

Final project: Branding

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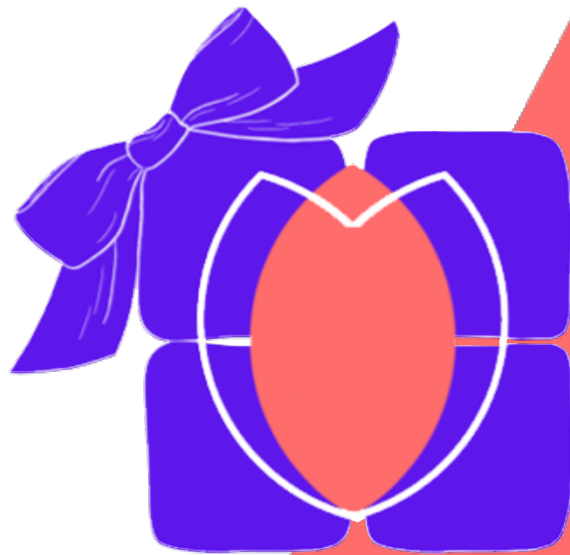
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Branding

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February 20th 2025



KELOWNA FLORIST & GIFTS

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Introduction

This brand style guide defines the identity and the visual image of the Kelowna Florist & Gift's flower shop, guaranteeing a coherent and distinctive presence. It provides a picture to maintain high quality personalized donation experiences with the strengthening of customers' trust and loyalty to the brand.

Kelowna Florist & Gift specialize on the same day of delivery of fresh flowers and well -kept gifts, aiming for professionals, couples, families and company customers employed. We will discuss a unique selling proposition (USP) and tagline.

The brand stands out for local customization, quality and partnerships, offering a superb but convenient donation experience. Its personality embodies warmth, elegance and reliability, which makes it a reliable choice for the personal and corporate needs of the donation. "Underlining the brand's focus on the significant and appropriate gift and improves its commitment to quality and efficiency.

We will also talk about visual identity and communication of the brand to note elegance with readability, guaranteeing an impeccable and attractive user experience on digital and outlook channels.



Kelowna Florist & Gifts' identity

Why is "Kelowna Florists and Gifts" a Good Choice?

The name "Kelowna Florists and Gifts" is a clear and effective choice for an online flower and gift store based in Kelowna, BC, Canada. It immediately communicates the nature of the business, making it easily recognizable for local customers seeking floral and gifting services. The name includes "Florists," which emphasizes fresh flowers as a primary offering, and "Gifts," which broadens the scope to customizable gift packages. This inclusivity ensures that the brand appeals to customers looking for more than just flowers, reinforcing its unique selling proposition (USP) of personalized, convenient, and high-quality gifting solutions.

Business summary

Products & Services

Kelowna Florists and Gifts offers both products and services. It specializes in same-day delivery of fresh flowers, chocolates, greeting cards, candles, plush toys, wine, and other premium gift items. A subscription service for weekly or monthly flower deliveries and corporate gifting solutions for bulk orders and event florals further enhance the service lineup.

Target audience

The primary customer base includes individuals aged 25-55, young couples, families, busy professionals, and corporate clients in Kelowna. Key markets include people looking for last-minute gifts, romantic gestures, and business gifting solutions.

Business goals

The business strives to be Kelowna's leading online flower and gift delivery platform, providing personalized, high-quality gifting experiences while prioritizing customer satisfaction and local business support. With a strong foundation in Kelowna, the goal is to expand across British Columbia and eventually nationwide across Canada.

Persona 1

Persona	Jill (Male)
Age	35
Occupation	Project Manager
Location	Kelowna, BC
Annual Income	\$85,000
Lifestyle	A busy professional who frequently buys gifts for work and personal occasions.
Shopping Habits	Prefers online shopping because of their hectic work schedule.
Pain points	Needs fast and reliable same-day delivery for last-minute gifts.
Buying Motivation	Convenience, high-quality arrangements, and a seamless ordering experience are the key features of this service.
Occasions for Purchase	Anniversaries, client appreciation, and corporate gifting are all occasions that require thoughtful gifts.
Marketing Channels	Facebook Ads, Google Search, Email Marketing.



Persona 2

Persona	Aroosa (Female)
Age	28
Occupation	Interior Designer
Location	Kelowna, BC
Annual Income	\$65,000
Lifestyle	Creative and detail-oriented, I love thoughtful gifts.
Shopping Habits	Enjoys browsing for unique and high-quality items.
Pain points	Prefers personalized gifts and aesthetically pleasing packaging.
Buying Motivation	Personalized products, locally sourced items, and eco-friendly choices.
Occasions for Purchase	Birthdays, romantic surprises, and home decor.
Marketing Channels	Instagram, Pinterest, Influencer Collaborations



USP & Tagline

USP:

Thoughtful Gifts, Fresh Flowers - Delivered with Love. Kelowna Florists and Gifts differentiates itself through its commitment to freshness, customization, and local partnerships. The platform allows customers to create meaningful, personalized gift experiences with same-day delivery, ensuring convenience and thoughtfulness in every order.

