine, calm grain that stays almost invisible, ideal when the content needs to stay in focus. Harsh has visible folds and creases, like paper that has been handled and stored, and adds more character and a sense of age.

Rules:

- Use the paper textures as a background, never as the main element
- Choose Soft when the content needs calm and focus, and Harsh when you want more character
- Keep the paper light and warm, in the tone of Cloud or Cotton
- Never place a pattern or busy photography over the paper texture

Paper Texture - Soft

Paper Texture - Folded

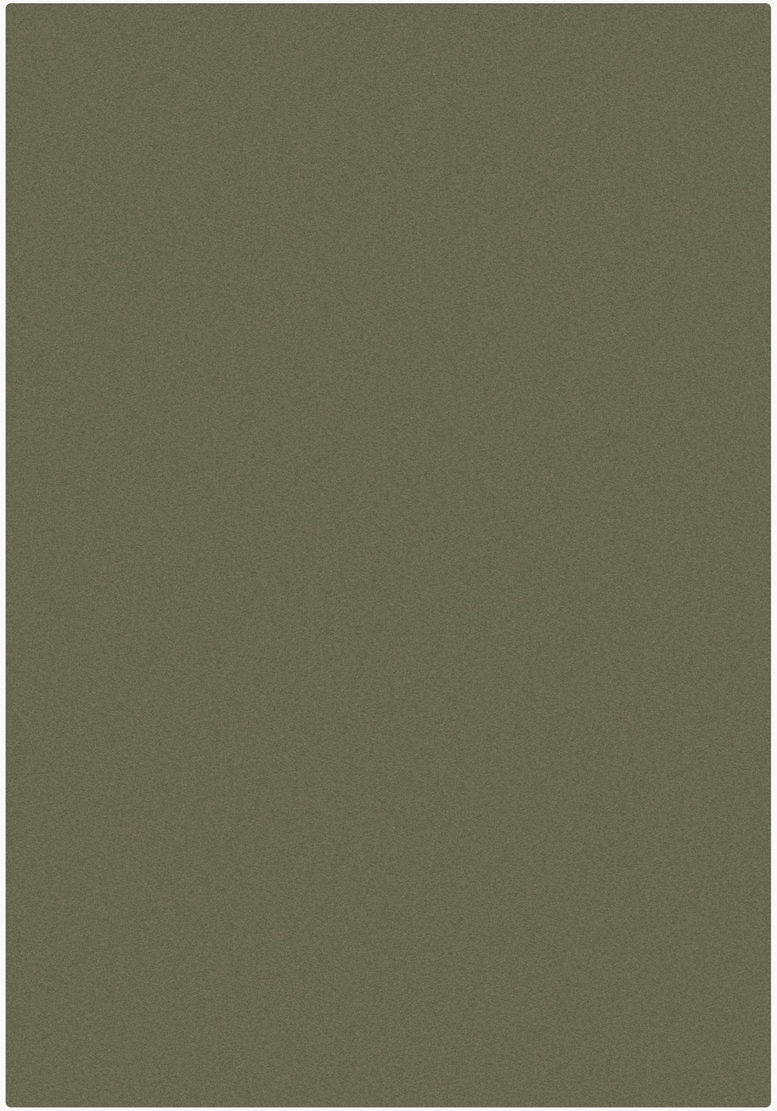
Noise Texture

We use two types of noise backgrounds: Moss Noise and Leaf Noise. They let Floreau's signature greens shine through, and they give the brand its character. A fine, raw grain replaces the flat, digital feel of a plain colour, so the surface feels more natural and organic.

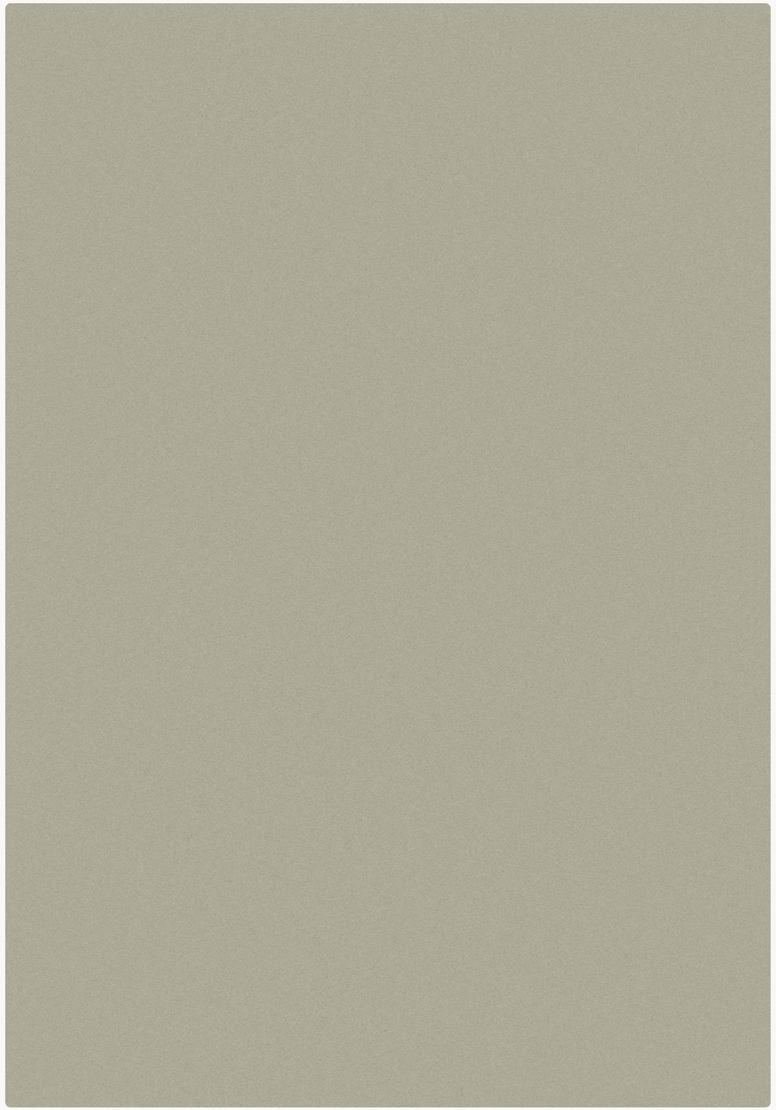
Use them as a background for applications where the brand colour should take the lead, such as Instagram stories and posts, covers, packaging, labels, and website sections.

