Brand Book

THE
LITTLE
BOTANICAL

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Introduction

The Little Botanical | The Story Begins

Morag and Greg Hill are experts in ornamental plant production and manage their family horticultural business, Hills Plants, which was established over 100 years ago and supplies plants to well-known supermarket chains nationwide.

In 2017, with design-led and stylish home trends driving consumer spend and customer expectations evolving, they saw an opportunity to redefine the way houseplants were positioned in the market.

Their ambition was to introduce a unique and design-led houseplant brand, which made indoor greenery stylish, inspirational and accessible. Representing an authority in indoor horticulture, they wanted to offer a fresh approach to houseplants and inspire people to live a greener way of life.

THE LITTLE BOTANICAL

The Little Botanical | Redefining Houseplants

On 15th November 2017, The Little Botanical was born.

Representing a new approach to domestic horticulture. A progressive, contemporary houseplant brand, inspiring consumers to bring the outdoors in, in a way they had never dreamed possible.

Redefining houseplants as a stylish, chic category in the homewares market, giving customers access to a beautiful collection of style-led greenery, that will transform any interior space.

A brand to take the complexity out of houseplant shopping; giving consumers access to a carefully curated and stylish brand, underpinned by horticultural heritage, sustainability and family values.

THE LITTLE BOTANICAL

Brand Pillars

The Little Botanical | Brand Pillars

STYLISH & INSPIRATIONAL

Offering consumers stylish houseplant and homeware options. Giving them ideas, inspiration and creative ways to incorporate greenery into their living space.

CREDIBLE

A voice of authority in the homewares space, providing forward thinking, contemporary horticultural styling solutions.

ACCESSIBLE

Giving consumers access to a wide range of pre-styled houseplants (and related homewares) in the quickest and simplest way.

SUSTAINABLE HORTICULTURE

Operating as a sustainably conscious brand, which aspires to achieve horticultural sustainability.

Stylish & Inspirational

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The Little Botanical | Redefining indoor greenery

Going beyond providing interior design solutions, The Little Botanical encourages people to think differently about indoor greenery. The brand provides fresh, design-led solutions that enable consumers to introduce houseplants (and other homewares) that transform their indoor space.

Taking people on a journey of discovery, to realise the many different ways and methods greenery can be incorporated into an indoor space to bring life, texture, depth and wellbeing to a home.

It’s more than a purchase decision, it’s a lifestyle choice.

THE LITTLE BOTANICAL

Credible

OTTOLENGHI
HAPPY BAKING
LEON
HAPPY SALADS
LEON
LEON
HAPPY SALADS
Aesop
Aesop

The Little Botanical | An authority in indoor greenery

As a progressive and forward-thinking brand, representing an authority in the homewares space, The Little Botanical brings a fresh, contemporary approach to indoor horticulture.

With over 100 years in the industry, it brings a fresh perspective to indoor greenery. Backed by decades of horticultural knowledge and a deep understanding of ornamental plants, the brand welcomes people to start their houseplant journey in a supportive and helpful way.

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Accessible

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The Little Botanical | Making houseplants accessible

A symptom of the digital age is that customer expectations are changing. Patience is a thing of the past and consumers expect instant retail options to their satisfy needs.

As a customer-led brand, The Little Botanical aims to remove any barriers to achieving beautifully styled homes. Doing the hard work for them, the brand gives people quick and easy access to pre-styled interior design solutions, sold through a range of accessible purchase channels.

THE LITTLE BOTANICAL

Sustainable Horticulture

The Little Botanical | Sustainably conscious

The Little Botanical is a sustainably conscious brand with a deep understanding of what sustainability means and how to achieve it.

The brand is honest and open when it comes to the measures they are taking, and communicates their sustainable contribution clearly and accurately.

Aspiring to be completely transparent, The Little Botanical wants to minimise it’s impact on the planet, with a desire to operate in an environmentally friendly and ethically responsible way.

Brand Identity

PURPOSE | Horticulturally-led interior design

> *Inspiring and enabling stylish, houseplant-led interior design, whilst promoting the benefits of a sustainable lifestyle.*

THE LITTLE BOTANICAL

VISION | Horticultural thought leader

“To be recognised as an authority and thought leader in the UK horticultural homewares market.”

