

FlowerChimp



BRAND GUIDELINES

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This guide is intended to standardize the use of the Flower Chimp brand and ensure the brand's integrity and consistency. The guide applies to all departments, third-party companies and partners.

The brand identity guidelines provide specifications for using the Flower Chimp brand logo and along with examples for use in different situations.

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PART 1

Flower Chimp Story

1.0	Introduction	03
1.1	Vision & Mission	04
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INTRO

As the Southeast Asia's market leading online flower delivery business, Flower Chimp continues to innovate the gifting landscape with flowers and gifts tailored to Southeast Asia's rising middle class.

Initially launched in Malaysia, Flower Chimp is now present in five different countries across Southeast Asia.



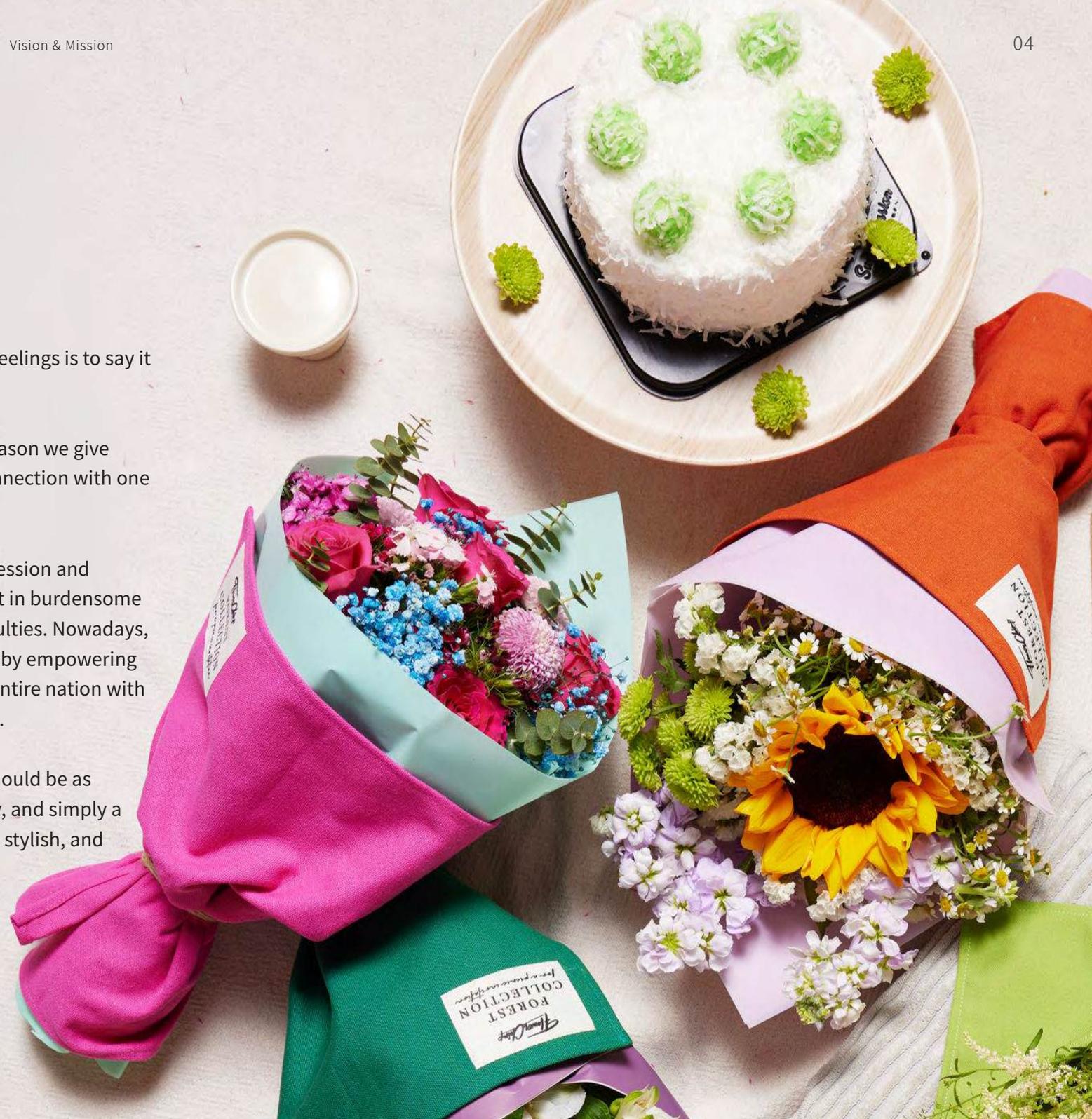
VISION & MISSION

One of the greatest ways to express personal feelings is to say it with flowers.

It has been many years where the universal reason we give flowers is to communicate and further our connection with one another. It is truly a gift of meaning.

It is almost a hundred years ago that this expression and personal notice left the sender and their florist in burdensome situations due to various transportation difficulties. Nowadays, Flower Chimp can overcome these difficulties by empowering selected florists across Malaysia to cover the entire nation with flower bouquets that speak a thousand words.

We believe that ordering and giving flowers should be as beautiful as the flowers themselves. Fast, easy, and simply a few clicks away! - You can now send beautiful, stylish, and meaningful flower gifts within seconds!



