FLORVERDE

SUSTAINABLE
FLOWERS

Brand Book - 2020
Brand Communication Guidelines
Florverde Sustainable Flowers Technical and Management Secretariat
Florverde Sustainable Flowers general rules for certification Version 7.1.1

CONTENTS

Introduction

The brand guidelines contained here provide information related to the development and implementation of all the graphic components of the Florverde Sustainable Flowers brand. These components are composed of the logo and other complementary elements.

In order to create an identifiable, unified and professional-looking brand, it is essential that the users of the brand guidelines apply and follow the rules presented below.

A consistent and disciplined implementation of the corporate identity on every internal and external communication piece, will increase brand recognition in a very significant way.

01
Visual Identity

Logo

One of the most important components of the Florverde brand is the logo. It is formed of a logotype with the word 'Florverde' and the phrase 'Sustainable Flowers'. Both elements use a 'sans serif' typeface that must always be written in capital letters.

Another component of the logo is the logomark placed between the word and the phrase. This logomark, the graphic abstraction of a flower, is made up of seven shapes each one of them in a different shade of green.

It is very important to follow the whole set of graphic guidelines of the logo since a rigorous application of them will enhance the recognition of the brand in the target audience.

Core version
Vertical logo (Fig. 1)

FLORVERDE

Logo
Sans-serif typeface

Logomark
Symbol

SUSTAINABLE FLOWERS

Core version Vertical
logo (Fig. 1)

Logo
Core / Secondary Versions

In order to enhance versatility and avoid affecting
its recognition, two versions of the logo have been
established to be included in pieces of different
sizes and formats: a vertical version (Fig. 1), and
a horizontal version (Fig. 2).

Although both versions are acceptable and can be
freely applied according to the specific
requirements of a graphic piece, it is important to
take into account that the core version of the logo
is the vertical one (Fig. 1), so that is the one to be
applied on a regular basis.

It is very important to follow the whole set of
graphic guidelines of the logo since a rigorous
application of them will enhance the recognition of
the brand in the target audience.

Secondary version
Horizontal logo (Fig. 2)

Logo

Tertiary versions

The tertiary versions of the logo must be applied only in situations when it is truly necessary. Those are the extreme horizontal version (Fig. 1) and the concentric version (Fig. 2).

The use of these versions is NOT ALLOWED in pieces that represent the brand in an active manner such as those of social media, as it might become a source of confusion due to the way the logo is perceived.

⚠

These versions must only be applied in P.O.P. material (pencils, bracelets, pins, etc.) that may affect the recognition of the other versions of the logo.

Tertiary version
Extreme horizontal
logo (Fig. 1)

Tertiary version Concentric
logo (Fig. 2)

Logo

Brand color

Since color is one of Florverde's most important components, it is important to take it into consideration at the moment of bringing the logo into focus.

The following is an introduction to Florverde's main chromatic palette. The use of these colors is mandatory and the application of colors other than those below is not allowed.

(!)

This is an introduction to the Florverde color palette. For more information on corporate color codes (Pantone®, CMYK, RGB, HEX) see pages 42, 43, 44 and 45.

Pantone 7732 C
C 89 M 27 Y 100 K 15
R 1 G 122 B 62
HEX # 017A3E

Pantone 388 C
C 20 M 0 Y 100 K 0
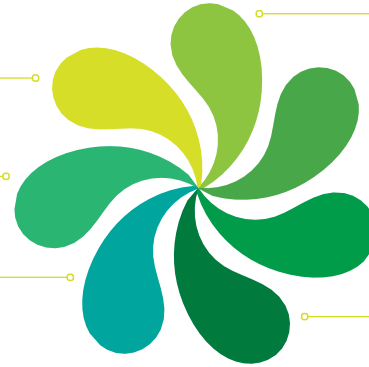R 214 G 222 B 39
HEX # D6DE27

Pantone 7480 C
C 75 M 0 Y 75 K 0
R 43 G 181 B 115
HEX # 2BB573

Pantone 3272 C
C 79 M 11 Y 44 K 0
R 0 G 166 B 158
HEX # 00A69E

Pantone 7738 C
C 74 M 9 Y 100 K 1
R 72 G 167 B 72
HEX # 48A748

Pantone 7732 C
C 89 M 27 Y 100 K 15
R 1 G 122 B 62
HEX # 017A3E

Pantone 376 C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63
HEX # 8DC540

Pantone 7738 C
C 74 M 9 Y 100 K 1
R 72 G 167 B 72
HEX # 48A748

Pantone 348 C
C 85 M 12 Y 100 K 1
R 0 G 156 B 73
HEX # 009C49

Pantone 7732 C
C 89 M 27 Y 100 K 15
R 1 G 122 B 62
HEX # 017A3E

FLORVERDE

SUSTAINABLE
FLOWERS

Core Version
Florverde Colors

Positive Version
White logo on
black

Negative Version
Black logo on white

Logo
Brand color

Bearing in mind that the logo must be placed in graphic pieces of different colors and formats, several versions of the brand color have been established. The main version applies the different shades of green that make up Florverde's core color palette.

Positive and negative versions of the logo are used in specific situations that do not allow the use of the corporate colors, such as black and white prints.

The use of these colors is mandatory and the application of colors other than those below is not allowed.

⚠

Corporate color codes (Pantone®, CMYK, RGB, HEX) can be found on pages 42, 43, 44 and 45.

Logo

Grayscale

Grayscale is a monochromatic version used under certain circumstances; for instance, the existence of budget constraints.

It is primarily used in one-color printings. This type of printing includes office equipment, photocopying, and invoices.

The following are the different shades of gray and their characteristics.

C 65 M 55 Y 55 K 30
R 85 G 87 B 87
HEX # 555757

C 0 M 0 Y 0 K 22
R 119 G 119 B 119
HEX # C7C7C7

C 0 M 0 Y 0 K 48
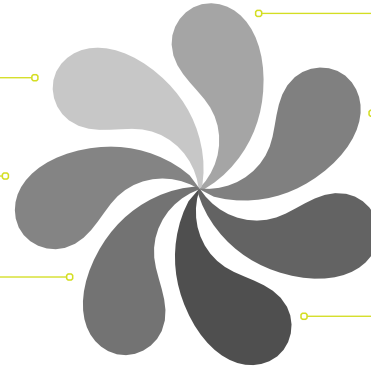R 132 G 132 B 132
HEX # 848484

C 0 M 0 Y 0 K 55
R 115 G 115 B 115
HEX # 555757

C 0 M 0 Y 0 K 50
R 120 G 120 B 120
HEX # 808080

C 65 M 55 Y 55 K 30
R 85 G 87 B 87
HEX # 555757

C 0 M 0 Y 0 K 35
R 166 G 166 B 166
HEX # 555757

C 0 M 0 Y 0 K 50
R 128 G 128 B 128
HEX # 808080

C 0 M 0 Y 0 K 61
R 100 G 100 B 100
HEX # 555757

C 65 M 55 Y 55 K 30
R 85 G 87 B 87
HEX # 555757
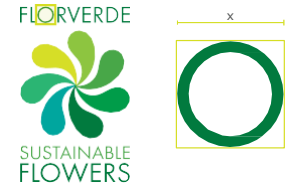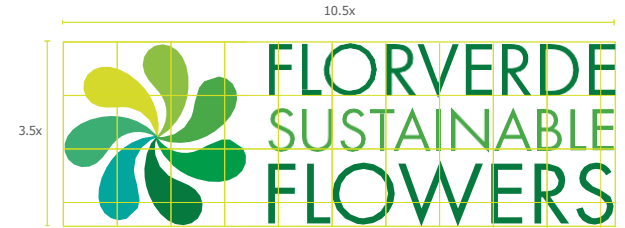
FLORVERDE

SUSTAINABLE
FLOWERS

Logo
Construction Grid

The logo has a predetermined grid which is deemed fundamental at the moment of preserving the proportions and ensuring consistency and unity throughout the communication pieces.

The construction allows for an exact reproduction of the proportions of the logo by way of a planimetry system. This is particularly helpful in case of loss or brand redesign. The process is carried out by establishing a measure 'x' based on the width of the letter 'O' in the word 'Florverde'.

Taking that into account, the size of the vertical version of the logo would be 7.5x by 11.5x (Fig. 1). The size of the horizontal version of the logo would be 10.5x by 3.5x (Fig. 2).

The following are the construction grids of the two versions of the logo. Their proportions must not be modified.

Logo
Proportions

The proportion of the logo is based on the relationship between the logomark and the typography.

The distance that separates the word 'Florverde' and the word 'Sustainable' from the logomark is the same as the height of the internal blank space of the letter 'R'. The distance that separates the words 'Sustainable' and 'Flowers' is the same as the space that separates the two upper bars of the letter 'E'.

There must be compliance with the use of the abovementioned distances and any modification on the proportions of the logo is not allowed.
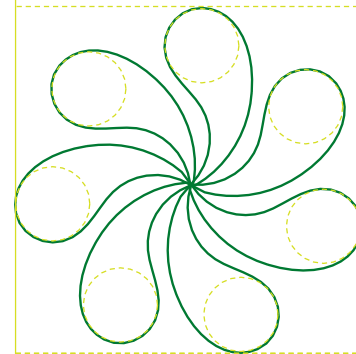
Logo
Clear Space

It is important to leave a clear space around the logo in order to ensure a higher level of recognition when it coexists with other graphic elements.

The clear space, based on a measure 'X', must be kept in all circumstances and cannot be modified. The measure 'X' of the Florverde logo is based on the width of the letter 'O' in the word 'Florverde'.

Having that into account, the size of the clear space on the vertical version of the logo is '1.5X' (Fig. 1). The size of the clear space on the horizontal version of the logo is '1x' (Fig. 2).

Logo

Minimum Size

It may happen that the size of certain graphic pieces may compromise the legibility and recognition of the logo.

With that in mind, a minimum size has been established for the two versions of the logo, both in printed and digital formats. Such version represents the minimum size in which the logo is allowed to be reproduced.

In order not to compromise its legibility the size of the logo may never be smaller than the dimensions described as follows.

Core Versión Vertical
logo (Fig. 1)

FLORVERDE
SUSTAINABLE
FLOWERS

1.5 cm

FLORVERDE
SUSTAINABLE
FLOWERS

42 px

Secondary version
Horizontal logo (Fig. 2)

FLORVERDE
SUSTAINABLE
FLOWERS
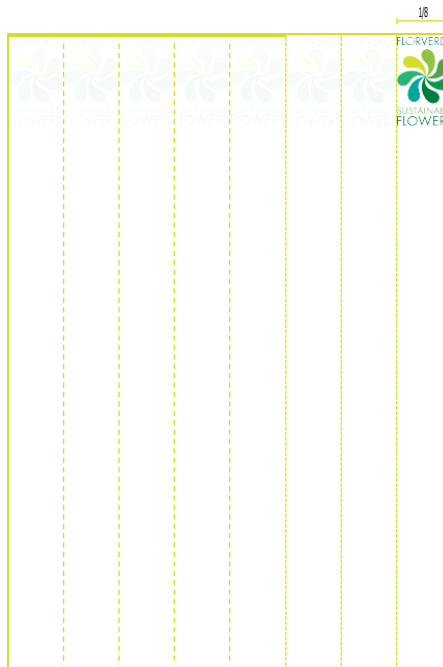
1.5 cm

FLORVERDE
SUSTAINABLE
FLOWERS

42 px

Logo

Proportion in vertical formats
Core version

The core logo must always maintain its uniformity and be recognizable regardless of the type of print or digital graphic piece.

In order to guarantee the above, it has been established that the size of the logo must be proportional to the format of the graphic piece in which it will be included. The width of the logo in vertical printed or digital graphic pieces equals 1/8 the size the format width (Fig. 1).

For the extra-large printed and digital vertical formats, the width of the logo equals 1/9 the size of the format width (Fig. 2).

Proportion in vertical formats
Core logo (Fig. 1)

Proportion in extra-large vertical formats
Core logo (Fig. 2)

Logo

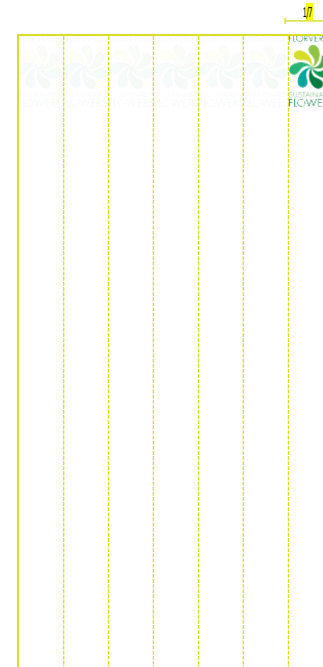## Proportion in vertical formats
Secondary version

The core logo must always maintain its uniformity and be recognizable regardless of the type of print or digital graphic piece.

In order to guarantee the above, it has been established that the size of the logo must be proportional to the format of the graphic piece in which it will be included. The width of the secondary logo in all vertical printed and digital graphic pieces equals 1/4 the size the format width (Fig. 1).

In extra-large printed and digital vertical formats, the width of the logo equals 1/4 the size of the format width (Fig. 2).

1/4

1/4

Proportion in vertical formats
Secondary logo (Fig. 1)

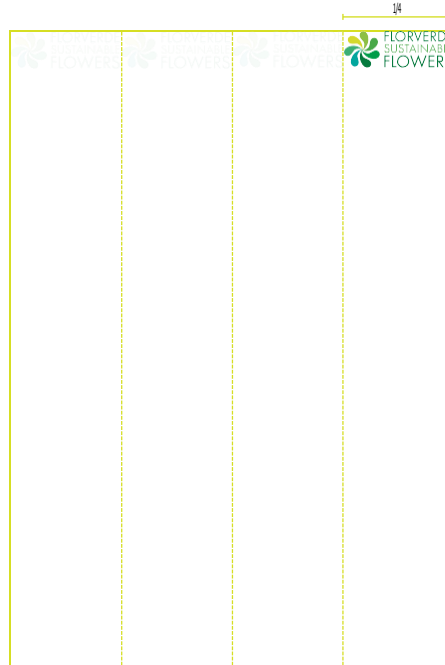**Proportion in extra-large vertical formats**
Secondary logo (Fig. 2)

Logo
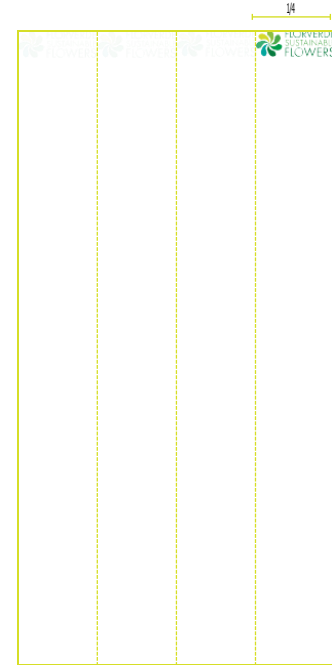## Proportion in horizontal formats
Core version

The core logo must always maintain its
uniformity and be recognizable regardless of
the type of print or digital graphic piece.

In order to guarantee the above, it has been
established that the size of the logo must be
proportional to the format of the graphic piece in
which it will be included. The width of the core logo
in all <mark>vertical</mark> printed and digital graphic pieces
equals 1/12 the size the format width (Fig. 1).

