

STYLE GUIDE

*Everything you need to know
to bring the brand to life!*

tone

We have a friendly and inclusive tone that encourages anyone to get involved.

We've been around for a while, so we're confident but never arrogant, and always willing to help.

We use fun callouts to help show our personality and make gardening approachable to all.

We are inspiring and always encouraging gardeners to work towards a more sustainable future.



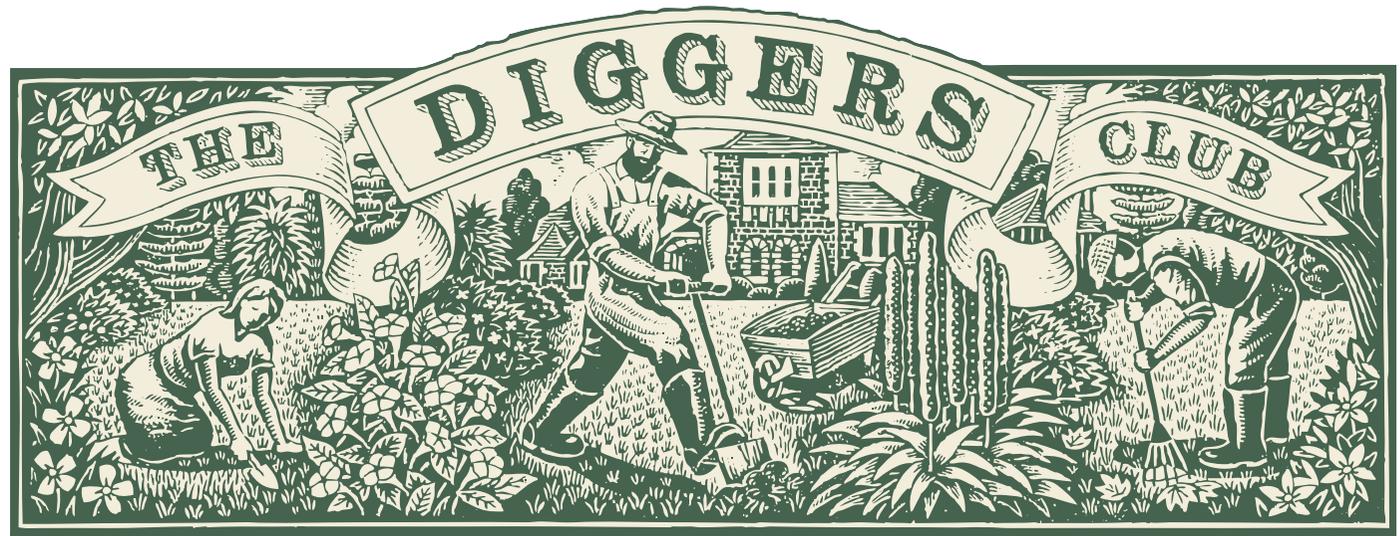
*It's
planting
time!*

LOGO

We have many logo options for you to choose from. Please ensure the correct logo is used at the correct size.

The banner logo is to be used when there is lots of space- such as the magazine cover or large outdoor banner.

MAGAZINE AND LARGE-SPACE LOGO



LOGO

The other logo options can be used when there is less space or a less detailed logo is needed.

When the logo appears on a small scale, the digger man will not print well and so the logo needs to appear in a text only capacity.

The digger man can appear alone but only if there is another logo on the same article that has “The Diggers Club” name. The main situation that requires the digger man without text is the small planting label (see page 11 for an example).

The digger man should appear no smaller than 15mm in height. Anything smaller, please use the text only logo.

OTHER LOGO OPTIONS



THE DIGGERS CLUB



THE
DIGGERS
CLUB



SMALL SPACE LOGO OPTIONS

THE DIGGERS CLUB

THE DIGGERS CLUB

CLEAR SPACE



Clear space around text only logos should be the height of the space between the two lines.

In all instances where the text only logo has to be between 15mm and 5mm (height) please use this version to ensure that it does not blur or bleed.

MINIMUM SIZE RESTRICTIONS



Minimum 15mm height

In all instances of the logo with the digger man, the man should be no smaller than 15mm high. Anything less than this height, please use text only logo.



In logo instances featuring the digger man, the clear space should be 1/4 the height of the logo.

COLOUR

Colours are an important part of the Diggers Club brand and should be adhered to. These colours are inspired by nature and all the wonderful treats that live in the garden.

Please note that we have a primary and secondary colour palette. Use the secondary colour palette and associated tints when creating illustrations or when more highlight colours are required.

PRIMARY

35% TINT

100%

75% TINT



Diggers green
PMS 5615 CP
R69 G99 B79
C72 M42 Y70 K28
#45634f



Diggers red
PMS 492 C
R145 G51 B54
C29 M89 Y76 K26
#913336



Diggers carrot
PMS 166 C
R229 G84 B0
C5 M81 Y100 K0
#e55400



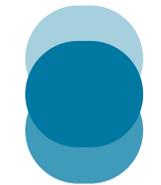
Diggers garlic
PMS XXX
R242 G237 B219
C5 M5 Y14 K5
#f2eddb

SECONDARY

35% TINT

100%

75% TINT



Plumbago
PMS 7468 CP
R0 G120 B161
C88 M44 Y22 K5
#0078a1



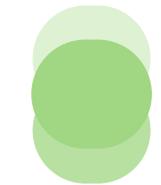
Heronwood blue
PMS 7693 CP
R0 G61 B107
C100 M81 Y33 K20
#003d6b



