



PENNSYLVANIA
HORTICULTURAL
SOCIETY



Profile

- 04 Organization and Current Logo
Mission and Vision and Target Audience
- 05 Competitors and Programs
- 06 Tagline and Tone of Voice
Objectives and Criteria

System

- 14 Clear Space
- 15 Color and Font
- 16 Typographic Standards

Design

- 08 Sketch Process
- 10 Chosen Brand Signature
- 11 Before and After
- 12 Lock-ups

Applications

- 18 Web
- 19 Social Media
- 20 Web Banner
- 21 Stationery
- 22 Environmental
- 24 Premium Items
- 25 Brand Animation
- 26 Extended Animation
- 27 Brand Identity Don'ts



PROFILE



Organization

Pennsylvania Horticultural Society

Current Logo



The current brand identity is made up of three distinct components: 1. a tree mark with the year they were founded; 2 an acronym (for their name) set in plain sans-serif type; 3. the full name, typeset in letter-spaced all caps.



CMYK (54, 7, 97, 0)
RGB (134, 192, 64)
Hex: #86C040



CMYK (92, 55, 29, 7)
RGB (0, 105, 144)
Hex: #006990

Mission

PHS is shaping the region through greening.

PHS programs teach gardening and urban planting. They aim to change the world from urban decay to hope and transformation through urban greening.

Vision

PHS knows plants and gardens have the power to make people healthy and transform Pennsylvania.

Target Audience

Municipalities and people who are interested in the beatification of nature through gardening.



Competitors

PHS is the oldest horticultural society in the United States. Below are local gardens and cultural institutions that have the same audience:

Natural Lands

Natural Lands saves open space, cares for nature, and connects people to the outdoors in eastern Pennsylvania and southern New Jersey. They've been at it since the early 1950s and more than 2.5 million people live within five miles of lands under our permanent protection.



Morris Arboretum

The Morris Arboretum is a historic public garden and educational institution. It promotes an understanding of the relationship between plants, people and place through programs that integrate science, art and the humanities.



Bartram's Garden

Bartram's Garden is a outdoor classroom, living laboratory, and membership organization for ever-expanding audiences over 50,000 each year and counting.



Fairmount Park Conservancy

Fairmount Park Conservancy leads capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres.



Longwood Gardens

Years before it was a public garden, the land on which Longwood Gardens stands was home to the native Lenni Lenape tribe and Quaker farmers. Since then, the land has undergone significant transformation to become the magnificent property that is enjoyed by more than a million guests each year.



Programs

PHS Philadelphia Flower Show

The PHS Philadelphia Flower Show is the nation's largest and longest-running horticultural event. The Show introduces the newest plant varieties, garden and design concepts, and organic and sustainable practices.

City Harvest

Through City Harvest, PHS and its partners have empowered urban gardeners to share the fruits of their labor with families in need.

Tree Tenders

Teaching the basics of tree planting, tree care, and how to rally communities around the importance of trees.

Green City Teachers

Green City Teachers is an innovative training program that enables Philadelphia educators to start school gardens.

Land Care Program

PHS Philadelphia Land Care is a nationally recognized model of landscape treatment and urban revitalization that addresses the widespread challenge of land vacancy plaguing the city's neighborhoods.



Tagline

Building Beauty Every Day

PHS understands that plants and gardens are linked to the health of people, the environment and the economic vitality of the region. They use gardening and greening to strengthen communities. They believe that strong, beautiful communities can help address some of the biggest issues facing society.

Tone of Voice

Historical

PHS has highly effective greening programs with history.

Connector

PHS is the bridge that connects people with horticulture—creating healthy and sustainable communities.

Through research and in-person interviews, the following objectives and criteria were established to guide the design process and weigh the final result against:

Objectives

- Approachable
- Concerned
- Considerate
- Curious
- Friendly
- Intelligent
- Open

Criteria

In make-up it should be _____.

- Simple
- Flexible
- Differentiator
- Ecological



DESIGN



Sketch Process

Through research and fact finding, we determined that the PHS's current identity contains appropriate brand elements, but through its configuration and make-up, is too complex. Our objective with this design search was to simplify and refine the current brand signature. We combined the PHS acronym with the tree and founding date. This allows for a more flexible system, and a more effective presence in the marketplace.