In extra-large printed and digital <mark>vertical</mark> formats,
the width of the logo equals 1/16 the size of the
format width (Fig. 2)

**Proportion in
horizontal formats**
Core logo (Fig. 1)

Proportion in extra-large horizontal formats
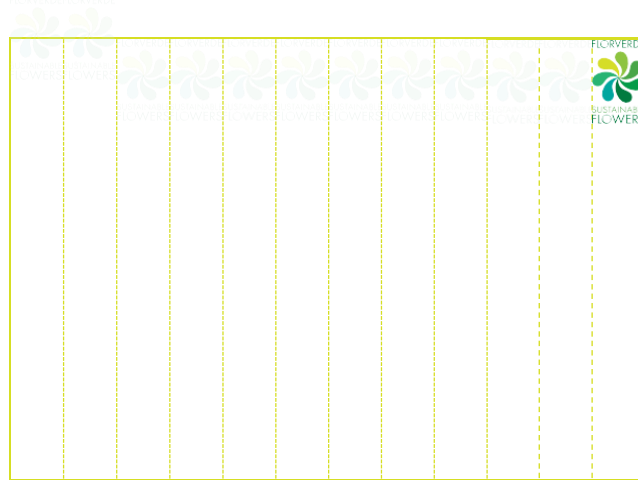Core logo (Fig. 2)

Logo

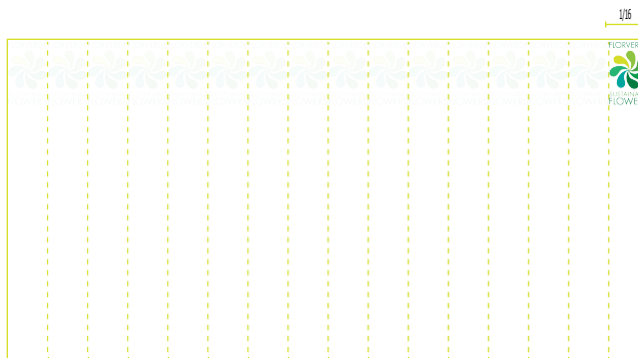## Proportion in horizontal formats
Secondary version

The core logo must always maintain its uniformity and be recognizable regardless of the type of print or digital graphic piece.

In order to guarantee the above, it has been established that the size of the logo must be proportional to the format of the graphic piece in which it will be included. The width of the secondary logo in all vertical printed and digital graphic pieces equals 1/5 the size the format width (Fig. 1).

In extra-large printed and digital vertical formats, the width of the logo equals 1/6 the size of the format width (Fig. 2)
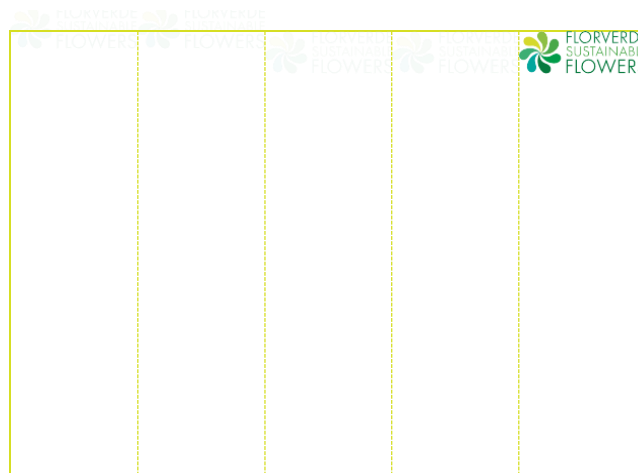
Proportion in horizontal formats Secondary logo
(Fig. 1)
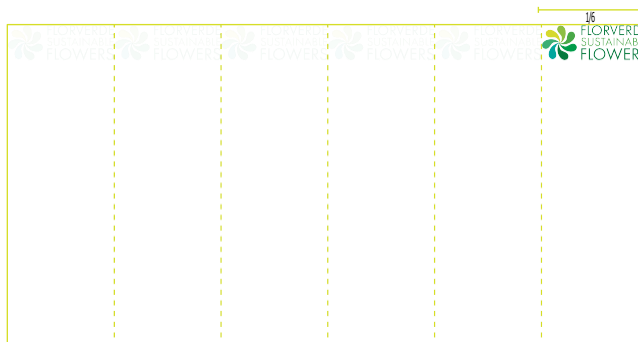
Proportion in extra-large horizontal formats
Secondary logo (Fig. 2)

Logo

Proportion in square formats

It has been established that the size of the logo in all square graphic pieces must be proportional to the size of the format.

The size of the core logo in printed and digital graphic pieces equals 1/8 the size of the format width (Fig. 1).

The size of the horizontal logo in printed and digital graphic pieces equals 1/4 the size of the format width (Fig. 2).
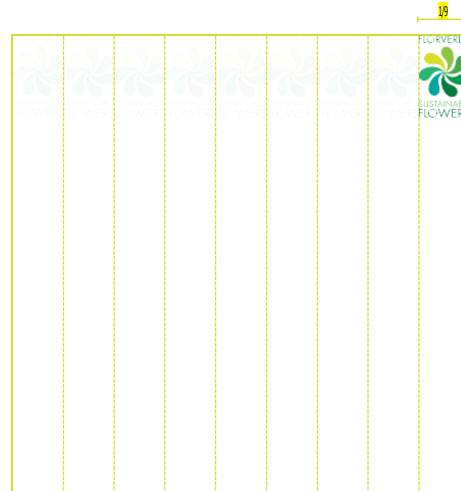
Proportion in square formats
Core logo (Fig. 1)
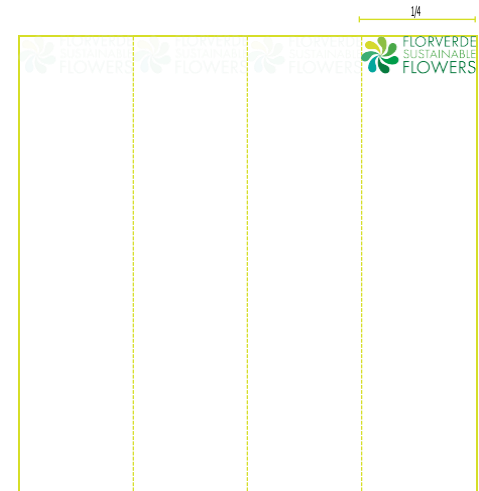
Proportion in square formats
Secondary logo (Fig. 2)

Logo

Placement in vertical formats

The recognition of the logo is deemed fundamental. For that reason, it must always be placed on the best possible spot of the format. Although the logo is allowed to freely move around the format, it is important to comply with the following basic rules:

1. The placement of the logo must always take into consideration the proportion (see pages 15 and 16) and the grid (see pages 59 and 60). The ideal placement of the logo is the lower right corner, as a sort of signature of the graphic pieces.

2. Although the logo is allowed to freely move around the format, it must always be placed on the stress points of the graphic piece. Those are the left and right corners of the lower and upper ends.

3. Other stress points are the lower and upper centers of the piece.

4. In the case of extra-large graphic pieces where the legibility of the logo may be compromised, such as banners and advertising mockups, it is recommended to place the logo on the upper right corner.

These rules must also be applied to the secondary version of the logo.

Logo

Placement in horizontal formats

The recognition of the logo is deemed fundamental. For that reason, it must always be placed on the best possible spot of the format. Although the logo is allowed to freely move around the format, it is essential to comply with the following basic rules:

1. The placement of the logo must always take into consideration the proportion (see pages 17 and 18) and the grid (see pages 61 and 62). The ideal placement of the logo is the lower right corner, as a sort of signature of the graphic pieces.

2. Although the logo is allowed to freely move around the format, it must always be placed on the stress points of the graphic piece. Those are the left and right corners of the lower and upper ends.

3. Other stress points are the lower and upper centers of the piece.

4. In the case of extra-large graphic pieces where the legibility of the logo may be compromised, such as banners and advertising mockups, it is recommended to place the logo on the upper right corner.

⚠️

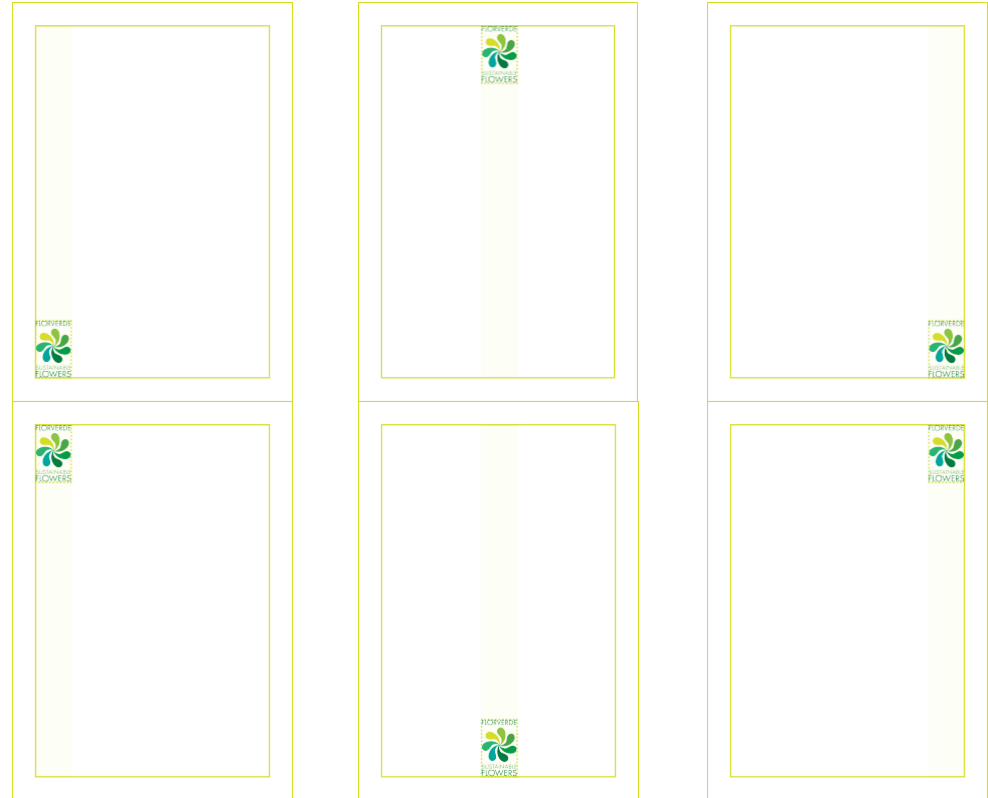These rules must also be applied to the secondary version of the logo.

Logo

Placement in square formats

The recognition of the logo is deemed fundamental. For that reason, it must always be placed on the best possible spot of the format. Although the logo is allowed to freely move around the format, it is essential to comply with the following basic rules:

1. The placement of the logo must always take into consideration the proportion (see page 19) and the grid (see page 63). The ideal placement of the logo is the lower right corner, as a sort of signature of the graphic pieces.

2. Although the logo is allowed to freely move around the format, it must always be placed on the stress points of the graphic piece. Those are the left and right corners of the lower and upper ends.

3. Other stress points are the lower and upper centers of the piece.

4. In the case of extra-large graphic pieces where the legibility of the logo may be compromised, such as banners and advertising mockups, it is recommended to place the logo on the upper right corner.

These rules must also be applied to the secondary version of the logo.
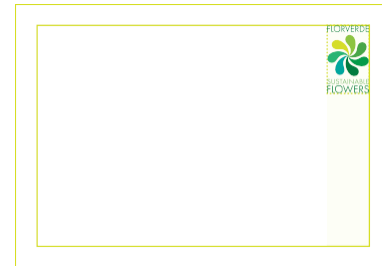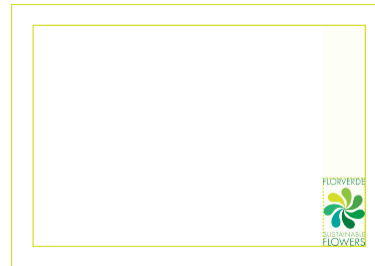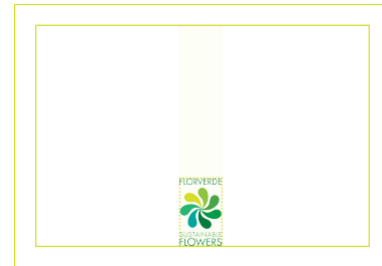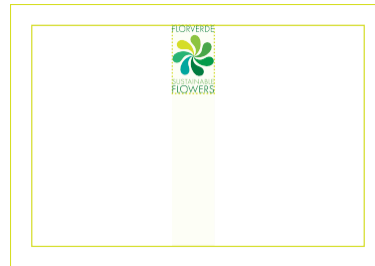
Logo

Incorrect uses

In order to develop a recognizable, unified and professional brand, the consistent and disciplined application of the logo is fundamental. With that in mind, it is important to determine and avoid all incorrect uses of the logo. Below are some examples of wrongful logo uses.

The following uses are strictly prohibited and under no circumstance must be applied to the logo.

1. Do not alter the proportions of the elements.
2. Do not use the logo in colors other than those established.
3. Do not use the font in an excessively small size.
4. Do not change the placement of the logomark.
5. Do not eliminate any of the elements of the logo.
6. Do not modify the angle of the logo.
7. Do not crop the logo.
8. Do not change the typeface of the logo.
9. Do not modify the horizontal proportion of the logo.

⚠

These rules must also be applied to the secondary version of the logo.

Logo

Allowed backgrounds

The Florverde brand is best expressed when placed on a background that does not compromise the recognition of the logo or on brand-related photographs.

When the logo is placed on any image with different tones and textures, the positive version of the logo must be applied. Otherwise, a white box containing the logo with the brand colors is allowed to be used.

⚠

These rules must also be applied to the secondary version of the logo.

On a white background

See core color palette on page 42.

On photographic images

See photo image tones on pages 46 - 48.

On a white box

See white box logo application on page 26.

Logo

Not allowed backgrounds

The Florverde brand is best expressed when placed on a background that does not compromise the recognition of the logo or on brand-related photographs.

When the logo is placed on any image with different tones and textures, the positive version of the logo must be applied. Otherwise, a white box containing the logo with the brand colors is allowed to be used.

These rules must also be applied to the secondary version of the logo.

Do not apply on colors too similar to those of the logo.

Do not apply on colors that are not part of the brand's visual system.

Do not apply on textures or images that affect the legibility of the logo.

Logo

Application on white box

If the graphic piece requires it and the use of the positive version of the logo is not desired, a white box containing the logo is allowed to be used.

The box must be white (Fig. 1), the use of any other color is strictly prohibited. The dimensions of the box are established following the same pattern that was used to establish the size of the clear space of the logo. The size of the white box is 1.5x (Fig. 2).

These rules must also be applied to the secondary version of the logo.

Logo on white box
(Fig. 1)

White box dimensiones
(Fig. 2)

Logo

Co-branding – Core version

There are occasions when **Florverde**'s logo must coexist with logos of other brands. This is known as co-branding. Every graphic piece that requires co-branding must follow the following rules.

It is important for **Florverde**'s core logo to be placed as a sort of signature of the graphic piece. With that in mind, the accompanying logo must always be placed on the left. The two logos must be separated by a gray dividing line (Fig. 2) (Pg. 43).

The space between each logo and the dividing line must always be '1.5x' (Fig. 1).

Co-branding clear space
(Fig. 1)

1.5x

Dividing line
(Fig. 2)

Dividing line

x

Logo

Co-branding – Secondary version

When the secondary version of the logo is used, certain rules must also be observed.

It is important for **Florverde**'s core logo to be placed as a sort of signature of the graphic piece. With that in mind, the accompanying logo must always be placed on the left. The two logos must be separated by a gray dividing line (Fig. 2) (Pg. 43).

The space between each logo and the dividing line must always be '1x' (Fig. 1).

Co-branding clear space
(Fig. 1)
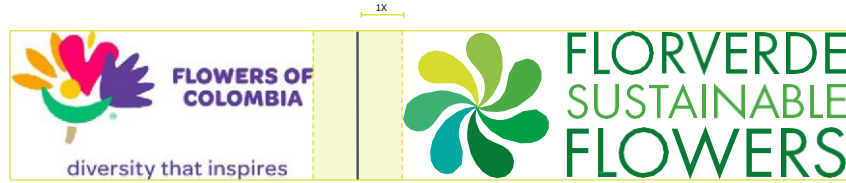
Dividing line
(Fig. 2)
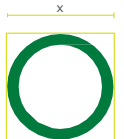
Dividing line

Logo

Co-branding – Proportion in vertical formats
Core version

Co-branding logos must maintain an adequate size within a graphic piece. For that reason, the size of the logos is determined by a proportion that requires to be observed at all times.

