

Brand Guidelines

Schutz Garden &
Landscape Supplies

Contents

01	Logos.....	Page 3
02	Icons.....	Page 6
03	Colour Palette.....	Page 12
04	Typography.....	Page 14
05	Application.....	Page 16

Logos

Each logo variation has been designed to fit specific layouts and proportions. Always use the version that best matches the available space to ensure the logo remains balanced, legible, and visually consistent.

Horizontal logos are best suited to wide, narrow spaces such as website headers, email signatures, and banners.

Stacked logos work well in more compact or square areas, including signage and uniforms.

Circle logos should be used where space is limited or when the full logo is not practical.

Avoid stretching, cropping, or altering the proportions of any logo. Select the appropriate logo variation based on the shape and size of the available space to maintain a consistent brand identity.



Primary Logo



Secondary Logo



Secondary Logo



Submark



Spacing

The borders indicate the logo's construction, alignment, and safe spacing to help maintain consistency across all applications. Always leave a space the size of the largest tree icon on all sides of the logo.



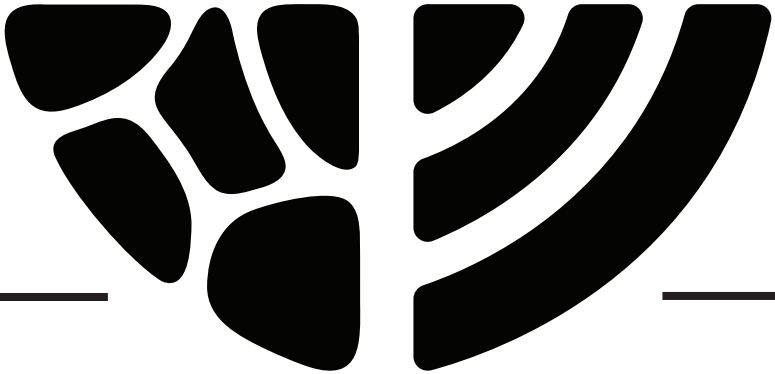
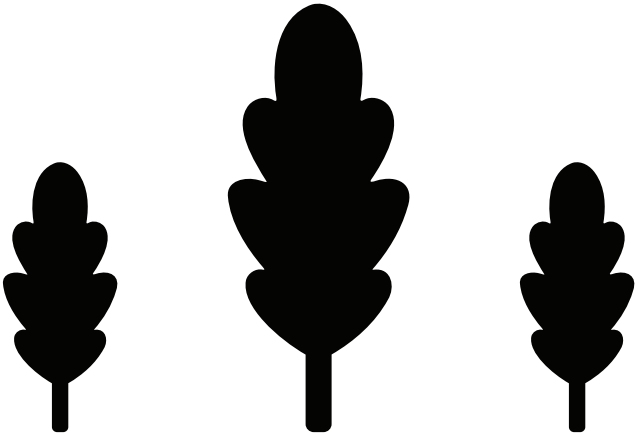
Icons

The icon system has been developed to create a clear and consistent way of identifying each area of the business.

Each category is represented by its own colour palette and a unique set of simple, recognisable icons, making it easy for customers to quickly distinguish between products and services across print and digital applications.

02

GARDEN SUPPLIES



**LANDSCAPE
SUPPLIES**



**LANDSCAPING
SERVICES**



GARDEN SUPPLIES

Use the Garden Supplies icons and colour throughout all materials relating to plants, gardening products, and nursery items. These icons should only be used when referencing this category to maintain consistency and clear visual communication.





LANDSCAPE SUPPLIES

The Landscape Supplies icon set is used for products such as soils, mulch, sand, and other landscaping materials. Always pair these icons with the designated category colour to reinforce the visual identity.





LANDSCAPING SERVICES

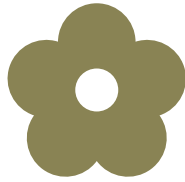
The Landscape Services icons represent the business's professional landscaping services. Use this icon set alongside its designated colour for all service-related content, marketing materials, and signage.