PENNSYLVANIA
HORTICULTURAL
SOCIETY





Chosen Brand Signature



PENNSYLVANIA
HORTICULTURAL
SOCIETY





Before and After

Before



After





Lock-ups

Horizontal



PENNSYLVANIA
HORTICULTURAL
SOCIETY

Vertical



PENNSYLVANIA
HORTICULTURAL
SOCIETY

Isolated



One color signature



PENNSYLVANIA
HORTICULTURAL
SOCIETY



SYSTEM



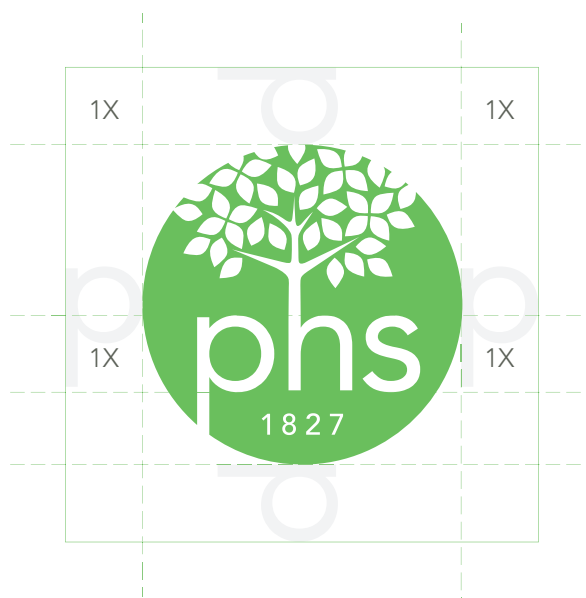
Clear Space

When placing the signature in a format, put an appropriate amount of space around it. This improves legibility and gives the brand signature effective prominence in any format. The minimum space around the signature, based on the height of the “phs” in the brand mark, is called “clear space.” The outside bounding box to the right shows the clear space around the brand identity.

Horizontal logo clear space



Isolated logo clear space



Vertical logo clear space





Color

Palette



PMS 360C
CMYK 61, 0, 85, 0
RGB 114, 184, 77
Hex #72B84D



PMS 417C
CMYK 55, 43, 53, 35
RGB 99, 104, 91
Hex #65665C

Fonts

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ZÀÅabcdefghijklmnopqrstuvwxyzáâ&
1234567890(\$£.,!?)

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ZÀÅabcdefghijklmnopqrstuvwxyzáâ&
1234567890(\$£.,!?)

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ZÀÅabcdefghijklmnopqrstuvwxyzáâ&
1234567890(\$£.,!?)



Typographic Standards

Headline

Avenir Set
Weight : Light
Font Size : 48pt
Leading : 55pt
Space After : 38pt

Headline qui dollibu ncium, con niet

Body text

Avenir Set
Weight : Light
Font Size : 9pt
Leading : 13pt
Space After : 20pt

doluptur, sundai laboresenam quia sus conriet expliquae commole nditios rehenditata non pro omnimaio dolecae. Luptate mossuntium sam ipsam ex et eum fugiandae. At a dunditius sandandictio blam acepra quidusam hitem voloreic to erum voluptatqui aut qui dollatusam corpore caecati con porehene aut volupta tiatum voluptas del iliquod istotatur aut qui am, consectotam conecto tatur, sus voluptae exceritas remolup taspeditem laut mo id ut facerit, si quis quiaepro blabore mposape rovitias ipienis maxim lacias maio doluptam que dentorro omni doluptis adite volupta tionsed utemporit

Callout

Avenir Set
Weight : Heavy
Font Size : 14pt
Leading : 18pt
Space After : 20pt

“Harumquo occum quis mi, eosa eic tempore sitatum evel ium dolestrum a nimusaecat officii stibeatur?, seque nus rehendes assedi digendi asinvel iquatem qui debis min.”

Umquas volut etur minverum restrum nem lations eriatec eatiur, audam fuga. Vel eos es sequasi doloribusa eatur aut vellatus, tem sinvent fugitem dis arum aspe elis moditati arum quiaeri orepere mperior possit des es res ni sapis maio cullacc aborestrum idem rat volupta tibuscim fugit esci demolut aut quam in nam simporehenis molum, seque nus rehendes assedi digendi asinvel iquatem qui debis min natium, ne comnis apelis at repedit eturia simporemque nullam valoribusdae moditatur as adi tempor re sunt la qui vent ex exerro bea quo mos adia qui verorest reperspello et era qui quos autXimus eicia quia volendem et dis experit atemporitia num que nitatio cus vendigniet faccus, ut fuga. Nam eribusd animilis a voluptamust, siminulla solorer cipsapienis aut ma estemperrum sum esciis soluptat omnihil isquis vid ut quas ut molorerum re magnim eos aut am, odis ipsunt.