TAGLINE:

Your One Place to Shop Gifts for Your Loved Ones, Just the Way You Want It
– Personalized, Fresh, and Delivered Fast.

Brand attributes

Brand personality

Kelowna Florists and Gifts embodies warmth, elegance, and reliability. The tone is professional yet friendly, making the brand approachable for both individual and corporate customers. The brand's personality conveys care, joy, and convenience, aligning with its purpose of enhancing meaningful connections through thoughtful gifting.

Market Positioning

Kelowna Florists and Gifts is positioned as the go-to online gifting solution for fresh flowers and curated gifts in Kelowna. By focusing on same-day delivery, personalization, and local partnerships, the brand differentiates itself from generic online florists and large-chain retailers. The company aims to be perceived as a premium yet accessible choice for personal and corporate gifting needs.

Brand Beliefs

- Quality First: Every bouquet and gift package is carefully crafted for freshness and aesthetic appeal.
- Convenience with a Personal Touch: Customers should enjoy a seamless online experience while still feeling the warmth of a personalized gift.
- Supporting Local: Partnering with local florists and businesses ensures quality products while contributing to the community's economy.

Competitors

BLOOMEX CANADA (Ottawa, Ontario. 2005)

- Offers: fresh flowers, floral arrangements, gift baskets
- Strong online presence nationwide and delivery in Canada, US, Australia and New Zealand
- Target audience: budget-conscious individuals and businesses seeking affordable, convenient and nationwide flower delivery
- Stands out the ability to reach broad customer base and offer diverse products

1-800-FLOWERS.COM (Jericho, New York. 1976)

- Offers: fresh-cut flowers, floral arrangements, plants and gifts
- Strong online presence nationwide and delivery in Canada and US.
- Target audience: customers
- Stands out the ability to offer same/next-day services




Kelowna Florist & Gift shop can stand out by providing locally sourced, fresher flowers with personalized, same-day delivery, ensuring superior quality compared to major online competitors. Customers will value unique, customizable gift bundles that feature local artisan products and eco-friendly packaging for a more considerate experience. An efficient online ordering system with real-time tracking and outstanding customer service will improve convenience and reliability.

Fostering strong relationships with local businesses, hotels, and event planners can encourage repeat orders and bulk purchases. A subscription-based flower delivery

service for residences and workplaces can generate consistent revenue and enhance customer loyalty. By prioritizing quality, personalization, and local connections, the shop can establish a niche that large online retailers cannot replicate.

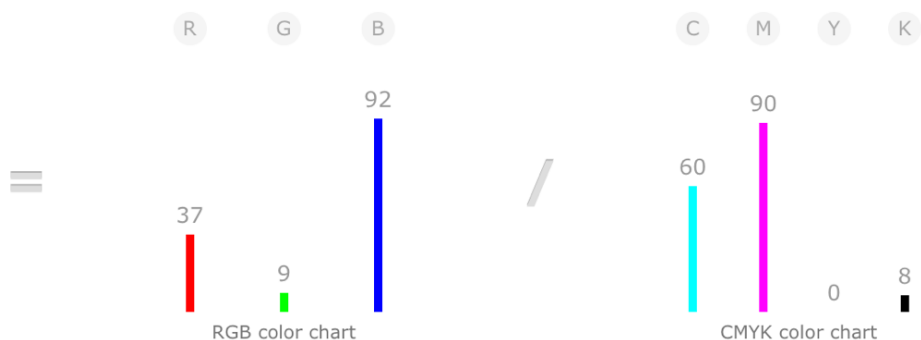
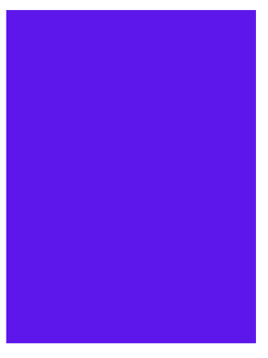
Visual Identity

Color Scheme

- Dominant color: Violet (#5E17EB) –  Represents premium quality, elegance and creativity.
- Subordinate colors:
 - o Red (#FF6C6C) –  Symbolizes love, passion and warmth, used in the tulip design.
 - o White (#FFFFFF) –  Represents purity, sincerity, and care, appearing in the heart-shaped petal.