Rules:

- Use the noise backgrounds instead of a flat Moss or Leaf colour.
- Use legible text colours on top of the noise textures
- Keep the grain natural, without extra filters, gradients, or effects.
- Never place photography over the noise backgrounds.



Background: Moss Noise



Background: Leaf Noise

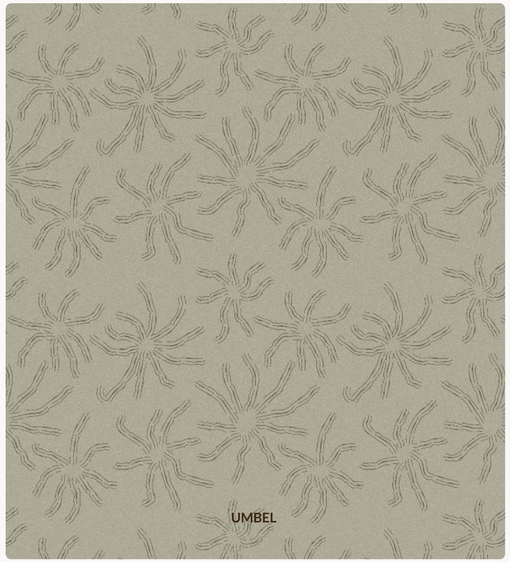
Flower Patterns

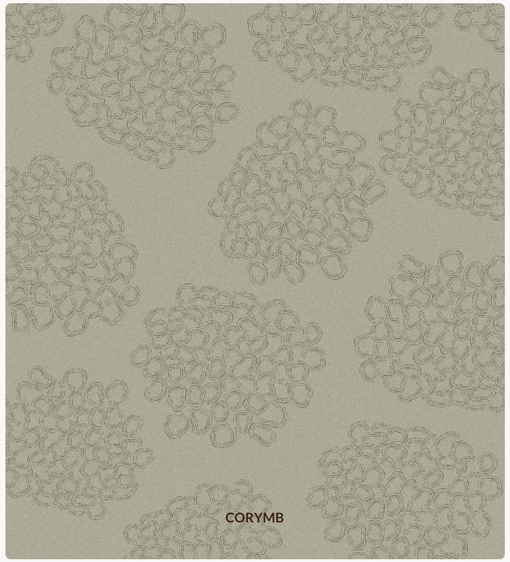
Inspired by the natural structures and rhythms of flowers, these patterns evoke flowers in bloom, wherever they grow. Each one is based on a different way a flower blooms. They are translated into a delicate, hand-drawn language that feels organic, timeless, and distinctly Floreau.

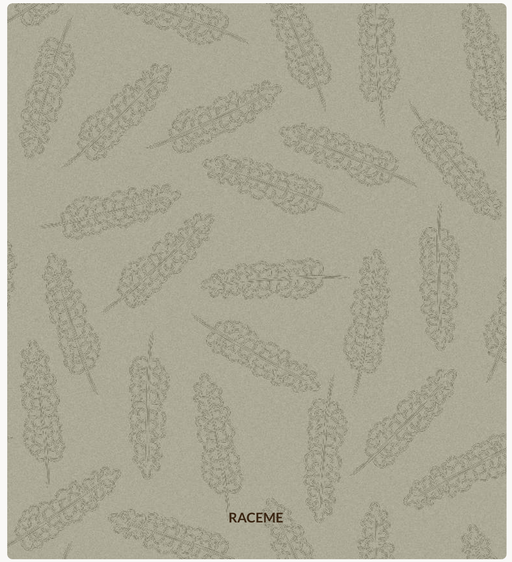
Use them with restraint. Give the pattern room to breathe, so the identity stays calm, refined, and connected to nature.

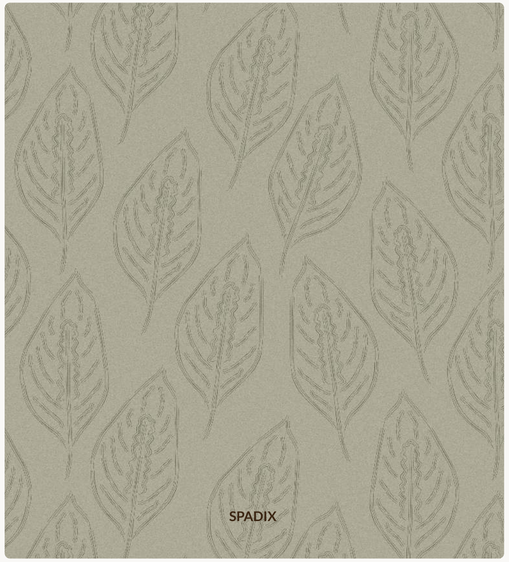
Rules:

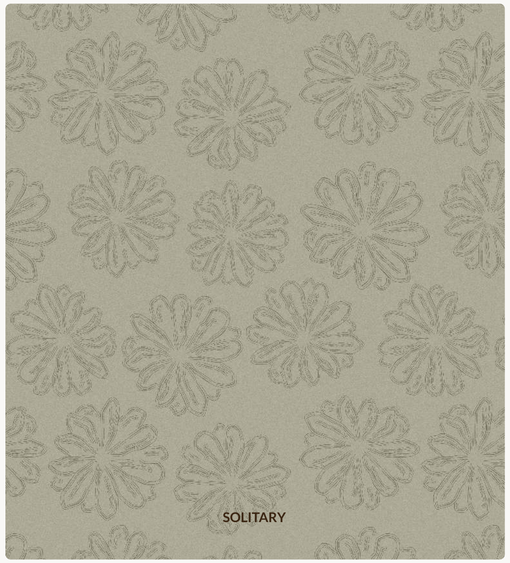
- Never place photography over or under the patterns.
- Use a legible type colour on top of the patterns.

