WOODLANDS™

NATURE'S BEST.

BRAND IDENTITY GUIDELINES

TABLE OF CONTENTS

1 - OUR STORY

2 - OUR VISION AND VALUES

3 - LOGO USAGE

4 - TYPOGRAPHY

5 - COLOR PALETTE

6 - MARKETING SAMPLES



OUR STORY

In a quiet corner of the world, where wildflowers bloom freely and tree canopies whisper in the wind, the idea for **Woodlands** was born. Inspired by the gentle pace of the natural world and the sweet memories of childhood wanderings, we dreamed of capturing the feeling of a sun-dappled forest in every spoonful.

Each scoop is crafted with care from nature's forgotten flavours: the delicate notes of flower petals, the earthy aroma of herbs, and the subtle warmth of edible bark. These are the tastes of storybooks and summers long ago, of sticky fingers and laughter under the trees.

Berry the bear, our logo and mascot, is inspired by the timeless charm of Winnie the Pooh and leads the way through our enchanted flavourscapes. He reminds us to pause, play, and savour the magic hidden in the everyday.

With three unique lines - each inspired by wood, herbs, and florals - we invite you to explore a world where nature and nostalgia meet. Whether you're chasing childhood memories or discovering new ones, **Woodlands** welcomes you home.

OUR VISION AND VALUES

To rekindle childlike wonder through nature's quiet magic, one scoop at a time. **Woodlands** envisions a world where people pause to savor the beauty around them, reconnect with the earth, and give back to the creatures that call it home. Through every flavour and every spoonful, we aim to preserve the wild places that inspire us,and protect the bears that warm our hearts.

SUSTAINABILITY

AUTHENTICITY

ENCHANTMENT

LOGO USAGE

The Woodlands logo is a key part of our brand identity. It represents the heart of our story (nature, comfort, and nostalgia) through a carefully designed bear icon paired with a soft, rounded wordmark. To maintain brand consistency across all applications, the logo must always be used with care and according to the following guidelines.



For Darker Backgrounds
(empty bear nose)
logo hex - #f3cda0



For lighter Backgrounds
logo hex - #260d0d
Bear nose hex - #c49a6c



For black and white
print ONLY

Simplified logo



WOOD SERIES



HERB SERIES



FLORAL SERIES

Wordmark

WOODLANDS™

Clear space

Clear space should be at least X-height of the “W” in “WOODLANDS” on all sides.



Minimum size

Digital display size should be no smaller than 100px in width.



Refrain from



Do not Squish, Stretch or Rotate the logo.



Do not use colors outside the brand color pallette.



Do not apply shadows, gradients, or effects that alter the logo.