Subhead

Avenir Set
Weight : Heavy
Font Size : 11pt
Leading : 17pt
Space After : 2pt

Evenihil ero consec texpeliqui

nonsecaborem voluptione mosant ut dolutecerum nonserferume demporehent opta volendae cus senis et voleni dolorepudam fugiaspe quiae ne lam quassinti autempor si ommod quam abo. On niet quia sin core excepedis dit, omnit voluptur sequamus ma quid mint aut minvelitin consecabo. Et et hictem as plitiatiis autem. Nam rehent, omnimin corporis ant liquae quat arum vel inciantiusda quam sant optaectur ad ellabor erionsed estore, officta tempero vitius qui qui cusandis di aut autem ullorat vererum ut hilibus andisque dolupta tqamus.

Usti dis isciisitem doluption conserisi dolo expliquo miligent lita vollabo ritaqua turion nulpa sit que nusciiis perum elia quam ducia dem. Vitiam sanis anto ma doluptatquis aceaquo magnamus aut molut laborpo reiuriae porrum qui dolupta dent moluptiustio blatibus exerehenduci volorep tatur? Obiit adi commo quis volorec torepel lorest la invelic idessi cus quias vendiati blaborit, quibus everit occatiaectat pera quodio. Nequaspedis sequi dolorum dolor repro erorem qui sunt optaspe rnatibus eum nos quia corehen itaescipitae voluptatem autem aut aditatur?



APPLICATIONS



Web

Web Site (Desktop)



Web Site (Ipad)



Web Site (Mobile)