THE LITTLE BOTANICAL

MISSION | Spreading the word

"To provide UK consumers with quick, easy access to horticultural home styling solutions; inspiring them to incorporate greenery into their every day lives. To spread the word about the benefits of indoor greenery and support consumers in their plant journey."

THE LITTLE BOTANICAL

VALUES | Core brand beliefs

Our core brand values are the beliefs that we, as a company, stand for. They serve as the compass that guides our brand story, actions, behaviours, and decision-making process.

Progressive	Forwarding thinking
Approachable	Welcoming and friendly
Expert	Knowledgeable
Encouraging	Supporting others to succeed
Respectful	Treating others as we wish to be treated
Patient	Being patient and kind
Ethical	Operating in an ethically responsible way

THE LITTLE BOTANICAL

PERSONALITY | Human characteristics

Brand personality is a set of human characteristics that are attributed to a brand. The personality traits that define The Little Botanical are:

- **Happy, Positive and Upbeat**
- **Supportive and Encouraging**
- **Friendly, Welcoming and Down-To-Earth**
- **Modestly Knowledgeable and Intelligent**
- **Playful, Fun and light-hearted (but never rude)**
- **Sociable**

TONE OF VOICE

Why do we need a tone of voice?

This is the way TLB speaks to people. It's how TLB can convey its personality, engage with its audience and begin to establish a relationship with them. It helps people build trust and drives brand loyalty. As such, we need consistency. Wherever we hear the voice of TLB, whether it's online, in a press ad or in store it should always be the same tone of voice, conveying the same personality. It should be distinctive, recognisable and unique to TLB.

Personality

The tone of voice demonstrates TLB's personality through every word.

- TLB is happy, positive and friendly.
- TLB gives people the confidence to choose their plants, providing help and support every step of the way.
- Despite being knowledgeable and experts in their field, TLB is never patronising or superior. Just happy to share and welcome people into the world of plants with a relaxed and supportive approach.
- TLB is modestly intelligent.
- TLB is sometimes playful and light-hearted but never rude.

TONE OF VOICE

Intelligent
Friendly
Trustworthy
Helpful
Inspiring
Relaxed
Not patronising
Engaging
Playful
Happy
Supportive
Not serious
Kind
Upbeat
Lively
Modern
Fun
Knowledgeable

THE LITTLE BOTANICAL

TONE OF VOICE

We'd use:

The first person, which creates a more personal feel as it talks to the reader directly, using words like we, you, they.

Short, engaging sentences to keep the reader's attention. Shortened words like we'd, they'd, you'd as it helps to keep it friendly and conversational.

Copy should be written as if we were talking to the customer. Words and phrases that talk to people on the same level breeds empathy and creates a sense of trust.

We'd use words like:

Gorgeous Beautiful Fab

Stunning Happy

Delightful **Stylish** Inspiring

Love Indoor jungle

Green beauties **Outstanding**

Oh so beautiful

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TONE OF VOICE

We'd never use words like:

- Significantly
- Extensively
- Horticultural
- Perennial
- Considerable
- Cultivate
- Floriculture

We'd avoid:

Posh or complicated words that make people feel intimidated or out of their depth.

The use of Latin plant names unless it was followed by a simple explanation.

We'd never be:

- Patronising
- Pretentious
- Intimidating
- Arrogant
- Superior
- Unwelcoming
- Unfriendly
- Gloomy
- Negative/ Down-beat

BRAND IDENTITY

TRUTHS

- Family run business
- Curated collection of low maintenance houseplants with bespoke pots/baskets included
- Percentage of the range grown by us
- Sold online and through John Lewis, Joules and a range of independents
- Homewares range being introduced

VALUES

- Progressive
- Approachable
- Expert
- Encouraging
- Respectful
- Patient
- Ethical

PERSONALITY

- Happy
- Positive
- Upbeat
- Supportive
- Encouraging
- Friendly
- Welcoming
- Down to earth
- Modestly knowledgeable
- Intelligent
- Playful
- Fun
- Light hearted (but never rude)
- Sociable

BRAND ESSENCE

'Redefining houseplants'