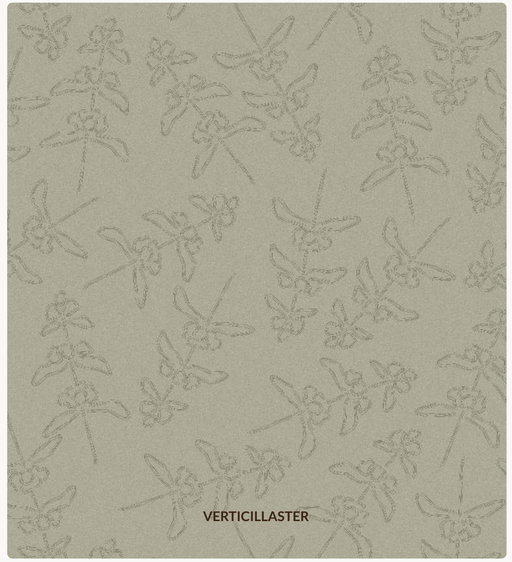








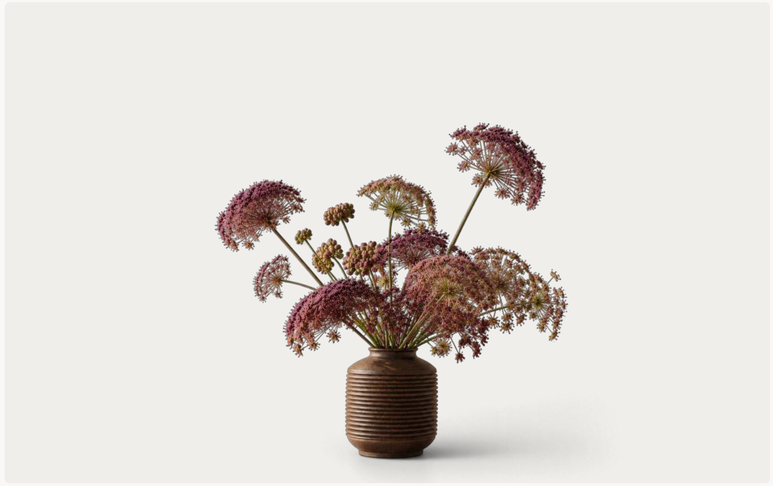




8. Photography

Categories

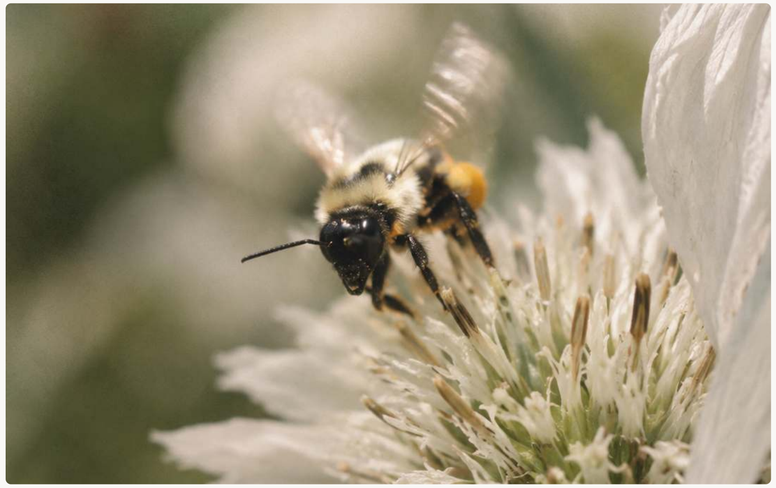
Our photography is divided into four categories, each with its own role. Together they tell the full story of Floreau, from the product itself to the nature it comes from.



Product Shots
Our products and details on a clean background



Indoor Environment
Our products in a lived-in space



Outdoor Environment
Shows the root of our products, nature



People
A human connection with nature

Category:
Product Shots

Our product shots are built on simplicity, so the flowers and the vase are the only things that ask for attention. Each product stands on an invisible baseline, as if resting on a quiet surface with no visible horizon. A soft, light shadow falls to the right and grounds the product without pulling focus.

Rules:

- The product stands on an invisible baseline
- A soft shadow falls on the right side
- The background is one of the light brand colours (Cloud or Cotton)
- The product is always centred









Category:
Indoor Environment

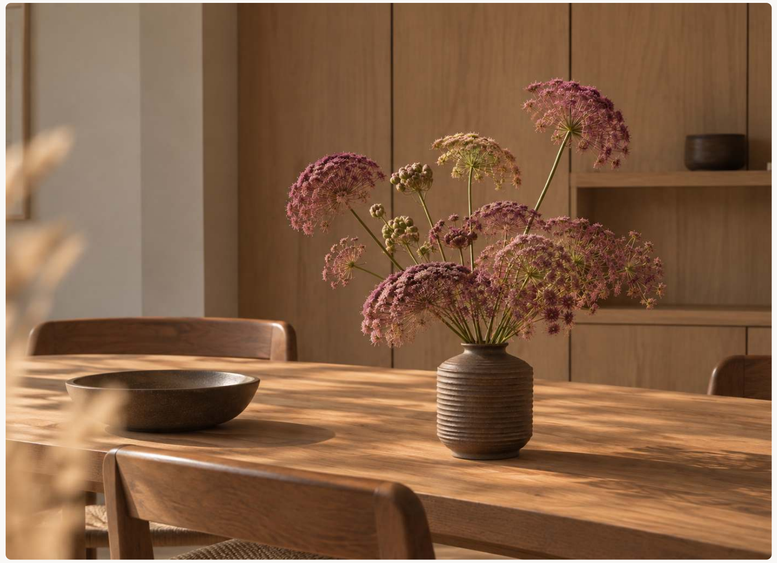
Our indoor photography shows our flowers as part of a calm, considered home. The style leans into Scandi and Japandi influences: warm wood, soft daylight, and a quiet, uncluttered atmosphere.

Rules:

- Show the product in a real, lived-in interior, in a Scandi or Japandi style.
- Combine the vase with other objects (books, candles, bowls, a cup) to set the scene.
- Use soft, natural daylight with gentle shadows.
- Keep the surroundings calm, warm, and uncluttered, so the flowers stay the focal point.







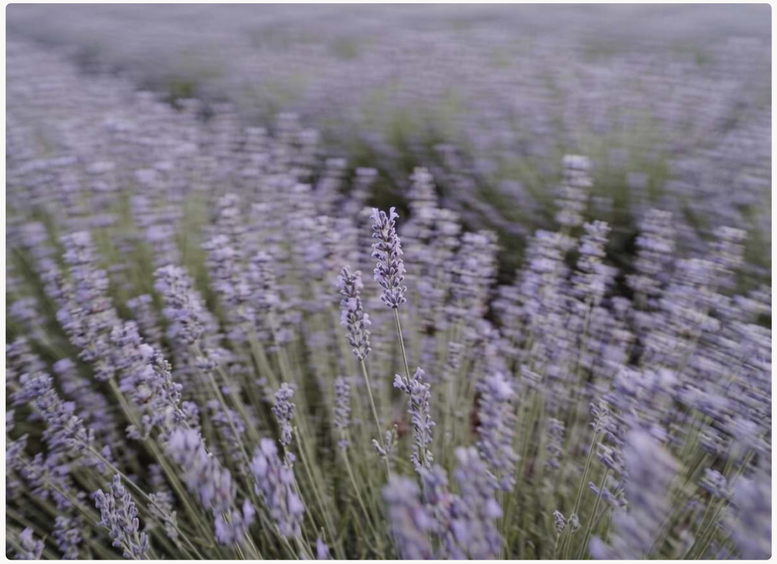


Category: Outdoor Environment

Our outdoor photography shows where our flowers come from: nature itself. We photograph the flower fields as a whole, then move in close on a single flower growing in its natural setting. These images give the brand its sense of origin and show that every bouquet starts as something living and growing.