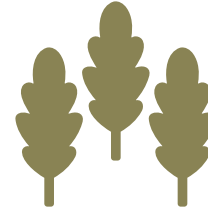
Landscaping Services Icons



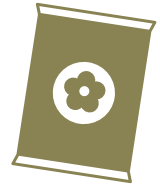
Monstera
Leaf



Flower

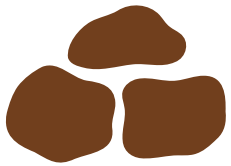


Saplings



Seeds

Landscaping Services Icons



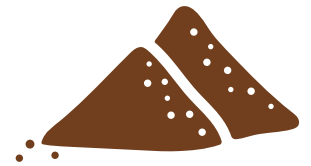
Rocks



Pebbles

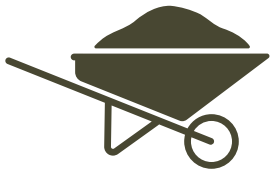


Mulch



Sand

Landscaping Services Icons



Wheelbarrow



Shovel &
Rake



Gardening
Gloves



Watering
Can

Colour Palette

This colour palette has been inspired by the natural materials and landscapes that shape the business. Drawing from tones of limestone, stone, soil, bark, wattle, olive, and forest, the palette creates a grounded, earthy, and timeless visual identity that feels both professional and approachable.

03

LIMESTONE

#e9e5db

C8 M7 Y12 K0

R233 G228 B219

PMS 663 C

STONE

#8b7b6c

C45 M46 Y55 K11

R139 G123 B108

PMS 4217 C

SOIL

#412d13

C52 M66 Y90 K64

R65 G45 B19

PMS 4625 C

BARK

#72401e

C37 M72 Y85 K40

R233 G228 B219

PMS 168 C

WATTLE

#cd9348

C19 M44 Y83 K1

R205 G147 B72

PMS 7510 C

OLIVE

#8b8355

C45 M38 Y75 K12

R139 G131 B85

PMS 4238 C

FOREST

#494732

C61 M54 Y76 K47

R73 G71 B50

PMS 7771 C

Typography

The typography has been carefully selected to create a strong, approachable, and professional brand identity. The combination of Festivo and Proxima Nova provides a balance of character and clarity, ensuring all communications are both visually engaging and easy to read.

Festivo is used for headings to create impact and personality. Its bold, handcrafted style reflects the brand's connection to the outdoors while giving the identity a distinctive and memorable presence.

Proxima Nova Bold is used for subheadings to establish a clear visual hierarchy and guide the reader through content. Its clean, modern appearance complements the display font without competing for attention.

Proxima Nova Regular is used for body copy, offering excellent readability across both print and digital applications. Its simple, versatile design ensures longer passages of text remain clear and accessible.

Together, these typefaces create a cohesive system that is confident, approachable, and easy to navigate, reinforcing the brand's natural and professional character.



HEADING

FESTIVO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subheading

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Application

A consistent brand experience is created through the thoughtful application of the brand across every customer touchpoint. Whether it's displayed on uniforms, signage, vehicles, packaging, or promotional materials, each application should reflect the same visual identity and professional standard.

By consistently using the approved logo variations, colours, typography, and icon system, the brand remains recognisable, builds trust, and reinforces a strong presence in every environment. The following examples demonstrate how the brand elements can be applied across a range of physical and digital assets while maintaining a cohesive and impactful identity.

05

Uniforms

AS Colour Staple Tees

CHESTNUT

(Soil)



PINE GREEN

(Forest)



CLAY

(Bark)



Screen Print



Screen Print

Uniforms

AS Colour Relax Hoods

CHESTNUT
(Soil)



Screen Print

PINE GREEN
(Forest)



CLAY
(Bark)



Screen Print



Uniforms

House of Peaks
Friday Snap Cap

CACAO
(Soil)



Embroidery

House of Peaks
Tomorrow Cap

CAMO
(Forest/Olive)



Embroidery

AS Colour
Access Five Panel Cap

CLAY
(Bark)



Embroidery

Uniforms

Hark Yakka
Long Sleeve Check Flannel
Cotton Work Shirt
BOTTLE GREEN



Embroidery

No back print

Hard Yakka
Long Sleeve Open Front
Cotton Drill Work Shirt
GREEN



Embroidery

No back print