

GAIA  ART

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## Brand Beginnings



**Gaia Art was founded in 2020** by an artist, activist, and environmentalist, Iris Hills. After rekindling her love for painting in 2017, Iris started an afterschool program for young artists to explore their creative side. Iris realized that many artist quality art supplies were full of toxic and synthetic materials.

She wanted to find **100% non-toxic**, yet high-quality art supplies to not only use for herself, but also for the young aspiring artists she was teaching. It became her mission to create all-natural eco-friendly art supplies with eco-friendly packaging so parents, teachers, and artists could be creative without endangering the earth or their health.



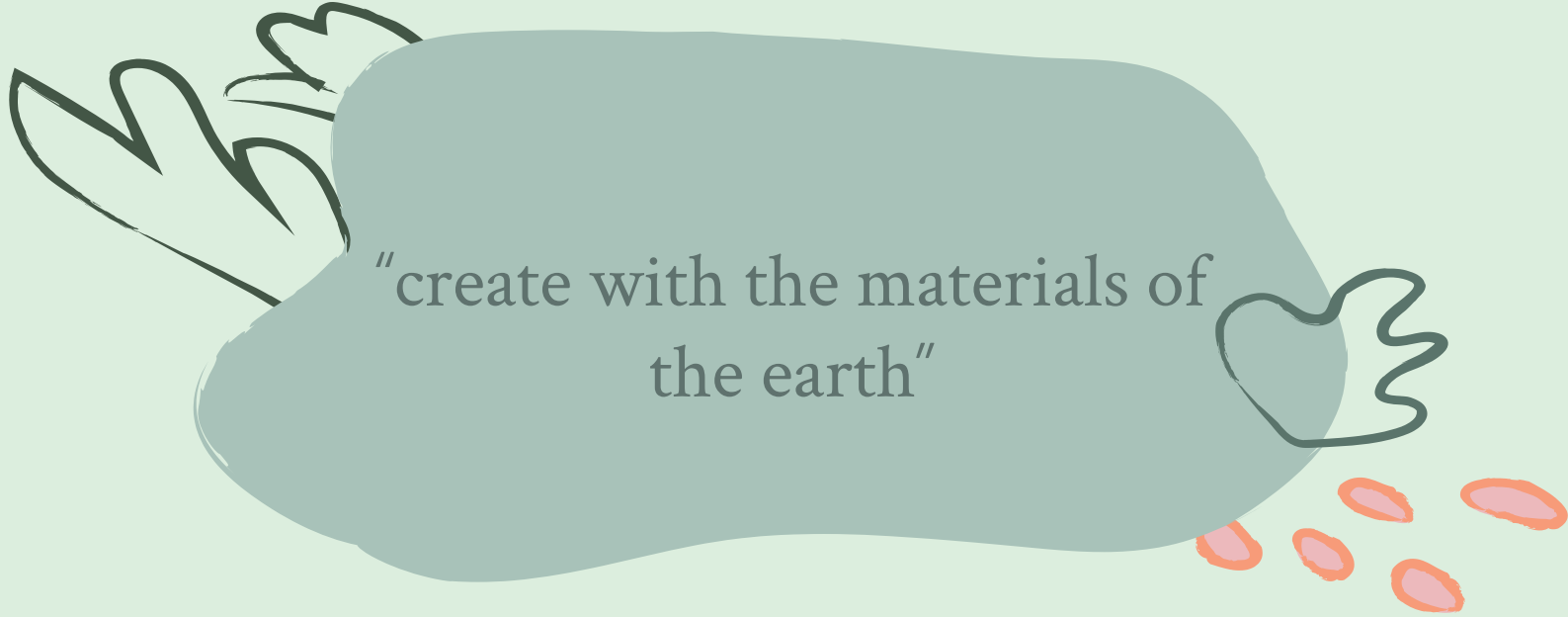
The background is a light mint green. It features several abstract, hand-drawn organic shapes. At the top left, there is a dark teal, irregular loop. To its right is a smaller, bright orange, teardrop-shaped loop. In the center, there is a large, muted teal, irregular blob. At the bottom left, there is a long, thin, bright orange, wavy line that curves upwards. The text 'Mission Statement' is written vertically on the left side of the page.

## Mission Statement

Since the earth has gifted us with the materials to make beautiful art we are committed to giving back and creating a sustainable future.

