

 Tales.from.the.Trees

# Brand Guide



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# Intro

01

Tales from the Trees is a modern, eco-focused photography brand, based and centred around England's Lake District. Our mission is to bring the beauty of the Lake District, and place it into your palm. We ship meticulously hand-crafted and mastered digital images to your devices. Why buy a print, when you can hold it in the palm of your hand? Or look at it each time you open your laptop or computer.

When you buy from TFFT, you're supporting local people and local causes.

If you love the Lake District, come and listen to some Tales from the Trees.



# Brief History

02

## How the Tale began

When our founder struggled to find a way to showcase his images, in a way that was sensible, affordable for his customers and eco friendly, he built TFFT. A way for people to come and enjoy the story behind each image, in a visually engaging way, and take a piece of the Lake District home with them.



# Brand personality

03

**A modern, eco-focused brand, with a playful, lighthearted undertone.**

TFTT is a professional brand, don't doubt it. But it also wants to be engaging, and down to Earth, with the playful banter of a Lake District farmer, mixed with the corporate attitude of Steve Jobs (minus the child labour).



# 3 Pillars of personality

04



## Confident

We know what we're doing, promise! We have been in both the tech industry, and the photography industry for over 12 years, you can be sure that the product you receive is professional.



## Approachable

Our founder isn't a millionaire (yet), we're a boots on the ground brand, you can find us in your local chippy. The work we do is to support local people and grassroots causes.



## Engaging

We love talking to our customers. We want feedback — good or critical, we are here for it. We want to make sure your experience with TFFT is the best it can be.

# Logo Variations

05

 **Tales.from.the.Trees**

## Main Logo

Our wordmark logo, incorporating both logo types. Must always be used with 50px margin at all sides.



## Secondary Logo

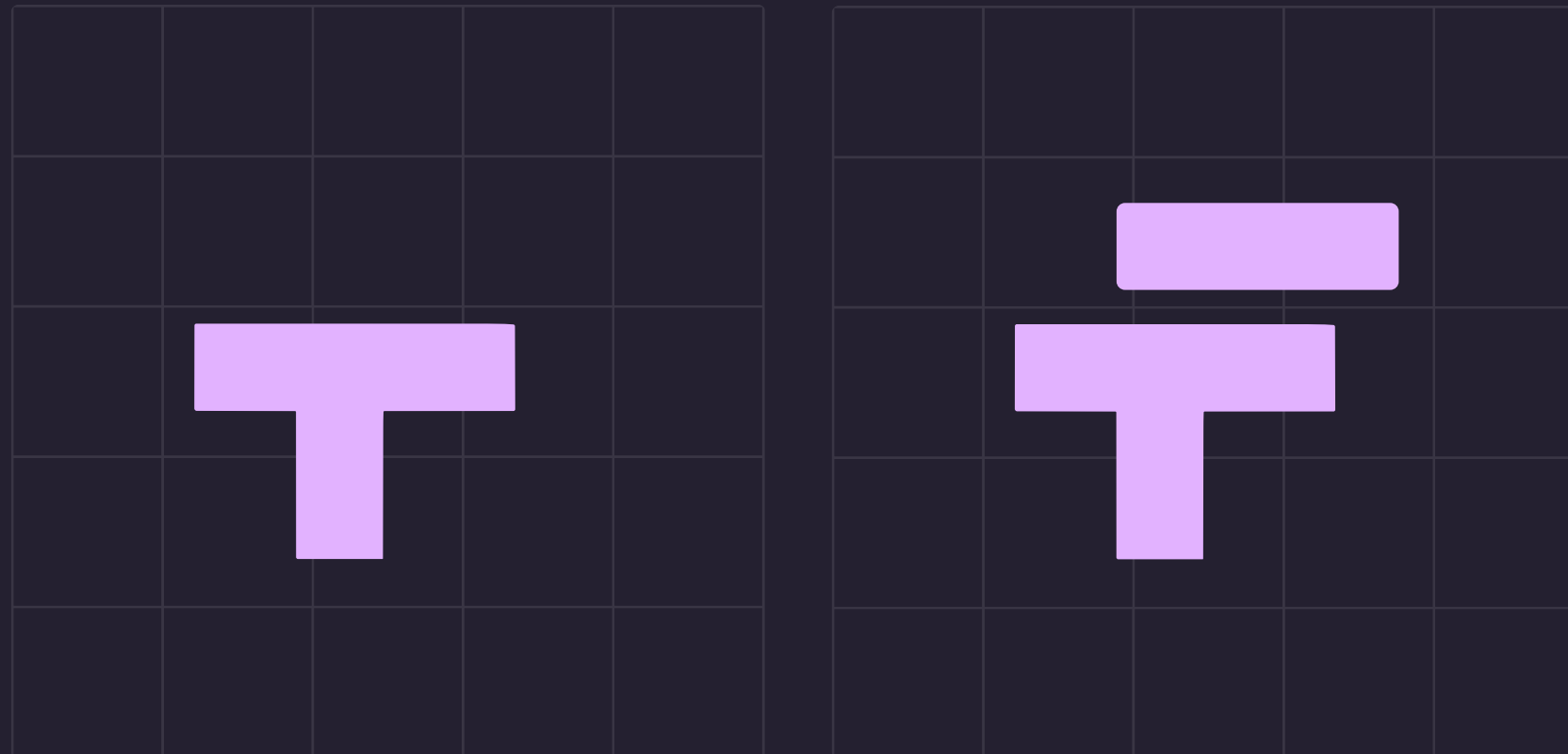
Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.

Evoked a sense of clean, crisp modernness, yet also not intimidating.

Our aim for the logo was a crisp, minimal, modern logo, that we could use in a variety of colours and ways, without being too distracting, or busy.