BRAND PERSONALITY

Our personality is all about how we behave as a brand. How we come across to people around us. How we communicate.

We're

INNOVATIVE

CONTEMPORARY

INSPIRED

OPTIMISTIC



BRAND VALUE

Flower Chimp is the largest and most trusted online flower delivery company in South East Asia with fulfillment centers in The Philippines, Malaysia, Singapore, Hong Kong and Indonesia.

For several years now, we receive orders from people all over the world; to have flower gifts delivered to their loved ones. Our integrity is supported by the “Flower Chimp Guarantee” which guarantees the unique freshness, superior flower quality, and competitive value of every single order.

Simply delivering happiness, one blossom at a time.



TONE OF VOICE

Our approach is inviting and personal. We establish a deep connection with our audience by consistently delivering products that embody quality, reliability, and exceptional value.

Flower Chimp is sincere and straightforward, and we continuously strive to understand and meet our customers' genuine needs.

RELIABLE

REAL

PASSIONATE



PART 2

Toolkits

2.0 Logo

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2.1 Color

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2.2 Typography

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Primary Logo

The name Flower Chimp is synonymous with the language and sentiments that only flowers can express.

The black color logo should be used on light coloured backgrounds.
The white color logo should be used on dark coloured backgrounds.

The primary logo is the brand name 'Flower Chimp' written in a fluid, black, cursive script. The letters are connected, with a prominent underline that sweeps across the bottom of the word 'Chimp'.

Black & White



Reverse color

Logo on Image



Spacing & Minimum size

Always surround the logo with a minimum area of clear space. This protects it from any distracting elements.

When it comes to its size, our logo is wonderful in any size. So scale it to the available space, purpose, and legibility. Refer to the minimum size guide shown here.



Measure the height of the logo = “x”, clear space to be the size of the “0.25 x”

The Flower Chimp logo should never be smaller than 40mm in print or 100px in digital.

Print



Digital



Secondary Logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

The logo consists of the words "Flower" and "Chimp" stacked vertically in a black, cursive script font. A thin horizontal line is positioned below the word "Chimp".

Vertical version

A stylized, cursive monogram of the letters "FC" in black, where the letters are interconnected and fluid.

Symbol

Countries Logo

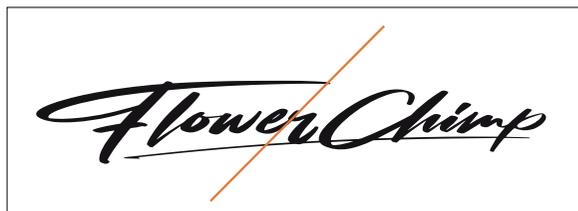
The logo has a country name below to give an overall brand image being recognizable no matter where you live.

The logo features the words "Flower Chimp" in cursive script, with the word "PHILIPPINES" in a small, spaced-out, uppercase sans-serif font centered below the script.The logo features the words "Flower Chimp" in cursive script, with the word "INDONESIA" in a small, spaced-out, uppercase sans-serif font centered below the script.The logo features the words "Flower Chimp" in cursive script, with the word "SINGAPORE" in a small, spaced-out, uppercase sans-serif font centered below the script.The logo features the words "Flower Chimp" in cursive script, with the word "MALAYSIA" in a small, spaced-out, uppercase sans-serif font centered below the script.The logo features the words "Flower Chimp" in cursive script, with the word "HONGKONG" in a small, spaced-out, uppercase sans-serif font centered below the script.

Inappropriate use of logo

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to.

Several examples of inappropriate use of the logo are shown here.



Don't stretch the logo



Don't add an outline



Don't use non-approved colours



Don't use gradient or feathering effect



Don't tilt the logo



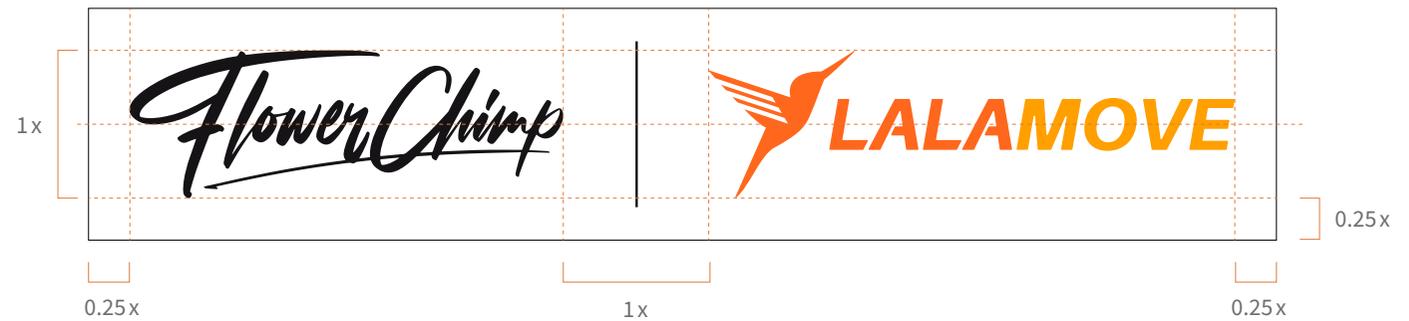
Don't place the logo on a background without sufficient contrast