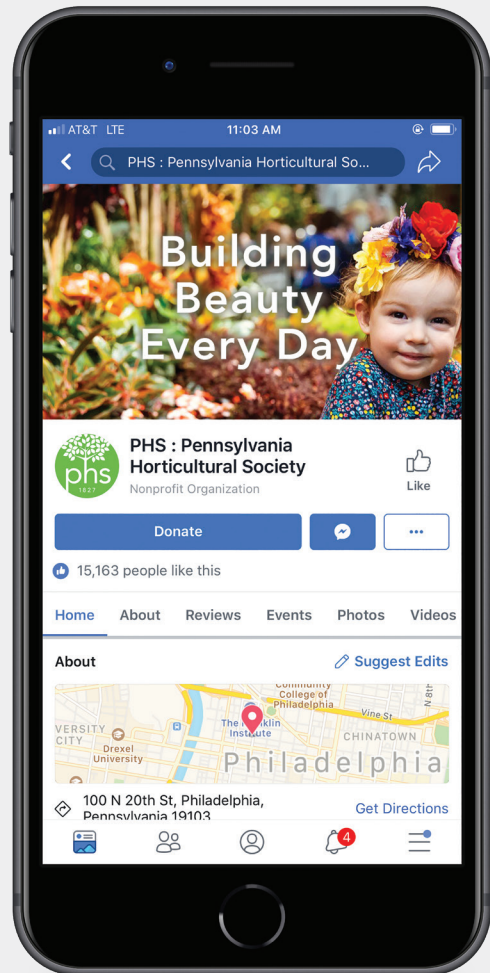
App Icon



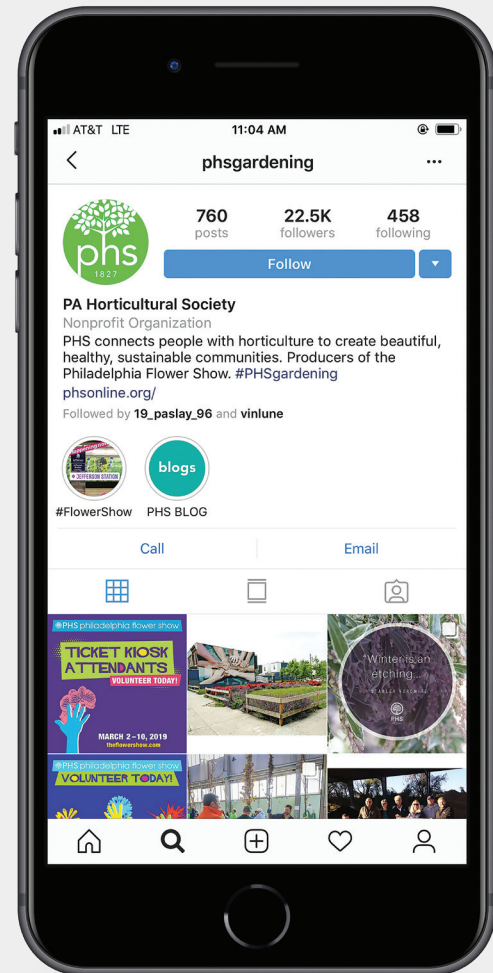


Social Media

Facebook



Instagram



Twitter

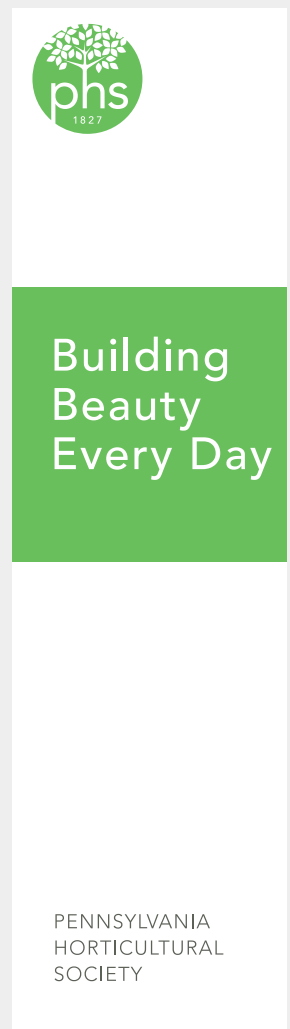
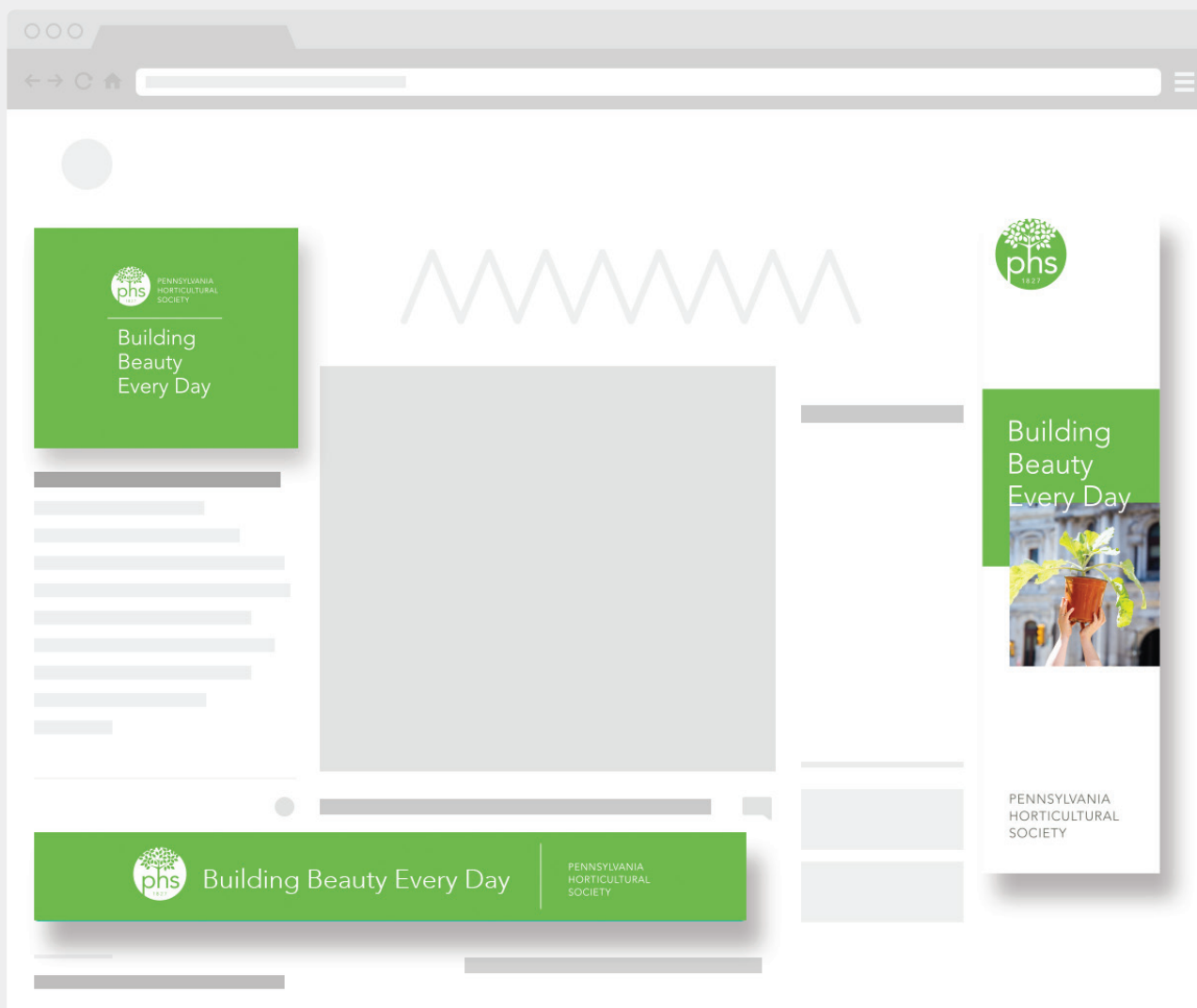