In the vertical format, this proportion equals 1/4 the size of the format (Fig. 1). The proportion in extra-large vertical formats, equals 1/4 the size of the format (Fig. 2).

Irrespective of the format, it is important that the logos are placed on any of the corners of the upper or lower part of the graphic piece.

If required, the logos can also be placed on the center of the upper or lower ends of the graphic piece.

Proportion in vertical formats
Co-branding – Core logo (Fig. 1)
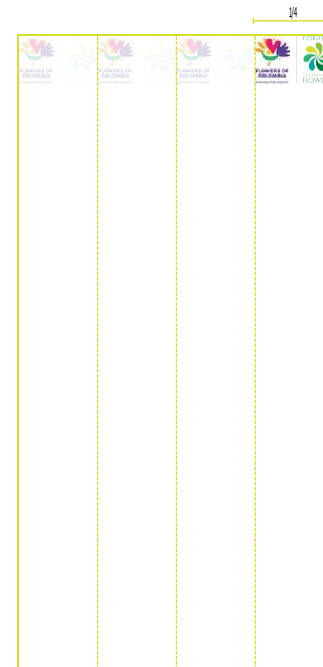
Proportion in extra-large vertical formats
Co-branding – Core logo (Fig. 2)

Logo

Co-branding – Proportion in vertical formats
Secondary version

Co-branding logos must maintain an adequate size within a graphic piece. For that reason, the size of the logos is determined by a proportion that requires to be observed at all times.

In the vertical format, this proportion equals 1/3 the size of the format (Fig. 1). The proportion in extra-large vertical formats, equals 1/3 the size of the format (Fig. 2).

Irrespective of the format, it is important that the logos are placed on any of the corners of the upper or lower part of the graphic piece.

If required, the logos can also be placed on the center of the upper or lower ends of the graphic piece.

1/3   1/3

Proportion in vertical formats
Secondary logo (Fig. 1)
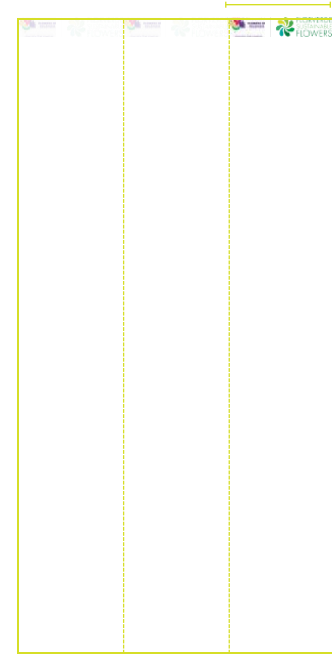
Proportion in extra-large vertical formats
Secondary logo (Fig. 2)

Logo

Co-branding - Proportion in horizontal formats
Core version

Co-branding logos must maintain an adequate size within a graphic piece. For that reason, the size of the logos is determined by a proportion that requires to be observed at all times.

In the horizontal format, this proportion equals 1/6 the size of the format (Fig. 1). The proportion in extra-large horizontal formats, equals 1/8 the size of the format (Fig. 2).

Irrespective of the format, it is important that the logos are placed on any of the corners of the upper or lower part of the graphic piece.

If required, the logos can also be placed on the center of the upper or lower ends of the graphic piece.

**Proportion in
horizontal formats**
Core logo (Fig. 1)

Proportion in extra-large horizontal formats
Core logo (Fig. 2)

Logo

Co-Branding - Proportion in Horizontal Formats
Secondary Version

Co-branding logos must maintain an adequate size within a graphic piece. For that reason, the size of the logos is determined by a proportion that requires to be observed at all times.

In the horizontal format, this proportion equals 1/5 the size of the format (Fig. 1). The proportion in extra-large formats, equals 1/4 the size of the format (Fig. 2).

Irrespective of the format, it is important that the logos are placed on any of the corners of the upper or lower part of the graphic piece.

If required, the logos can also be placed on the center of the upper or lower ends of the graphic piece.
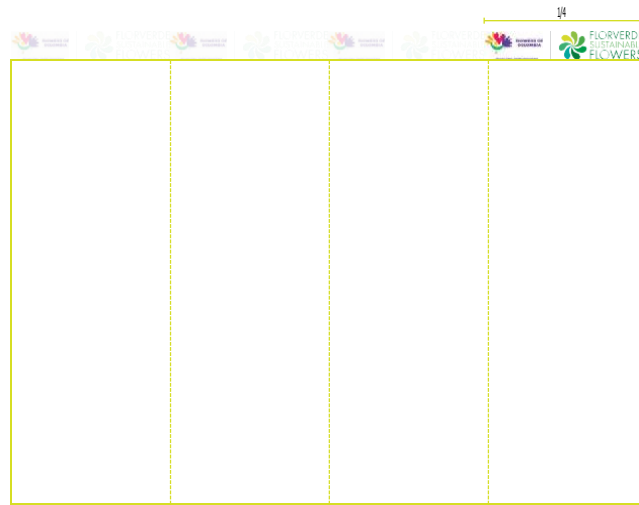
Proportion in horizontal formats Secondary logo (Fig. 1)
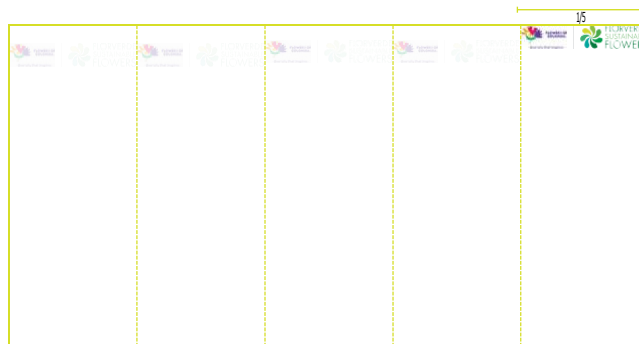
Proportion in extra-large horizontal formats
Secondary logo (Fig. 2)

Logo

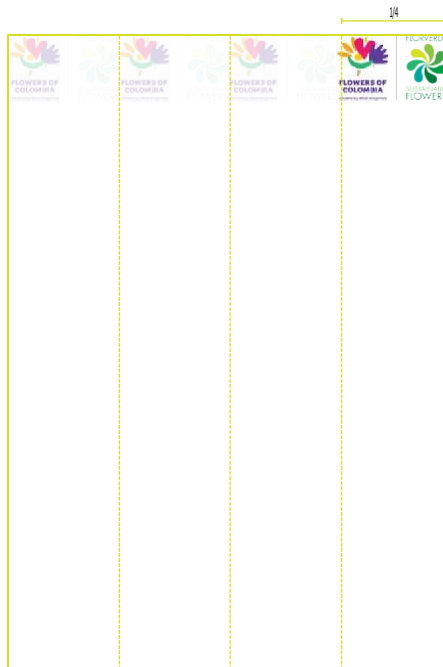## Co-Branding - Proportion in Square Formats

Co-branding logos must maintain an adequate size within a graphic piece. For that reason, the size of the logos is determined by a proportion that requires to be observed at all times.
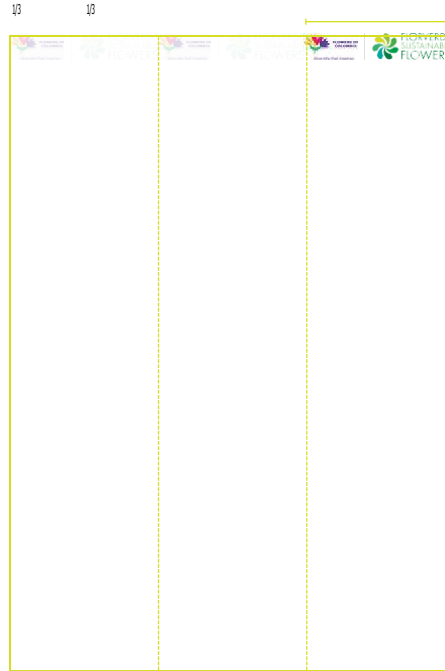
In the square format, the proportion in the <mark>vertical</mark> co-branding equals 1/4 the size of the format (Fig. 1). The proportion in the horizontal co-branding, equals 1/3 the size of the format (Fig. 2).

Irrespective of the format, it is important that the co-branding logos are placed on any of the corners of the upper or lower part of the graphic piece

If required, the logos can also be placed on the center of the upper or lower ends of the graphic piece.

1/4

Proportion in square formats
Core logo (Fig. 1)

1/3
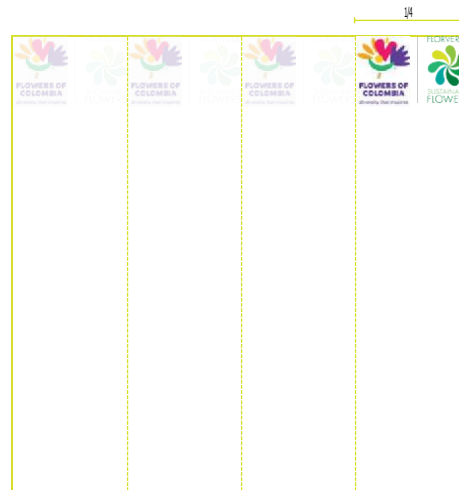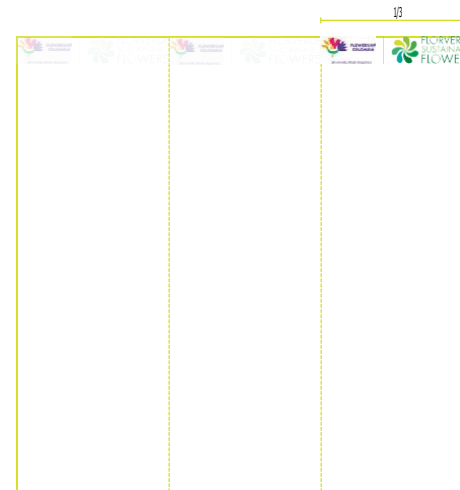
Proportion in square formats
Secondary logo
(Fig. 2)

Logo

Application on Export Flower Boxes

Export flower boxes are special formats in which the brand must actively coexist with the graphic elements of other brands.

With a view to optimizing recognition and ensure brand legibility, certain rules must be taken into consideration during the application of the **Florverde** logo on these packages. It is very important to follow the rules shown below, and they are strictly forbidden to be modified.

1. The logo must appear on each visible face of the box.

2. The logo may be applied in any of its versions depending on the format and size of the package.

3. The color of the logo may change depending on the inks used on the printing of the packaging. The main version of the logo applied on these packages is white (Fig. 1). When it is not possible to be applied in white, the logo will be adapted to the core color of the corresponding packaging brand (Fig. 2).

4. The size of the logo must not compete with the main logo of the packaging brand.

The design shown here is an example. It does not correspond to the actual packaging.
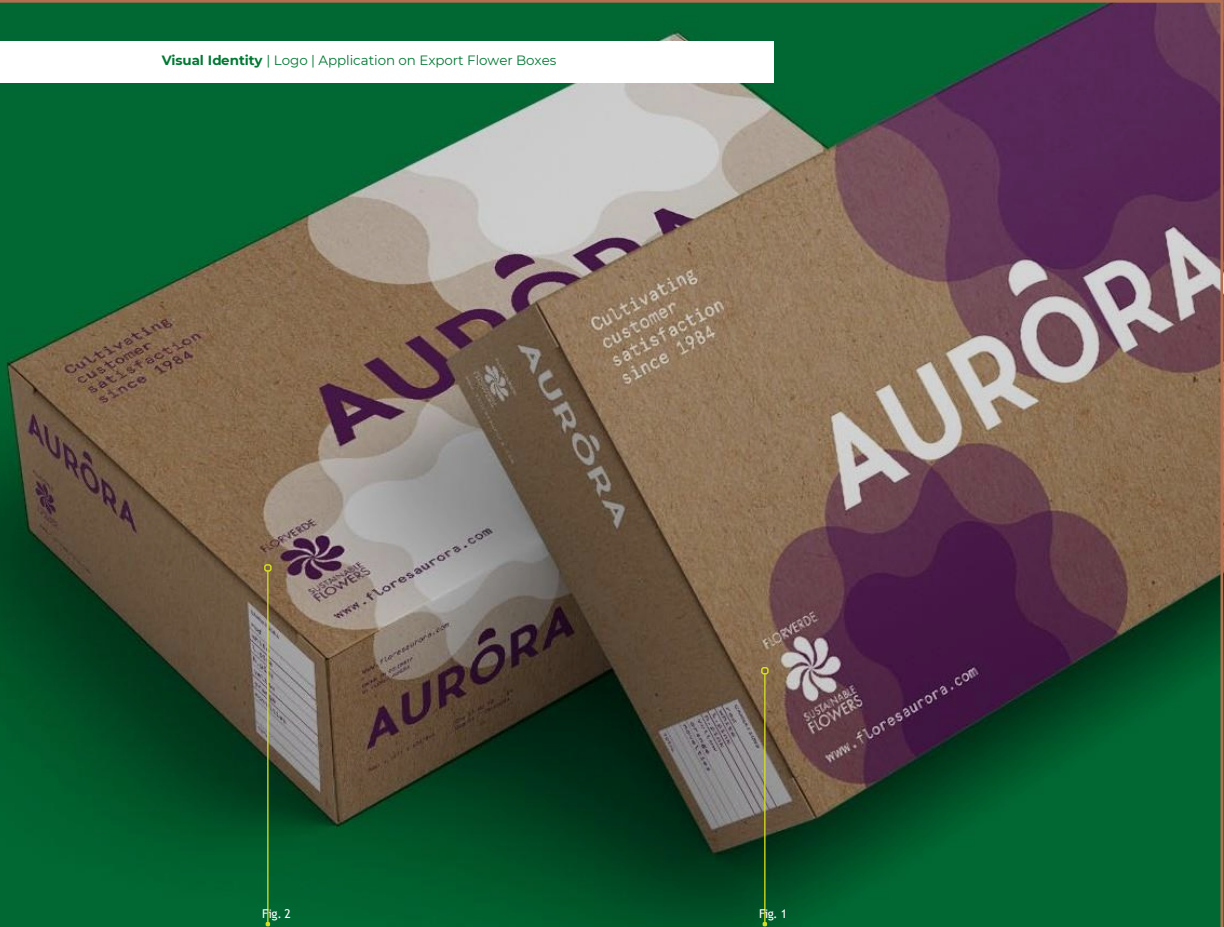
Fig. 2

Fig. 1

02
Visual system

Basic Elements

The visual identity of a brand is much more than the logo. **Florverde** is a visual system formed of several elements that must be applied in a disciplined and coherent way to ensure greater brand recognition.

The components of this visual system encompass not only the graphic elements but other aspect such as the tone of voice with which the brand is expressed. The following is a brief introduction to the components that make up **Florderve**'s visual system.

Logo

FLORVERDE

SUSTAINABLE FLOWERS

Color palette

Slogan

Promovemos las flores sostenibles para el bienestar de todos.

We promote sustainable flowers for the wellbeing of all.

Geometric shapes

Icons

Typography

Core Typeface

An important factor in corporate identity is the selection of the brand typeface. Among the several functions of a typeface, legibility is the most significant one. On the other hand, the typeface is a graphic element that generates brand recognition when it is applied in a steady, consistent way.

The sans serif font "Montserrat" was selected as **Florverde**'s main typeface due to its powerful visual impact and legibility. It is highly versatile when combined with other typefaces; additionally, it has the capacity of expressing warmth and proximity.

This typeface is used in headlines, short texts and large texts. It may be applied in all its weights.