Co-Branding Specifications

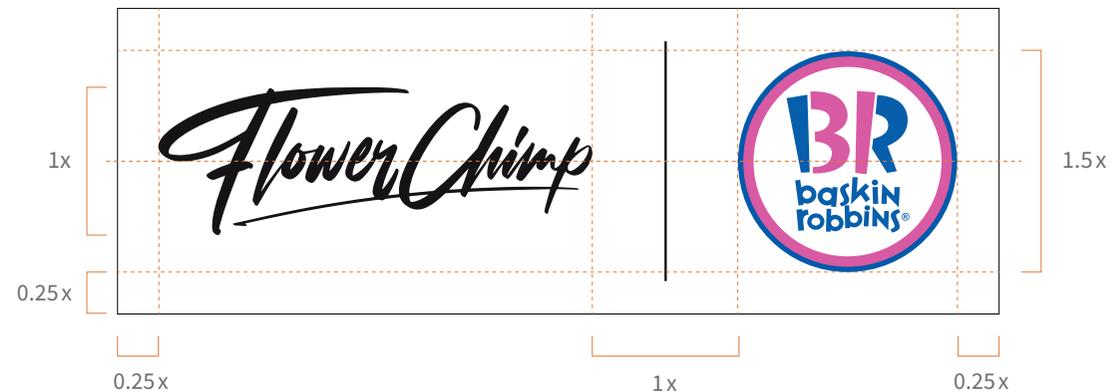
In order to make Flowerchimp logo and co-brand logo coherent and distinguishable, it is recommended to use the specified amount of minimum spacing at the four corners as well as between the 2 logos.

Optical adjustments are necessary to balance the weight of the Flower Chimp logo and the co-brand.

Using the Lalamove logo as an example of a co-brand



Using the Lalamove logo as an example of a co-brand



Using the Baskin Robbins logo as an example of a co-brand

Color Pallete

Flower Chimp Black is our primary color while secondary color act as supporting colors that can be used on website, for marketing & visual materials and design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

Primary color - Flower Chimp Black

% Tone 90 – 10

Black	90%	80%	70%	60%	50%	40%	30%	20%	10%
C:100 M:100 Y:100 K:50 R:24 G:20 B:24 HEX: #181418									

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

Secondary colors

C:0 M:50 Y:10 K:0 HEX: #f599b1	C:25 M:0 Y:75 K:0 HEX: #c8dd69	C:0 M:30 Y:80 K:0 HEX: #fdb44d	C:35 M:35 Y:0 K:0 HEX: #a5a0cf	C:70 M:15 Y:60 K:0 HEX: #51a684	C:340 M:5 Y:5 K:0 HEX: #93cde5

Color Gradient

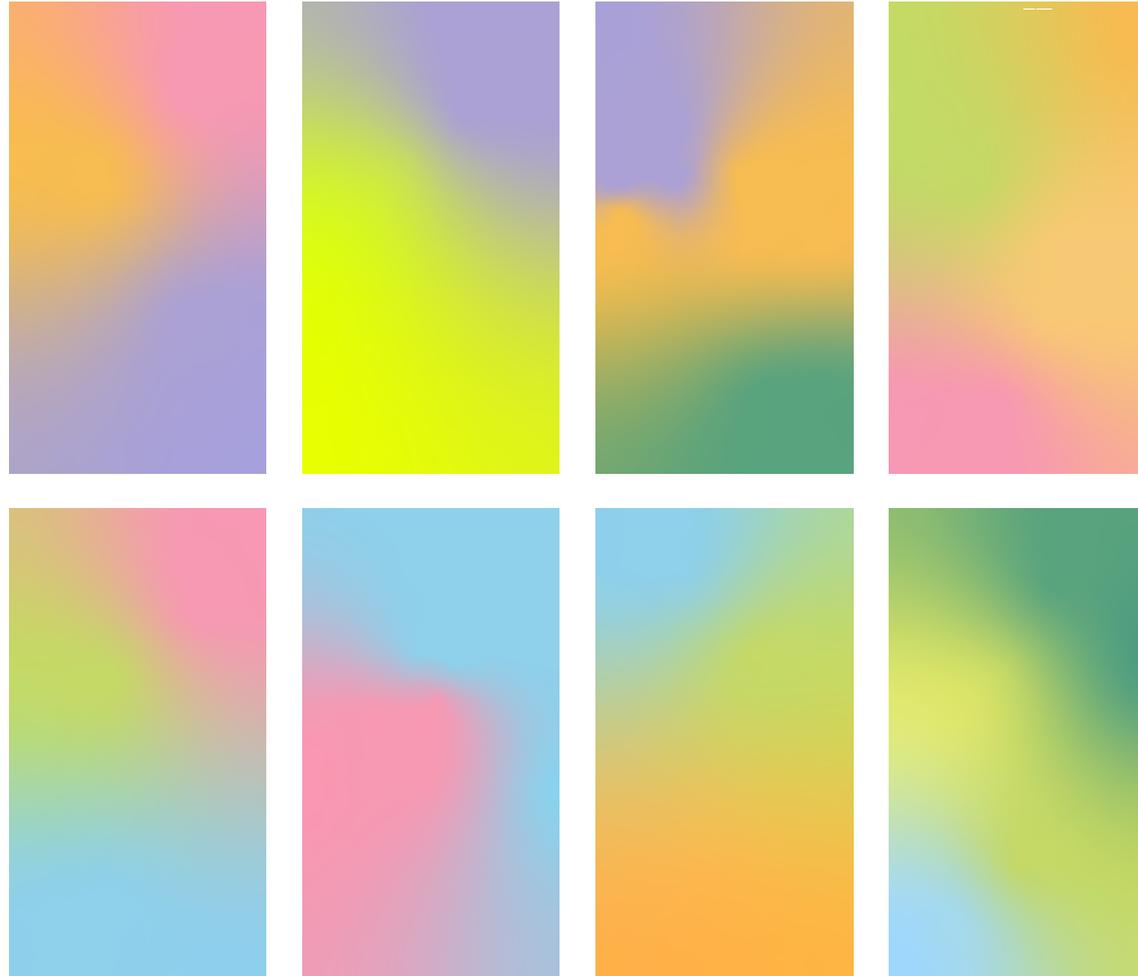
Color can be mix in various ways to create color gradient pattern that add energy and fun to our brand.

