

STYLE GUIDE

for

FERNAFILIA

TERRARIUM SUPPLIES





THE CREATIVE MINDS



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TABLE OF CONTENTS

- Mission Statement & Values
- Our Background
- Diversity, Equity, and Inclusion
- Logo Variations
- Color Palette
- Fonts
- Voice/Tone Guide
- Social Media Branding
- Mood Board
- Product Photography Guide
- Contact Info



STYLE GUIDE UPDATES

as of July 10th, 2022

Diversity, Equity, and Inclusion

We now have an official DEI Statement! Please read through it and feel free to contact XY if you have questions.

01

02

Voice/Tone

We added some important updates to the Fun section regarding our policy towards making sales and not being pushy.

Product Photos

You spoke and we listened. We now have a basic guide on how to take top notch product photos for our shop.

03

04

New Style Guide Manager!

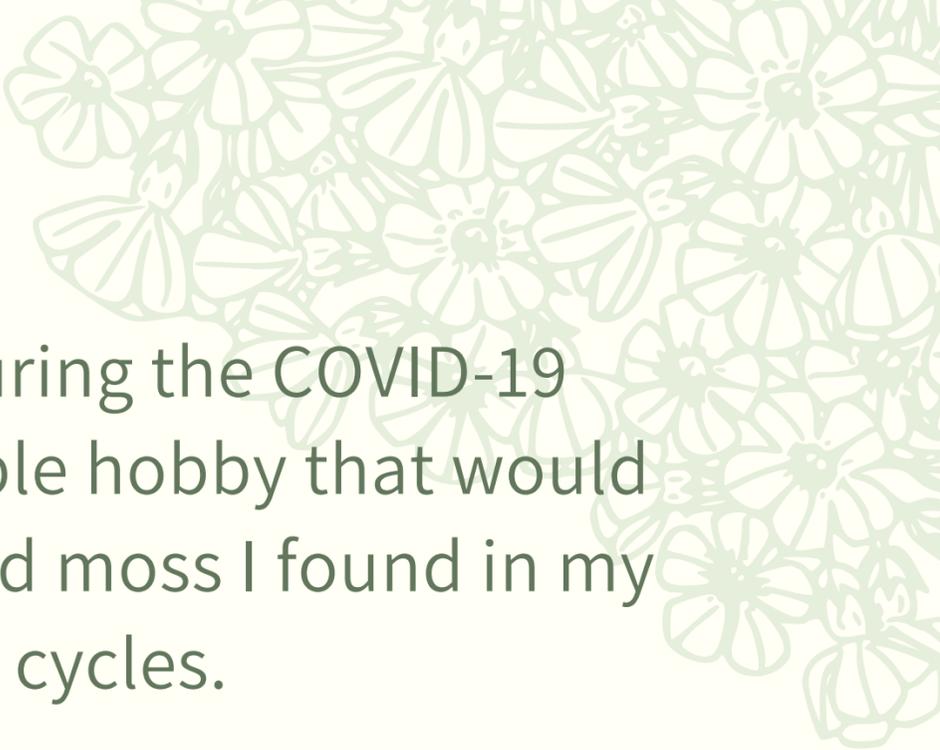
Abby Brook has moved on, and XY is our new awesome Style Guide Manager. Same phone number, different email.



MISSION STATEMENT & VALUES

Fernafilia strives to provide quality, affordable terrarium supplies to our diverse customers as sustainably as possible.





