



B R A N D B O O K

A photograph of two women in a garden setting. The woman on the left is wearing a leopard-print dress and a light-colored cardigan, looking at a smartphone. The woman on the right is wearing a white polo shirt and dark overalls, holding a basket of potted plants. The background shows rows of plants in a garden. The entire image has a green tint.

Plant Lovers Community

## 1.1: OUR STORY

TUILLY believes that many people are looking for a great marketplace to buy or sell plants and plant accessories. Plant lovers are looking for a convenient and practical solution to their problems. They want to connect to a community where they can buy, sell and communicate with other people who share their passion for plants. That's why TUILLY was created. We want to build a safe, widespread marketplace for our customers to feel comfortable doing what makes them happy.



## 1.5: STORIES

A simple way to explain how customers benefit from TUILLY

A woman in her thirties who was looking for a lot of different plant accessories to decorate her plants at home decided to make a purchase from us.

A man in his forties who was interested in buying a lot of different plant accessories managed to find our marketplace.

A man in his late forties who managed to buy a lot of plants and plant accessories to decorate his greenhouse.

A woman in her forties wanted to start her own business as a florist where she could sell a lot of plants.

A woman who has been looking for a plant shop where she could buy plants that weren't very pricey.

A woman who wants to buy and sell plants but can't find the right marketplace for the job.

A man in his thirties managed to start a business where he could sell many different types of plants.

A woman who lives far away from the nearest florist shop and is looking for a way to buy plants for her garden.

A man who was looking for a marketplace where he could learn as much as he could about different plants.

## 1.5: PROOFS

Proofs that support our claims.

A man who bought a lot of plant accessories to decorate his plants at home.

A man in his forties who managed to find the best marketplace to sell a lot of his plant accessories.

A woman who could pick up her purchase for weeks was thankful that her plant wasn't damaged thanks to our great packaging.

A woman who bought a lot of plants and started her own business as a florist.

Two girls who wanted to buy their mom who loves plants a special gift. They purchased something from us.

A woman who decided to become a regular buyer due to her plant purchase arriving on time and in great condition.

A man in his thirties who started his own business where he can sell different types of plants.

A woman who was looking for the perfect marketplace where she could connect with many other people who shared her passion.

A man who managed to learn a lot of information about how many different types of plants there are.

## 1.7: PHOTOGRAPHY DIRECTION

The photography used should convey foremost plants and people and their love for plants, Secondly TUILLY is about community, that should be clear through the images used. When needed there should be an 83% green mask over all photography of users or professional.



2.4:  
LOGO  
VERSIONS



## 2.6: WATERMARK

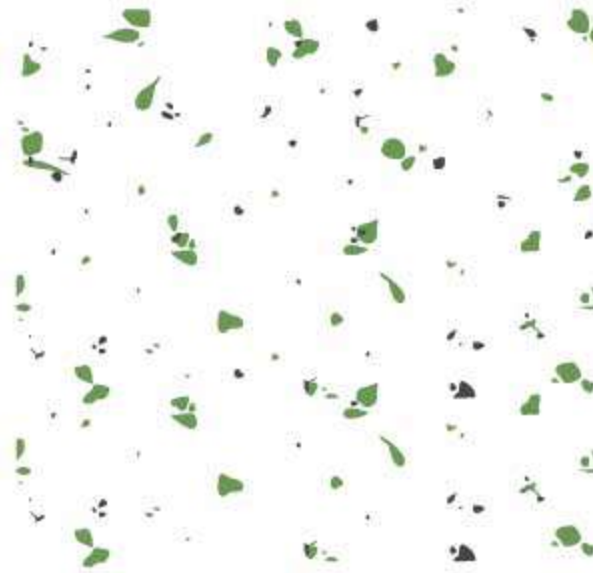
The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

The watermark pattern is formed by a series of leaves.

It can be used for example:

- Folder interiors
- Envelope interiors
- Presentations
- Wall imagery
- Packaging





## 3.1: COLOR PALETTE

Color can influence decision making as well as increase trust for a brand. The colors that have been selected coincides with the brand story of ethics, integrity, technology, and hope for making the world of technology and mankind better.

### Green

Green is the color of life. It is associated with nature, health, growth, and prosperity. It represents hope for a better future.