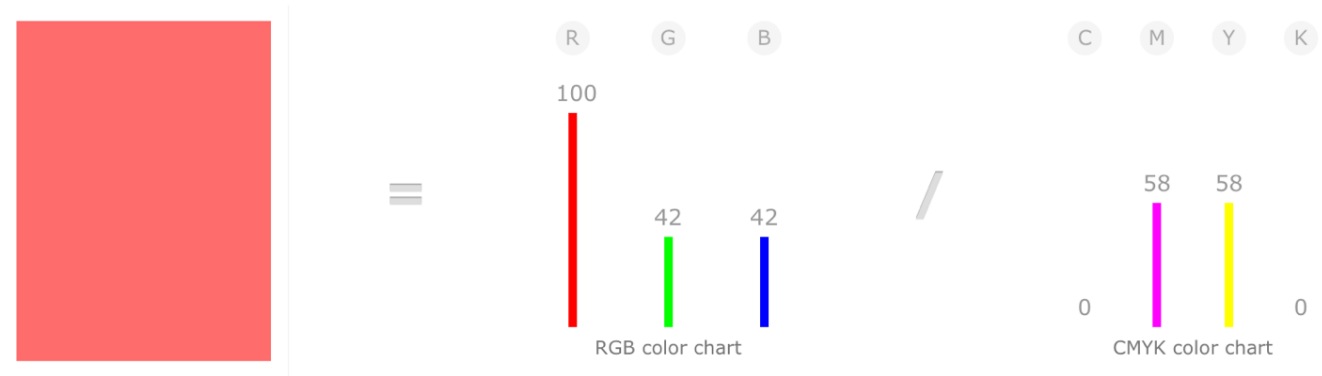
Color Value

- Violet → CMYK (60, 90, 0, 8) | RGB (37, 9, 92) | Hex #5E17EB (ColorHexa, n.d.)



- #5e17eb color description : **Vivid violet.**

- Red → CMYK (0, 58, 58, 0) | RGB (100, 42, 42) | Hex #FF6C6C (ColorHexa, n.d.)



• #ff6c6c color description : **Very light red.**

- White → CMYK (0, 0, 0, 0) | RGB (100, 100, 100) | Hex #FFFFFF (ColorHexa, n.d.)



• #ffffff color description : **White.**

Typefaces/Fonts

- Primary font: Girassol (All Caps for Logo) – A bold, elegant typeface reflecting the brand's premium nature.

KELOWNA FLORIST & GIFTS

- Heading font: Playfair Display – A sophisticated serif font that enhances an upscale, refined brand image.
- Body font: Lato – A modern, clean sans-serif for readability and a contemporary touch.

Font Selection & Brand Representation

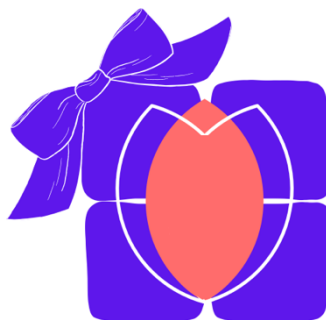
The font selection for Kelowna Florist & Gifts reflects its blend of elegance, quality, and accessibility. Girassol (All Caps for Logo) is bold and sophisticated, ensuring strong brand recognition while conveying premium service and warmth.

Playfair Display (Headline font) adds a refined, upscale feel, aligning with the sentimental and high-quality nature of floral gifting. Lato (Body Font) provides modern readability, making customer interactions seamless across digital and print platforms. This combination balances luxury, professionalism, and approachability, positioning the brand as a premium yet user-friendly gifting service that caters to both high-end shoppers and everyday gift buyers.

Logo

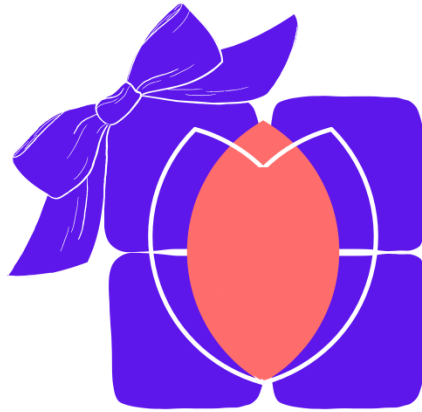
Logo representing the brand

The Kelowna Florist & Gifts logo features a violet gift box, symbolizing premium quality and exceptional service. At its center, a red tulip represents fresh flowers, passion, and heartfelt emotions, reinforcing the brand's core offering. The white heart, seamlessly integrated into the tulip's petals, signifies love, care, and the personal touch that goes into every order. This design visually captures the essence of the brand—blending the joy of gifting with the elegance of flowers. The logo is distinctive, clear, and scalable, ensuring visibility and recognition across various platforms, from digital screens to printed business cards.