BRAND POSITIONING

WHO DO WE TALK TO

- Millennials – 58% of customers
- Consumers looking for a quick easy, home styling solution
- Tech savvy
- 'We want it now' generation
- 75% female
- 26-55 years old

POSITIONING

Medium to high end contemporary home styling solutions at the click of a button

WHAT IS THE OPPORTUNITY

Nobody offers houseplants with pots included online

WHO DO WE COMPETE WITH

Patch Plants
Hortology
Beards & Daises
Crocus
Stupid Egg
Thompson & Morgan
Bloombox
Bloom & Wild
Bakker
Feather & Nest
Waitrose
John Lewis
Beards & Daisies
You Garden
Bunches

Visual Identity

THE LITTLE BOTANICAL

Logotype

The Little Botanical logotype has been developed to reflect the core values and proposition of the overarching brand. It, like any other brand logo, is sacred and should never be altered or tampered with. Rules on its usage follow in the coming pages.

Logo variants

THE LITTLE BOTANICAL

THE LITTLE BOTANICAL

LB LAND
Min Print Size: 70mm Wide
Min Digital Size: 350px Wide

LB LAND BLOCK
Min Print Size: 70mm Wide
Min Digital Size: 350px Wide

Logo variants

THE
LITTLE
BOTANICAL

LB STACK

Min Print Size: 30mm Wide
Min Digital Size: 139px Wide

THE
LITTLE
BOTANICAL

LB STACK BLOCK

Min Print Size: 30mm Wide
Min Digital Size: 139px Wide

Exclusion zones and safe area

MINIMUM SPACE

Your logo must always have a minimum space surround which can be calculated by doubling the gap between the icon and the wordmark of the logo, identified X. In this example no other elements should enter the gap labelled XX.

Colours, Patterns & Typefaces

THE LITTLE BOTANICAL

Colour palette

IDENTITY COLOUR PALETTE

BLACK
R000 G000 B000
#000000
RAL 9005

WHITE
R255 G255 B255
#FFFFFF
RAL 9016

SECONDARY COLOUR PALETTE

GREY
R51 G51 B51
#333333
RAL 7021

LIGHT GREY
R179 G179 B179
#B3B3B3
RAL 7038

COPPER GOLD
R218 G166 B125
#DAA67D
RAL 1001

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Typefaces

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

PLAYFAIR DISPLAY
WEB: 500
PRINT: REGULAR

UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE
abcdefghijklmnopqrstuvwxyz
LOWERCASE ALTERNATES
abcdefghijklmnopqrstuvwxyz

SALMELA SCRIPT
WEB: TBC
PRINT: TBC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

MUSEO SANS
WEB: 400, 600
PRINT: REGULAR
AND BOLD

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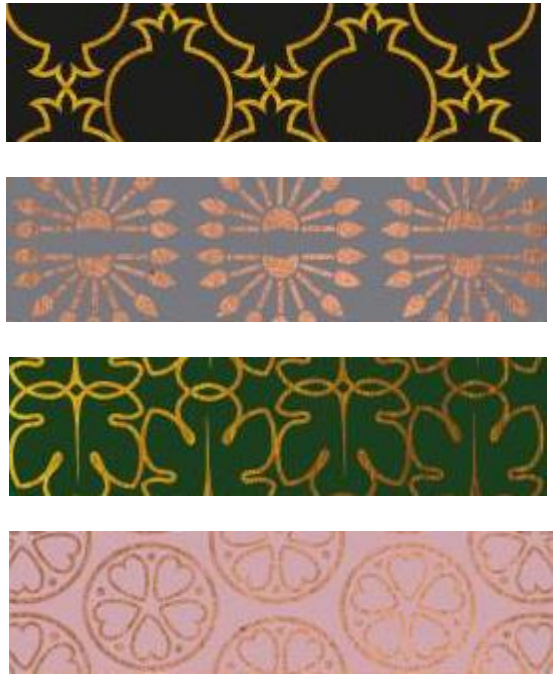
Patterns



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Plant Badges

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Swing Tags

ICON-FREE CARE INSTRUCTIONS

FOLD

OVERPRINT AREA (FOR PLANT NAME)