Rules:

- Flower fields, shown wide to set the scene
- Close-ups of flowers in their natural environment
- Flora and fauna interacting, such as a bee on a flower









Category: People

Our people photography is about the connection between humans and nature. We show people fully in the moment: calm, at peace, and quietly content.

The people are part of the landscape rather than the focus of it, whether resting in the grass, walking through a field of flowers, or standing under an open sky. We also move in close on small details, like a hand gently touching a flower, to show that connection in its most intimate form.

Rules:

- Human connection with nature
- Close-ups of hands interacting with flowers
- Never looking at the camera
- Calm, relaxed expressions: closed eyes, a lowered gaze, or a soft, natural smile.









Styling

Wardrobe follows our core palette: natural linen, beige and brown. The styling is simple, relaxed and quietly elegant, never trend-led. These examples show how we would like clothing to be represented across the brand.



FALL / WINTER



FALL / WINTER



SPRING / SUMMER



SPRING / SUMMER



SPRING / SUMMER

9. Layout

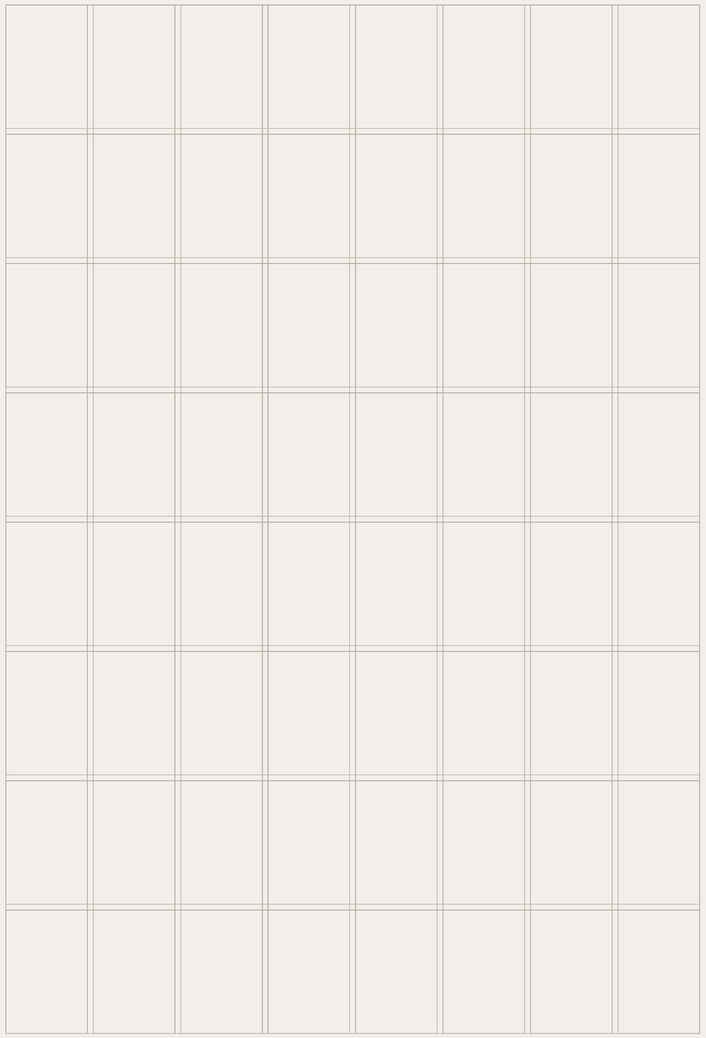
Print Grids

Every layout is built on a grid, and the grid adapts to its format. The grid isn't a limitation — it's what keeps the brand coherent. Used to its fullest, it makes layouts feel robust and durable while leaving room to arrange the wordmark, imagery, and type with intention. The more consistently the grid is applied, the more recognizable the brand becomes.

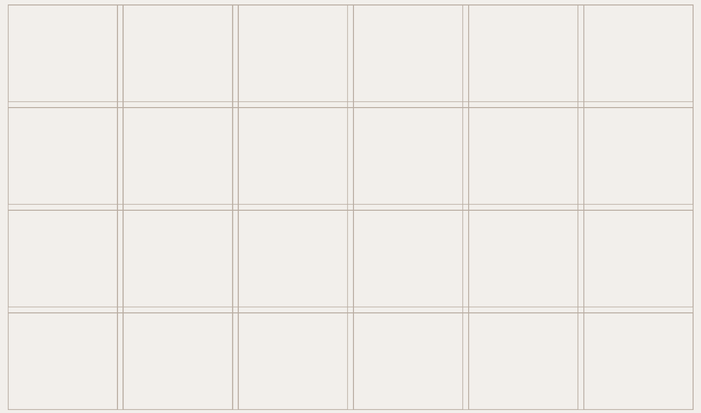
Portrait: 8 columns by 8 rows
Landscape: 4 columns by 6 rows.

To keep the proportions clean and repeatable across sizes, the margin and gutter are derived from the format itself:
Margin = width ÷ 20
Gutter = margin ÷ 6

Always round these to whole numbers, so the grid stays sharp and easy to rebuild at any scale.



