

WILDLIFE
PHOTOGRAPHY



FLIGHT & FLORA

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www.flightandflora.co.uk

INTRODUCTION To Our Brand

Brand Guidelines Overview

Here at Flight & Flora, we strive to provide our customers with the most immersive prints to feel like you're right there in nature as you look at it. Not only that but each print features a detailed description on the animal/plant in the print to further your knowledge on the glory that is Mother Nature

History of Our Brand

Flight & Flora is a nature and wildlife print photography business. The founder of the business is Jacob Evison and we are based in rural Lincolnshire. Even though as a Brand we have only been operating for 6 months, we have had the interest in sharing pictures of nature for many years.

Our Tagline

We take the outside and place it beautifully in your home

The Future of Flight & Flora

Since we are still a small company only consisting of myself, Jacob Evison, I hope that we are able to expand the team in the near future. That will all be possible from your support and purchases of our prints. We hope we can continue to provide these for you for years to come.





OUR VISION & Mission



**“To be the Most Innovative
Brand in the World”**

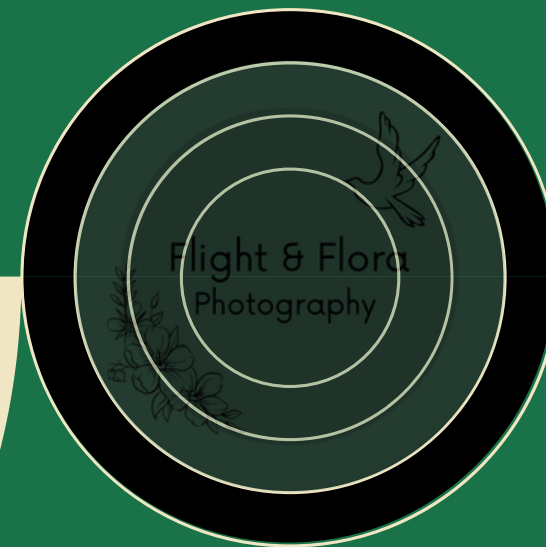
Our Mission

- We will deliver the best prints we can offer as well as a personalised and detailed description of the print and it's contents
- All of our prints will be photos we have taken and they will encapsulate nature how it's truly meant to be

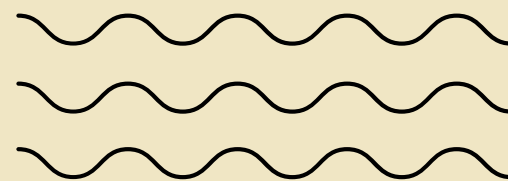
Values are our bedrock.

WE ARE A TEAM FIRST, AND A COMPANY SECOND.

Nature photography is something that shares the world how it is meant to be and how beautiful it is. That is why here at Flight & Flora, all of our prints will be authentic as well as our own. Not only that, we respect all nature so any of our photos that have been taken without trespassing or disturbing nature



We strive to enjoy
wildlife and share
it with the world!



Share the world
with nature as it
was intended

Share nature with
the world as it
was intended

LOGO DESIGN



First Logo Design



Second Logo design

Our name - Explained

The name Flight & Flora is representative of what images and prints we will be focusing on and selling. Flight, representing all of our bird photography with a slight play on words to describe it. Then flora is a synonym of flowers and or floral.

01

Logo Design - Explained

Our logo design is a simple one that encompasses all aspects of our brand. It has the flowers and bird to represent our brand name of Flight & Flora, the logo itself has a smaller circle within to represent a lense of a camera. It really captures what we are about.

So far we have only had two iterations of our logo. The first was more of a draft idea testing the colour, whereas the second one is much more fitting for the brand. The design itself stayed the same but the colour now is a much more natural and earthy tone. Currently we are also looking to create more logo designs for different formats.