We believe that the best art comes from those who are connected with Gaia, our Earth Mother. She is all, the very soul of the earth. She is a goddess who, by all accounts, inhabits the planet, offering life and nourishment to all her children.

## Our Tagline



# Personality



## Natural

We are dedicated to only using natural ingredients and helping the earth through our eco-friendly packaging. Much of the imagery consists of paint textures and natural powders



## Youthful

We showcase many artworks from kids using the paint and artists who love the products. We love using light colors and playful illustrations to cater to our younger audiences.



## Down to Earth

At Gaia Art, we opt for a warm inviting aesthetic tone rather than a polished or glamorous one. We use relatable imagery and language that doesn't take itself too seriously.

## Brand Voice



### *Promises*

We promise to always put the earth first and give our customers quality products while also keeping mother nature safe.



### *Values*

We value sustainability and connecting with Gaia through art.

# GAIA ART



01

**All Natural**

We emphasize being **all-natural** and one with the earth. We go for earth tones with pops of color to mimic the colors of the nature.

+

02

**Kid Friendly**

**We market to parents and kids.**  
We highlight the dangers of non natural paint. We want parents and educators to feel good about using our products.

+

03

**Eco Friendly**

We partner with other organizations that have a sustainable business model. At Gaia Art, we also make an effort to use **eco-friendly packaging**



## Logo



While our primary logo has our full name we use the singular iconographic logo a great deal. This logo is used on all our packaging and most of our social media posts and marketing. Because the logo is so iconic on its own we only use the full primary logo on our website and horizontal banners and posters.