Portrait Grid

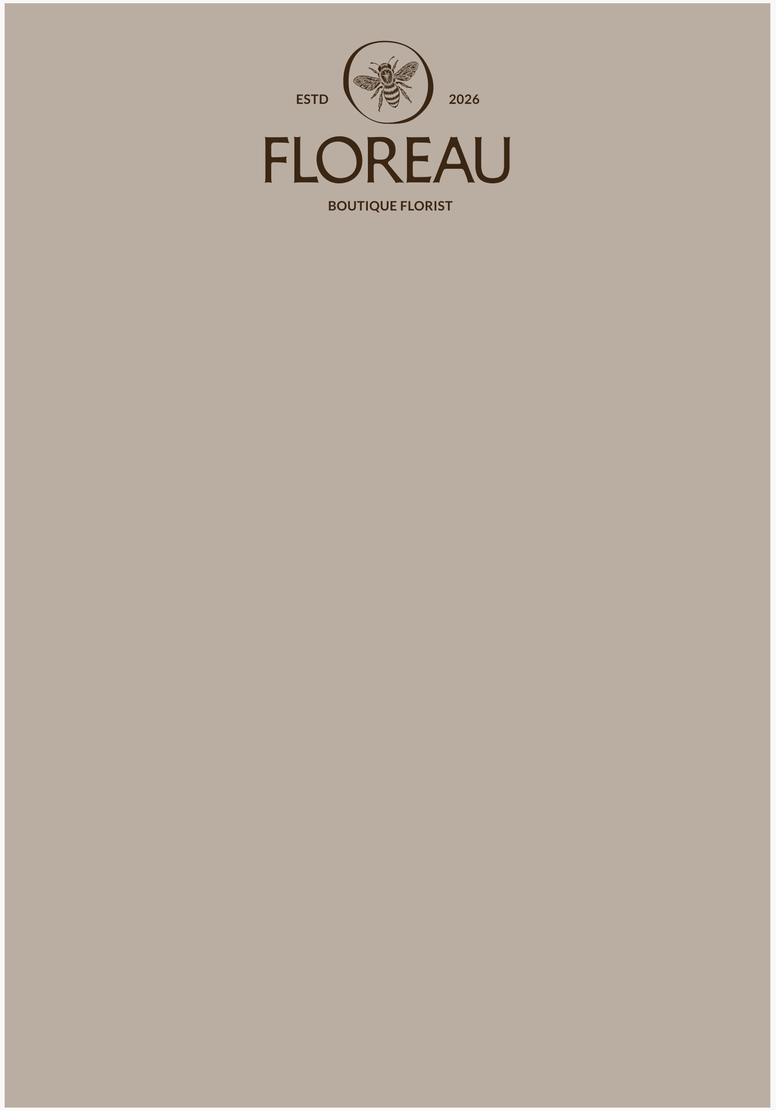


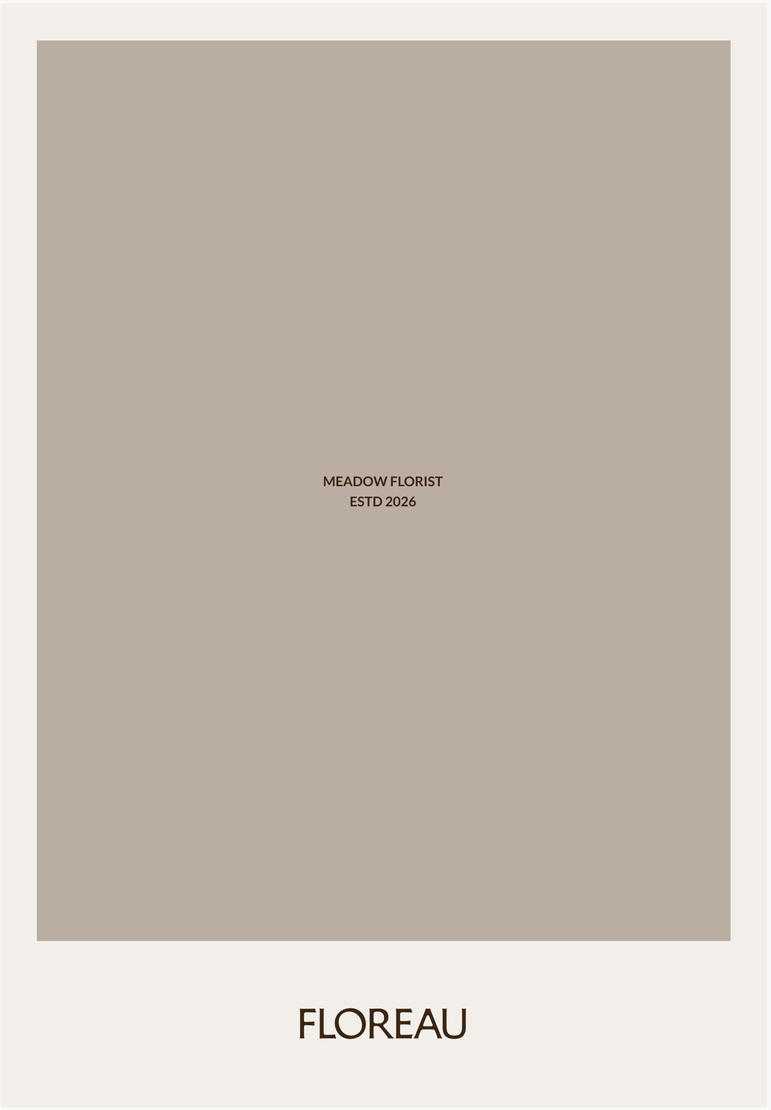
Landscape Grid

Print Composition

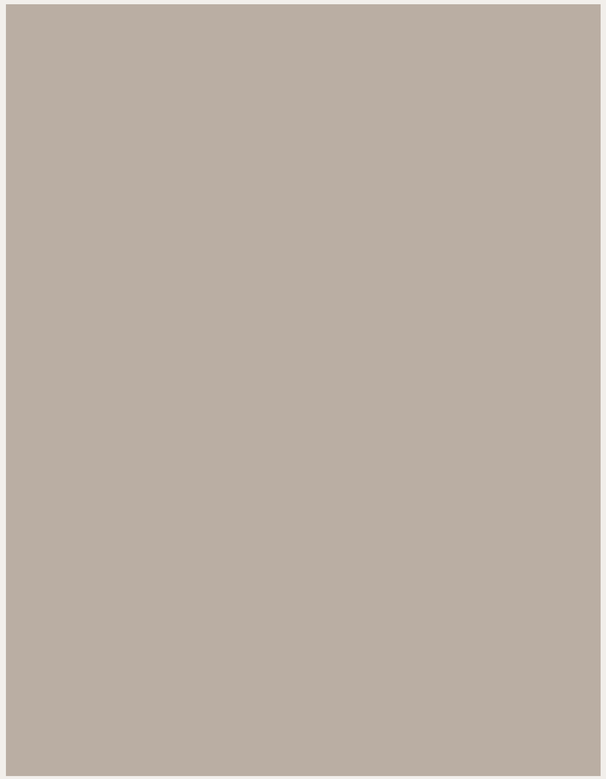
These are example compositions built on the grid — an image container, the wordmark, and a text arranged within the portrait and landscape formats. They show how the same few elements can be positioned in different ways while staying anchored to the grid.