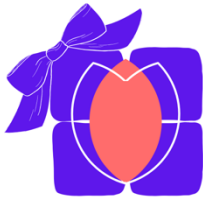
KELOWNA FLORIST & GIFTS

- Minimum Size Requirements: The logo should not be scaled below 1 inch in width to ensure legibility.
- Buffer area: Maintain a clear space around the logo equal to half the width of the tulip to prevent visual clutter



KELOWNA FLORIST & GIFTS

PRIMARY LOGO



PRIMARY LOGO WITH TAGLINE



KELOWNA FLORIST & GIFTS
PERSONALIZED, FRESH, AND DELIVERED FAST.

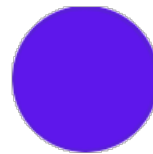
COLOR PALETTE



#FFFFFF



#FF6C6C



#5E17EB

FONTS

Primary Font: GIRRASSOL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font: Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



DON'Ts

- Do not distort or rotate the logo
- Do not change colors outside the approved palette
- Avoid excessive like glow or drop shadows
- Maintain proper spacing and proportions for clarity across all mediums



Business Card

Front:



Back:



Brand tone

Communication style

Kelowna Florists and Gifts maintains a warm, engaging, and professional tone. The brand voice is inviting and expressive, ensuring that all customer interactions feel personal and thoughtful.

- Website & Social Media: Friendly yet informative, with engaging content that highlights product benefits and special occasions.
- Newsletters & Ads: Conversational, encouraging customers to celebrate moments with personalized gifts.
- Customer Support: Professional and empathetic, prioritizing excellent service and customer satisfaction.

Images representing the brand

These five Images exemplify the Kelowna Florist and gifts' services for its target audience.

- 1- Bridal Bouquets & Personalized Wedding Gifts – A breathtaking bridal bouquet crafted with fresh, vibrant flowers, alongside the groom receiving a personalized gift box tailored to their preferences, showcasing Kelowna Florist & Gifts' expertise in elegant wedding floral arrangements and thoughtful gifting.



- 2- Curated Gift Baskets – Thoughtfully assembled gift baskets featuring premium products from local Kelowna florists, gift shops, and wineries, including gourmet treats and a fine bottle of wine—perfect for corporate gifting and special occasions.



- 3- Tulips & Gifts for Special Occasions – Fresh, locally sourced tulips beautifully arranged with thoughtful gifts, ideal for celebrating special moments like Mother's Day.



- 4- Romantic Gifts & Flowers for Couples – Unique and meaningful floral arrangements paired with special gifts, designed for celebrating love on occasions like Valentine's Day, anniversaries, and engagements.



- 5- Floral & Gift Subscription Boxes – A carefully curated subscription service featuring handpicked seasonal flowers alongside luxurious gifts such as

scented soaps, candles, and perfumes, delivered weekly or monthly to elevate home and office decor.



Conclusion

This brand style guide serves as an all-encompassing framework for creating and sustaining a recognizable and reliable identity for Kelowna Florists and Gifts. By standing out fundamental components like the brand personality, market positioning, unique selling proposition (USP), and core beliefs, the business is strategically aligned as Kelowna's preferred online gifting service, providing fresh flowers and specially curated gift packages with an emphasis on quality, personalization, and convenience.

The guide emphasizes the brand's dedication to excellence, guaranteeing that every customer interaction, whether via the website, social media, or physical deliveries, exudes warmth, elegance, and dependability. Through same-day delivery, collaborations with local partners, and considerate gifting solutions, the company sets itself apart from standard online florists and large retail chains, positioning itself as a premium yet accessible option for both personal and corporate gifting requirements.

The visual identity, encompassing the thoughtfully selected color scheme, typography, and logo design, is vital in conveying the brand's essence. The seamless combination of sophistication, warmth, and modernity ensures that the brand attracts its varied target audience, ranging from busy professionals in need of last-minute gifts to individuals looking for personalized and visually appealing arrangements.

In addition to visual and messaging uniformity, the brand guide delineates marketing channels and strategies that will aid in attracting, engaging, and retaining customers. Kelowna Florists and Gifts is set to enhance visibility and foster sustainable growth in the competitive floral and gifting industry through social media, collaborations with influencers, PPC campaigns, and SEO strategies.

Kelowna Florists and Gifts is ready for enduring success and growth by merging a solid brand foundation with customer-focused services. As the company expands, this guide will persist in ensuring that the brand remains consistent, recognizable, and dependable providing customers with a memorable and considerate gifting experience.

References

- **ColorHexa.** (n.d.). #FF6C6C *hex color*. Retrieved February 19, 2025, from <https://www.colorhexa.com/ff6c6c>
- **ColorHexa.** (n.d.). #FFFFFF *hex color*. Retrieved February 19, 2025, from <https://www.colorhexa.com/ffffff>
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