

MY BUD VASE™

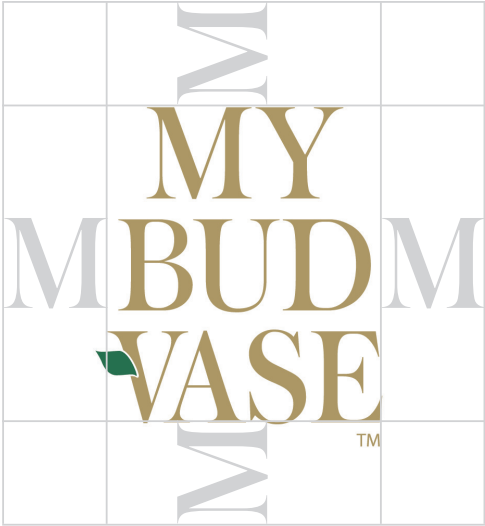
Brand Guidelines

GRAPHIC STANDARD STYLE GUIDE • V2 • SPRING 2017



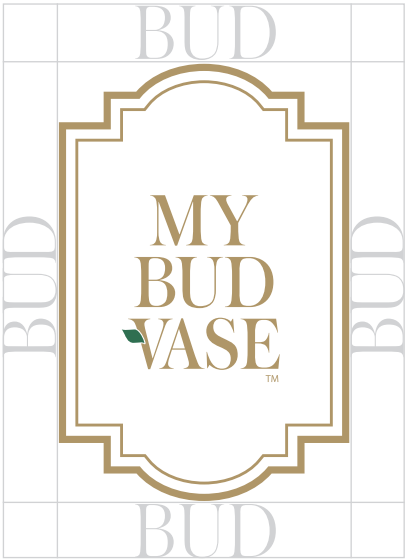
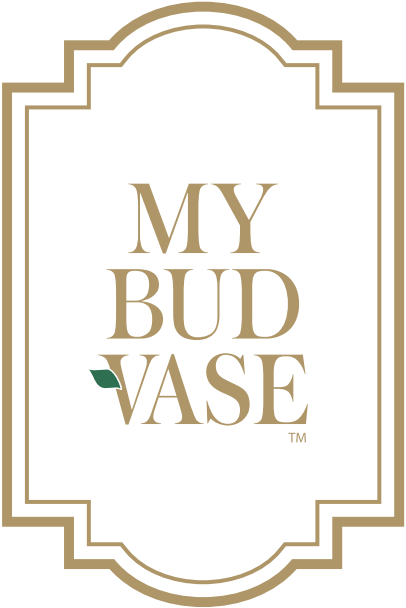
Logo Usage

PRIMARY LOGO



USE THE "M" AS CLEAR SPACE

SECONDARY LOGO



USE THE "BUD" AS CLEAR SPACE

Logo Usage | Primary



GOOD
Acceptable
Treatments



2-COLOR STANDARD LOGO



1-COLOR BLACK LOGO



WHITE BOX LOGO



BAD
Un-acceptable
Treatments



DON'T ALTER COLORS



DON'T ADD ANY EFFECTS



DON'T SKEW LOGO

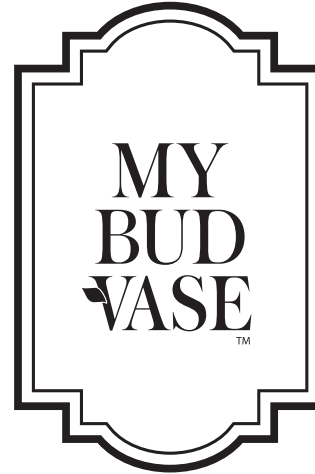
Logo Usage | Secondary



GOOD
Acceptable
Treatments



2-COLOR STANDARD LOGO



1-COLOR BLACK LOGO



HIGH CLASS GLASS

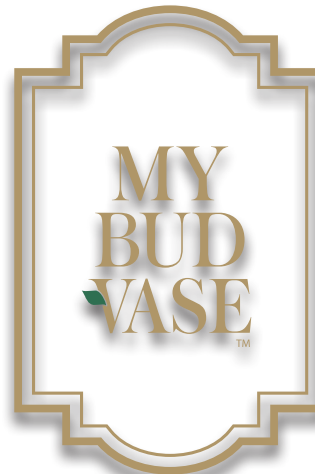
TAGLINE LOGO



BAD
Un-acceptable
Treatments



DON'T ALTER COLORS



DON'T ADD ANY EFFECTS



DON'T SKEW LOGO



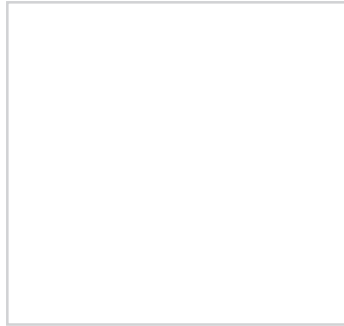


Colors



**PANTONE
PROCESS BLACK C**

CMYK: 70, 50, 30, 100
RGB: 0, 0, 0
HEX: #000000



**PANTONE
WHITE C**

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



**PANTONE
555 C**

CMYK: 80, 17, 76, 51
RGB: 40, 114, 79
HEX: #28724F



**PANTONE
7503 C**

CMYK: 10, 15, 50, 29
RGB: 168, 153, 104
HEX: #a89968



Font Usage

Avenir Black

Avenir Medium

Avenir Book

Use this typeface for standard paragraph copy, web copy, print copy. Use Avenir Black for campaign headlines i.e. web hero banners.

Austin Semibold

Austin Medium

Austin Light

This typeface can be used for headlines, taglines, and large copy.

Lavenderia Regular

Lavenderia Delicate

This typeface can be used for headlines, taglines, and large copy.

MY
BUD
VASE™



Taglines

Highly Recommended

Higher (re)Purpose
Stay Incognito
High Class Glass

Highly Recommended

Own an object worthy of high praise.

And you thought it was just a one-of-a-kind flower holder.

High Class Glass

The finest flower arrangements ever.

Is it a vayce or a vahz?
It's all that. And more.

Higher (re) Purpose

Make new arrangements...

Recreational Creations

A highlight in any decor

Bringing the art of flower arranging to a whole new level.

Your flowers never looked better.

Vintage Meets Visionary

High quality

Floral form and function.

Face to Vase (Viz à Vase)

High fashion

Twenty-first Century Floristry

The fine art of canniflage

High style

Inimitable. Unparalleled. And really, really cool.

Best. Flower. Show. Ever.

It's not your Grandmother's vase
(Although that's also a real possibility)

Glass in a Class of its Own

For more examples and information, please visit: MyBudVase.com/pages/media

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