Think of these as starting points rather than fixed templates: the grid holds everything in proportion, so you're free to explore placements that suit the content while keeping the brand consistent and recognizable.





MEADOW FLORIST
ESTD 2026



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ESTD 2026

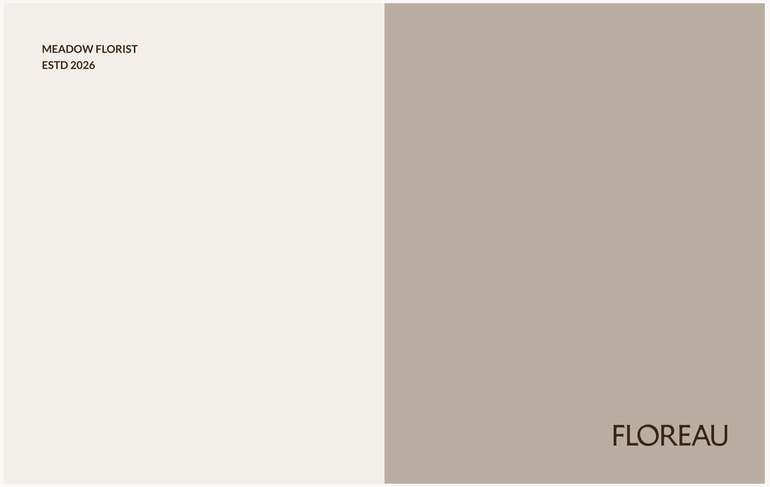


MEADOW FLORIST
ESTD 2026



FLOREAU


FLOREAU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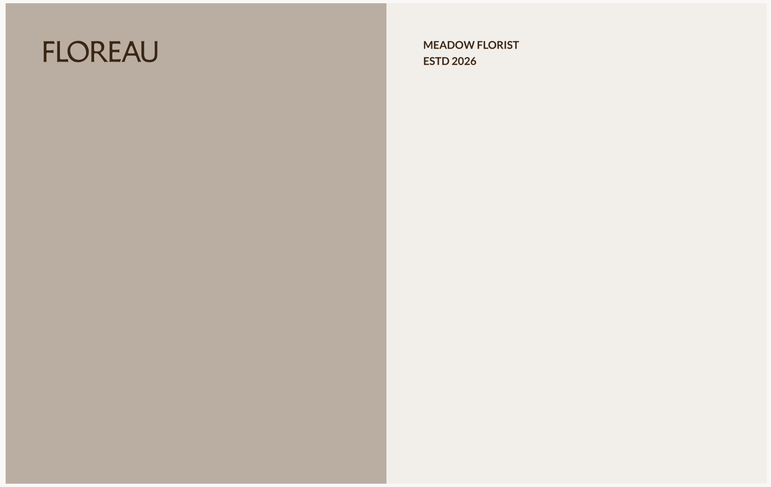
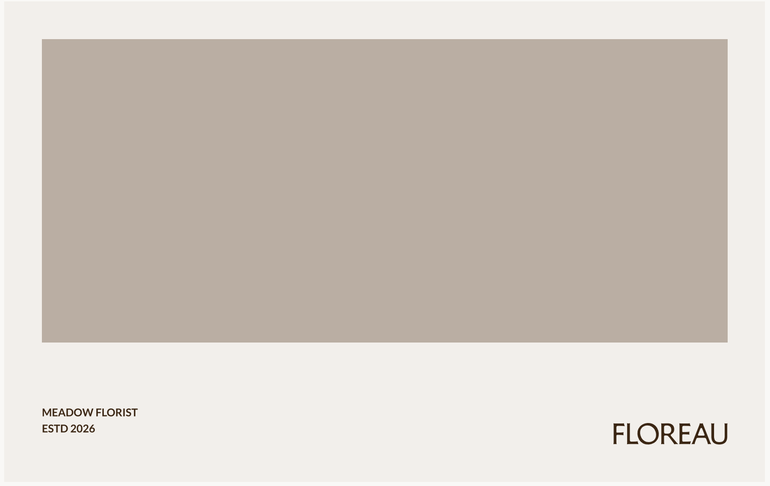
ESTD 2026
FLOREAU


FLOREAU
MEADOW FLORIST
ESTD 2026


MEADOW FLORIST
ESTD 2026
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MEADOW FLORIST
ESTD 2026
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MEADOW FLORIST
FLOREAU
ESTD 2026