All the colors must always use from our secondary color palette.

Colors used to create the gradient pattern should not more than 3 different colors, so it wont look too busy. And make sure the readability when there' re text apply on it.

All the color gradient pattern can be unique just like our flower bouquet.

Color Gradient Pattern -



Typeface

Typography can convey images and feelings just as well as any other graphical elements.

Primary font - **Merriweather**

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Merriweather Light
 Merriweather Regular
 Merriweather Bold
 Merriweather Black

Merriweather Light Italic
Merriweather Regular Italic
Merriweather Bold Italic
Merriweather Black Italic

Black Bold Regular Light
FOR ALL OF LIFE'S OCCASIONS

Merriweather – This typeface is suitable for headlines and large titles.

Lato – This typeface is suitable for body copy and small texts.

Primary font - **Lato**

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Lato Thin
 Lato Light
 Lato Regular
Lato Bold
Lato Black

Lato Thin Italic
Lato Light Italic
Lato Regular Italic
Lato Bold Italic
Lato Black Italic

Black Bold Regular Light
FREE SAME -DAY- DELIVERY

Other Languages

Localised typefaces for other SEA countries:

Noto Sans Traditional Chinese
Noto Sans Simplified Chinese

Chinese Traditional font - **Noto Sans Traditional Chinese**

人皆生而自由；在尊嚴及權利上均各平等。
人各賦有理性良知，誠應和睦相處，情同手足。
一 二 三 四 五 六 七 八 九 十 1 2 3 4 5 6 7 8 9 0

花兒.尚 Noto Sans SC Thin

花兒.尚 Noto Sans SC Medium

花兒.尚 Noto Sans SC Light

花兒.尚 Noto Sans SC Bold

花兒.尚 Noto Sans SC Regular

花兒.尚 Noto Sans SC Black

Black Medium Regular Thin

予您一生所有場合

Chinese Simplified font - **Noto Sans Simplified Chinese**

人皆生而自由；在尊嚴及權利上均各平等。
人各賦有理性良知，誠應和睦相處，情同手足。
一 二 三 四 五 六 七 八 九 十 1 2 3 4 5 6 7 8 9 0