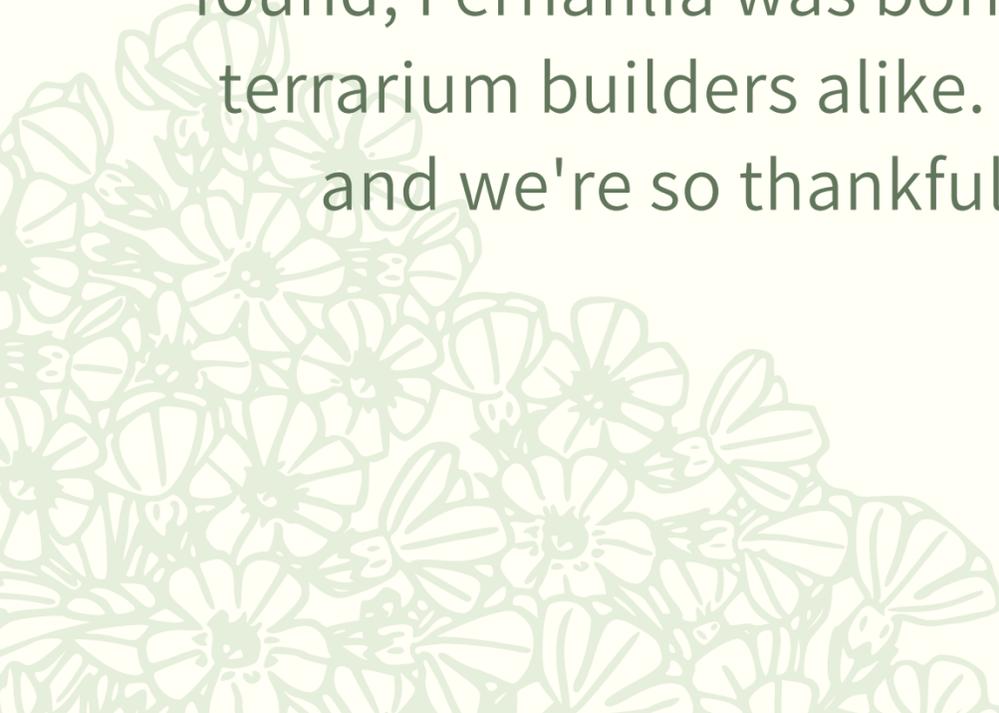
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Fernafilia started as a labor of love. I began making terrariums during the COVID-19 lockdown. My hours had been cut at work, and I wanted an affordable hobby that would help me de-stress. I started out with dollar-store vases and rocks and moss I found in my yard. I loved the tactile connection with nature and life cycles.

Eventually, I found that I could source beautiful materials from local rock quarries and nurseries to create higher-quality terrariums without shopping at big-box stores.

When my friends began asking me to mail them the fun and quirky terrarium materials I found, Fernafilia was born. Nowadays, my team and I ship supplies to new and experienced terrarium builders alike. Friends and fans are now all part of the growing Fernafilia family, and we're so thankful for your love and support. Now go out and touch some moss!

FERN ROACH



DIVERSITY, EQUITY, AND INCLUSION

CREATING AN INCLUSIVE ENVIRONMENT



Diversity is the secret behind every successful species and biome, and Fernifilia is no exception. We strive to make our employees and customers - our Fernafilia Family - feel included and heard.

Everyone deserves to go out and touch some moss!