### Black

Black is associated with boldness, formality, strength, luxuriousness, and seriousness.

### Gray

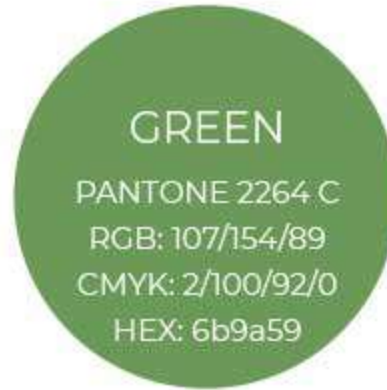
Gray is a sophisticated color that represents smarts, wisdom, and intelligence.

### White

White represents purity, cleanliness, and integrity. White shouldn't be underestimated.

Brand Coverage Percentage:  
Primary 15% (Green and Dark Grey),  
Secondary 75% (Gray and White),  
Copy 5% (Black and Gray), and  
Accent 5% (Blue).

### PRIMARY



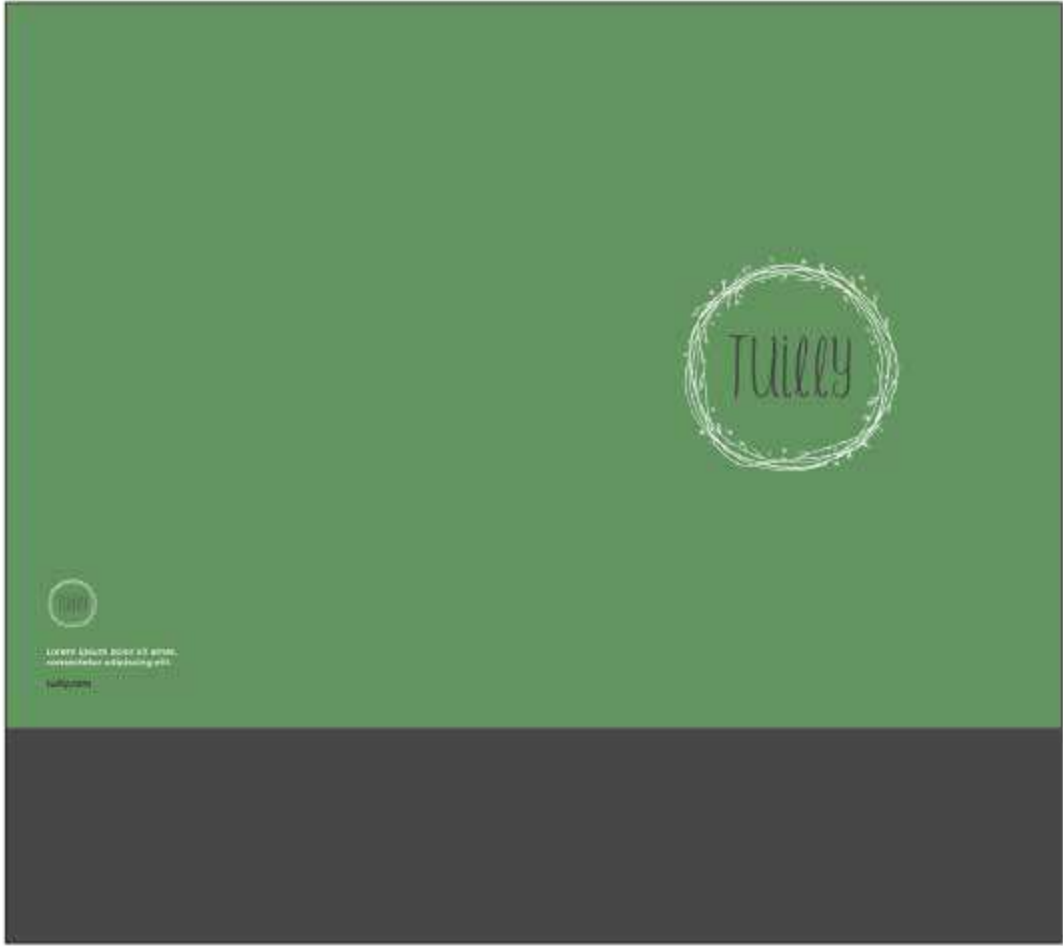
### COPY



### BACKGROUND



4.8:  
POCKET  
FOLDERS





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