# Logo elements

06



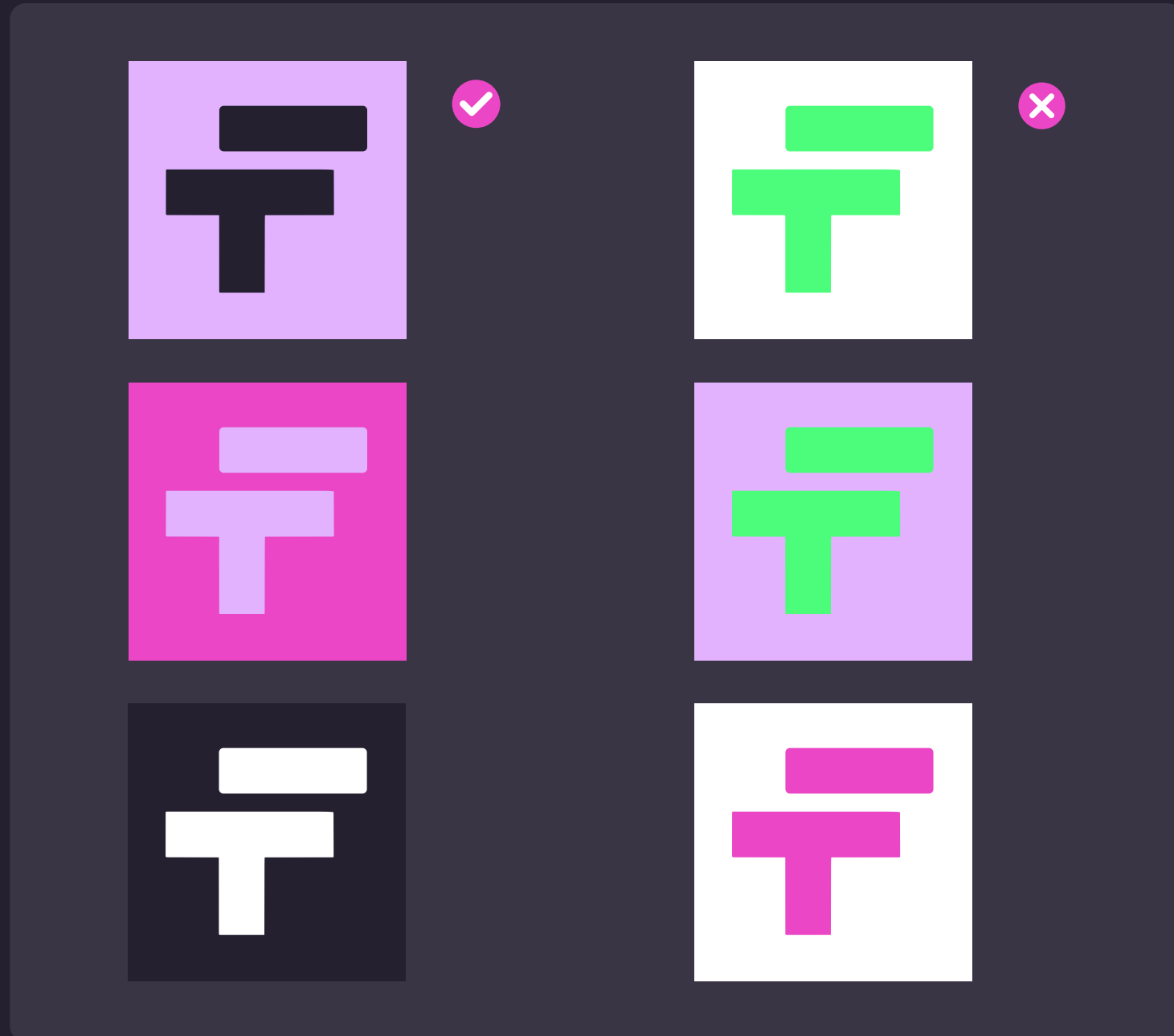
## The Logo Mark

Combining both the letter T and F we have incorporated the entire shorthand brand name (TFTT) into our logo mark. Clean lines and spacing allows the viewer to clearly see this at first glance,



# Proper logo usage

07



## Rules of Application

In order to keep TFFT as brand cohesive as possible, we need to stick to a particular set of colour combinations. We're also very proud of our logo, and want it to be seen in its best light. Choosing very contrasting colours for background and logo colour, is also extremely important for accessibility.

This is not an exhaustive list of combinations, but rather a guide on what we would expect.

In all instances, the logo and background should use TFFT palettes only.

# Brand Typefaces

08

## Mabgate

**h1, h2, headers & heroes**

Mabgate is a beautiful typeface  
produced by the Zeitype foundry

Aa

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

# Brand Typefaces

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## Borna

Body, subtitles, subheadings, menu items, etc.

Borna is a striking, clean font produced from the Atipo type foundry.

Aa

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

# Colour Palette

10

## Barbie on Fire

Hex Code

#ea46c5

CMYK

0%, 70%, 16%, 8%

RGB

234, 70, 197

## Frosty Jack

Hex Code

#f1f1f1

CMYK

0%, 0%, 0%, 0.05%

RGB

241, 241, 241

## Candyflop

Hex Code

#e3b2ff

CMYK

0.11%, 0.3%, 16%, 8%

RGB

227, 178, 255

## Velvet Loch

Hex Code

#242030

CMYK

0.25%, 0.33%, 0%, 0.81%

RGB

36, 32, 48

## Emerald Pie

Hex Code

#4cfd7b

CMYK

0.7%, 0%, 0.51%, 0.01%

RGB

76, 253, 123

# Patterns

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## Backdrops

Topography inspired backdrops reminiscent of the OS type maps used to navigate the Lake District.