softbloomclub

Purpose of this guide
Brand Overview
Brand Mission
Brand Vision
Brand Values

Introduction

Purpose of this guide

This guide exists to ensure that every touchpoint, from our socials to our packaging, feels like a seamless extension of who we are.

Whether you're a designer, a copywriter, or a brand partner, this guide is your toolkit for bringing softbloomclub to life consistently, beautifully, and with intention.

softbloomclub is the online flower shop that transforms a simple bloom into a meaningful moment — because every arrangement is thoughtfully curated with the feeling of nature’s beauty in mind.

Brand Mission

What a brand does today to achieve its purpose.

Softbloomclub strives to make the people you love feel truly seen, one bloom at a time.

Brand Vision

The brand’s long-term aspiration or desired future state.

A world where every meaningful moment is wrapped in the beauty of nature.

Brand Values

The core principles that guide the brand’s behaviour and decisions.

Beauty

Beautiful blooms, thoughtfully designed for you.

Enchantment

Meaningful moments turned magical.

Warmth

Blooms that feel like a hug, crafted with love.

Primary Logo
Clearspace
Logo Variations
Logo Don’ts

Brand Logo

Logo
primary

The logo, inspired by Flora‘s wings from Winx club, is both a butterfly and blooming flower, and encapsulates the natural beauty of blooms.

The logomark should never be used on it’s own and should always be paired with the logotype.



Logo
clearspace

The clearspace is defined as the area surrounding the logo that must remain free from other graphic elements, text, imagery, and the edges of any surface.

This zone is equal to the height of the letterform “X” within the logo wordmark on all sides, and should be used as a consistent guide across all applications. Respecting this clearspace ensures the logo is



Logo variations

To accommodate the diverse range of mediums the brand appears across, the logo is available in a set of approved lockup variations suited to different sizes and formats.

A horizontal lockup is recommended for wider applications such as signage, website headers, and letterheads, while a stacked variation is better suited to smaller or more compact formats such as swing tags, labels,

1



2



Logo
don’ts

1. Don’t squish or stretch
2. Don’t rotate the logo
3. Don’t add drop shadows
4. Don’t crop the logo
5. Don’t use non-brand colours
6. Don’t use low contrast colours
7. Don’t use the logo outline
8. Don’t change logo aligment

1



2



3



4



5



6

7



8



Colour Palette
Colour Usage
Logo Usage

Brand Colours

Colour palette

Bloom Baby Pink

HEX #FFEDF6
RGB 255, 237, 246
CMYK 0, 7, 4, 0

Bloom Pink

HEX #CE2989
RGB 206, 41, 137
CMYK 0, 80, 33, 19

White

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

Bloom Yellow

HEX #FFF0C4
RGB 255, 240, 196
CMYK 0, 6, 23, 0

Bloom Green

HEX #EEF5CB
RGB 238, 245, 203
CMYK 3, 0, 17, 4

Bloom Purple

HEX #EDF0FF
RGB 237, 240, 255
CMYK 7, 6, 0, 0

Colour
usage

1. Bloom pink is an accent colour and should be used sparingly.
2. Bloom pink occures naturally in bright pink coloured flowers.
3. Bloom pink colour should not be used when there is already a bloom pink flower in the photo. Use a white logo instead.

Colour
logo

softbloomclub



VERSION 1

softbloomclub

Primary typeface
Secondary typeface
Typography Usage

Typography

Typography
primary

Cooper Std Black's bold weight commands attention and projects confidence. At the same time, its signature rounded curves encapsulate the gentle side brand, evoking softness and femininity.

Together, these two qualities make Cooper Std Black the perfect typographic expression of a brand that is both soft and self-assured.

cooper std black — heading

abcdefghjklmn
opqrstuvwxyz
0123456789

line height 120% — lowercase

Typography
secondary

Instrument Sans light & bold is used across all body text and supporting copy. Where Cooper Std Black leads with personality, Helvetica Neue provides balance — its clean lines, neutral forms, and precise spacing ensuring legibility.

instrument sans bold — subheading

abcdefghijklmnopqrstuvwxyz
0123456789

line height 120% — lowercase

instrument sans light — body

abcdefghijklmnopqrstuvwxyz
0123456789

line height 120% — lowercase

Typography usage

The heading should be paired with the body. The heading:body ratio is 2.5:1. The body should never be paired with heading or subheading.

The subheading should be paired with body.The subheading:body ratio is 1.5:1.

heading / body

blooms with feeling

thoughtfully arranged for life's most meaningful moments

subheading / body

bloomlist

roses	$100
tulips	$80
sunflowers	$50

Graphics

Graphics
stickers

For a small business, stickers are low-cost, high distribution brand assets that can be given away at events and included in packaging to elevate the brand experience. These stickers can also function as graphic assets on social media posts.



Socials
Print

Application


blooms for –
love
events
anniversary
@softbloomclub


softbloomclub
FLORIST


softbloomclub
FLORIST


softbloomclub
FLORIST
mon - fri
9am - 6pm
blooms for _
love
wedding
events
business

File Types
Thank You

Closing

File Types

Vector Files (.AI, .EPS, .SVG, .PDF)
Used for any application requiring clean, scalable reproduction. These are the master files — shared with printers, production partners, and used across signage, packaging, and large-format print. They never lose quality regardless of size.

Raster Files (.PNG, .JPG, .PSD)
Used for digital applications like social media, websites and email. PNGs keep graphic assets clean over any background and JPGs for high quality photos.

Thank you for blooming with us.

This guide is a reflection of everything that makes softbloomclub feel like itself. Every colour, word, graphic is intentionally chosen to make someone feel truly seen. We hope this guide helps you carry that intention forward, with care, with warmth, and with a little magic.