THE LITTLE BOTANICAL

Candles

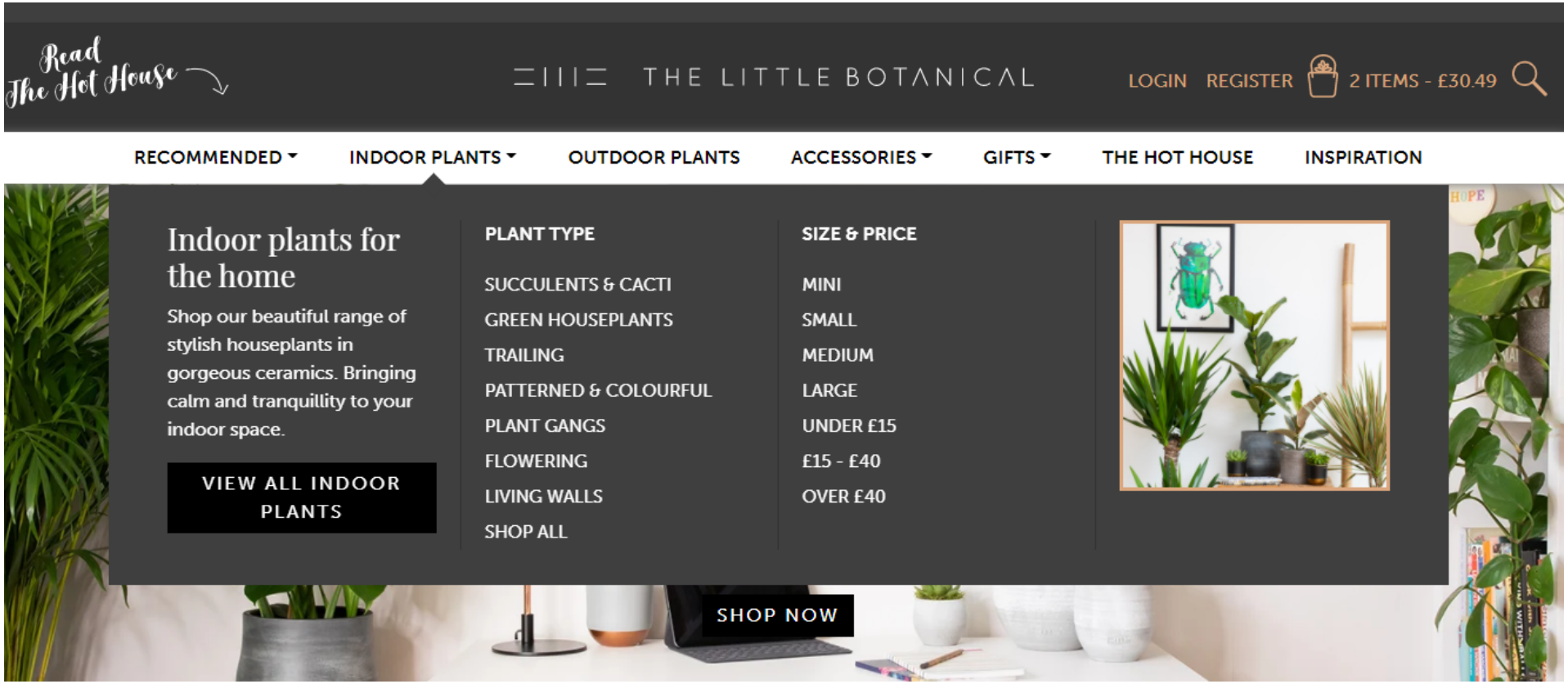
THE LITTLE BOTANICAL
ALOE
& JASMINE
LUXURY SCENTED CANDLE
475g