Montserrat
Core typeface

Bold
38 pt

Lorem ipsum dolor

Regular
21 pt

Excepteur sint occaecat cupidatat

Light
7 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et magna aliqua ut enim ad minim. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Bold
8 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore dolore magna enim ad minim veniam ut enim veniam.

Regular
6 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing.

Light

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿

SemiBold

**ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿**

Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿

Bold

**ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿**

Medium

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿

Black

**ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !"·$%&/()=?¿**

Typography
Secondary Typeface

Florderde's visual system also includes a secondary typeface which is as important as the main typeface.

Florverde's secondary typeface is 'Sanchez', a serif font which was selected due to the harmonic contrast it creates when combined with the main typeface.

This typeface can only be used in headlines, either in uppercase and lowercase letters.

Sanchez
Secondary typeface

Regular
120 pt

ABCD

Regular
27 pt

LOREM IPSUM DOLOR SIT

Regular
18.7 pt

Duis aute irure dolor in reprehenderit in

Regular
20 pt

OUR GUIDE, YOUR FUTURE GUIDE.

Regular
16 pt

Our people, labor rights and workers welfare.

Regular
21 pt

FLOWERS THAT CARE.

Regular
21 pt

We promote sustainable flowers for the wellbeing of all.

Typography Composition

This section shows what the size relationship between the different uses of the font must be. The proportions shown here are used as an example. It is recommended to ponder on the type of contents and the format of the graphic piece before applying these proportions.

The 'Montserrat' and the 'Sanchez' typefaces may be used in headings and subheadings. The font of the body copy must always be 'Montserrat'. It is not allowed to use 'Sanchez' in long paragraphs as it would affect legibility.

Sanchez Regular
Heading

Montserrat Regular
Subheading

Montserrat Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat duis aute irure dolor in.

Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur cillum dolore eu fugiat lorem ipsum ut enim ad minim veniam,

Sanchez Regular
Heading

Montserrat Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua lorem ipsum.

Sanchez Regular
Subheading

Montserrat Medium
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Typography

Typography for Screen

There are certain types of graphic pieces that may affect the proper management of the brand image. That is why a special typography has been selected to be used only when a computer does not have the brand's typeface installed.

The typeface selected by **Florverde** is 'Arial', a font that must only be used in digital media when there is no access to the brand's fonts. Such digital media may include presentations, text documents or mailing.

Under no circumstance it should be used in print media.

Typography Composition

Typography for Screen

This section shows what the size relationship between the different uses of the font must be. The proportions shown here are used as an example. It is recommended to ponder on the type of contents and the format of the graphic piece before applying these proportions.

Arial
Bold

Heading

Arial
Bold

Subheading

Arial
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat ipsum dolor sit amet.

Arial
Bold

Heading

Arial
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat veniam quis nostrud.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua orem ipsum duis aute reprehenderit in.

Arial
Regular

Subheading

Arial
Regular

Lorem ipsum dolor sit amet, tempor consectetur adipiscing elit seddo eiusmod tempor incididunt ut aliqua labore et dolore.

Color Palette
Core Color Palette

Florverde's main color palette is formed of seven different shades of green. Although these shades of color are mainly applied on the brand logo, they can also be used in other components of the brand's visual system such as backgrounds, icons, and text. The following are the different shades and their characteristics.

Pantone 348 C
C 90 M 0 Y 100 K 10
R 0 G 157 B 72
HEX # 009D49

Pantone 7732 C
C 80 M 0 Y 100 K 40
R 0 G 121 B 50
HEX # 007932

Pantone 3272 C
C 80 M 0 Y 40 K 10
R 0 G 166 B 158
HEX # 00A69E

Pantone 7480 C
C 75 M 0 Y 75 K 10
R 0 G 157 B 72
HEX # 2BB673

Pantone 388 C
C 20 M 0 Y 100 K 0
R 215 G 223 B 35
HEX # D7DF23

Pantone 376 C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63
HEX # 8DC540

Pantone 7738 C
C 70 M 0 Y 100 K 10
R 72 G 168 B 66
HEX # 48A748
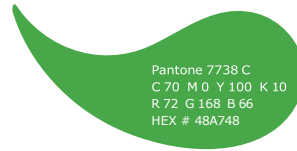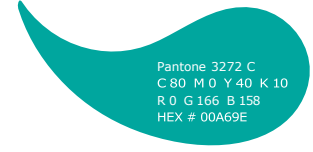
Color Palette

Secondary Color Palette
First Part

Florverde's secondary color palette is formed of the tonal gradations of the seven shades of green that make up the main chromatic palette.

This palette has an extensive variety of colors that allows a large number of harmonious combinations. This palette enables the brand to freely transform itself without sacrificing its graphic unity.

The following is the first part of the secondary color palette.

Column 1

C 83 M 53 Y 82 K 73
R 2 G 41 B 21
HEX # 022915

C 87 M 46 Y 93 K 58
R 4 G 61 B 30
HEX # 043D1E

C 89 M 40 Y 100 K 42
R 6 G 82 B 39
HEX # 065227

C 89 M 35 Y 100 K 28
R 10 G 101 B 50
HEX # 0A6532

C 88 M 28 Y 100 K 16
R 13 G 121 B 59
HEX # 0D793B

C 85 M 20 Y 99 K 6
R 20 G 142 B 70
HEX # 148E46

C 84 M 13 Y 96 K 2
R 20 G 155 B 77
HEX # 149B4D

C 77 M 0 Y 89 K 0
R 26 G 183 B 90
HEX # 1AB75A

C 70 M 0 Y 83 K 0
R 31 G 203 B 100
HEX # 1FCB64

C 66 M 0 Y 80 K 0
R 36 G 222 B 110
HEX # 24DE6E

C 60 M 0 Y 79 Ki 0
R 39 G 243 B 120
HEX # 27F378

C 57 M 0 Y 76 K 0
R 45 G 253 B 130
HEX # 2DFD82

C 54 M 0 Y 65 K 0
R 67 G 253 B 150
HEX # 43FD96

C 48 M 0 Y 52 K 0
R 100 G 254 B 171
HEX # 64FEAB

C 44 M 0 Y 45 K 0
R 118 G 254 B 181
HEX # 76FEB5

C 39 M 0 Y 39 K 0
R 138 G 254 B 192
HEX # 8AFEC0

C 33 M 0 Y 32 K 0
R 157 G 254 B 203
HEX # 9DFECB

C 28 M 0 Y 26 K 0
R 176 G 254 B 212
HEX # B0FED4

C 20 M 0 Y 19 K 0
R 196 G 254 B 223
HEX # C4FEDF

C 13 M 0 Y 12 K 0
R 215 G 255 B 234
HEX # D7FFEA

C 6 M 0 Y 5 K 0
R 236 G 255 B 244
HEX # ECFFF4

Column 2

C 88 Mi59 Y 67 K 69
R 2 G 41 B 39
HEX # 022927

C 90 M 53 Y 66 K 52
R 4 G 61 B 58
HEX # 043D3A

C 91 M 47 Y 63 K 36
R 7 G 82 B 78
HEX # 07524E

C 89 M 40 Y 59 K 23
R 12 G 102 B 97
HEX # 0C6661

C 86 M 33 Y 55 K 12
R 15 G 122 B 116
HEX # 0F7A74

C 83 M 24 Y 51 K 4
R 20 G 143 B 135
HEX # 148F87

C 79 M 13 Y 45 K 0
R 2 G 41 B 21
HEX # 17A39B

C 76 M 6 Y 43 K 0
R 28 G 175 B 164
HEX # 1CAFA4

C 66 M 0 Y 32 K 0
R 34 G 204 B 194
HEX # 22CCC2

C 60 M 0 Y 27 K 0
R 38 G 224 B 212
HEX # 26E0D4

C 53 M 0 Y 21 K 0
R 41 G 245 B 232
HEX # 29F5E8

C 50 M 0 Y 18 K 0
R 47 G 255 B 242
HEX # 2FFFF2

C 49 M 0 Y 17 K 0
R 68 G 255 B 244
HEX # 44FFF4

C 47 M 0 Y 16 K 0
R 83 G 255 B 245
HEX # 53FFF5

C 40 M 0 Y 13 K 0
R 119 G 255 B 247
HEX # 77FFF7

C 36 M 0 Y 12 K 0
R 138 G 255 B 248
HEX # 8AFFF8

C 31 M 0 Y 10 K 0
R 157 G 255 B 250
HEX # 9DFFFA

C 25 M 0 Y 7 K 0
R 176 G 255 B 251
HEX # B0FFFB

C 19 M 0 Y 5 K 0
R 196 G 255 B 252
HEX # C4FFFC

C 12 M 0 Y 3 K 0
R 215 G 255 B 253
HEX # D7FFFD

C 6 M 0 Y 2 K 0
R 235 G 255 B 254
HEX # EBFFFE

Column 3

C 83 M 51 Y 81 K 67
R 13 G 49 B 31
HEX # 0D311F

C 85 M 46 Y 83 K 54
R 19 G 66 B 43
HEX # 13422B

C 87 M 40 Y 87 K 40
R 23 G 84 B 53
HEX # 175435

C 86 M 36 Y 86 K 30
R 28 G 99 B 63
HEX # 1C633F

C 85 M 31 Y 83 K 20
R 34 G 115 B 75
HEX # 22734B

C 83 M 26 Y 82 K 11
R 37 G 131 B 85
HEX # 258355

C 81 M 18 Y 80 K 4
R 42 G 148 B 96
HEX # 2A9460

C 78 M 11 Y 77 K 1
R 47 G 164 B 106
HEX # 2FA46A

C 74 M 1 Y 74 K 0
R 51 G 180 B 117
HEX # 33B475

C 69 M 0 Y 69 K 0
R 57 G 197 B 127
HEX # 39C57F

C 64 M 0 Y 63 K 0
R 66 G 207 B 137
HEX # 42CF89

C 61 M 0 Y 59 K 0
R 80 G 211 B 147
HEX # 50D393

C 56 M 0 Y 53 K 0
R 96 G 215 B 158
HEX # 60D79E

C 52 M 0 Y 47 K 0
R 111 G 219 B 167
HEX # 6FDBA7

C 47 M 0 Y 42 K 0
R 127 G 223 B 176
HEX # 7FDFB0

C 41 M 0 Y 36 K 0
R 142 G 227 B 186
HEX # 8EE3BA

C 35 M 0 Y 31 K 0
R 159 G 231 B 196
HEX # 9FE7C4

C 30 M 0 Y 26 K 0
R 174 G 235 B 205
HEX # AEEBCD

C 24 M 0 Y 20 K 0
R 191 G 239 B 216
HEX # BFEFD8

C 18 M 0 Y 15 K 0
R 206 G 243 B 226
HEX # CEF3E2

C 11 M 0 Y 9 K 0
R 2 G 41 B 21
HEX # DFF7EB

Color Palette

Secondary Color Palette
Second Part

Florverde's secondary color palette is formed of the tonal gradations of the seven shades of green that make up the main chromatic palette.

This palette has an extensive variety of colors that allows a large number of harmonious combinations. This palette enables the brand to freely transform itself without sacrificing its graphic unity.

The following is the second part of the secondary color palette.

Column 1	Column 2	Column 3
C 67 M 59 Y 81 K 75 R 34 G 35 B 8 HEX # 222308	C 72 M 54 Y 86 K 68 R 34 G 46 B 16 HEX # 2E2E10	C 78 M 53 Y 83 K 70 R 19 G 44 B 10 HEX # 132C13
C 65 M 55 Y 93 K 62 R 51 G 53 B 12 HEX # 33350C	C 71 M 50 Y 96 K 57 R 46 G 61 B 22 HEX # 2E3D16	C 80 M 49 Y 90 K 61 R 25 G 57 B 26 HEX # 19391A
C 63 M 51 Y 100 K 48 R 68 G 71 B 18 HEX # 444712	C 72 M 45 Y 100 K 45 R 57 G 78 B 28 HEX # 394E1C	C 81 M 45 Y 96 K 50 R 33 G 71 B 34 HEX # 214722
C 60 M 47 Y 100 K 36 R 85 G 88 B 21 HEX # 555815	C 71 M 41 Y 100 K 34 R 67 G 93 B 34 HEX # 435D22	C 82 M 40 Y 100 K 39 R 39 G 86 B 39 HEX # 275627
C 58 M 42 Y 100 K 26 R 2 G 41 B 21 HEX # 65691B	C 69 M 37 Y 100 K 25 R 79 G 108 B 38 HEX # 4F6C26	C 82 M 37 Y 100 K 30 R 45 G 99 B 46 HEX # 2D632E
C 54 M 37 Y 100 K 16 R 118 G 123 B 30 HEX # 767B1E	C 68 M 32 Y 100 K 16 R 90 G 124 B 44 HEX # 5A7C2C	C 81 M 32 Y 100 K 21 R 52 G 113 B 52 HEX # 347134
C 49 M 32 Y 100 K 9 R 135 G 140 B 36 HEX # 878C24	C 65 M 27 Y 100 K 9 R 101 G 139 B 50 HEX # 658B32	C 80 M 27 Y 100 K 13 R 58 G 128 B 59 HEX # 3A803B
C 44 M 26 Y 100 K 4 R 152 G 158 B 41 HEX # 989E29	C 62 M 21 Y 100 K 4 R 112 G 155 B 55 HEX # 709B37	C 78 M 22 Y 100 K 7 R 65 G 142 B 65 HEX # 418E41
C 38 M 19 Y 100 K 1 R 169 G 175 B 46 HEX # A9AF2E	C 58 M 14 Y 100 K 1 R 124 G 171 B 62 HEX # 7CAB3E	C 76 M 16 Y 98 K 2 R 71 G 156 B 72 HEX # 479C48
C 32 M 12 Y 100 K 0 R 186 G 193 B 52 HEX # BAC134	C 53 M 7 Y 99 K 0 R 135 G 185 B 68 HEX # 87B944	C 73 M 10 Y 96 K 1 R 75 G 166 B 77 HEX # 4BA64D
C 35 M 4 Y 96 K 0 R 203 G 211 B 56 HEX # CBD338	C 49 M 2 Y 93 K 0 R 143 G 196 B 76 HEX # 8FC44A	C 68 M 3 Y 89 K 0 R 87 G 181 B 89 HEX # 57B559
C 18 M 0 Y 85 K 0 R 217 G 224 B 77 HEX # D9E04D	C 44 M 1 Y 84 K 0 R 154 G 201 B 91 HEX # 9AC95B	C 63 M 1 Y 80 K 0 R 101 G 181 B 102 HEX # 65BB66
C 17 M 0 Y 79 K 0 R 220 G 226 B 91 HEX # DCE25B	C 40 M 1 Y 77 K 0 R 163 G 206 B 105 HEX # A3CE69	C 58 M 0 Y 73 K 0 R 114 G 193 B 116 HEX # 72C174
C 15 M 0 Y 73 K 0 R 224 G 228 B 106 HEX # E0E46A	C 36 M 0 Y 70 K 0 R 172 G 211 B 119 HEX # ACD377	C 51 M 0 Y 66 K 0 R 129 G 199 B 129 HEX # 81C781
C 13 M 0 Y 65 K 0 R 227 G 232 B 122 HEX # E3E87A	C 31 M 0 Y 62 K 0 R 182 G 216 B 134 HEX # B6D886	C 46 M 0 Y 57 K 0 R 143 G 205 B 144 HEX # 8FCD90
C 11 M 0 Y 59 K 0 R 231 G 235 B 136 HEX # E7EB88	C 27 M 0 Y 53 K 0 R 191 G 220 B 150 HEX # BFDC96	C 40 M 0 Y 50 K 0 R 158 G 211 B 157 HEX # 9ED39D
C 10 M 0 Y 50 K 0 R 234 G 237 B 154 HEX # EAED9A	C 23 M 0 Y 45 K 0 R 199 G 225 B 164 HEX # C7E1A4	C 34 M 0 Y 41 K 0 R 171 G 217 B 172 HEX # ABD9AC
C 8 M 0 Y 41 K 0 R 238 G 240 B 171 HEX # EEF0AB	C 18 M 0 Y 37 K 0 R 210 G 230 B 179 HEX # D2E6B3	C 28 M 0 Y 33 K 0 R 185 G 223 B 186 HEX # B9DFBA
C 6 M 0 Y 33 K 0 R 241 G 246 B 204 HEX # F5F6CC	C 15 M 0 Y 29 K 0 R 219 G 235 B 194 HEX # DBEBC2	C 22 M 0 Y 27 K 0 R 199 G 231 B 199 HEX # C7E7C7
C 4 M 0 Y 24 K 0 R 245 G 41 B 21 HEX # F5F6CC	C 11 M 0 Y 22 K 0 R 227 G 241 B 209 HEX # E3F1D1	C 16 M 0 Y 20 K 0 R 213 G 237 B 213 HEX # D5EDD5
C 3 M 0 Y 15 K 0 R 248 G 248 B 221 HEX # F8F8DD	C 7 M 0 Y 13 K 0 R 236 G 245 B 225 HEX # ECF5E1	C 10 M 0 Y 13 K 0 R 227 G 240 B 226 HEX # E3F3E2

Color Palette

Tertiary Color Palette

Florverde's tertiary color palette is made up of two colors and their tonal gradations.

