



COSMOS FLORAL

STYLE GUIDE

INSPIRATION

Moodboard

Creative Thinking

VISUAL

Logo

Color Palette

Typography

Icon/Graphic Elements

Patterns

Photo Treatments

ACTIVATION

Social Media

Merch Mock-ups

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INSPIRATION



Surreal

Dreamy

Lush

Playful

Cosmic

Artful





Surreal Blooms

The visuals are all about leaning into surrealism, playfulness and cosmic motifs to create a unique brand. Photography can lean more into whimsy or feel almost like galactic photography. Concepts could be about using florals in unique ways but still be grounded in beauty.

VISUAL

COSMOS
FLORAL

The image displays the primary logo for 'COSMOS FLORAL' in a stacked format. The text is rendered in a dark brown, elegant serif font. The word 'COSMOS' is positioned on the top line, and 'FLORAL' is on the bottom line. A stylized, line-art illustration of a cosmos flower is integrated into the letter 'O' of 'COSMOS'. The flower has multiple layers of petals and a detailed center, and it is oriented horizontally, appearing to be part of the letter's structure.

COSMOS
FLORAL

COSMOS
FLORAL

COSMOS
FLORAL

COSMOS
FLORAL

VISUAL

LOGO | COLORS | HORIZONTAL

COSMOS FLORAL

C  S M O S F L O R A L

C  S M O S F L O R A L

C  S M O S F L O R A L

C  S M O S F L O R A L

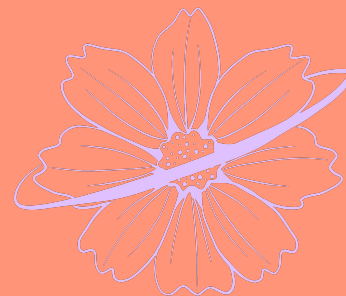
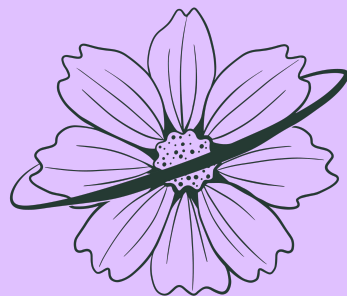
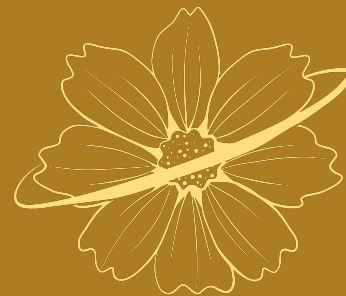


Cosmos in Orbit symbol- this cosmos flower had a ring of 'orbit' around it emphasis the celestial nature. In the center, dots mirror the stars.

VISUAL

LOGO | COLORS | ICON

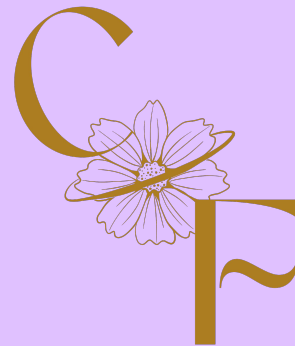
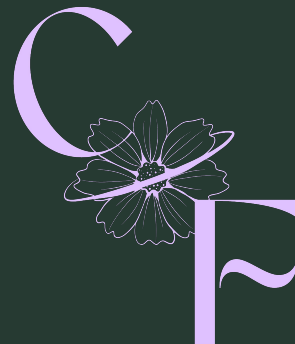
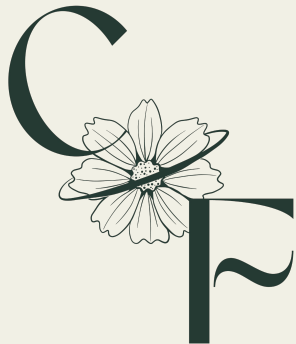
COSMOS FLORAL