Full Color

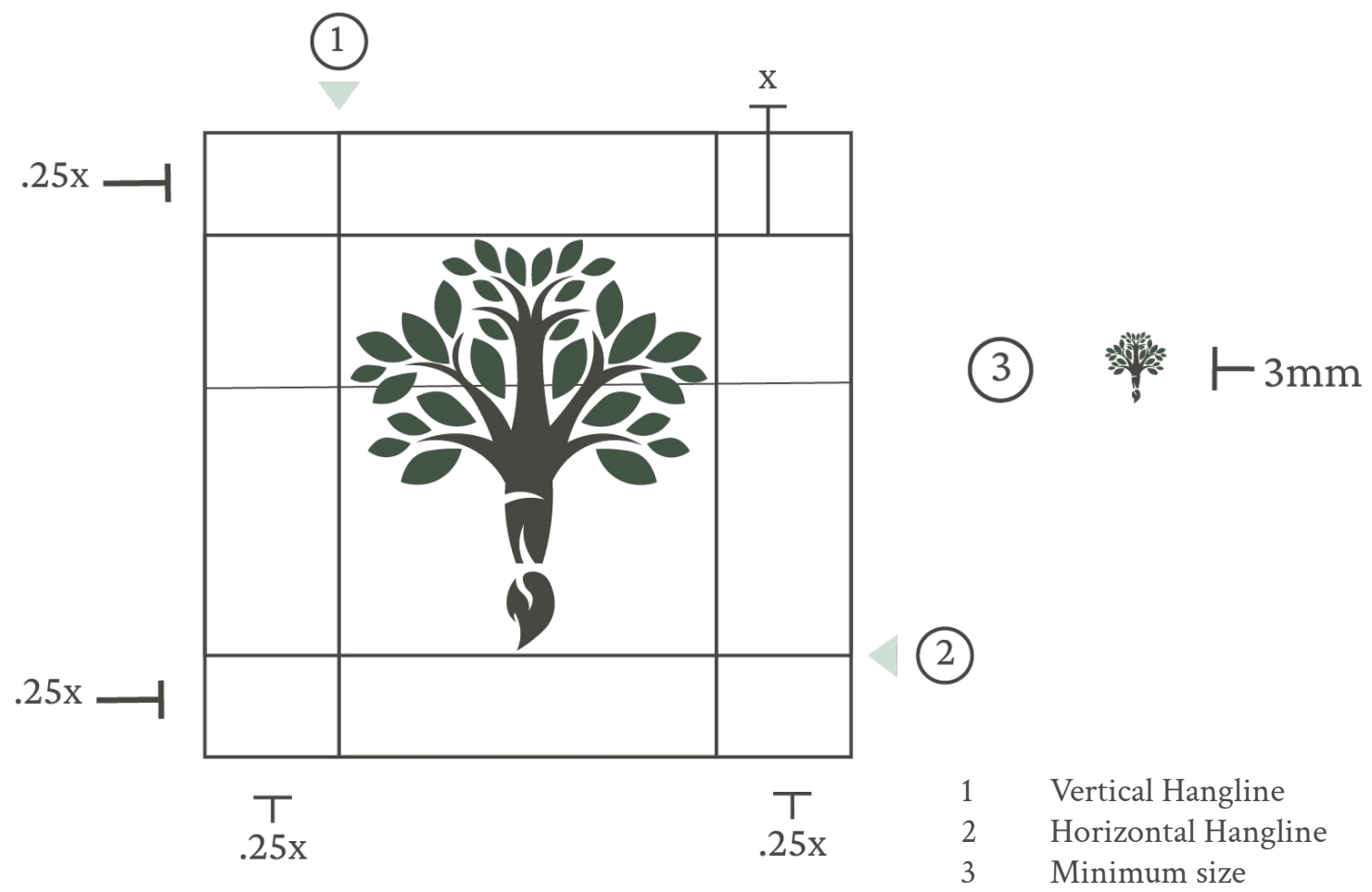


Dark Mode



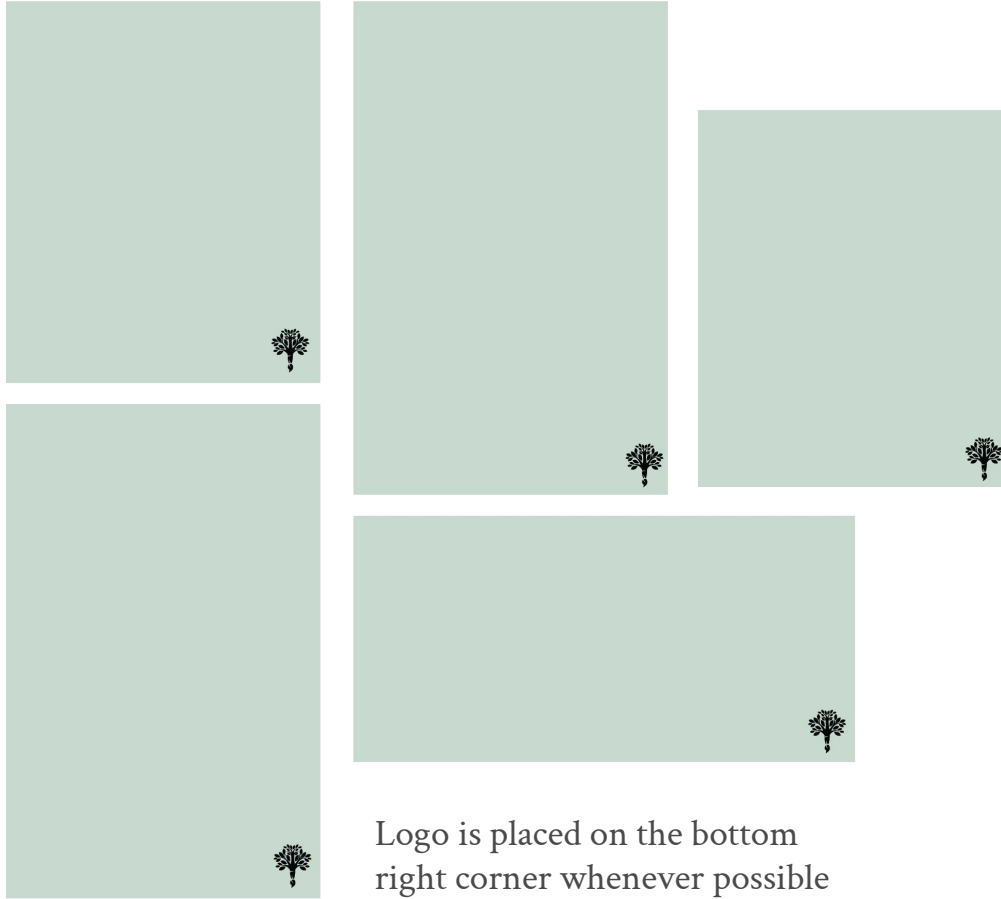