This palette is characterized by neutral shades that provide support to the other colors of the brand without competing with them. These colors are used in elements such as text, backgrounds and the co-branding dividing line.

Column 1	Column 2
C 71 M 65 Y 64 K 67 / R 41 G 41 B 41 / HEX # 292929	C 87 M 59 Y 60 K 53 / R 23 G 56 B 59 / HEX # 17383B
C 69 M 63 Y 62 K 58 / R 51 G 51 B 51 / HEX # 333333	C 86 M 55 Y 58 K 41 / R 30 G 71 B 74 / HEX # 1E474A
C 68 M 61 Y 60 K 49 / R 61 G 61 B 61 / HEX # 3D3D3D	C 86 M 51 Y 54 K 31 / R 36 G 85 B 89 / HEX # 245559
C 66 M 59 Y 58 K 41 / R 71 G 71 B 71 / HEX # 474747	C 84 M 46 Y 51 K 22 / R 42 G 99 B 104 / HEX # 2A6368
C 64 M 57 Y 56 K 33 / R 82 G 82 B 82 / HEX # 525252	C 82 M 41 Y 47 K 14 / R 48 G 113 B 119 / HEX # 307177
C 62 M 54 Y 53 K 26 / R 92 G 92 B 92 / HEX # 5C5C5C	C 79 M 35 Y 44 K 7 / R 54 G 127 B 133 / HEX # 367F85
C 60 M 51 Y 51 K 20 / R 71 G 156 B 72 / HEX # 666666	C 76 M 29 Y 39 K 3 / R 60 G 141 B 148 / HEX # 3C8D94
C 60 M 51 Y 51 K 20 / R 102 G 102 B 102 / HEX # 707070	C 73 M 22 Y 35 K 1 / R 66 G 155 B 163 / HEX # 429BA3
C 53 M 45 Y 45 K 10 / R 122 G 122 B 122 / HEX # 7A7A7A	C 69 M 15 Y 30 K 0 / R 71 G 169 B 178 / HEX # 47A9B2
C 50 M 42 Y 42 K 6 / R 133 G 133 B 133 / HEX # 858585	C 65 M 8 Y 27 K 0 / R 80 G 180 B 188 / HEX # 50B4BC
C 46 M 38 Y 38 K 3 / R 143 G 143 B 143 / HEX # 8F8F8F	C 60 M 6 Y 25 K 0 / R 95 G 186 B 193 / HEX # 5FBAC1
C 43 M 35 Y 35 K 1 / R 153 G 153 B 153 / HEX # 999999	C 55 M 5 Y 22 K 0 / R 110 G 192 B 199 / HEX # 6EC0C7
C 38 M 31 Y 32 K 0 / R 163 G 163 B 163 / HEX # A3A3A3	C 50 M 4 Y 20 K 0 / R 124 G 198 B 204 / HEX # 7CC6CC
C 33 M 27 Y 27 K 0 / R 173 G 173 B 173 / HEX # ADADAD	C 44 M 2 Y 18 K 0 / R 139 G 205 B 210 / HEX # 8BCDD2
C 28 M 22 Y 23 K 0 / R 184 G 184 B 184 / HEX # B8B8B8	C 38 M 1 Y 15 K 0 / R 153 G 212 B 217 / HEX # 99D4D9
C 24 M 19 Y 19 K 0 / R 194 G 194 B 194 / HEX # C2C2C2	C 33 M 1 Y 12 K 0 / R 167 G 217 B 222 / HEX # A7D9DE
C 19 M 15 Y 16 K 0 / R 204 G 204 B 204 / HEX # CCCCCC	C 27 M 1 Y 11 K 0 / R 183 G 224 B 226 / HEX # B7E0E2
C 15 M 11 Y 12 K 0 / R 214 G 214 B 214 / HEX # D6D6D6	C 22 M 0 Y 8 K 0 / R 196 G 230 B 233 / HEX # C4E6E9
C 11 M 8 Y 9 K 0 / R 224 G 224 B 224 / HEX # E0E0E0	C 16 M 0 Y 6 K 0 / R 211 G 236 B 238 / HEX # D3ECEE
C 7 M 5 Y 5 K 0 / R 235 G 235 B 235 / HEX # EBEBEB	C 10 M 0 Y 3 K 0 / R 225 G 242 B 244 / HEX # E1F2F4
C 3 M 2 Y 2 K 0 / R 245 G 245 B 245 / HEX # F5F5F5	C 5 M 0 Y 2 K 0 / R 240 G 249 B 249 / HEX # F0F9F9

Photographic Tonal Range
Flower Photography

These photographs aim to highlight nature's most fascinating aspects, such as the implicit beauty of flowers and their positive impact on the environment.

For that reason, the photographic tonal range must always be clean, simplistically striking and capable of captivating the viewer through the natural quality of the flowers.

The norms of photographic composition, such as macro photography and the rule of thirds must be self-evident. It is important that all the intrinsic elements of photography are presented neatly and perfectly lit so that the key elements of the photograph come to life.

Photographic Tonal Range
People Photography

The people portrayed in Florverde's photographs have a natural and authentic look, they are always shown interacting with the world of flowers. They are committed, active, dutiful, self-confident people who know what they want.

Therefore, this type of photography leans toward spontaneity and avoids the use of any type of retouching or excessive filters that may interfere with the natural aspect of the setting.

The photographs depict people either in long or medium shots. The norms of photographic composition, such as macro photography and the rule of thirds must be self-evident.

It is important that all the intrinsic elements of photography are presented neatly and perfectly lit in order for the key elements of the photograph to come to life.

Photographic Tonal Range
In-Situ Photography

In-Situ photography refers to the context where all the activities related to floriculture take place. That environment includes farms, warehouses, greenhouses, and landscapes.

Since these are natural, authentic spaces, the photographs must be spontaneous. Any type of retouching, excessive filters or artificial glow that may interfere with the natural aspect of the setting must be avoided.

The norms of photographic composition, such as macro photography and the rule of thirds must be self-evident. It is important that all the intrinsic elements of photography are presented neatly and perfectly lit so that the key elements of the photograph come to life.

Photographic Tonal Range

Filters

Filters are special tools applied to Florverde photographs in order to optimize brand recognition. They are used in the absence of sufficient contrast between a superimposed graphic element and a photograph.

Filters are generated by means of a black mask over which the transparency effect 'Multiply' is applied to (Fig. 1). Although the opacity of the mask may vary depending on the photo, it is recommended that the value does not exceed 30% so the photo does not come out too dark.

The use of colors other than black is not allowed.

Example

Transparency effect:
Multiply
(Fig. 1)

Slogan

Florverde's slogan summarizes the brand's promise of value; therefore, it will appear in some of the pieces of communications as a means to reinforce the essence of the brand.

The slogan has two versions: one in Spanish (Fig. 1) and one in English (Fig. 2). The following rules must be taken into consideration at the moment of using the slogan:

1. The two versions are written using the 'Montserrat' typeface.
2. It must be written using the regular font weight.
3. The slogan must always be written in upper and lower cases.
4. It must end in a period.
5. Both versions must be aligned on the center.

Slogan
Spanish Version
(Fig. 1)

Promovemos las flores sostenibles para el bienestar de todos.

Slogan
English Version
(Fig. 2)

We promote sustainable flowers for the wellbeing of all.

Slogan

Proportion in Vertical Formats

The slogan must have a suitable size with respect to the graphic piece. For that reason, its size is to be determined by an estimate of proportions that requires to be complied with at all times.
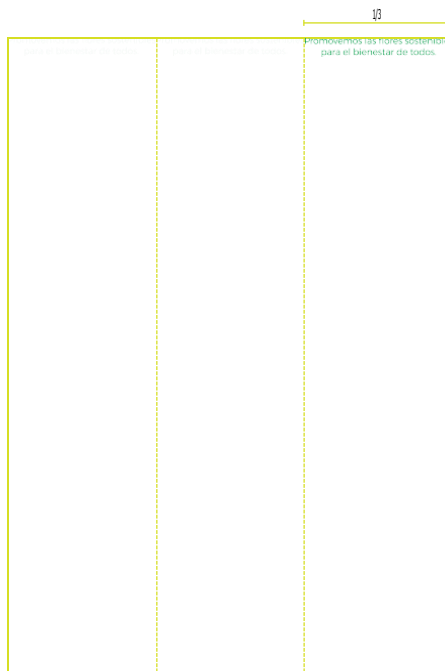
For the vertical formats, that proportion equals 1/3 the size of the format (Fig. 1). The proportion of the slogan in extra-large vertical formats equals 1/2 the size of the format (Fig. 2).

Irrespective of the format, it is important that the slogan is placed on any of the corners of the upper or lower ends of the graphic piece.

When required, the slogan can also be placed on the center of the upper or lower ends of the graphic piece.

⚠

These rules must be applied two both versions of the slogan.

1/3

Promovemos las flores sostenibles
para el bienestar de todos.

1/2

Promovemos las flores sostenibles
para el bienestar de todos.

Proportion in vertical formats
Slogan
(Fig. 1)

Proportion in extra-large vertical formats
Slogan
(Fig. 2)

Slogan

Proportion in Horizontal Formats

The slogan must have a suitable size with respect to the graphic piece. For that reason, its size is to be determined by an estimate of proportions which requires to be complied with at all times.

For the horizontal formats, that proportion equals 1/3 the size of the format (Fig. 1). The proportion of the slogan in extra-large horizontal formats, equals 1/4 the size of the format (Fig. 2).

Irrespective of the format, it is important that the slogan is placed on any of the corners of the upper or lower ends of the graphic piece.

When required, the slogan can also be placed on the center of the upper or lower ends of the graphic piece.
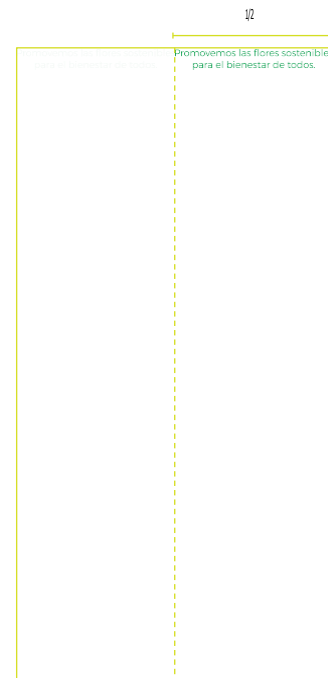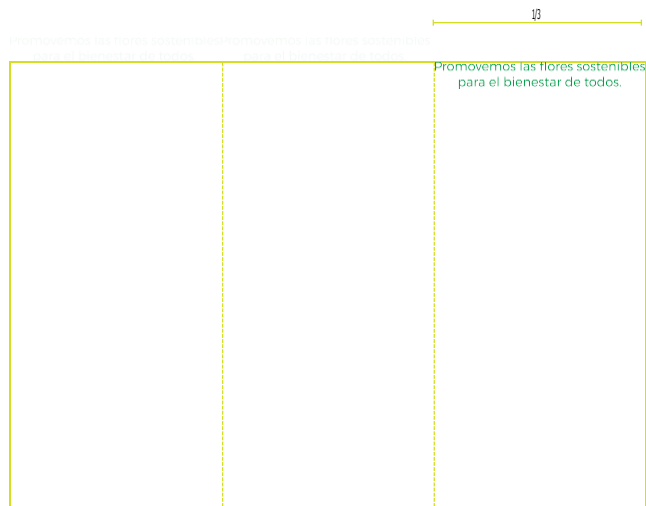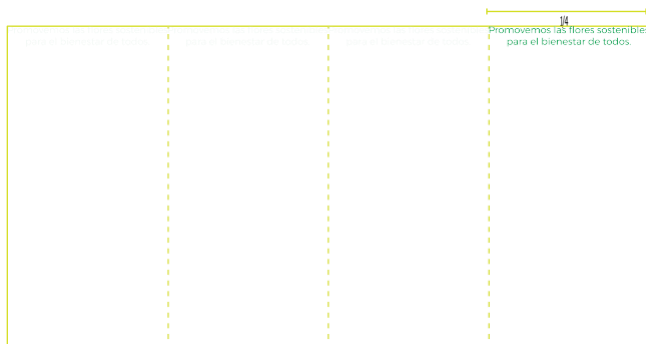
⚠

These rules must be applied two both versions of the slogan.

1/3

Promovemos las flores sostenibles
para el bienestar de todos.

Proportion in horizontal formats
Slogan
(Fig. 1)

1/4

Promovemos las flores sostenibles
para el bienestar de todos.

Proportion in extra-large horizontal formats
Slogan
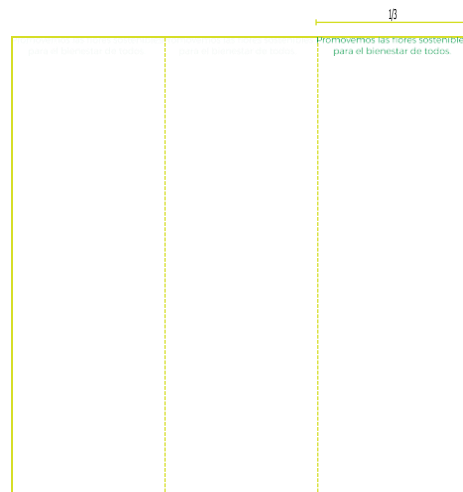(Fig. 2)

Slogan

Proportion in Square Formats

The slogan must have a suitable size with respect to the graphic piece. For that reason, its size is to be determined by an estimate of proportions which requires to be complied with at all times.

In square formats, this proportion equals 1/3 the size of the format (Fig. 1). Irrespective of the format, it is important that the slogan is placed on any of the corners of the upper or lower ends of the graphic piece.

When required, the slogan can also be placed on the center of the upper or lower ends of the graphic piece.

These rules must be applied two both versions of the slogan.

1/3

Promovemos las flores sostenibles
para el bienestar de todos.

Proportion in square formats
Slogan
(Fig. 1)

1/3

We promote sustainable flowers
for the wellbeing of all.
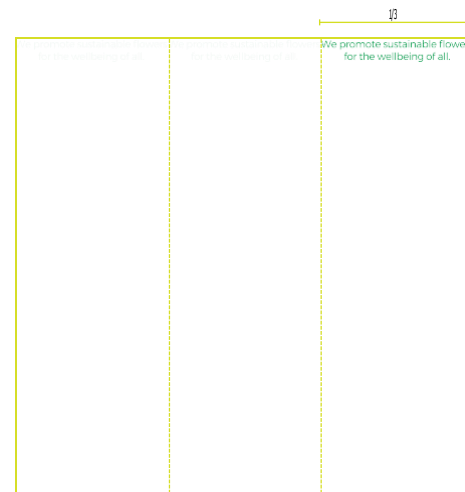
**Proportion in square formats**
Slogan
(Fig. 2)

Icons
Solid Icons

Solid icons are a key element in Florverde's visual system as graphic representations that simplify and optimize the assimilation of a message.