VISUAL

LOGO | COLORS | INITIALS

COSMOS FLORAL



VISUAL

COLOR PALETTE

COSMOS FLORAL

CARNATION ORANGE
#FF9678

DAISY WHITE
#F2F1E6

LILY PINK
#EF8989

DAFFODIL YELLOW
#FFE080

HYACINTH BLUE
#A5D6D0

ZINNIA GREEN
#9CA157

SOIL BROWN
#68403C

LILAC PURPLE
#E1C2FF

CURRANT RED
#72242B

MEDALLION YELLOW
#AE7D22

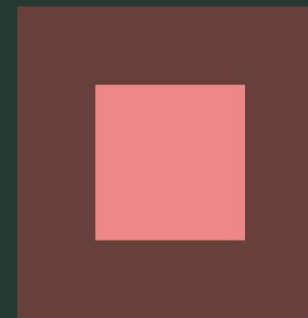
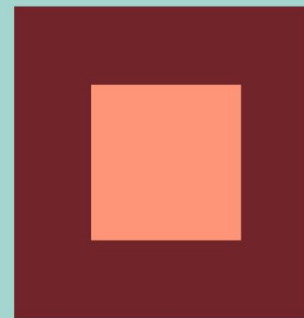
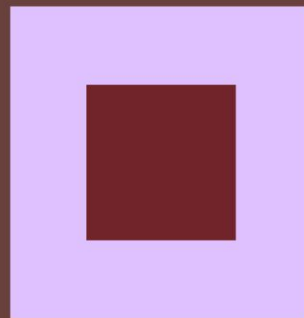
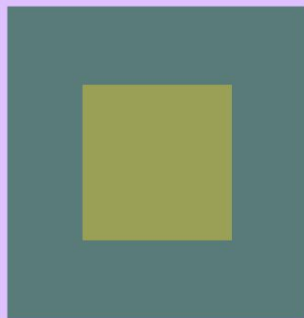
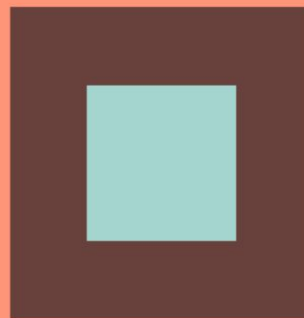
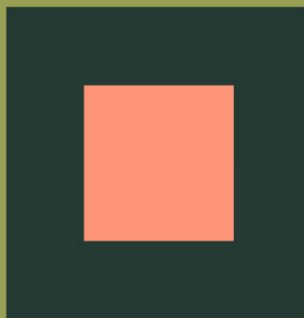
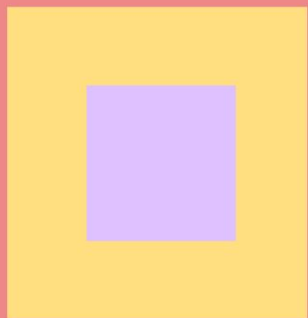
RAIN GREY
#597C7A

JUNIPER GREEN
#253A32

VISUAL

COLOR PALETTE | RELATIONSHIPS

COSMOS FLORAL



YOUR HEADLINE FONT IS
FRENCH CHATEAUX REGULAR.

Primary Font

Your Subhead Font Is
Arthead Regular.

Secondary Font

Your body font is Anisette Std Petit
Light. Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat

Body Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z

Uppercase

PRIMARY FONT

FRENCH
CHATEAUX
REGULAR

Primary Font

a b c d e f
g h i j k l
m n o p
q r s t u v
w x y z

Lowercase

1 2 3 4 5 6 7 8 9

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

Uppercase

SECONDARY
FONT

Arthead
Regular

abcdefghijklmnop
qrstuvwxyz

Lowercase

1 2 3 4 5 6 7 8 9

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

Uppercase

BODY FONT

Annisette
STD Petite
Light

abcde
fghijkl
mnop
qrstuv
wxyz

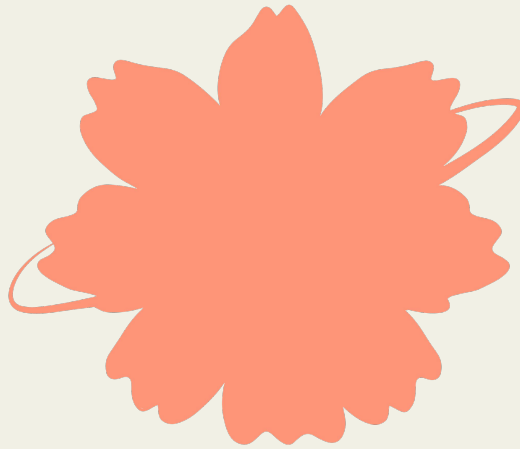
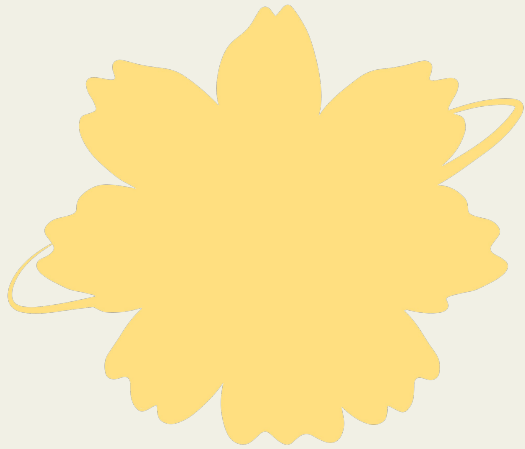
Lowercase

1 2 3 4 5 6 7 8 9

VISUAL

SHAPES

COSMOS FLORAL

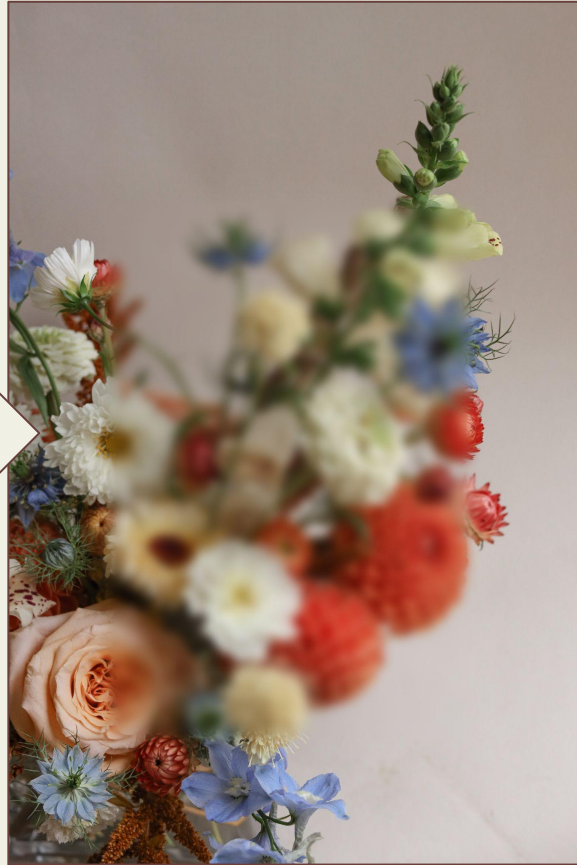


VISUAL

PATTERNS

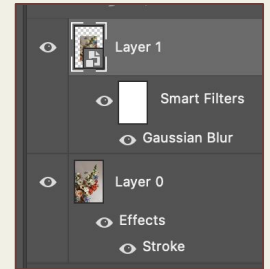
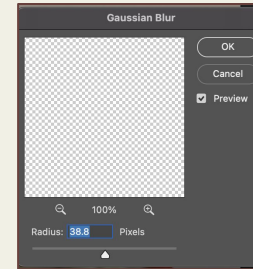
COSMOS FLORAL