B&W

# Logo Dimensions

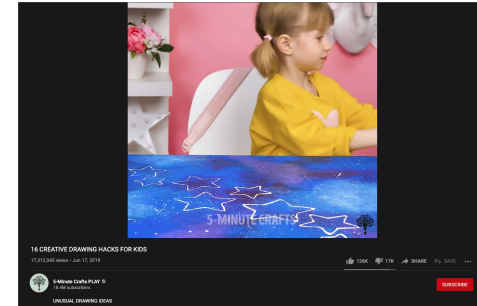
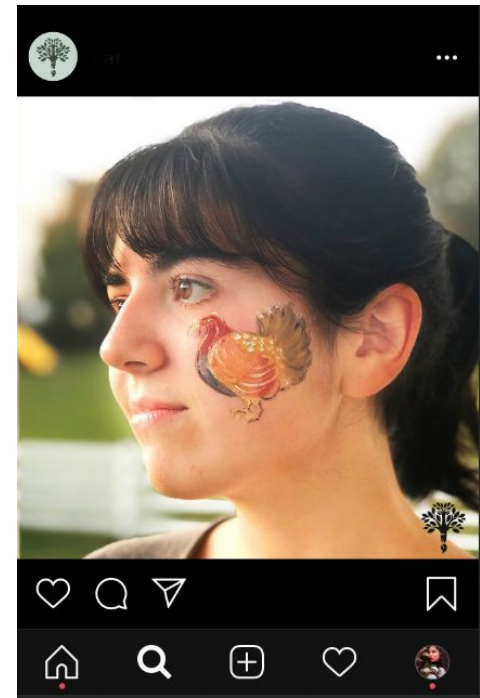