花兒.尚 Noto Sans SC Thin

花兒.尚 Noto Sans SC Medium

花兒.尚 Noto Sans SC Light

花兒.尚 Noto Sans SC Bold

花兒.尚 Noto Sans SC Regular

花兒.尚 Noto Sans SC Black

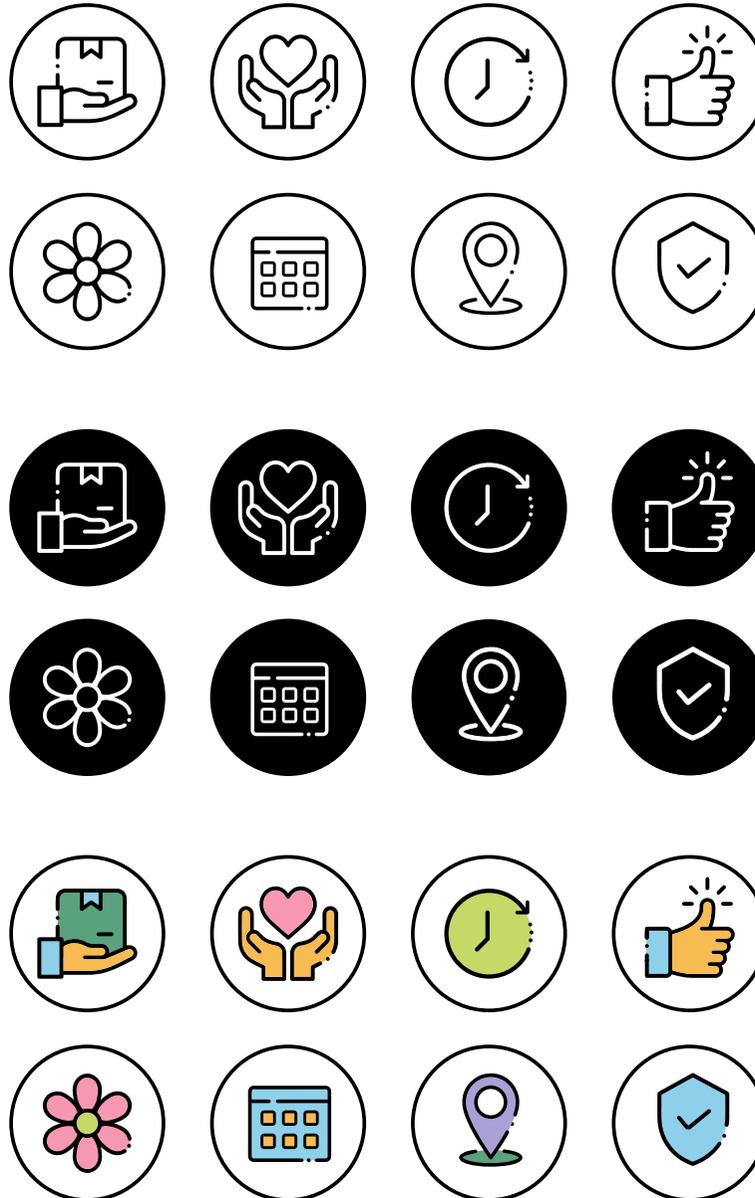
Black Medium Regular Thin

予您一生所有場合

Icons

Here are all the icons in our library. Don't redraw or alter any of these icons, try to use the authorised icons whenever possible or at least keep a consistent style.

Icons line weight should be consistent across all icons. Ensure size is scaled proportionally and icons are never stretched.



PART 3

Visual & Imagery

3.0	Photography Style	
	Lifestyle Photography	00
	Ecommerce Photography	00
	Overhead Photography	00
	Stock Images	00



Ecommerce Photography

Getting the website thumbnail right is important. Here are the three basic dimensions you need to use.

1. Front view of the product
2. Close-up of the product
3. In Scale product image help buyers get a sense of the product's scale.

Product front image



Product close-up image



In-scale image



Lifestyle Photography

Lifestyle photography is essential to shows our products and services in a relatable situation.



Photography Style

Our photography style inspired by our core value - Delevering Happiness. Always in colorful; add colors to every life' s occasions.

Overhead Photography

With overhead images, they must be colourful. Show them in an uplifting way. And make sure they are relevant. The props used for them should be appropriate to your messaging.



Stock Images

Talents

When selecting image of people, make sure they are candid and relevant.

Places and Objects

Try to pick ones that are less busy. If possible, get images with good contrast.

Once you've made your selection, there are still a few more things to keep in mind.

Pay attention to the color and tone of the stock images, try colobrate with our brand colors. Make sure they're not over or underexposed. Every image should have a touch of the Flower Chimp elements and make sure it stands out. It should look natural and not out of place or illogical. Importantly, use your artistic powers to decide.



PART 4

Application

- 4.0 Digital
 - Template & Social Platform 00
 - Co-Branding Template 00
 - Social platform look & feel 00
 - EDM Newsletter 00
- 4.1 Website
 - Website Banner 00



Template Logo Placement

One important element to think about is our template. The only items that are locked and must be placed consistently in all our marketing materials are the placements for the logo. The headline can be placed freely based on the space available and messaging needs.