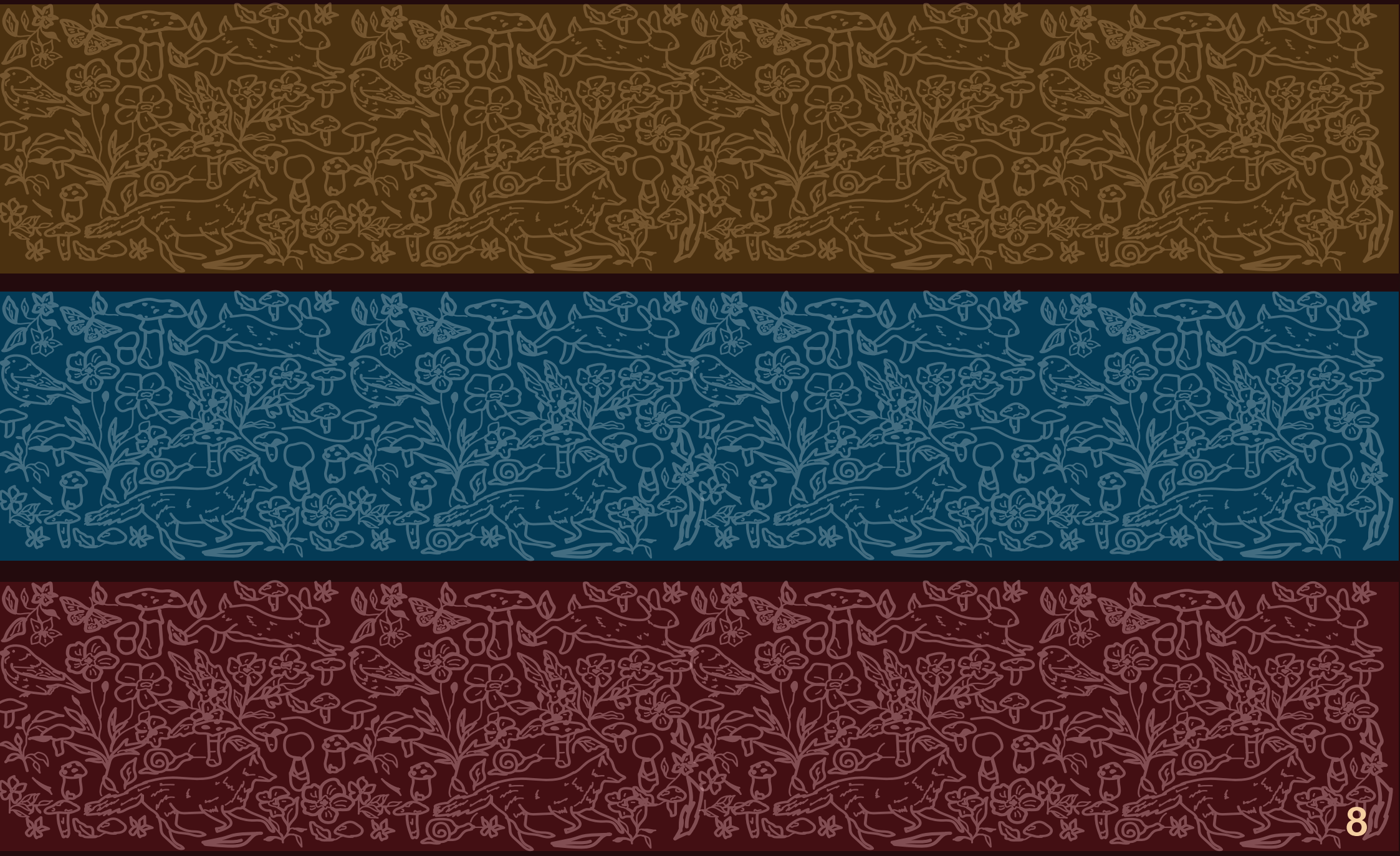


Do not place the logo on low-contrast or cluttered backgrounds.



Do not change the font in the logo.

Motifs



TYPOGRAPHY

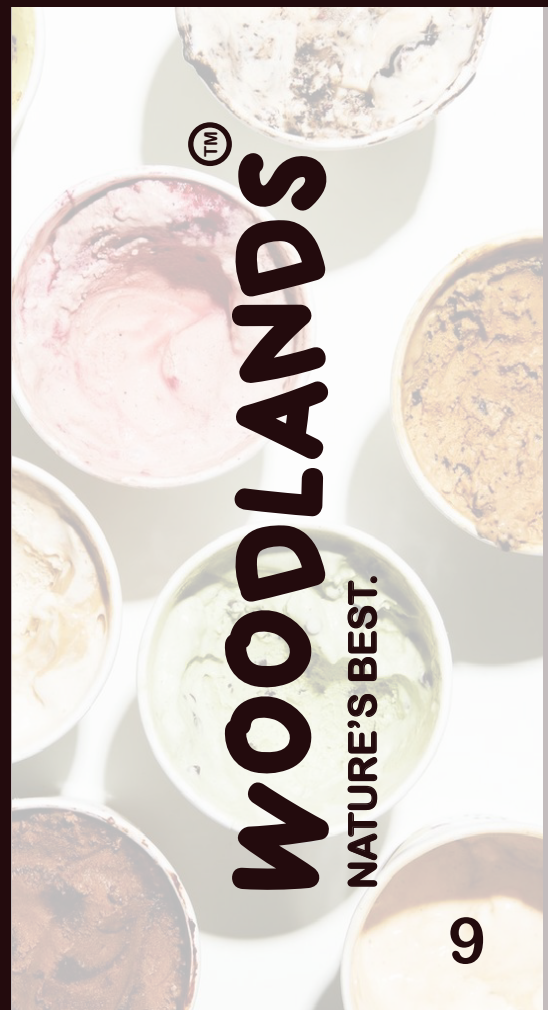
The Woodlands brand uses a combination of expressive and approachable typefaces to reflect our natural, nostalgic tone. Our primary display font is ADELIA, a handwritten script that adds warmth and personality to headlines, packaging, and key brand moments.
For body copy and supporting text, we use Arial Rounded MT Bold. Clean, soft-edged, and easy to read, it complements ADELIA without overpowering it. This typeface maintains a friendly, grounded presence throughout all touchpoints. Typography should be used consistently across all applications to maintain brand cohesion.

ADELIA - FOR HEADINGS AND TAGLINES

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

Arial Rounded MT Bold - For body text

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
0 1 2 3 4 5 6 7 8 9
. , & ! @ $ * + - = {} [] ()



COLOR PALETTE

The Woodlands color palette is rooted in the calm, earthy tones of the natural world. Inspired by forest floors, flower fields, and sunlit meadows, these colors work together to create a warm, welcoming atmosphere that reflects our core values. Our palette is divided into **Primary, Secondary and Series** colors to guide consistent application across packaging, digital platforms, and print materials.

PRIMARY



RGB - 38 13 13
Hex - #260d0d



RGB - 167 70 36
Hex - #a74624



RGB - 243 205 160
Hex - #f3cda0

SECONDARY



RGB - 196 154 108
Hex - #c49a6c



RGB - 242 199 119
Hex - #f2c777

SERIES



RGB - 75 50 18
Hex - #4b3212



RGB - 0 60 87
Hex - #003c57



RGB - 68 18 21
Hex - #441215

MARKETING SAMPLES

The Woodlands color palette is rooted in the calm, earthy tones of the natural world. Inspired by forest floors, flower fields, and sunlit meadows, these colors work together to create a warm, welcoming atmosphere that reflects our core values. Our palette is divided into Primary, Secondary and series colors to guide consistent application across packaging, digital platforms, and print materials.






WOODLANDS
NATURE'S BEST.


WOODLANDS
NATURE'S BEST.
HONEY LAVENDER CREAM
475 ml
1PINT


WOODLANDS
NATURE'S BEST.
ROSEMARY VANILLA
475 ml
1PINT


WOODLANDS
NATURE'S BEST.
OAKNUT CHOCOLATE CHIP
475 ml
1PINT


WOODLANDS
NATURE'S BEST.
HONEY LAVENDER CREAM
ROSEMARY VANILLA
OAKNUT CHOC




WOODLANDS
NATURE'S BEST.