They are used to transmit and depict different floriculture processes and can be applied on any type of graphic piece. The use of these icons must comply with the following set of rules:

1. They need to be drawn as solid elements.

2. The icons must use the main color palette of the brand.

3. However, in order to create more dynamic and eye-catching pieces, the use of tones that are not part of the Florverde palette is allowed. These additional colors must maintain a harmony with the corporate colors of the brand.

4. Shadows must be implemented into these icons in order to provide them with vitality.

Example

Shadows

Corporate colors

Complementary colors
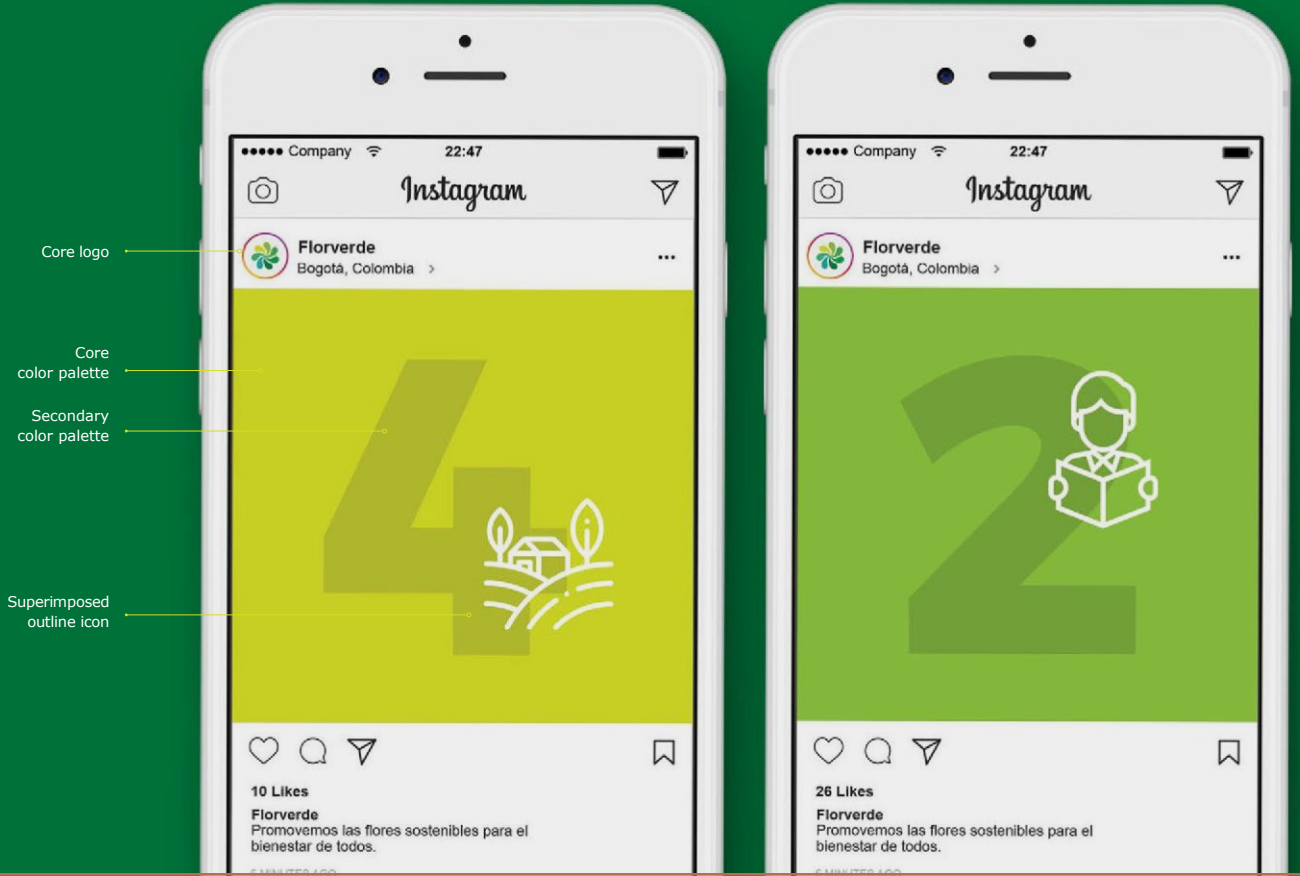
Example
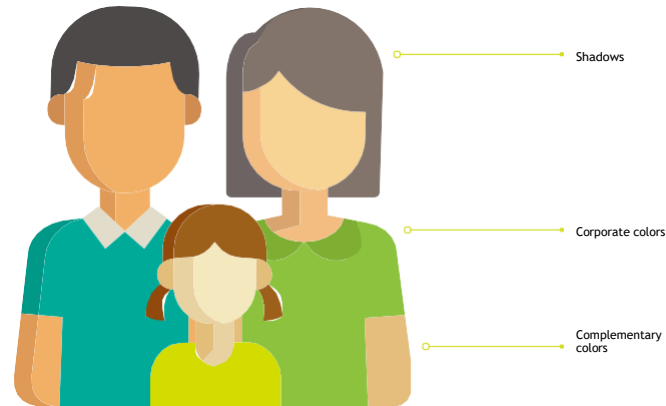
Icons
Outline icons

Outline icons are graphic representations that simplify and optimize the assimilation of a message. As their name indicates, these are graphic representation that use only the outer edges of a drawing.

Icons can be applied to all types of graphic pieces. Due to their inner spacing, they can be superimposed over other graphic elements, creating highly dynamic and fun pieces. The use of these icons must comply with the following set of rules:

1. They are drawn using medium weight lines.
2. They must not have shadows or solid fillings.
3. The icons must use the main color palette of the brand.
4. However, in order to create more dynamic and eye-catching pieces, the use of tones that are not part of the Florverde palette is allowed. These additional colors must maintain a harmony with the corporate colors of the brand.
5. They must have rounded shapes in order to project a friendlier image.

Rounded shapes

Outline

Corporate colors

Complementary colors

Core logo

Core
color palette

Secondary
color palette

Superimposed
outline icon

Examples of outline icons

Example

Geometric Shapes

Geometric shapes are part of **Florverde**'s visual system. These figures are abstractions of the logomark and play the role of enhancing the composition of the graphic pieces.

Regardless of the format, these shapes must always bleed off. They must always be placed on the upper and lower ends of the graphic piece.

These shapes allow for a lot of versatility as they can contain pictures, text, icons and the slogan. The following are some examples of different applications for the geometric shapes.
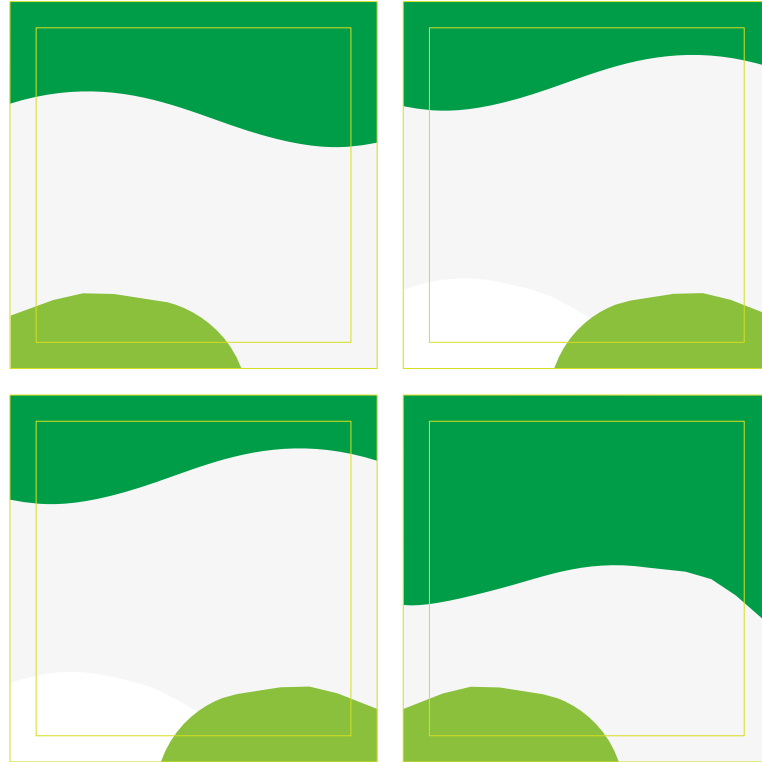
Geometric shape
and photograph.

Geometric shape and slogan.
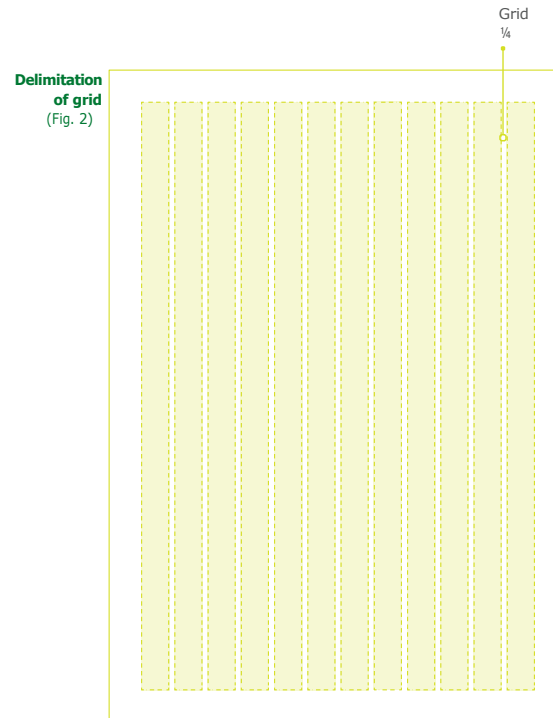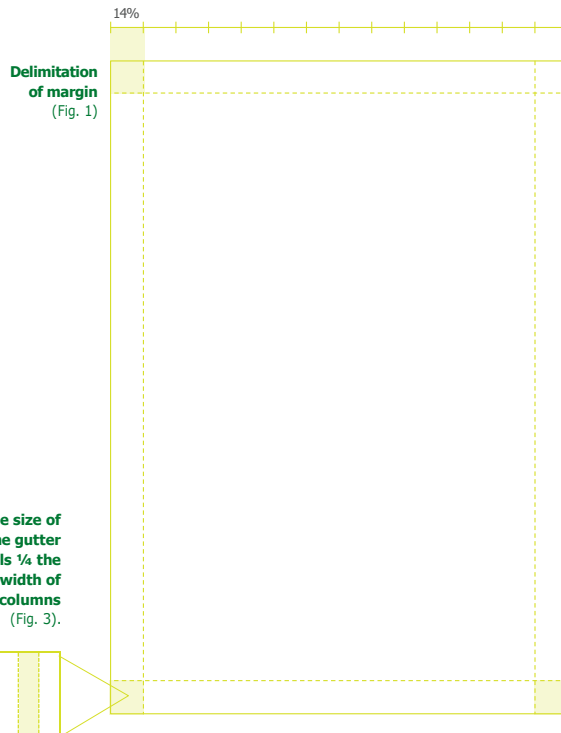
Examples of
geometric shapes

Composition
Vertical Formats

Several graphic composition rules have been established prior to the design of organized graphic pieces able to optimize brand recognition.

It is essential to establish a margin corresponding to 14% the width of the graphic piece. That margin is established by dividing the width of the format into 14 identical segments (Fig. 1). This margin is applied to vertical formats.

In order to organize the graphic elements within the format, a grid has also been established (Fig 2). This grid is set up within the limits of the margins, and is formed of 12 columns each separated by a gutter.

The size of the gutter equals ¼ the total width of the columns (Fig 3).

14%

Delimitation of margin
(Fig. 1)

The size of the gutter equals ¼ the total width of the columns
(Fig. 3).

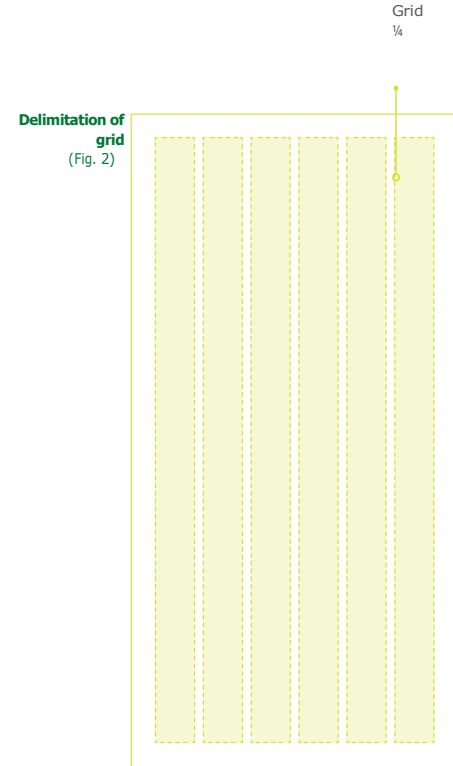**Delimitation of grid**
(Fig. 2)

Grid
¼

Composition

Extra-large Vertical Formats

Several graphic composition rules have been established prior to the creation of organized graphic pieces that optimize brand recognition.

It is essential to establish a margin corresponding to 14% the width of the graphic piece. That margin is established by dividing the width of the format into 14 identical segments (Fig. 1). This margin is applied to vertical formats.

In order to organize the graphic elements within the format, a grid has also been established (Fig 2). This grid is set up within the limits of the margins, and is formed of 12 columns each separated by a gutter.

The size of the gutter equals ¼ the total width of the columns (Fig 3).

14%

Grid
¼

Delimitation of margin
(Fig. 1)

Delimitation of grid
(Fig. 2)

The size of the gutter equals ¼ the total width of the columns
(Fig. 3).

Composition

Horizontal Formats

Several graphic composition rules have been established prior to the creation of organized graphic pieces that optimize brand recognition.

It is essential to establish a margin corresponding to 20% the width of the graphic piece. That margin is established by dividing the width of the format into 20 identical segments (Fig. 1). This margin is applied to vertical formats.

In order to organize the graphic elements within the format, a grid has also been established (Fig 2). This grid is set up within the limits of the margins, and is formed of 12 columns each separated by a gutter.

The size of the gutter equals ¼ the total width of the columns (Fig 3).

20%

Delimitation of margin
(Fig. 1)

Gutter
¼

The size of the gutter equals ¼ the total width of the columns
(Fig. 3).

