# Tree Water Studio



## BRAND STYLE GUIDE

Creative • Approachable • Modern • Organic

# A More Natural Tomorrow.

Tree Water Studio creates thoughtful visual experiences that help ideas grow into clear, memorable brands and digital experiences.

Creative • Approachable • Modern • Organic



## OUR PURPOSE

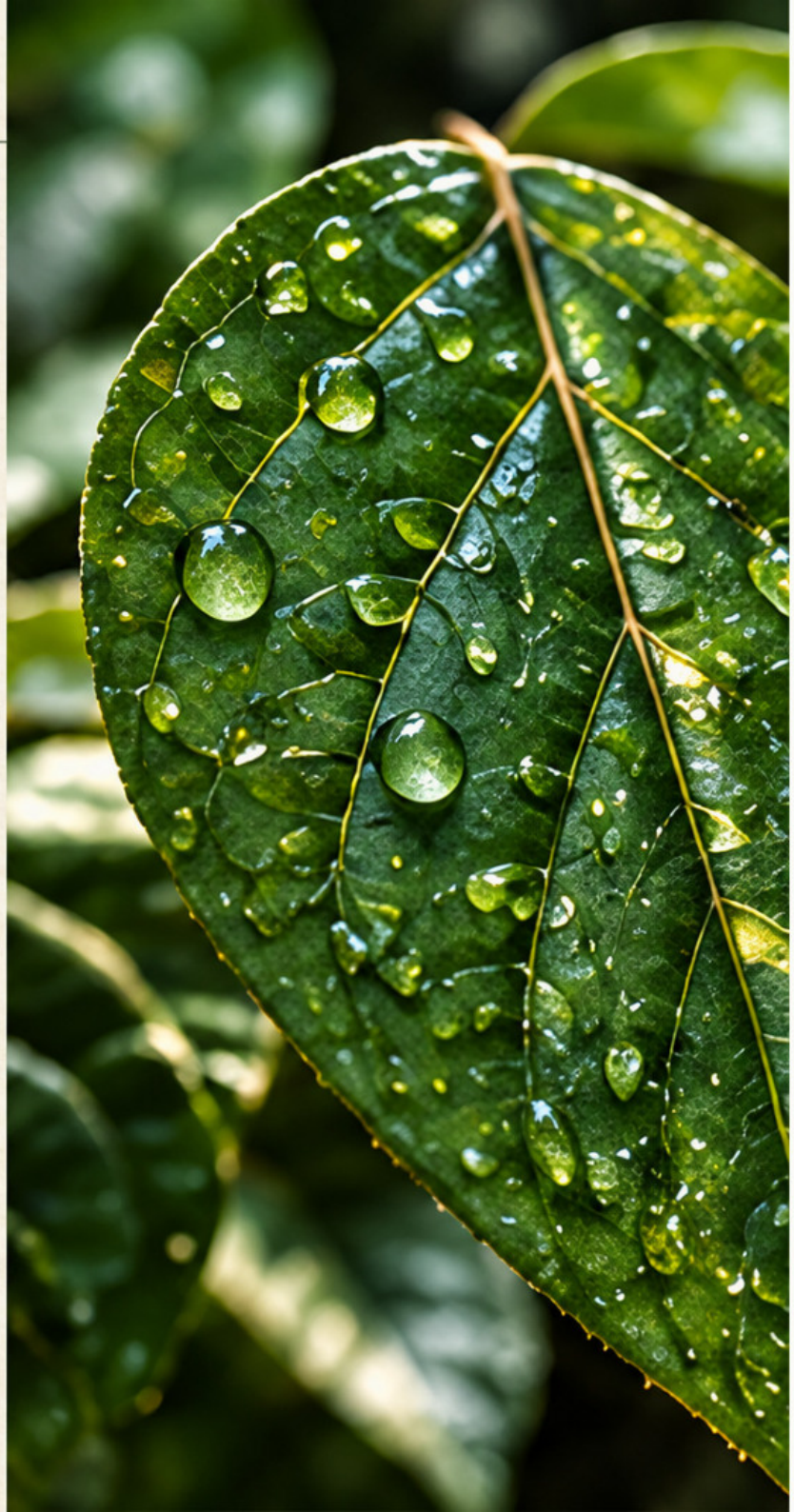
To create thoughtful visual experiences that help people, ideas and businesses grow with clarity, creativity, and purpose.

## OUR AUDIENCE

Small businesses, startups, and creative teams looking for approachable, modern design with a handcrafted point of view.

## OUR VISION

To make design feel human, useful and memorable—balancing creativity with clarity across brand, web, UI/UX, Illustration and motion.



## 04 | LOGO VARIATIONS




PRIMARY / FULL COLOR




REVERSED / WHITE




ONE-COLOR DARK



MARK ONLY




BLACK

## CLEAR SPACE

Maintain clear space equal to approximately one leaf width around the complete logo.




## MINIMUM SIZE

**Print:** 1.5 in wide

**Digital:** 150 px wide




## SCALING

Scale proportionally. Never stretch, compress or redraw the mark.

## PRIMARY COLORS

### Forest Green

HEX #557864
RGB 85, 120, 100
CMYK 38, 10, 30, 40

### Bark Brown

HEX #6B3A23
RGB 107, 58, 35
CMYK. 25, 68, 82, 41

## SUPPORTING COLORS

### Sage

HEX #9CAC99
RGB 156, 172, 153
CMYK 32, 15, 35, 5

### Mist

HEX #C703C8
RGB 199, 211, 200
CMYK. 20, 8, 20, 0

### Cream

HEX #F3F0E6
RGB 243, 240, 230
CMYK. 4, 4, 8, 0

PRIMARY TYPEFACE

# Georgia

ABCDEFHUJKLMOPQRRSTUVWXYZ
abcdefghijjklmooprstuwwxyz
0123456789 !?&@#$%

WEIGHTS

Regular

*Italic*

**Bold**

***Bold Italic***

SUPPORTING TYPEFACE

# Raleway

ABCDEFGHUJKNOPBRRSTUVWXYZ
abcdefgiijjklmooprstuwwxyz
0123456789 !?&@#$%

WEIGHTS

Light

Regular

**Semibold**

**Bold**



# Natural. Authentic. Textured.

We use natural light, real environments and organic materials to create a warm, genuine and clean presentation.









**AUTHENTIC**
Warm, natural and genuine.

**TEXTURED**
Organic materials and real environments.

**CLEAN**
Uncluttered and intentional.

**CONSISTENT**
Muted, earthy tones that match our palette.

## 09 | BRAND APPLICATIONS



# Organic Forms

Our graphic elements are inspired by leaves, water, and natural forms. They add subtle visual interest while keeping the focus on content.









# Clear. Friendly. Thoughtful.

Our voice is down-to-earth, helpful and optimistic. We communicate with clarity, avoid jargon and focus on real solutions.



## WE ARE

- Creative
- Approachable
- Modern
- Organic
- Helpful
- Honest
- Optimistic

## WE ARE NOT

- Corporate
- Overly technical
- Trendy for trend's sake
- Complicated
- Pretentious
- Pushy
- Inconsistent

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# Let's Create Something Meaningful.

We'd love to hear from you. Whether you have a project in mind, a question or just want to say hello, we're here to connect.

**EMAIL**
melissa@treewater.studio

**WEBSITE**
www.treewater.studio

**FOLLOW**
@treewaterstudio

NATURAL IDEAS. BRIGHTER TOMORROWS.