DIFFERENT LOGO TREATMENTS



Color and monochrome logos for light and dark backgrounds

DARK GREEN

164209

C17% M0%
Y22% K74%

USES

- Text
 - Floral accents on light backgrounds
-

LIGHT GREEN

8aad6b

C14% M0%
Y26% K32%

USES

- Backgrounds
 - Accent text
-

GOLD ACCENTS

fff6c1

C0% M4%
Y24% K0%

USES

- Backgrounds
 - Floral accents on dark backgrounds
-

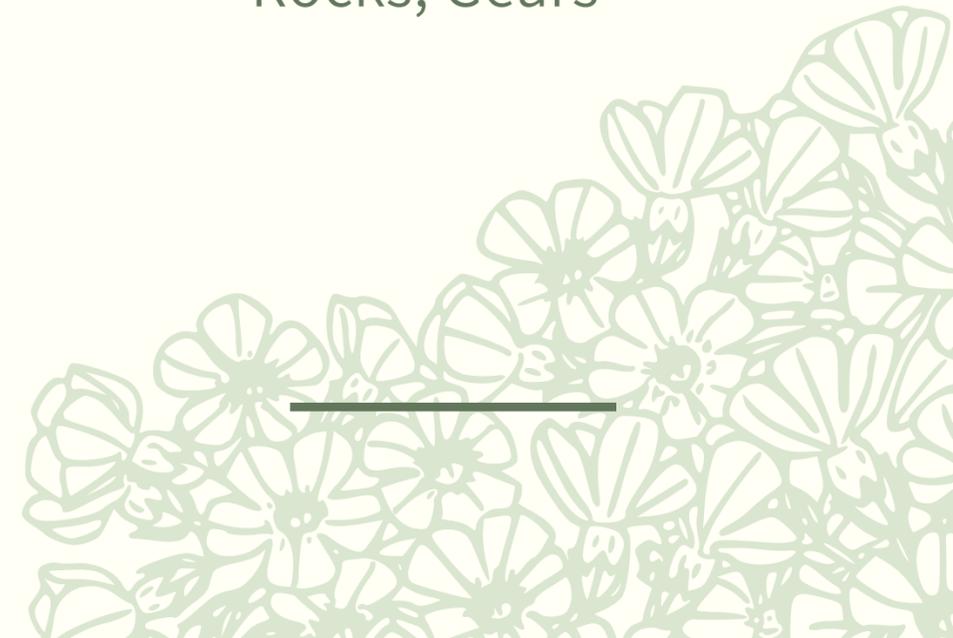
GRAY GREEN

999e95

C2% M0%
Y4% K38%

USES

- Rocks, Gears
-



CANVA FONTS

TYPEFACE USED

Use **&TCO Brookshire**
for Titles

Use **Kingred Modern**
for Flavor Text

Use **Assistant Regular**
for Body Text

ADOBE FONTS

TYPEFACE USED

Use **IM Fell DW Pica**
for Titles

Use **Victorian Orchid**
for Flavor Text

Use **Quasimoda**
for Body Text



VOICE/TONE GUIDE

FUN

At Fernafillia, we love bright shiny things, soft moss, cute bugs, and stripey rocks, and we want our customers to love them too. We are excited and passionate but not pushy. We want to make sure to let our customers know about new products but also provide fun, engaging content for its own sake, and trust that our customers will be inspired to splurge whenever they can.

OFFBEAT

According to mainstream culture, liking bugs and mud and reptiles is weird, and as weirdos ourselves, we wouldn't want our customers any other way. Keep your writing understandable, but don't be afraid to let your geek flag fly!

EDUCATIONAL

Terrarium science is changing all the time, and we're here to learn as well as educate. We want to stay curious and humble. We use an authentic, conversational voice, like a fun, quirky older sibling who shares knowledge without being patronizing, and interject with the occasional "Oooh, shiny!" (We don't take ourselves too seriously.)

POSITIVE

The world can be a dark, scary place. Our role is to acknowledge that mold and rot and anaerobic respiration happens, but also offer solutions. We actively choose to focus on the positive.

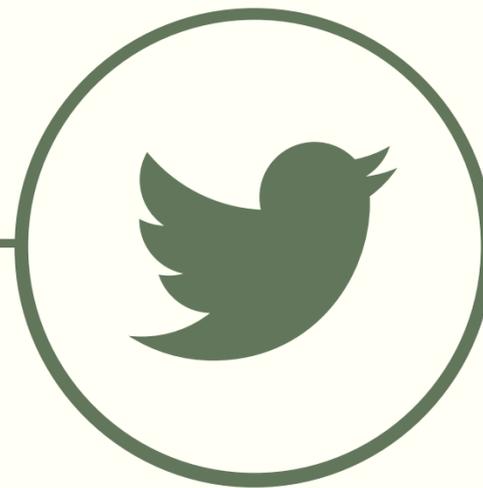


SOCIAL MEDIA BRANDING:

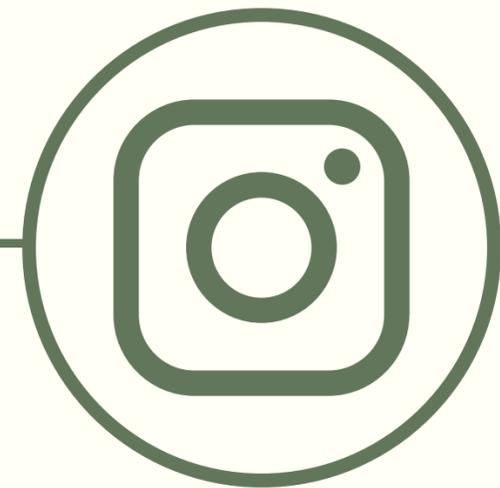
Networks to Focus On



YOUTUBE



TWITTER



INSTAGRAM



MOOD BOARD

Photos should be nature centered, but human scaled. Including hands and every day objects helps create a sense of scale and intimacy.

We embrace the full life cycles in nature, light and dark, including the decay and fungi that thrive in dark undergrowth.



