

BRANDING FOR BUSINESS: how design reflects your company style

Spring

fun, cute, quirky

Light, bright and fresh colours with a soft delicacy about them. Scandi/Nordic. Simple, creative and youthful styling.



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Summer

ELEGANT, GRACEFUL, DREAMY

Cool, delicate, relaxed colours with a touch of grey. Soft tone watercolours. Team handwritten with traditional serif type.



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AUTUMN

EARTHLY RICH, ORGANIC, NATURAL

Warm, intense natural ripe colours. Natural textures, matt, brown paper, hemp/linen. Shapes are organic and rustic.



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WINTER

distinctive, bold, luxurious

Bright, clear and intense colourscheme. Aspirational style with a modest yet luxurious, minimalist geometric sharpness.



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