THE LITTLE BOTANICAL
WILD FIG
& GINGER
LUXURY SCENTED CANDLE
475g

THE LITTLE BOTANICAL
POMEGRANATE
& BERRY
LUXURY SCENTED CANDLE
475g

THE LITTLE BOTANICAL
SANDALWOOD
& CEDAR
LUXURY SCENTED CANDLE
475g

Online



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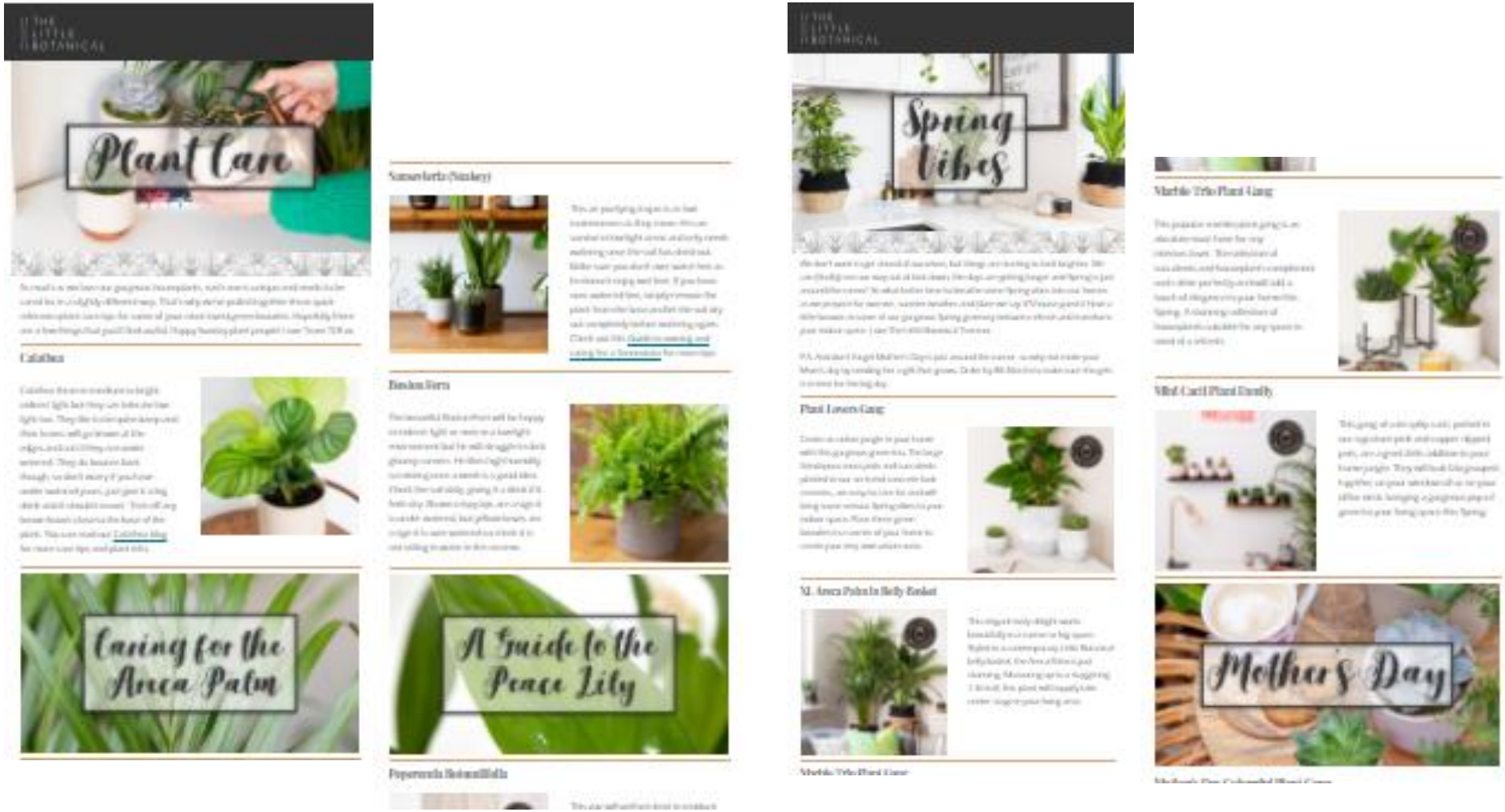
Email


Plant Care
Caring for the Areca Palm
A Guide to the Peace Lily
Spring Vibes
Mother's Day

Photography

Packshots

Our product shots are photographed with a mirror style shadow underneath. Images are supplied with and without swing tags.

Lifestyle Images

Our lifestyle photography has a slightly unconventional approach to reflect a contemporary and fresh style.

Angles and perspectives are quirky and slightly unexpected.

The greenery is always the focus of the image.

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