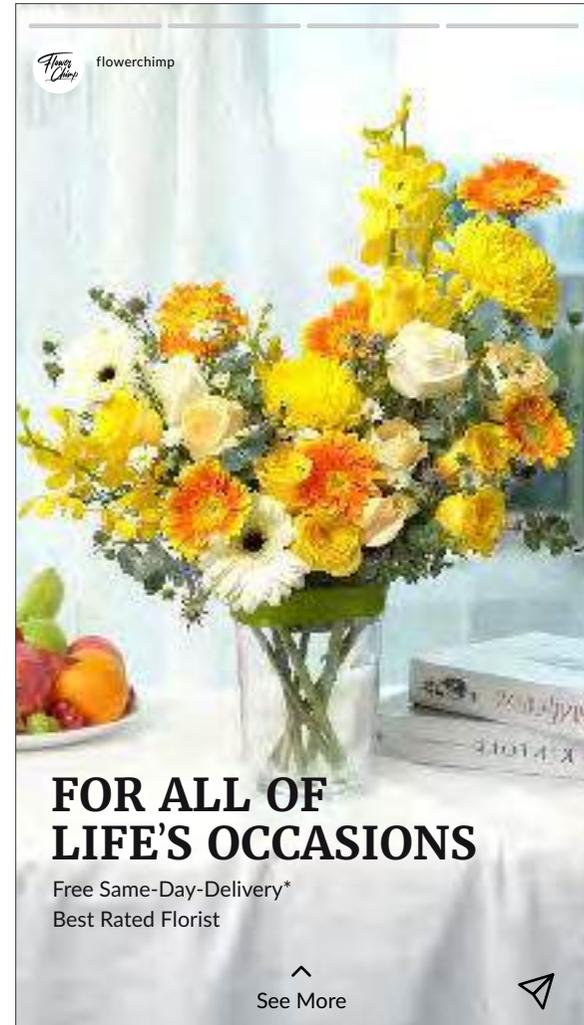
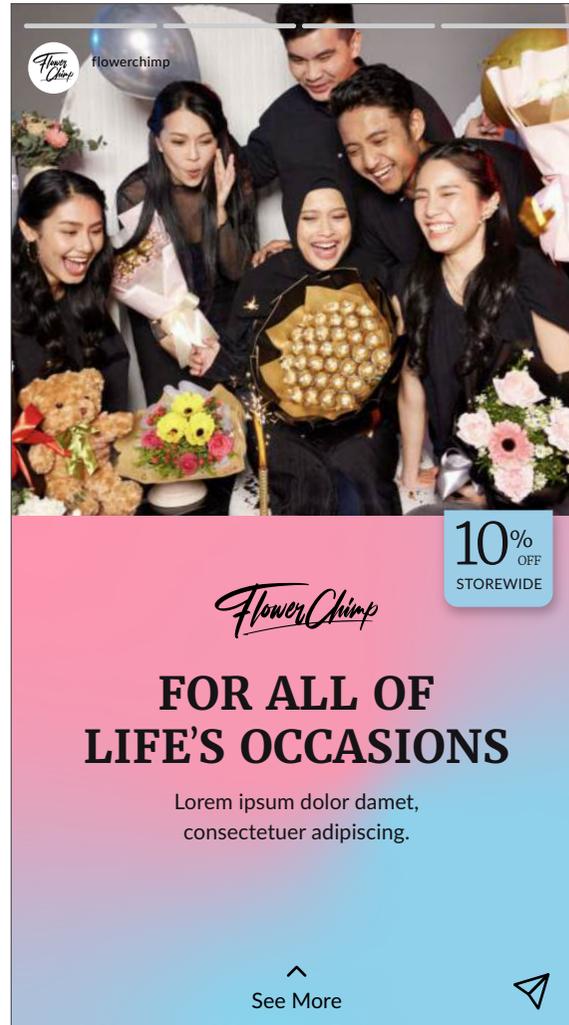
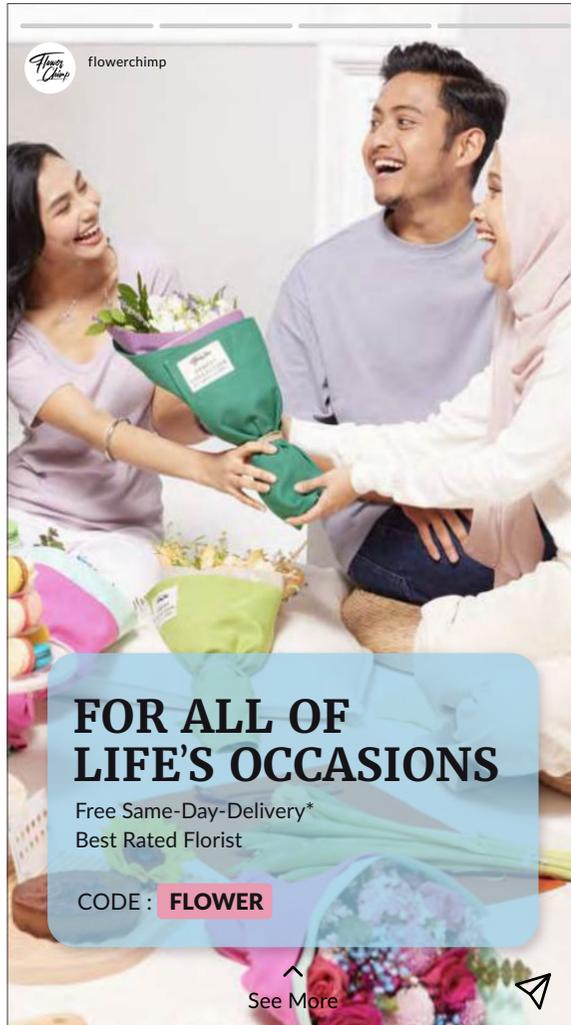
Of course we can't show every available specification, but we think you can figure it out. Just have a closer look at these examples.

Social Platform

We do a lot of our communications on social platform like Facebook and Instagram. So it helps if we can be consistent with our messaging.

Color block can be used for highlight the message and enhance the readability.