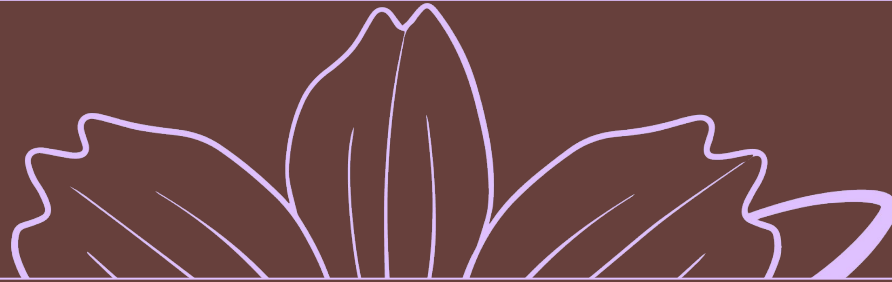


When using photos for backgrounds/treatments- you can add a cut-out blur effect in photoshop.

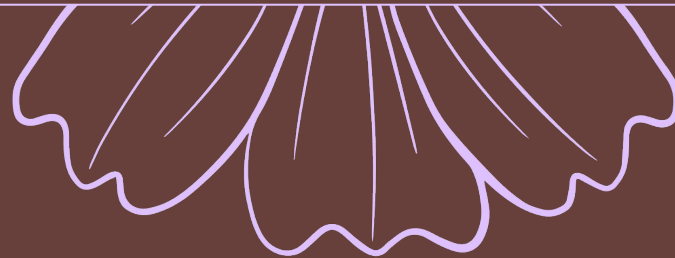
1. Outline a section of the photo using the box magic wand. Cut, copy, paste to put the square on a new layer.
2. Add a gaussian layer:



3. If needed a 1pt stroke around the cut-out.

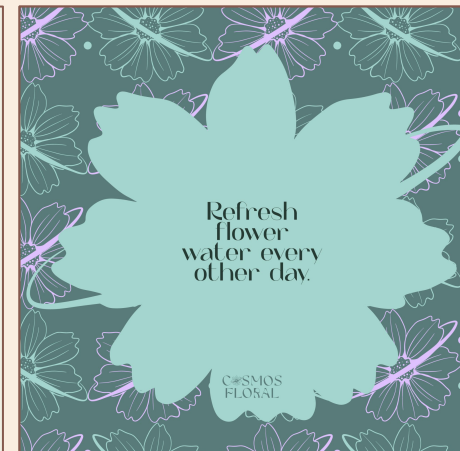
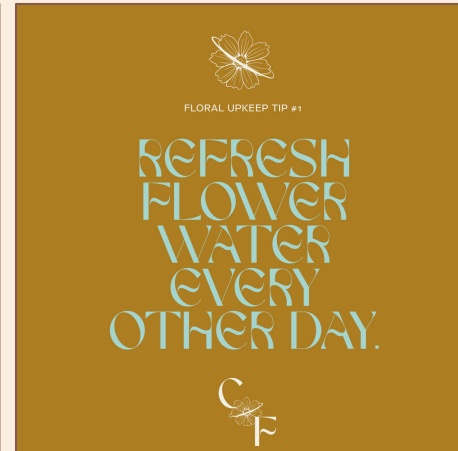


ACTIVATION











FLORAL UPKEEP TIP #1

REFRESH
FLOWER
WATER
EVERY
OTHER DAY.



FLORAL UPKEEP TIP #1

Refresh
flower
water every
other day.

COSMOS FLORAL



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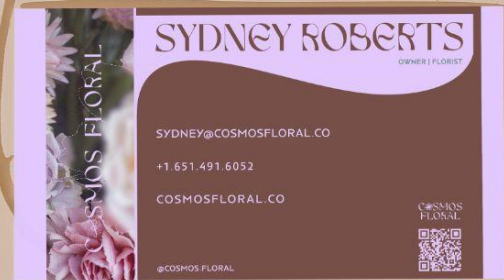
COSMOS FLORAL



FLORAL UPKEEP TIP #1

REFRESH
FLOWER
WATER
EVERY
OTHER DAY.





ACTIVATION

BOUQUET WRAPPING PAPER

COSMOS FLORAL



ACTIVATION

MERCH MOCKUPS

COSMOS FLORAL





STYLE GUIDE

DOWNLOAD