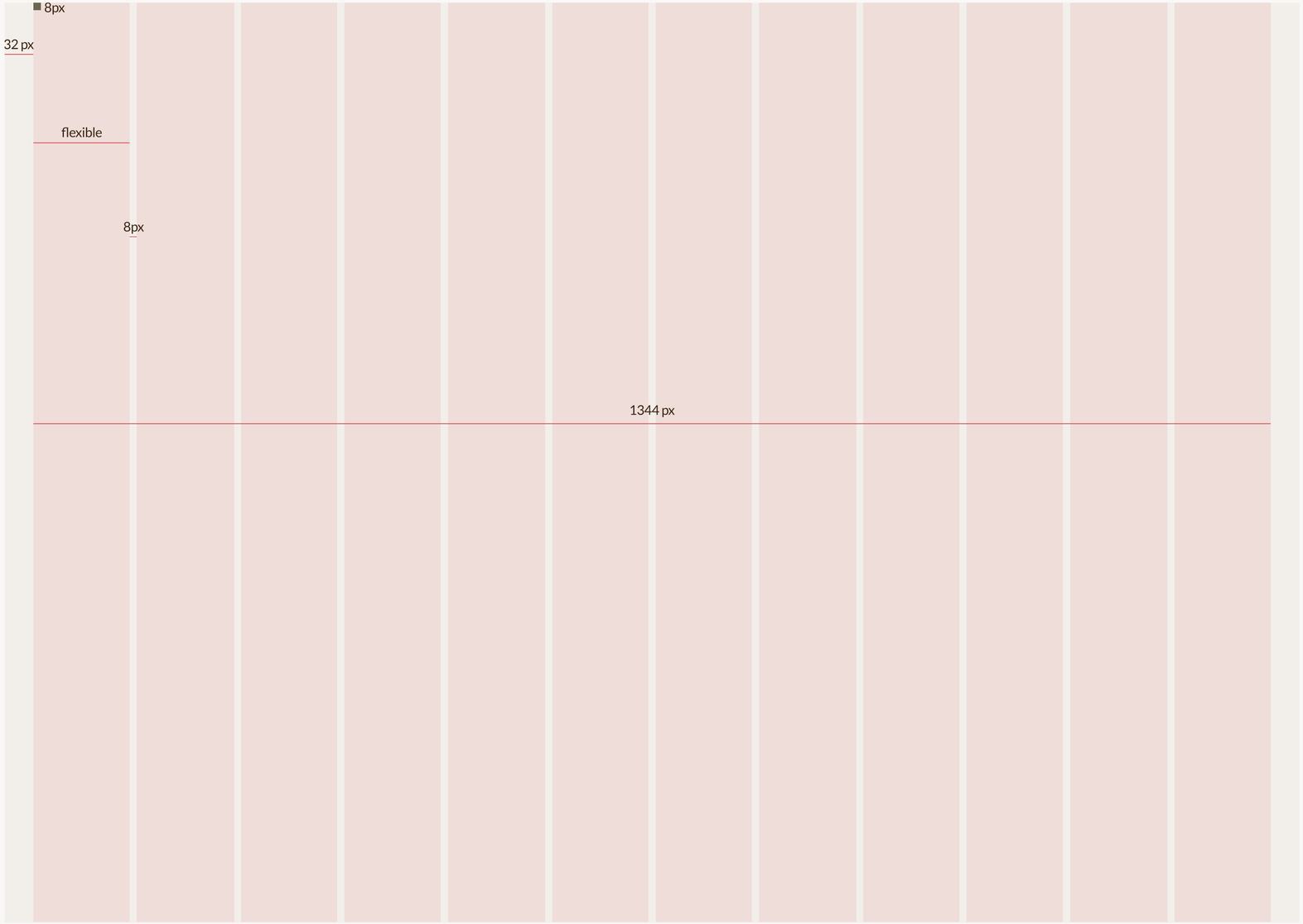
Desktop Grid

We chose a grid with minimal gutters and margins to create a more immersive feel. By using the available screen space generously, the content can take centre stage and speak for itself.

The grid is built around a set of reusable variables:

- 12 columns — the main structure for content placement.
- 8 px gutters — minimal spacing between columns.
- 32 px margins — consistent space around the grid.
- 8 px spacing system — used as the base for spacing throughout the interface.
- Flexible column spans — content can span multiple columns depending on its size and hierarchy.

This creates a balance between structure and openness, giving imagery, typography, and products enough space to have a strong visual presence.



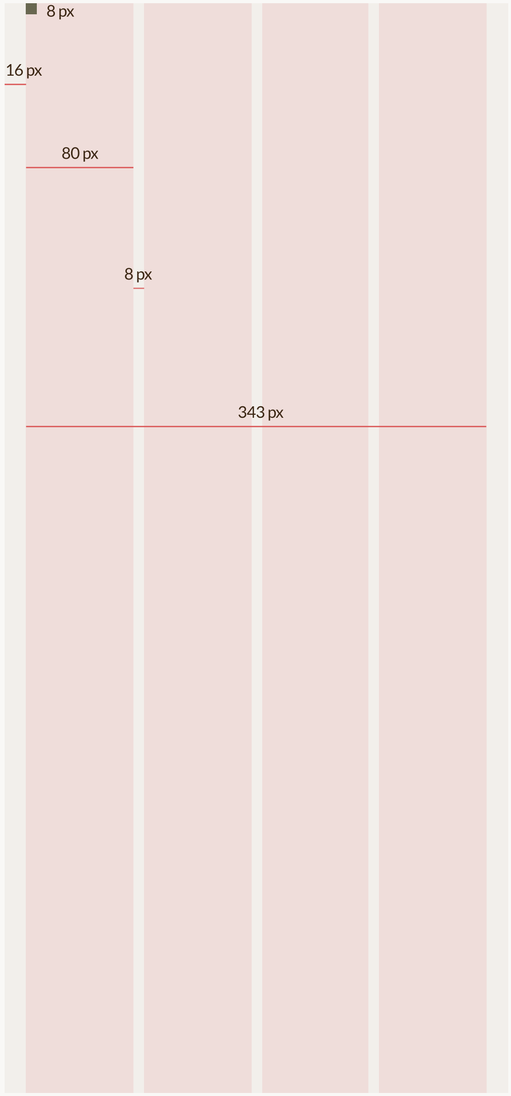
Mobile Grid

On mobile, we simplify the structure while keeping the same visual language. The reduced screen width calls for a tighter grid that still gives content room to breathe.

The grid is built around a set of reusable variables:

- 4 columns — a simplified structure suited to narrower screens.
- 8 px gutters — minimal spacing between columns, consistent with desktop.
- 16 px margins — tighter edge spacing to make better use of limited width.
- 8 px spacing system — the same base unit used across the interface, ensuring consistency between mobile and desktop.
- Flexible column spans — content can still span multiple columns depending on size and hierarchy.

This keeps the same underlying rhythm as the desktop grid, just recalibrated for smaller screens — so imagery, typography, and products still feel intentional and well-proportioned, even with less space to work with.