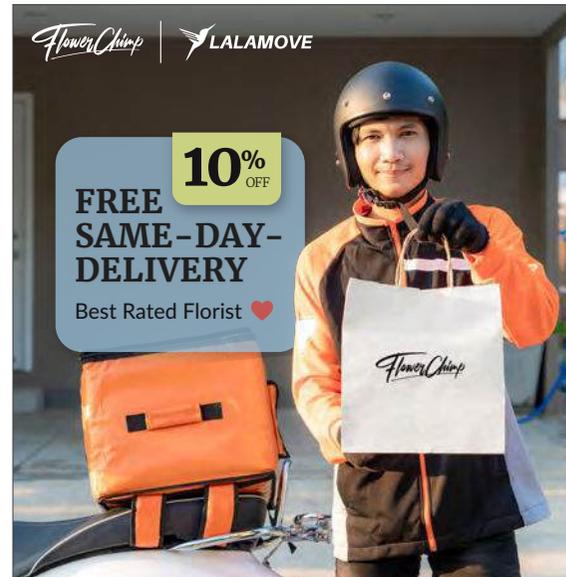




Template Co-Branding

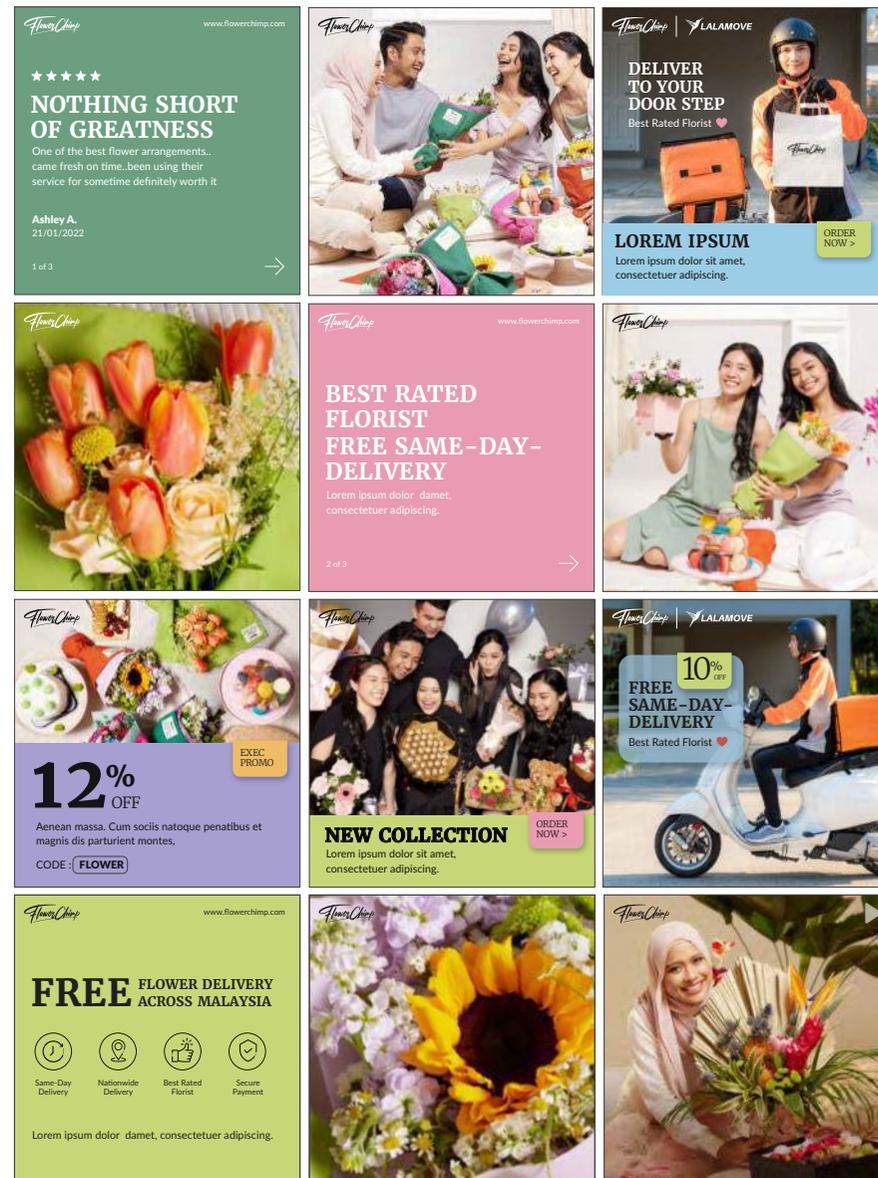
When partnering with another brand, we have to find the best way to take full advantage of the team up. If the other brand is stronger than ours, and they have their own rules, we will respect their way of doing things.

If not, you should use your judgement on how to place their logo in our communications to fit with our format.