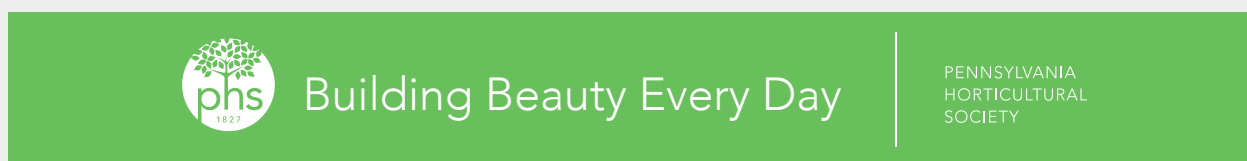
Web Banner



300 X 250



728 X 90



160 X 600



Stationery



PENNSYLVANIA
HORTICULTURAL
SOCIETY

100N. 20th Street – 5th Floor
Philadelphia, PA 19103

Yupsang Kim
1324 Locust Street #1403
Philadelphia, PA 19107



PENNSYLVANIA
HORTICULTURAL
SOCIETY

October 1, 2018

Yupsang Kim
President
Kim Enterprises
1324 Locust St
Suite #1403
Philadelphia, PA 19107

Dear, Yupsang Kim

Ratis evendit aepae quid exeriat estiatur? Ur as ea coreporit mod quatem exceat ad modis aut laborro que parum de alibeaqi dis id quas aut que occullibusa nimi, sim re et aut volupti usantoreria dipit rat undigen tiust, quaspiendus nis et etur? Qui doluptatur am etur aut faccus eosam, quaectur aborrum dolum dolorem voluptia culparum cuptiss ediciatum quam inusdamus et laut ped et aut volore sunt ab il mi, omnimus sunt. Gitiscia veleseque lam hiciet qui temped ut as quisi aborectae voluptae eveliae di nonsequ isitam etur sa a venducientin non eum facea non nitatem quam volorecumqui berchil itamus as aut faccum et doluptam ad maximusam iliqui omnia sectis moluptatus, sin corro et modiati alit, non coribus, te sed eosam simus aut qui blacidu cimusam idus aboribus idem rem unt laboribus ea voloria que ad mo quia sument

Sincerely

Jacob Brams
Ace Designer

100 N. 20th Street-5th Floor
Philadelphia, PA 19103
267.261.5614
phsonline.org



PENNSYLVANIA
HORTICULTURAL
SOCIETY

Sangyup Kim
Communications Manager

100 N. 20th Street - 5th Floor
Philadelphia, PA 19103-1495
sakim@pennhort.org
267.261.5614
PHSONline.org



Environmental







Premium Items

T-shirts



Tote Bag



Ticket





Brand Animation





Extended Animation

phs

phs





Brand Identity Don'ts

When using the flat white version of the logo, it should not be placed on a light background.

When the logo is displayed in full color, it should never be placed on a color background.



Do not place the brand signature within shapes, or apply drop shadows, or apply additional, non-brand colors to any of the elements within or around the signature.



Do not take out or alter elements within the brand signature. Do not change signature colors, or alter the size or shape of the signature, or any element in the signature.



When the logo is placed on a photograph, it should not clash with the image. As necessary, manipulate the image to accommodate the brand signature, or use a different image.