Color Palette

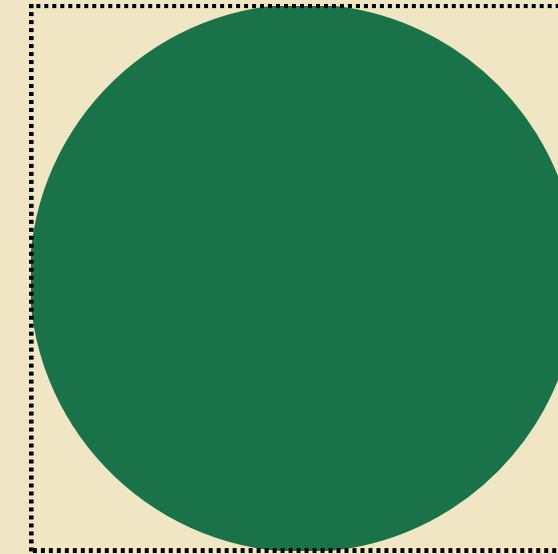


Primary Colors

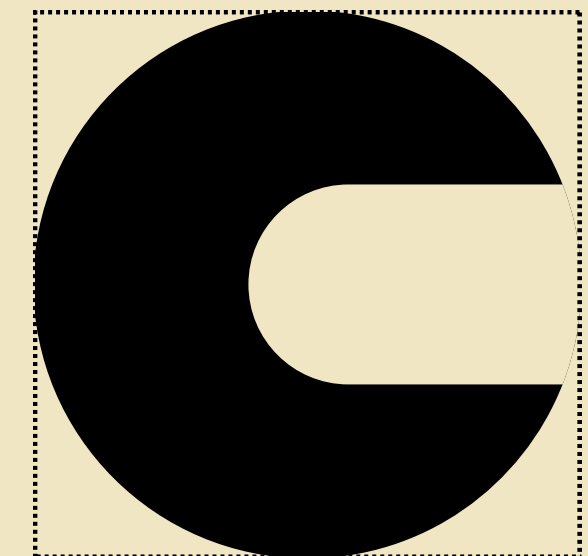
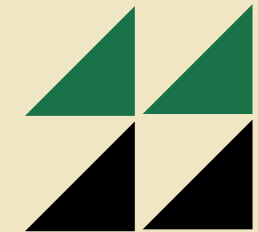
Our Primary colour is a natural, dark green to symbolise the connection to the earth as well as all nature that lives here. It is a simple representation however it is one that's effective enough to send a message that we are all about the earth.

Secondary Colors

Our secondary colours are #000000 (Black) and #F0E6C4 (Sandy Yellow) as these two colours contrast well with our primary colour whilst also staying within natural tones to represent our brand.



#1A7348



#000000
#F0E6C4

Typography

We use this font across all our platforms to keep everything in uniform and also so that our customers can learn to recognise this font and associate it with our brand. It is also a natural and subtle font, much like the tone of voice we choose to take here at Flight & Flora.



Now

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semi Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

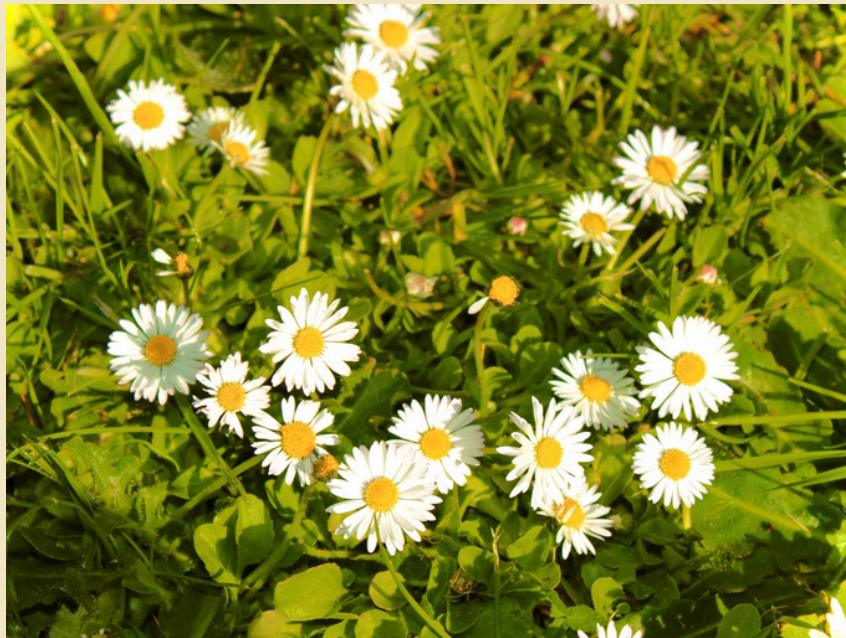
Brand Imagery & Style

Our Brand Imagery at Flight & Flora is very similar to our colour palette in the fact that we strive for earthy and natural tones. We want to make it truly feel like we have put the outdoors in your home

Since we focus on wildlife photography, there will be lots of different styles and backgrounds to our photos, this variety will hopefully represent our brand as a whole. We don't like to stay inside the box. The world was meant to be seen from multiple perspectives.



Our Tone of Voice



Walking the path of nature



Tranquillity is our top priority



Nature is art

Here at Flight & Flora, we hope to be as approachable as can be. We don't take things overly seriously as we like to be relaxed and appreciate what's going on around us. We strive to be your first choice for personalising and sprucing up your homes with our prints and we promise to stay to the same high standards we set ourselves.

Contact Us

If you would like to contact us further please use any of the following links:

Our Website: *insert link when setup*

Instagram: *insert link here when setup*

Facebook: *insert link when setup

Other links: *insert link when setup*

Our Phone Number: 07949 334403

Our Email: jacobevison@gmail.com