- 1 Vertical Hangline
- 2 Horizontal Hangline
- 3 Minimum size

# Logo Placement



Logo is placed on the bottom right corner whenever possible

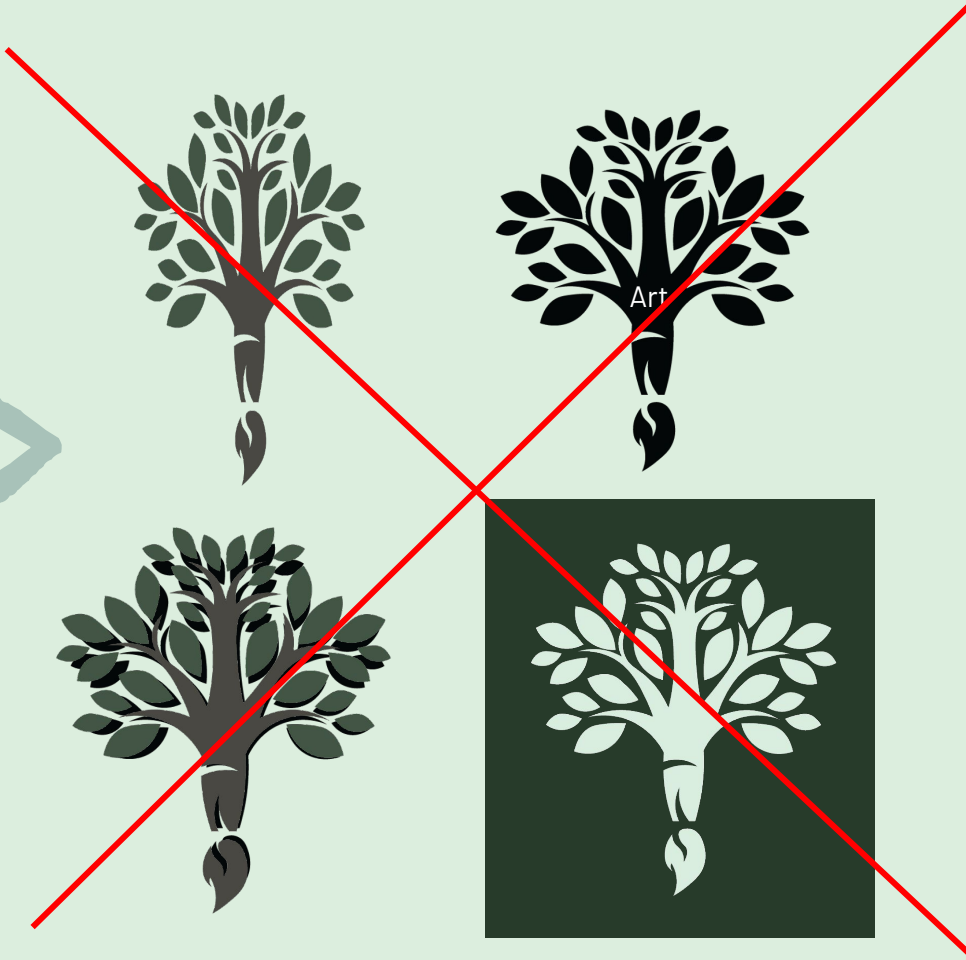


Dos



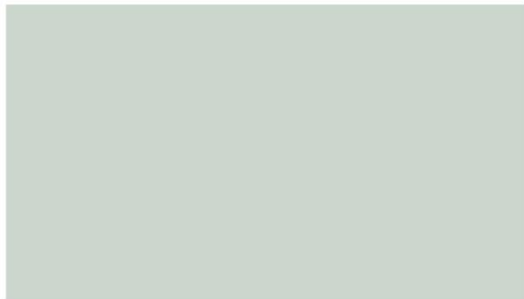
- ☐ Full color with dark green and brown
- ☐ Black logo
- ☐ Logo behind circle

Dos



- ☐ Do not add shadow or depth to the logo
- ☐ Do not place text on the logo
- ☐ Do not place logo in a box
- ☐ Do not distort logo

# Color Pallet



**Color 1**

HEX	C7D8CE
RGB	199, 216, 206
HSB	145, 8, 85
CMYK	7, 0, 4, 15



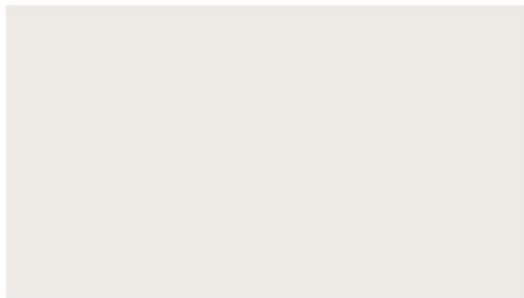
**Color 2**

HEX	435646
RGB	67, 86, 70
HSB	129, 22, 34
CMYK	22, 0, 18, 66



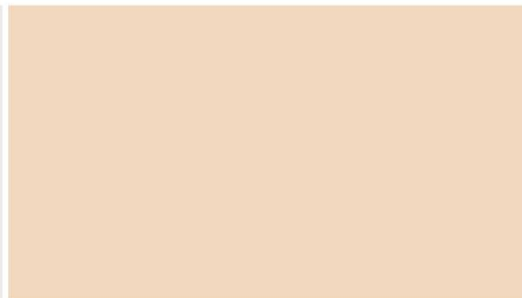
**Color 3**

HEX	494742
RGB	73, 71, 66
HSB	43, 10, 29
CMYK	0, 2, 9, 71



**Color 4**

HEX	EEEEBE
RGB	238, 235, 230
HSB	37, 3, 93
CMYK	0, 1, 3, 6



**Color 5**

HEX	FDD9C0
RGB	253, 217, 192
HSB	25, 24, 99
CMYK	0, 14, 24, 0



**Color 6**

HEX	F79B79
RGB	247, 155, 121
HSB	16, 51, 97
CMYK	0, 37, 51, 3

# Shade Range

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	F8FAF9	E6EBE7	E9E8E7	FDFDFC	FFFAF7	FEF2EE
+75%	F1F5F3	CDD8CF	D3D1CE	FBFAF9	FFF5EF	FDE6DD
+62.5%	EAF0EC	B4C4B6	BDBBB6	F9F8F6	FEF1E7	FCD9CC
+50%	E2EBE6	9BB09E	A7A49D	F7F5F3	FEECDF	FBCCBC
+37.5%	DBE6E0	829D86	908D85	F5F3F0	FEE7D7	FAC0AB
+25%	D4E1DA	6B886F	79766E	F3F0ED	FEE2CF	F9B39A
+12.5%	CDDCD3	576F5B	615E58	F1EEEA	FDDDC7	F8A789
0%	C7D8CE	435646	494742	EEEEBE	FDD9C0	F79B79
-12.5%	A7C2B3	3B4B3D	3F3E39	D7CFC4	FBB989	F5794D
-25%	89AD98	324035	363531	BFB3A1	FA9953	F25921
-37.5%	6A987D	2A362C	2D2C29	A7977E	F8781D	D9430D
-50%	557A64	222B23	242321	8C7B5F	D75E07	AE360A
-62.5%	405B4B	19201A	1B1A19	695C47	A14605	822808
-75%	2A3D32	111512	121210	463D30	6C2F03	571B05
-87.5%	151E19	080B09	090908	231F18	361702	2B0D03
-100%	000000	000000	000000	000000	000000	000000