10. Applications


FLOREAU


FLOREAU
MEADOW FLORIST
ESTD
2026
blooming kept forever · blooming kept forever ·
FLOREAU
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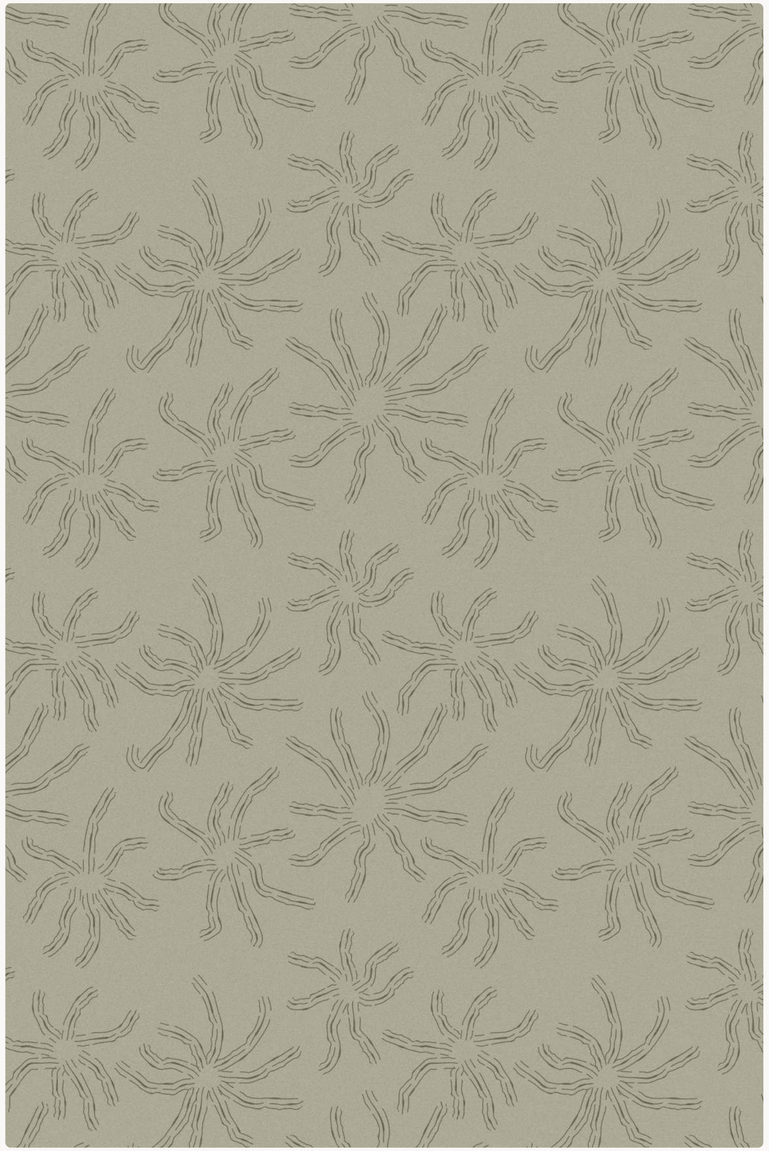
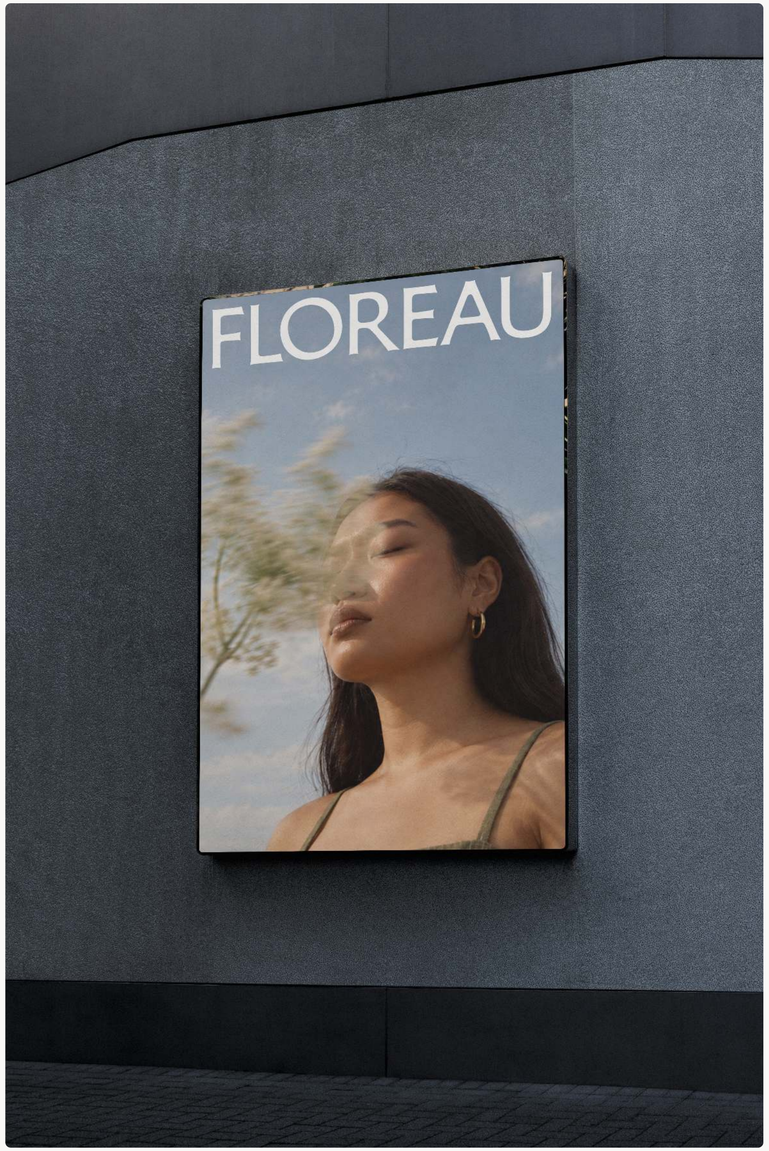
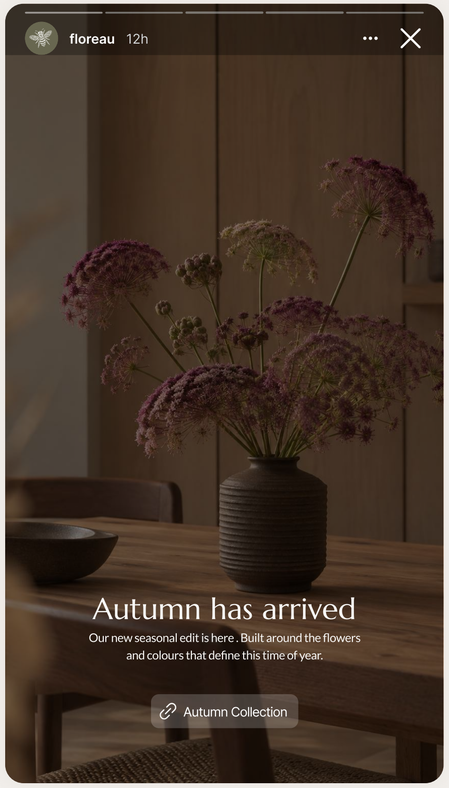



FLOREAU



linger
bloom
relax
Time to breathe
wander
admire
feel


floreau 12h
Autumn has arrived
Our new seasonal edit is here . Built around the flowers and colours that define this time of year.
Autumn Collection


floreau 12h
Once called the "herb of angels," Angelica gigas brings height, structure, and a colour we can't stop reaching for this season. Deep, smoked plum from root to bloom.


floreau 12h


floreau 12h
Discover Seasons Pick

ESTD 2026

FLOREAU

MEADOW Fflorist

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