Delimitation of grid
(Fig. 2)
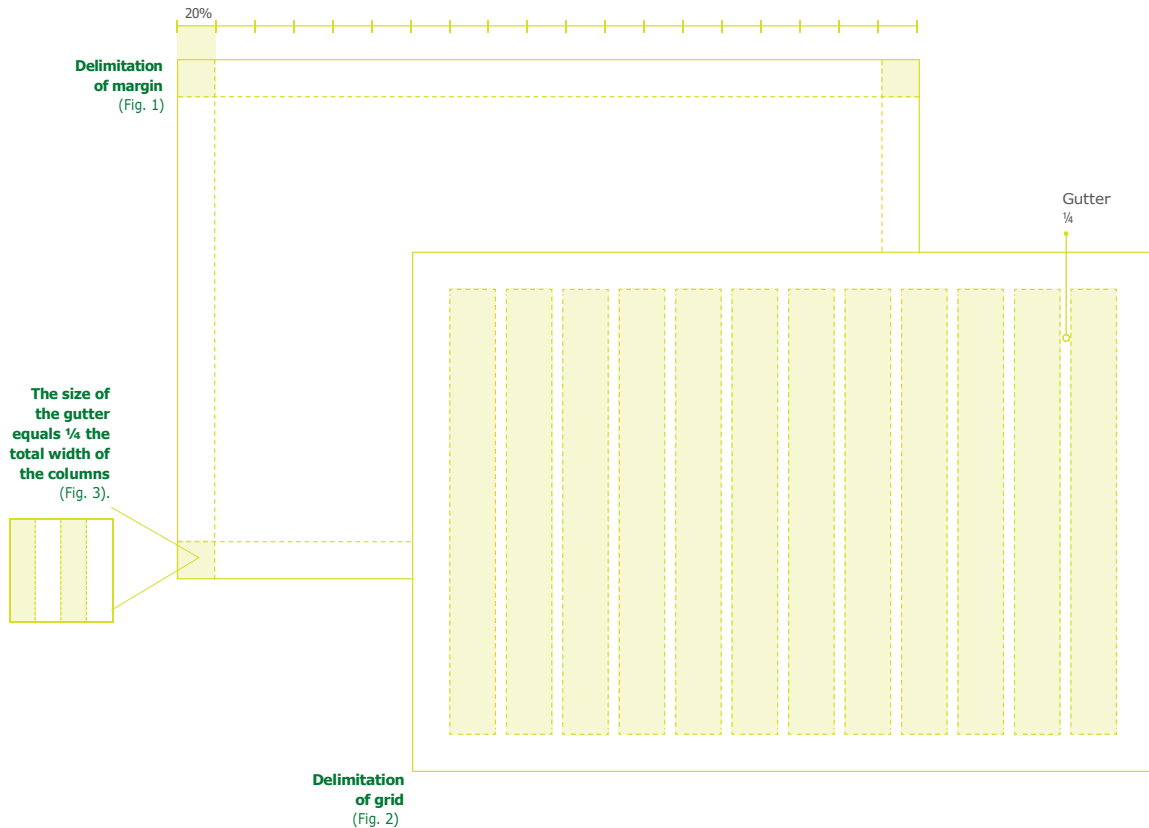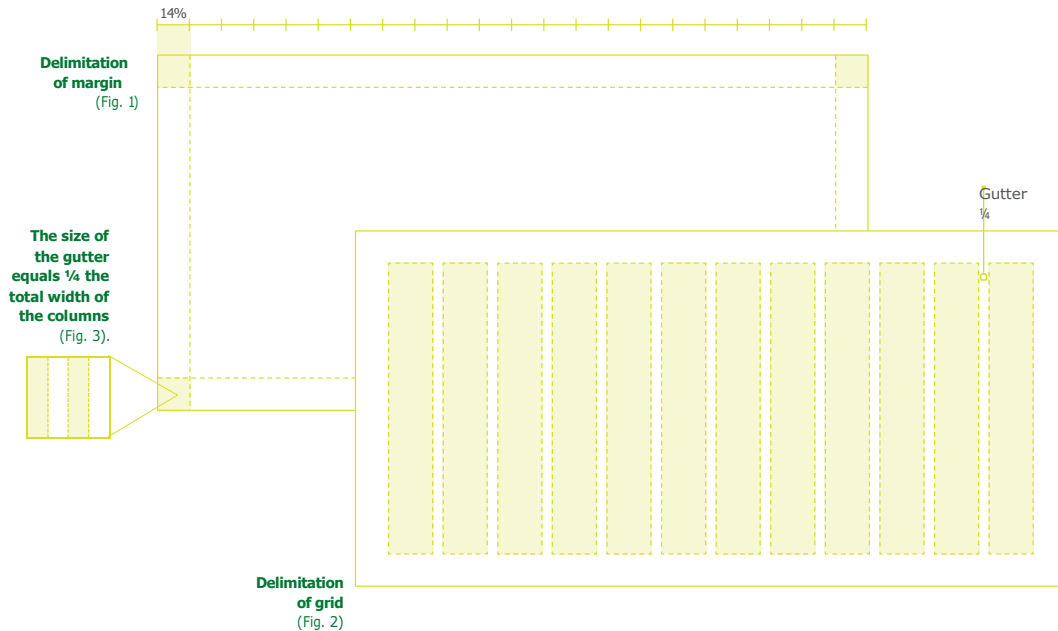
Composition

Extra-large Horizontal Formats

Several graphic composition rules have been established prior to the creation of organized graphic pieces that optimize brand recognition.

It is essential to establish a margin corresponding to 14% the width of the graphic piece. That margin is established by dividing the width of the format into 14 identical segments (Fig. 1). This margin is applied to vertical formats.

In order to organize the graphic elements within the format, a grid has also been established (Fig 2). This grid is set up within the limits of the margins, and is formed of 12 columns each separated by a gutter.

The size of the gutter equals ¼ the total width of the columns (Fig 3).

14%

Delimitation of margin
(Fig. 1)

Gutter
¼

The size of the gutter equals ¼ the total width of the columns (Fig. 3).
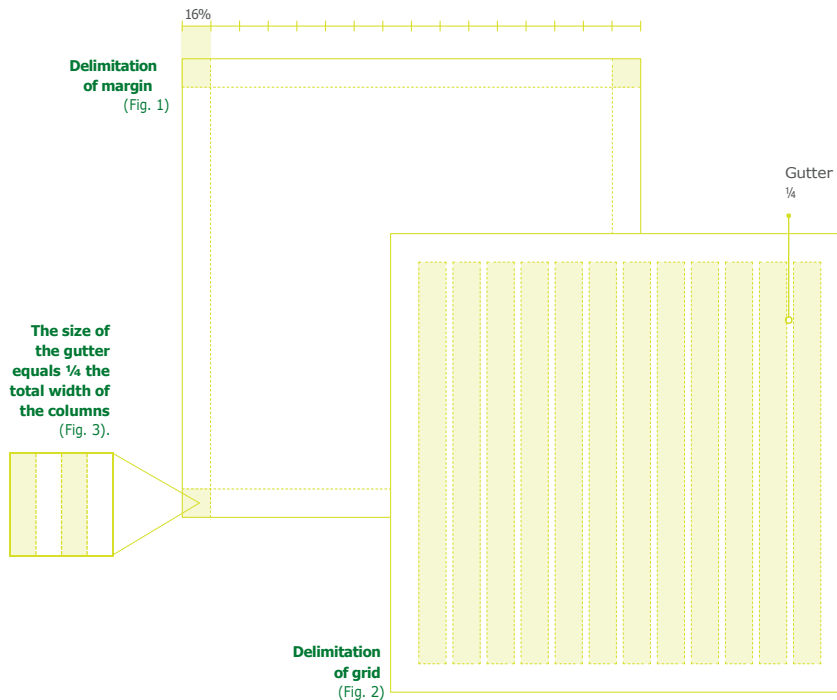
Delimitation of grid
(Fig. 2)

Composition
Square Formats

Several graphic composition rules have been established prior to the creation of organized graphic pieces that optimize brand recognition.

It is essential to establish a margin corresponding to 16% the width of the graphic piece. That margin is established by dividing the width of the format into 16 identical segments (Fig. 1). This margin is applied to vertical formats.

In order to organize the graphic elements within the format, a grid has also been established (Fig 2). This grid is set up within the limits of the margins, and is formed of 12 columns each separated by a gutter.

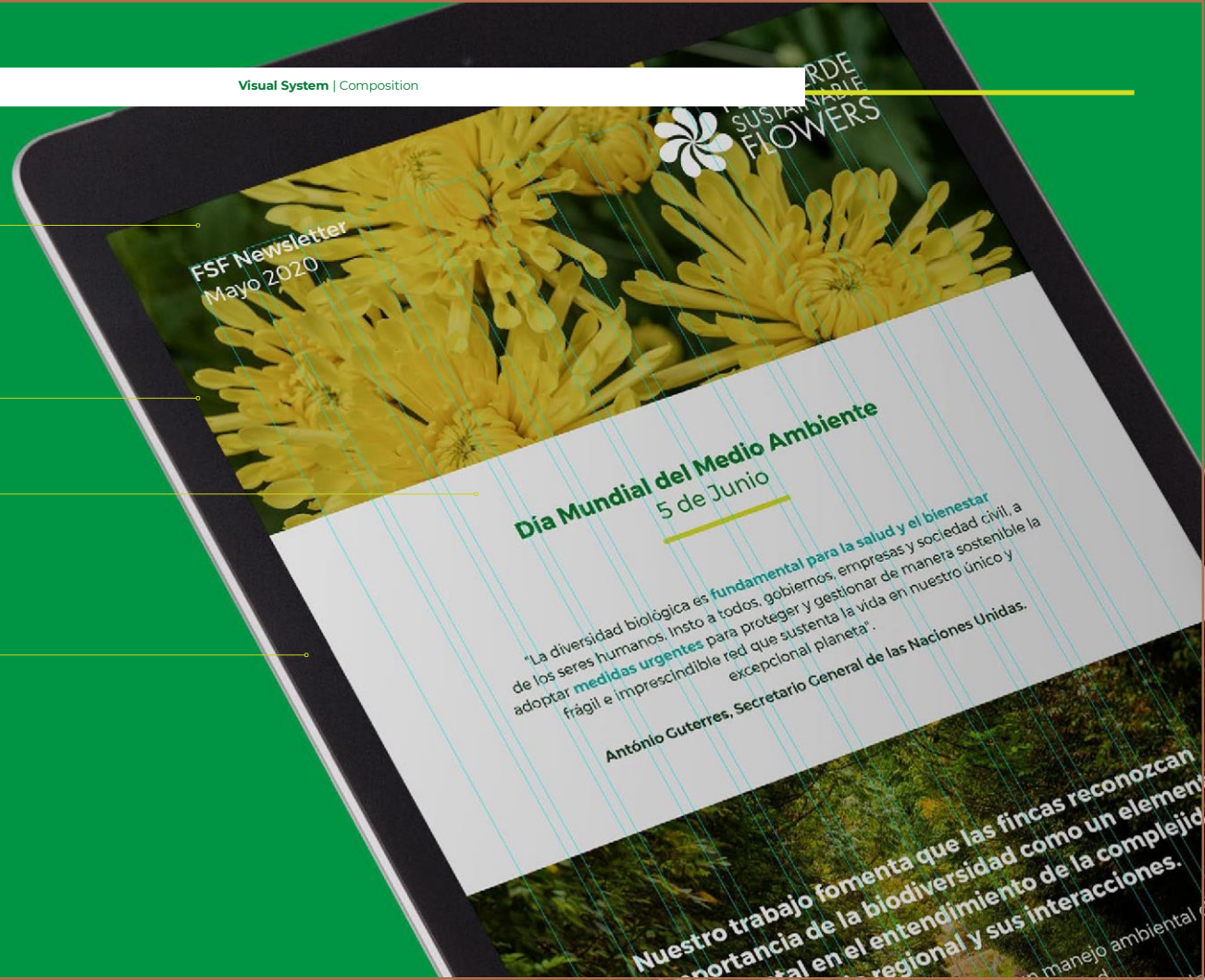The size of the gutter equals ¼ the total width of the columns (Fig 3).

16%

**Delimitation
of margin**
(Fig. 1)

Gutter
¼

**The size of
the gutter
equals ¼ the
total width of
the columns**
(Fig. 3).

**Delimitation
of grid**
(Fig. 2)

Core Typography
Montserrat

Flower Photo

Core Color Palette

Grid
Horizontal
Formats

Example of
composition

FSF Newsletter
Mayo 2020

Día Mundial del Medio Ambiente
5 de Junio

"La diversidad biológica es fundamental para la salud y el bienestar de los seres humanos. Insto a todos, gobiernos, empresas y sociedad civil, a adoptar medidas urgentes para proteger y gestionar de manera sostenible la frágil e imprescindible red que sustenta la vida en nuestro único y excepcional planeta".

António Guterres, Secretario General de las Naciones Unidas,

Nuestro trabajo fomenta que las fincas reconozcan importancia de la biodiversidad como un element tal en el entendimiento de la complejid regional y sus interacciones.
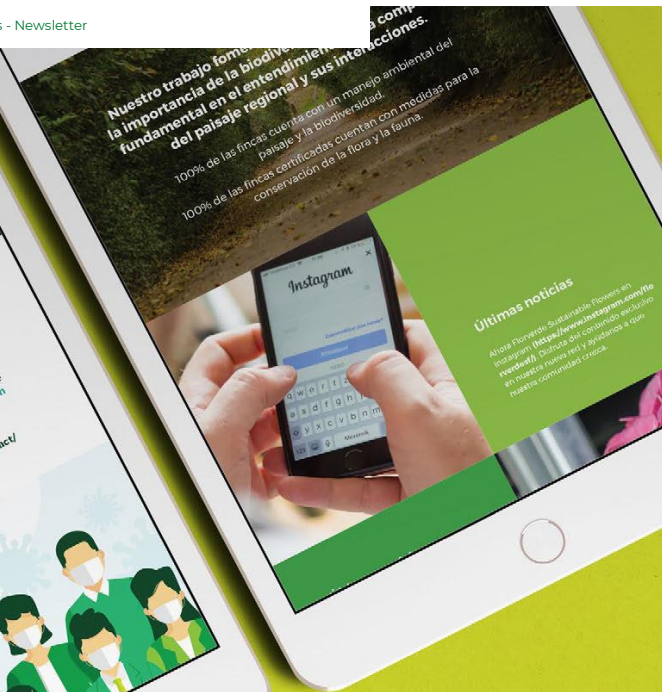
03
System Applications