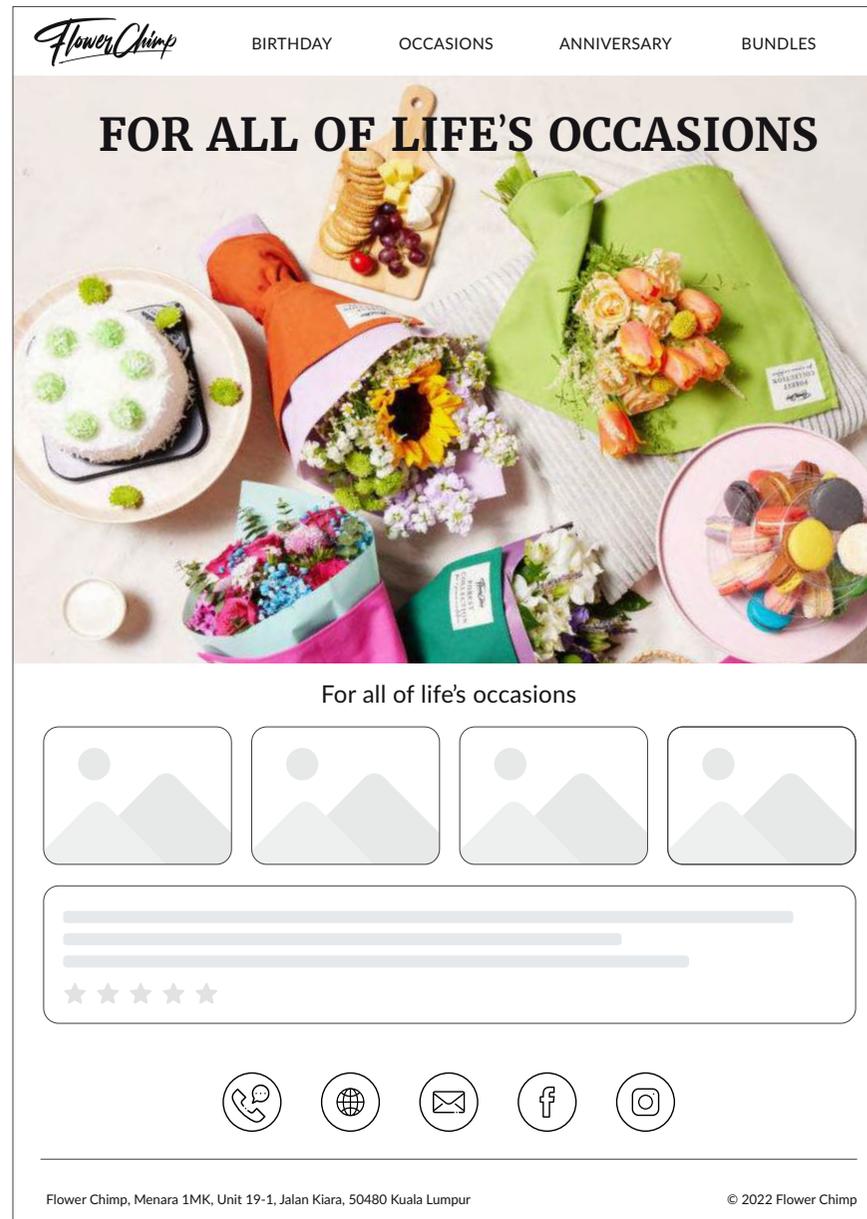
Social Platform Look & Feel

Posts help to create presence at a social platform. And so we need to make sure they are easily recognisable. The logo must always be placed at the top and here are how our social platform should look like:



EDM Newsletter

For newsletter, the only locked items is the header and footer. Make full use of the colors combination to create something eye-catching.



Header



Main Visual

Content



Footer



Website Banner

Where space is limited, color block can be used to give web banner a splash of colour.

Desktop - Full image banner

1920px X 400px



Desktop - Half image + half color banner

1920px X 400px



Mobile - banner

767px X 500px



PART 5

Brand Assets

5.0 Stationary Set

Tape	08
V-Box	09
Ribbon Tape	10
Uniform	11
Round Sticker	00
Paper Bag	00
Name Card	00
Lanyard	00



V-Box

V-Box is one of the iconic gift from Flower Chimp. It build recognition and establish a distinct image in the minds of its target audience.



Brand Assets

Always make sure that our brand are recognisable. With the help of our stationary set, it make our brand stand out.



Tape



Ribbon always make impact on the perception of the brand in the mind of the receiver. It is important to ensure that they align with brand colors.



Ribbon Tape





Uniform Set

To create a consistent and professional appearance and reinforce the Flower Chimp's brand identity.



Brand Sticker



Help customers easily identify a Flower Chimp's brand & building brand recognition & awareness.

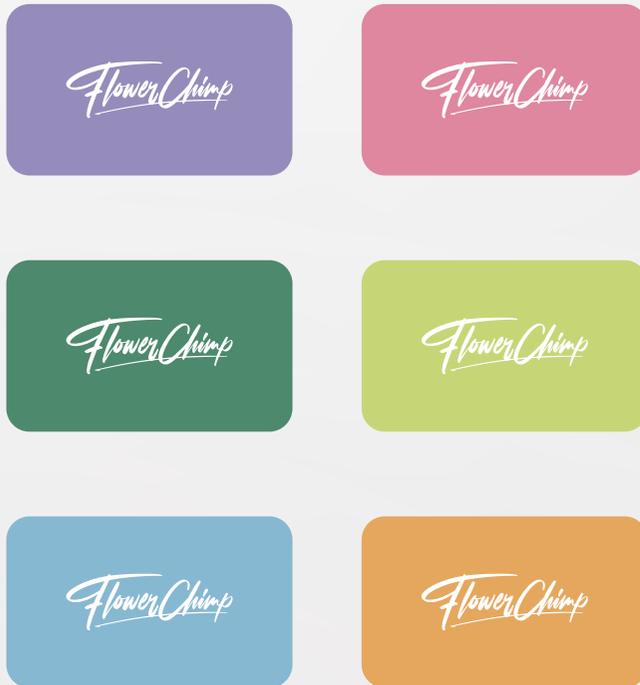
Paper Bag

The use of paper bag can help to build brand recognition and awareness, and can also provide a marketing opportunity for companies to promote Flower Chimp's products and services.



Name Card

It is essential that name cards align with brand identity to reinforce the company's visual representation and making a strong first impression.



Lanyard

This helps to promote the company's brand and build brand recognition and awareness, also be use to identify individuals and create a sense of unity and organization.



Pouch Sticker

Help customers easily identify a Flower Chimp's brand & building brand recognition & awareness.



Box Sleeve

Help customers easily identify a Flower Chimp's brand & building brand recognition & awareness.

