




BRAND GUIDELINES 2020



The image features two identical potted plants, likely peace lilies, in white ceramic pots. They are positioned on a light-colored wooden floor against a plain white wall. The plants have long, green, lance-shaped leaves. The text is centered between the two plants.

“Connecting you with nature to
improve your health & home.”

-Karen Fletcher

MISSION STATEMENT

I create personally designed spaces tailored to busy professionals lifestyles and family needs using ethically sourced design materials that give a connection to nature and offers anorganised stress free environment.



BRAND VALUES

Ethical

The use of sustainable materials, with minimal impact but maximum respect to the environment (Biophilic Design).

Connection

To nature, ourselves, family, our senses.

Exclusive

Personally designed with quality and functionality to meet the individuals lifestyle needs.

Love & Passion

Love of design, love of the world, family, health, natural materials.



COMPANY LOGO

The logo represents a variety brand values and style. Modern, minimalist and eco-friendly.

Circles play a big part as they represent the rings of a trees life as well as the circle of life. So the circle here joins onto the letters E and H to show our homes connection with nature and what we put into it we get out of it. Bringing nature and sustainable materials indoors creating Your Ethical Home.

The plant is a nod to nature which plays a big part in the decision and design making of the company and the dots below it represent the sowing of seeds.

Your Ethical Home wants to educate people and inspire the next generation to follow.



CORRECT USE



WRONG USE





COLOUR PALETTE

Your Ethical Home brand colours can be used
in line with black and white.

PRIMARY COLOURS



Blue Stone:
R25, G93, B95
C85, M40, Y53, K30
#195d5f



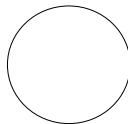
Tranquil:
R220, G237, B234
C15, M0, Y9, K0
#dcedea



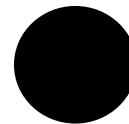
Link Water:
R201, G207, B214
C23, M14, Y11, K0
#c9cfd6



Blue Whale:
R28, G40, B65
C97, M85, Y44, K49
#1c2841



Pure White:
R255, G255, B255
C0, M0, Y10, K0
#ffffff



Pure Black:
R0, G0, B0
C88, M76, Y69, K96
#000000

BRAND COLOURS

Your Ethical Home colours are based on the following words and should be considered when creating any design work.

Natural

Classic

Simple

Modern

Relaxing



BRAND FONTS

Your Ethical Home brand fonts are to be used
as set out in the next pages.

Lato

Light, *italic*, Regular, *italic*, **Bold**, *italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kepler Std

Light, *italic*, Regular, *italic*, Medium, *italic*,
SemiBold, *italic*, **Bold**, *italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

glowed
Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND FONTS

There are three main fonts which all have their own specific use and should not be changed for any other font when representing Your Ethical Home brand.

Lato

This font is for all paragraphs in Light or Regular with 0 kerning. It can be used in various weights and in CAPITALS to highlight a word or sentence. When in capitals use a kerning of 100.

Kepler Std

This font is used for headlines or short paragraphs to highlight a certain section. It can be used in CAPITALS with a kerning of 100. Or lowercase with a kerning of 0. Please stick to using mainly Light and regular in font weights

glowed

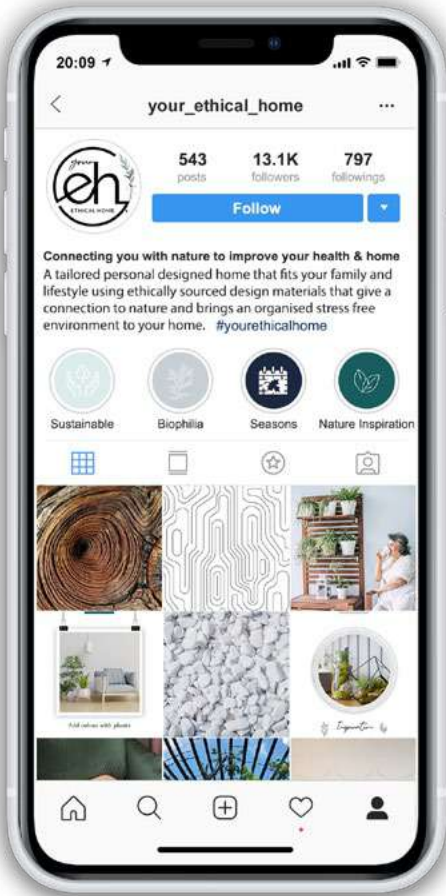
This font is to be used for only *key words* or personal sign offs for *Karen*. Kerning set to 0 and always in lowercase.



BRAND MEDIA

Here are some examples of the brand in action
across social media and print.

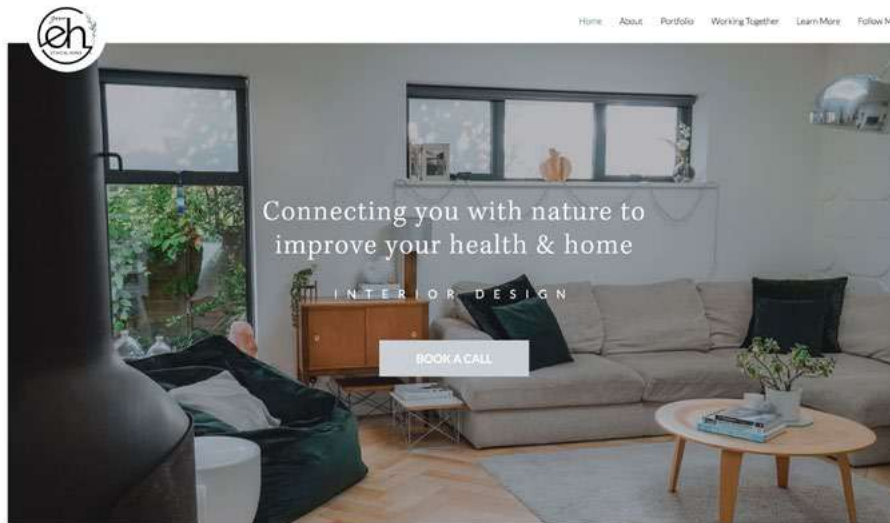
INSTAGRAM



BUSINESS CARD



WEBSITE



01 Meet Karen

Hi, I am Karen founder of Your Ethical Home.

I started this company because of my passion for interior design and the overwhelming feeling that I have a duty to play a part in protecting our precious planet. One room, one home, at a time.

It is my aim to bring a multi-sensory experience into your home, based on principles inspired by nature, using ethical materials and sustainable products.

I have owned, renovated and designed homes for nearly 25 years. I have a Diploma in Interior Design and I'm currently studying for a BA(Hons) Degree Interior Design.

My career path started in the corporate world as an accountant, so I have plenty of experience in managing people, projects and most importantly, the budgets. [Learn more](#)





Brand by John Carden Graphics 2020