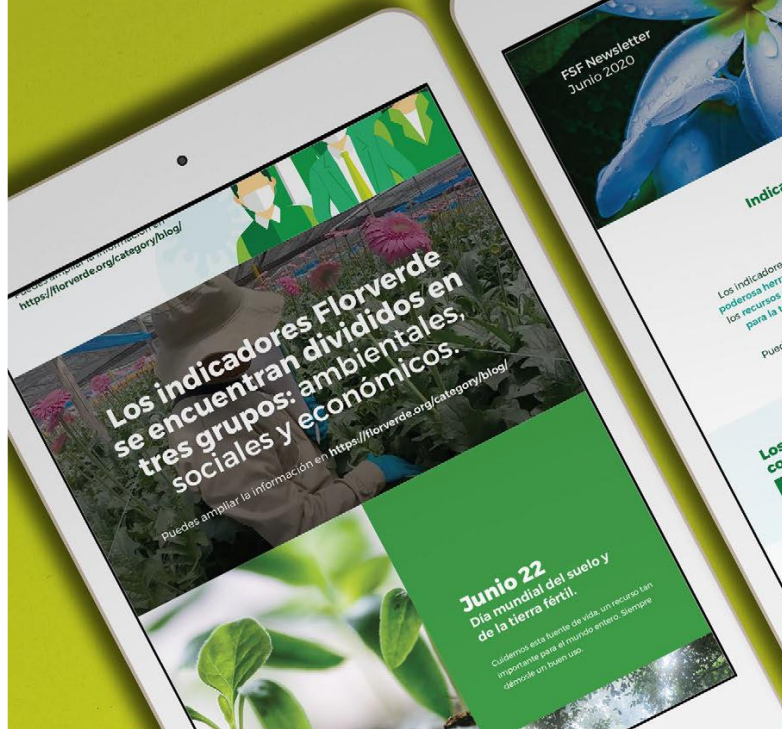# System Applications

Digital pieces - Webpage

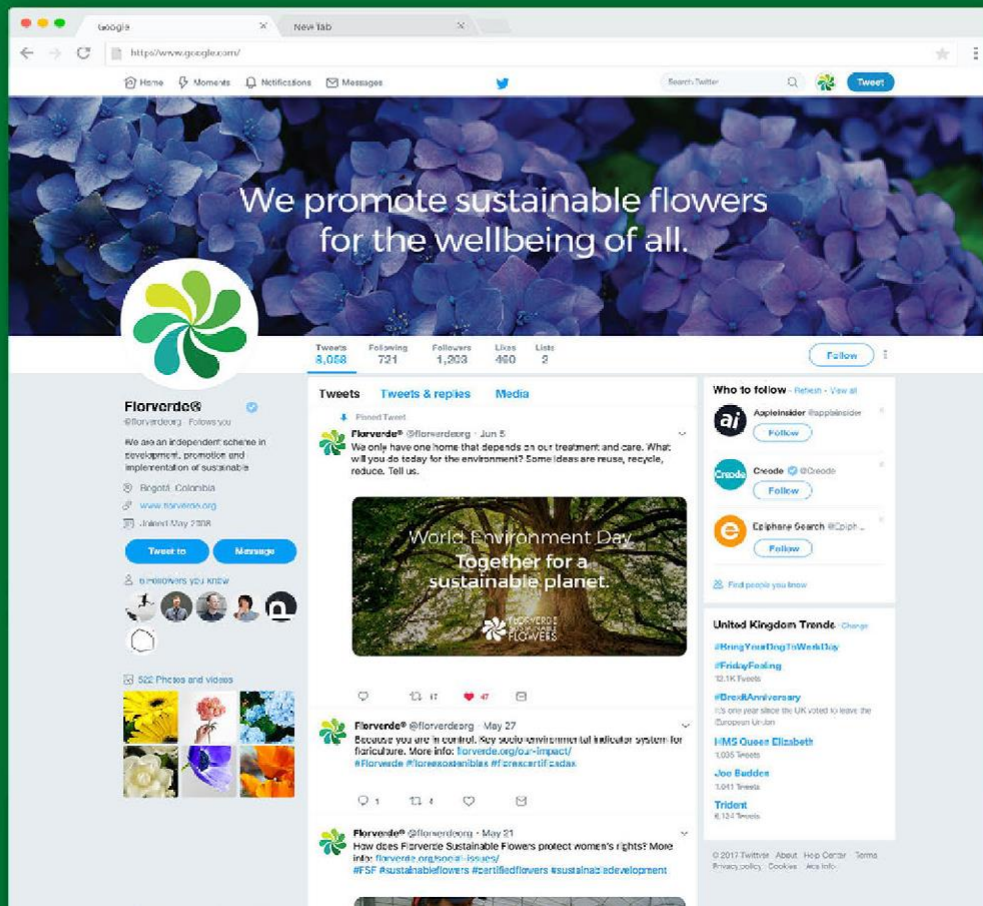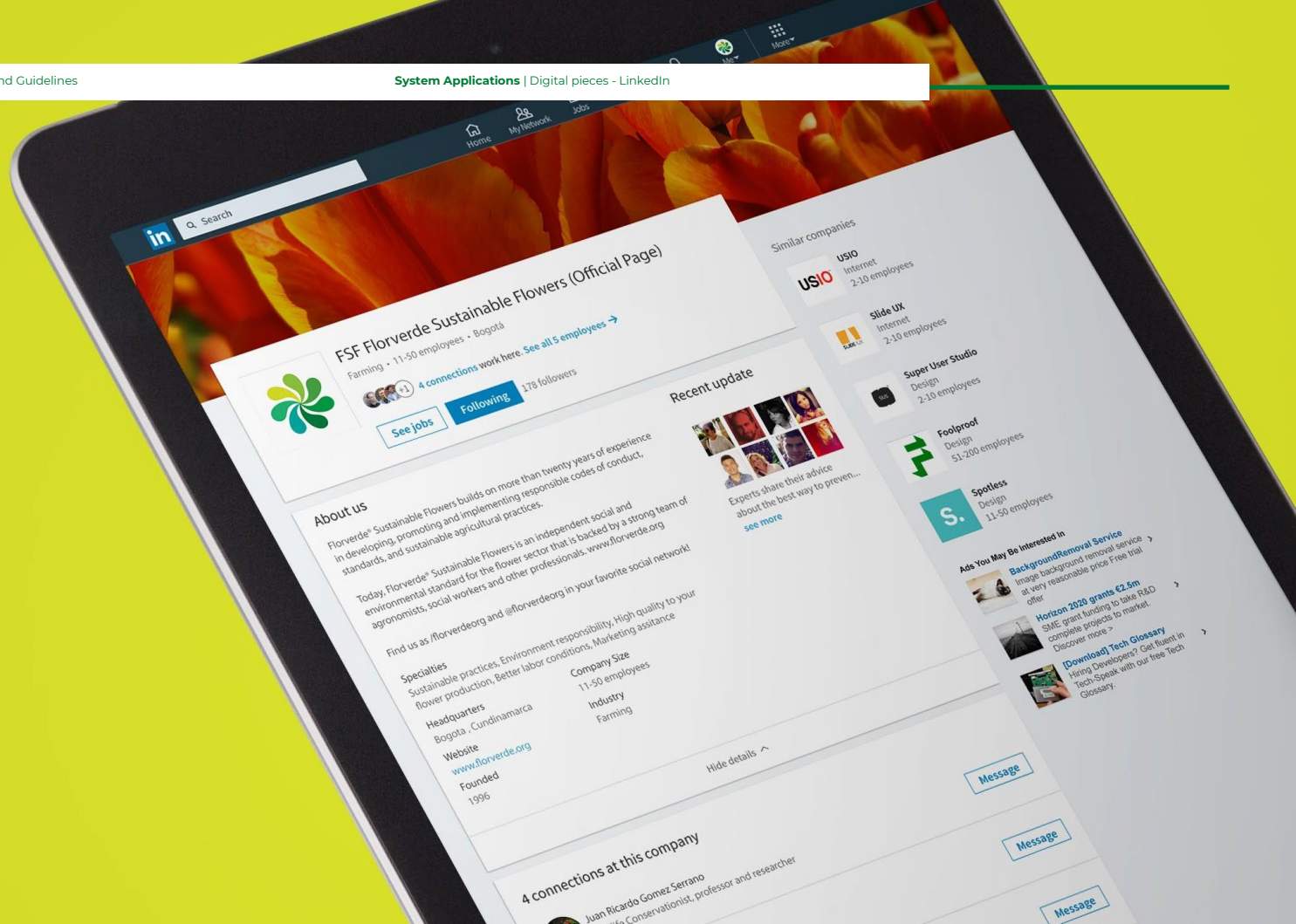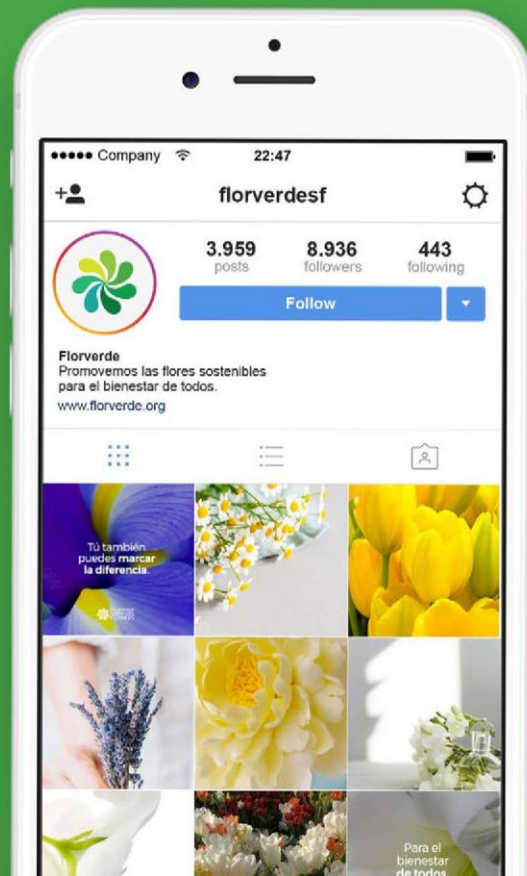# System Applications
Digital pieces - Newsletter

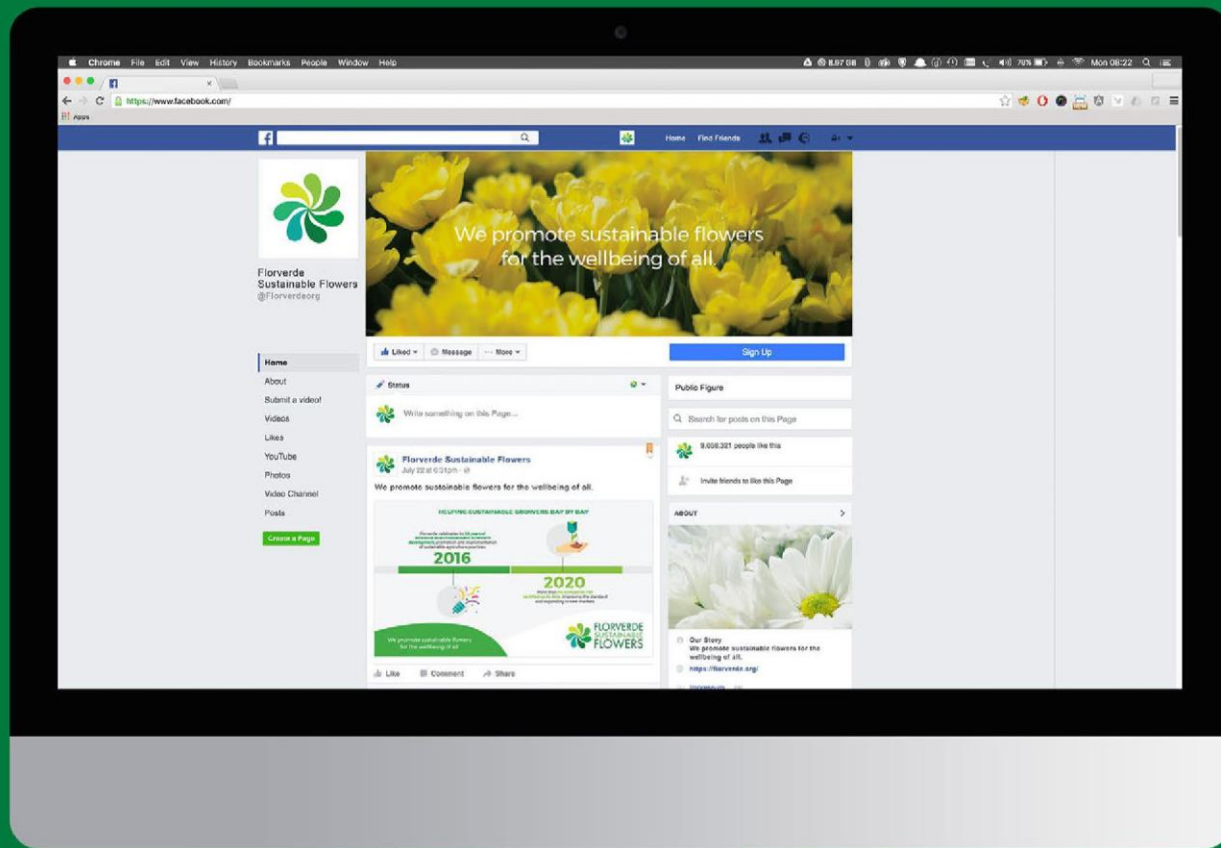# System Applications

System Applications

Digital pieces - LinkedIn

System Applications

Digital pieces - Instagram

System Applications

System Applications

Printed pieces – Export packaging

⚠

Este montaje es solo un ejemplo.
No es un empaque real.

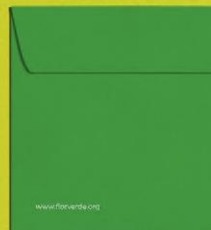# System Applications

Printed pieces - Tags

System Applications

Printed pieces - Stationery

System
Applications

Printed pieces – Business cards

FLORVERDE
SUSTAINABLE
FLOWERS

Ximena Franco Villegas
Executive Director
Managing Director

xfranco@Florverde.org
+37 317 491 9253
Cra. 9a # 90 - 53, Oficina
Bogotá, Colombia
www.florverde.org

04
Use of the certification mark

Conditions
of Use

Extracted from:
Florverde Sustainable Flowers
Certification - General Rules
version 7.1.1

Use of the Florverde Sustainable Flowers certification mark

a. The Florverde Sustainable Flowers certification mark will be printed either on the certified product or the packaging, never on non-certified products.

b. The Florverde Sustainable Flowers certification mark is the same one included in the Florverde Sustainable Flowers certification mark visual identity guidelines and is formed by the graphic image and the Florverde Sustainable Flowers (NFSF) certificate registration number.

c. The specific rules for the use of the graphic image of the brand are detailed in the visual identity guidelines of the Florverde Sustainable Flowers certification mark.

d. Only the producers or traders who hold the certification are allowed to use the Florverde Sustainable Flowers certification mark on registered products, provided that it has been requested to the CO in charge of issuing the certificate. All certificate holders who use the Florverde Sustainable Flowers certification mark, must comply with the requirements herein described and in the visual identity guidelines of the Florverde Sustainable Flowers certification mark.

e. Florverde Sustainable Flowers and each CO sign a trademark license agreement. Each CO, in turn, enters into a certification and sublicense agreement with each licensed grower or trader.

f. The producer or trader must register the brands that will trade the Florverde certified product and the destination markets of these products in the Florverde Sustainable Flowers certification register.

g. If the licensee fails to comply with the conditions of use of the Florverde Sustainable Flowers certification mark described either in this section, the visual identity guidelines or the corresponding contract, it will be subject to sanctions by the CO, as established in numeral 7 of these regulations. In all cases, the affected party will be informed and granted a hearing so that the pertinent clarifications can be given before the sanction takes effect.

h. The Florverde Sustainable Flowers certification mark shall not be transferable to other products.

i. In case of dissolution or a change in the ownership or of the company, the written authorization of the CO is required. The CO reserves the right to transfer the certification and the right to use the Florverde Sustainable Flowers certification mark to the new owner.

j. The producer or trader must immediately discontinue the use of the Florverde Sustainable Flowers certification mark after the suspension or cancellation of the certificate; additionally, any relevant reference to it must be removed, and no imitation or simulation can be used.

k. The CO shall take action against any potential inappropriate use of the Florverde Sustainable Flowers Certification mark on products, advertising, catalogs or other media, and ensure that it will be used according to what is described in this section.

l. When the certification has been issued as part of a process of standardization or mutual recognition, the use of the mark of the counterpart or equivalent scheme shall be implemented in accordance with the rules defined by such scheme, as stated in its own regulatory documents.

Conditions of Use

Extracted from:
Florverde Sustainable Flowers
Certification - General Rules
version 7.1.1

Licensee's Advertisement

The logo used in business communications or advertising does not need not be accompanied by information related to the certificate, as described above.

a. Licensees have the right to advertise that they hold the Florverde Sustainable Flowers certification through the use of the Florverde Sustainable Flowers certification mark in their business communications and advertising material.

b. In all cases they shall pay special attention that their publications do not to leave any doubt as to which products are certified and which are not, or which PUs are included.

c. Licensee producers or traders must previously submit to the CO all advertising documents where the mark is going to be used so that the correct use of the mark can be reviewed.

d. In order to avoid confusion about the nature of the certificate, it is not allowed to install billboards related to the Florverde Sustainable Flowers certification mark at the entrance of the production units or in visible places by the roads or the neighboring communities.

Claims raised from the misuse of the Florverde Sustainable Flowers certification mark

a. Any complaint expressed by the interested parties (end consumers or customers) in relation to a certified product shall be resolved by the CO, and it will be immediately notified to Florverde Sustainable Flowers' Technical and Management Secretariat.

b. The CO shall require the licensee to carry out an investigation on the nature and causes of the potential non-conformities that gave rise to the complaint.

c. The CO shall carry out its own evaluation and Florverde Sustainable Flowers' Technical and Management Secretariat shall be notified on this regard.