PRODUCT PHOTOGRAPHY GUIDE

LIGHTING

Use diffused, natural light, such as north facing windows on sunny days

IMAGE SIZE

Square, 2048 x 2048 px, 300 PPI

QUALITY

To avoid blurry or grainy photos, use a tripod and have good lighting

PRODUCT LOCATION

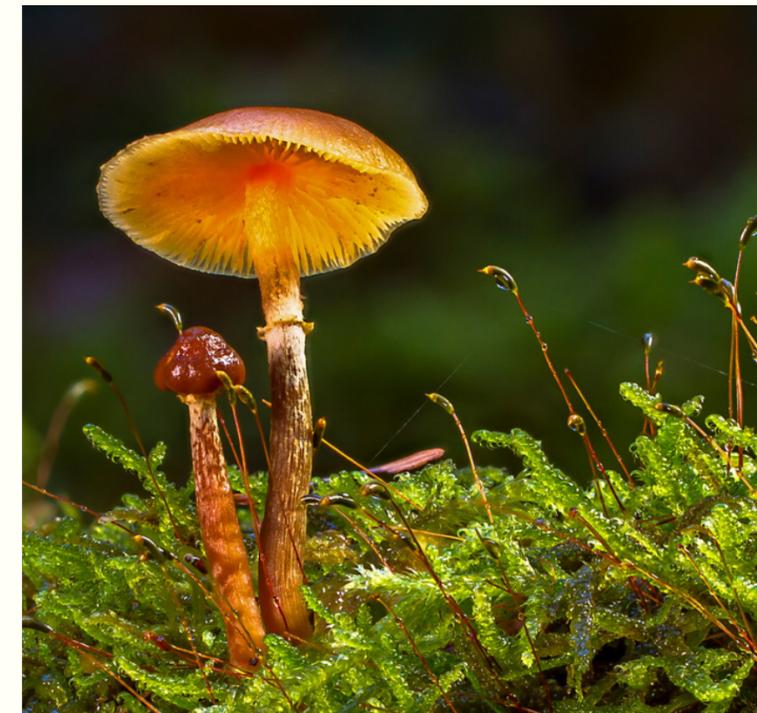
Center the product in the image or use the rule of thirds

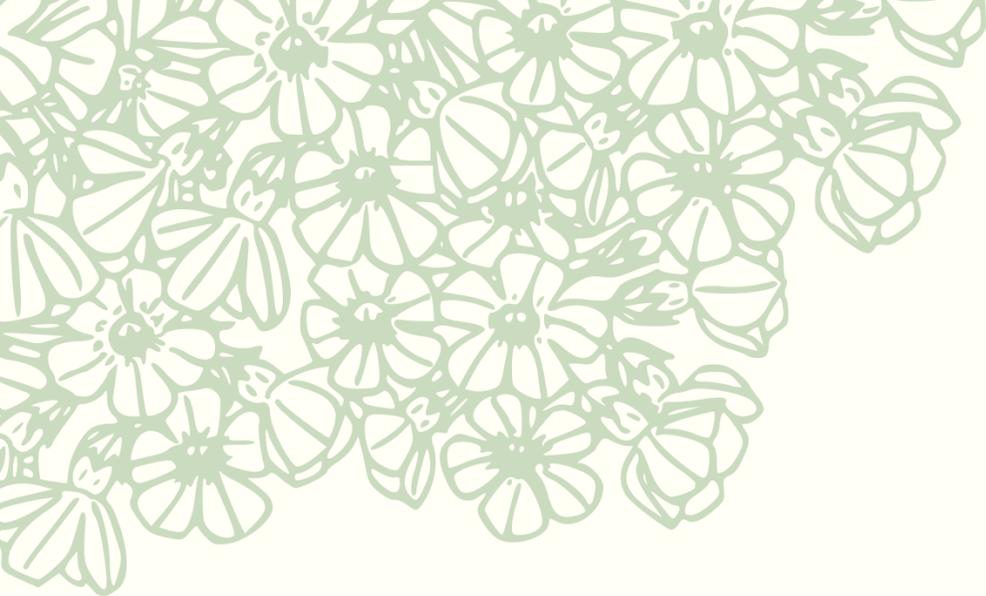
SETTING & PROPS

Use natural props that help create a sense of use and scale

BACKGROUND

Darker, naturalistic backgrounds





FEELING STUCK IN THE MUD?

GET IN TOUCH WITH XY

(aka Xili Yarrow)

EMAIL ADDRESS

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PHONE NUMBER

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