



# Brand Guidelines.

Spring 2024

# **Our Mission:**

**Bring joy to our communities.**

**Provide a unique experience.**

**Wow people with the extraordinary  
beauty of flowers.**

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# Welcome to Our Company Brand Guidelines.

## General Guidelines.

Official Company Name: Wicked Tulips, LLC  
Official Name of Attraction: Wicked Tulips Flower Farm

When referring to the company and/or the attraction, the first letter of each word is ALWAYS capitalized.

Example: Wicked Tulips

Wicked Tulips should NEVER be referenced in the following ways:

Wicked Tulip	Wicked Tulip Flower Farm
Wicked Tulips'	Wicked Tulips' Flower Farm
Wicked Tulips Flowers	Wicked Tulips Farm

Wicked Tulips is a singular proper noun, as it is the formal name of a company. Therefore, always use singular verbs when referring to Wicked Tulips and Wicked Tulips Flower Farm.

Correct: Wicked Tulips is returning for another season.

Incorrect: Wicked Tulips are returning for another season.

Do NOT make Wicked Tulips possessive unless it is grammatically appropriate.

Example: Wicked Tulips' audience.

## General Guidelines Cont.

Wicked Tulips adheres to AP Style Guidelines. Website, social media posts and all signage should follow these guidelines.

When referring to the day/time of an event:  
Do NOT abbreviate days of the week.  
Use colon to separate hours from minutes and periods between a.m. and p.m.  
Do NOT capitalize a.m. and p.m.

When referring to time of day, use the words noon and midnight instead of 12:00 p.m. and 12:00 a.m.

ALWAYS use a single space between the time and a.m. and/or p.m.

Avoid redundancies.  
Correct: Monday, 1:30 p.m.  
Incorrect: Mon. 10 A.M. in the morning

When referring to a date and/or time range:  
Use open dash to indicate range (space on each side of dash)  
Use 2-digit year in both sets of dates  
Correct: 12/31/18 - 3/6/19  
Incorrect: 12/31-3/6

When referencing pricing:  
Use the dollar sign (\$) directly in front of all prices. Always use both dollars and cents.  
Avoid redundancies  
Correct: Standby tickets are \$20.00. Online pricing: \$14.95  
Incorrect: Standby pricing is \$20 dollars

When referencing age range:  
Use a closed dash (no space) when referring to age ranges.  
Correct: Children ages 4-11  
Incorrect: Children ages 4 - 11

When referring to a new location or event do NOT use "first annual". The first year is the inaugural year. Following years/seasons are annual (second annual, third annual, etc.).

## Tone and Voice.

**ALWAYS speak directly to Wicked Tulips' target audience - families. When promoting Wicked Tulips it is critical to convey the appropriate tone and voice of the company and the uniqueness of the experience.**

**Wicked Tulips Flower Farm is:**

**unforgettable - family-friendly - breathtaking - happy**

Wicked Tulips boilerplate:

Wicked Tulips is an awe-inspiring opportunity to witness the magic of nature brought to life each spring.

Secondary Wicked Tulips boilerplate:

Wicked Tulips Flower Farm was founded by Jeroen Koeman, a Dutch transplant who was looking for ways to bring his family's tulip business to his new home in America. Partnering with his wife, Keriann, the two opened the country's first U-Pick tulip farm with the aim of sharing the extraordinary beauty of nature with others. Wicked Tulips is now a much-anticipated spring experience with three locations across New England.

# Logo.

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Do NOT crop logo, change font or typeface, distort, change color, or alter Ice Castles logo in any way.

NEVER use a blurry or pixelated logo.

Logo MUST be visible in its entirety.

Logo should NOT be positioned in a way that associates it with any non-Ice Castles imagery.

Logo on white background should NEVER be used on a dark-colored background.

ALWAYS use white logo when placed on a dark-colored background.

Do NOT grayscale the logo.

Do NOT angle logo.

Do NOT add location to logo.

Do NOT change logo font.

Do NOT distort logo. Always resize to scale.

Do NOT alter logo color.



Logotype.

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Logo with Tagline.

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The Logo Title (Vertical).

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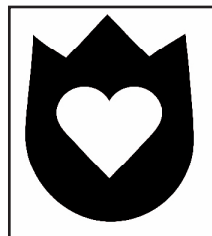
The Logo Title (Horizontal).

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Dark and Light

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# Typography.

## Typography. Primary Typeface: Headings

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Libre Baskerville (Regular)

Aa

## Typography. Secondary Typeface: Body

Open Sans (Regular)

AaBbCcDd EeFfGgHh  
0123456789  
+;%@\*

## Typography.

### Primary Typeface Weights

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**Regular.** AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)

**Italic.** *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)*

**Bold.** **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)**

# Color Palette.

## Color Palette. Primary Color System

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### Orange



CMYK 13.71/68.3/87.32/2.18    RGB 209/108/58  
Pantone PMS9241                    HTML #d16c3a

### Green



CMYK 82.35/34.16/82.1/23.32    RGB 44/109/72  
Pantone PMS9241                    HTML #2c6d48

## Color Palette. Secondary Color System

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### Black



CMYK 3/15/13/0                    RGB 243/217/209  
Pantone PMS9241                    HTML #F3D9D1

# Social Media Guidelines.

## Social Media Hashtags:

Hashtags should ALWAYS be used to identify images of Wicked Tulips and create brand association.

#wickedtulips

## Website URL:

URL should always be written without https:// or www. Website URL should always be written in lowercase letters only. Do not capitalize the W, the T, or the full URL.

Hyperlink should direct to homepage or location-specific page.

Correct: [wickedtulips.com](https://wickedtulips.com)

Incorrect: [www.wickedtulips.com](https://www.wickedtulips.com), [WickedTulips.com](https://WickedTulips.com)  
[WICKEDTULIPS.COM](https://WICKEDTULIPS.COM)



# Photography and Video Guidelines.

Media photos and/or video clips provided by Wicked Tulips are copyrighted. Permission to use copyrighted media for print, digital, broadcast, social media and/or promotional purposes must be approved by Wicked Tulips and expressed in writing. Wicked Tulips requires that all copyrighted materials be appropriately credited to the photographer and/or Wicked Tulips.

Ensure all images and video are crisp and no pixelation has occurred during resizing.

Photos and/or video clips provided by Wicked Tulips are authorized for use during the life of your project. Do not use outdated photography or video. Please request new photos/video clips if digital resolutions change and/or higher quality and resolution is needed.

Contact email address:

Press: [press.wickedtulips@gmail.com](mailto:press.wickedtulips@gmail.com)