# Color Guidelines

We primarily use earth tones but add pops of corals and pinks to make a statement and add to the warmth of our brand tone. We use this pallet and all the shades within this pallet for our fun branding illustrations, brand merchandise, and all other materials representing Gaia Art. We don't usually go outside this color pallet except with photography.



## Background Color

This color is used generously



**C7D8CE**

Opal

## Primary Color

the main color used throughout branding



**435646**

Feldgrau

## Neutral Color

Used with other colors to provide visual rest for the eyes



**494742**

Black Olive

## Neutral 2 Color

Used sparsely as a second neutral



**EEEEBE**

Isabelline

## Pop of Color

This accent color is used on dark backgrounds



**FDD9C0**

Unbleached Silk

## Contrast Color

This accent color is used on light backgrounds



**F79B79**

Light Salmon



# VIDEO BUMPER

For YouTube videos and other promotional media

# Image Guidelines

## Textures



The photography creative direction is creativity and warmth. Each photo has a coral undertone with warm light. We also have doodle-like illustrations that give the photos a unified childlike presence. These sketchy illustrations overlaid on the photos pair nicely with our bright flat vector illustrations featured on other packaging and branding materials. We want the photos to soften up our image and invite parents and kids in.

PRIMARY FONT

Aa

REGULAR  
SEMIBOLD  
EXTRABOLD  
EXTRABOLD

Crimson  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#%?&\*)

SECONDARY LOGO

Aa

REGULAR  
SEMIBOLD  
EXTRABOLD  
EXTRABOLD

Barlow  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#%?&\*)

**H1 - Extra Bold, 48px**

H2 - Light, 30px

H3 - Regular, 26px

H4 - Medium, 20px

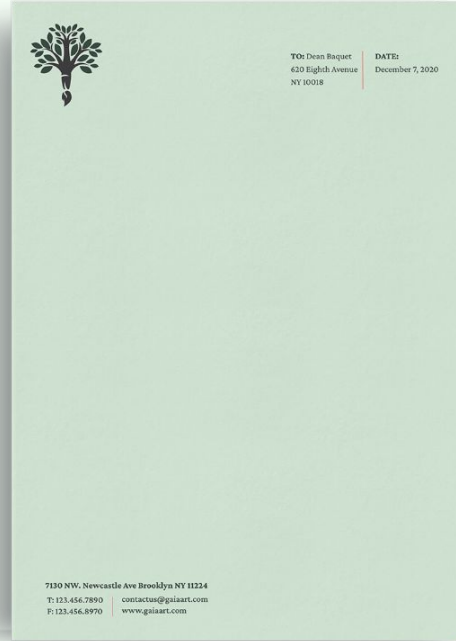
H5 - Bold, 18px

H6 - Bold, 16px

Body Text—> Rubik Type Face

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Duis sed urna sed neque blandit  
gravida vitae bibendum dictum, nisl

# Stationery



## Brand Merch

We have a small simple pin option for customers that like an understated look and a big pin with our classic illustrations that tells the world you love and support the earth. Both pins are produced by an Eco Friendly production company Busy Beaver.



We are located within 100 miles of nearly all of our suppliers, which cuts down on emissions.



The eco friendly paper we use is a combination of recycled and sustainably reforested papers.



We continually look for ways to make our eco promotional products even more sustainable. One example: our new hemp paper buttons.



Artwork is printed with non-toxic toner on an eco-friendly printer.



Button parts are created from US-made recycled steel.



Our factory is powered via solar panels on our roof and heated and cooled with geothermal.



## Packaging Kits

We use **recycled materials** for our boxes which requires much less resources and energy than virgin packaging, and gives new life to materials that would otherwise be wasting away in the landfill. All of our packaging is produced by an **Eco Friendly** company Eco Enclose.



## Product Packaging

We try to use a limited amount of plastic in our packaging so we bottle our pigments in glass jars. We have two sizes for the customer to pick from. We also utilize reusable cloth pouches for our other products to make as little trash as possible.