Green beans
PMS 7734 C
R38 G97 B64
C83 M38 Y83 K31
#266140



Lettuce
PMS 7739 C
R43 G153 B66
C81 M15 Y100 K5
#2b9942



Lambs ear
PMS 359 C
R161 G214 B66
C40 M0 Y65 K0
#a1d682



Billy button
PMS 1205 C
R247 G222 B140
C5 M10 Y54 K0
#f7de8c

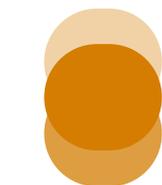
35% TINT

100%

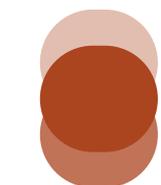
75% TINT



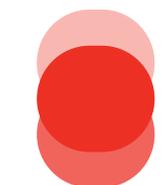
Coneflower
PMS 7409 CP
R252 G184 B20
C0 M30 Y100 K0
#fcb814



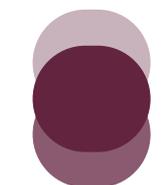
Pumpkin
PMS 145 C
R212 G125 B0
C15 M57 Y100 K5
#d47d00



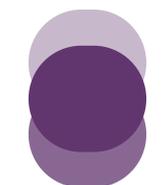
Plum
PMS 1675 C
R171 G69 B31
C24 M83 Y100 K15
#ab451f



Tomato
PMS 485 CP
R237 G48 B36
C0 M95 Y99 K0
#ed3024



Beetroot
PMS 690 C
R99 G36 B64
C47 M90 Y50 K41
#632440



Aubergine
PMS 7665 C
R97 G54 B110
C71 M91 Y28 K14
#61366e

TYPE

We use Gotham Medium and Gotham Book primary fonts for both print and digital. They are legible and classic.

Our secondary font is Comebro and its to be used to add flair and visual interest. It can be used for header and pull-out illustrations.

Please do not use secondary font any smaller than 15pt as it needs to be legible.

For accessibility purposes large amounts of body copy, like a magazine spread, should always be black on white.

PRIMARY — GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PRIMARY — GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SECONDARY* — COMEBRO

abcdefghijklmnopqrstuvwxyz
012345678!@#\$*

*not to be used any smaller than 15pt so it retains legibility

GRAPHIC ELEMENTS

Our illustration style is simple. We use flat colours in different shades rather than using texture or gradients. Illustrations are filled in and do not have an outline. The colours aren't strictly brand colours but still work within the brand colours. If you need more illustrations, please ensure they look similar to those featured here.

Callouts are used to add fun to the article and also draw attention to certain deals within the magazine.

ILLUSTRATIONS



CALLOUTS

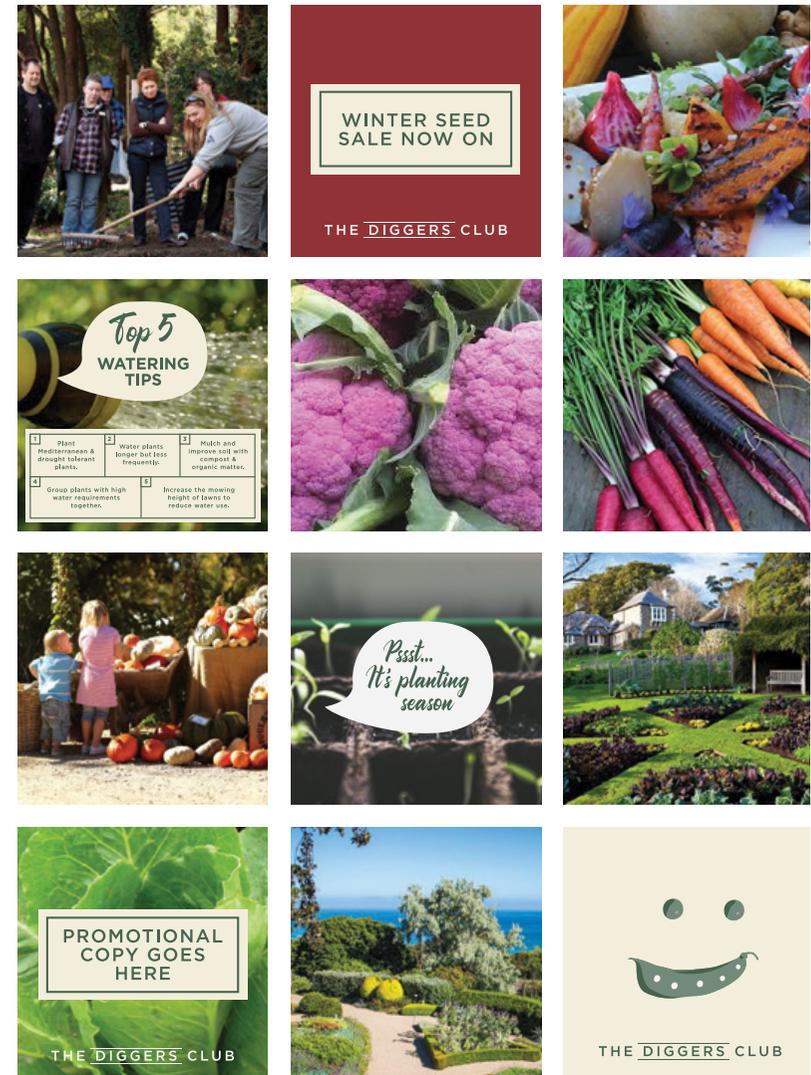


SOCIAL MEDIA & PHOTOGRAPHY

Our social media style is mostly photographic posts with fun illustrations and promotional posts dotted throughout.

Our photography style is unfiltered, clear and vibrant imagery that looks authentic as opposed to heavily processed. Please keep this in mind when searching for images or undertaking photography.

INSTAGRAM



APPLICATION

Here is an example of how a magazine spread could look with all the elements working together.

MAGAZINE



APPLICATION

Here is an example of how a seed packet could be designed.

SEED PACKETS

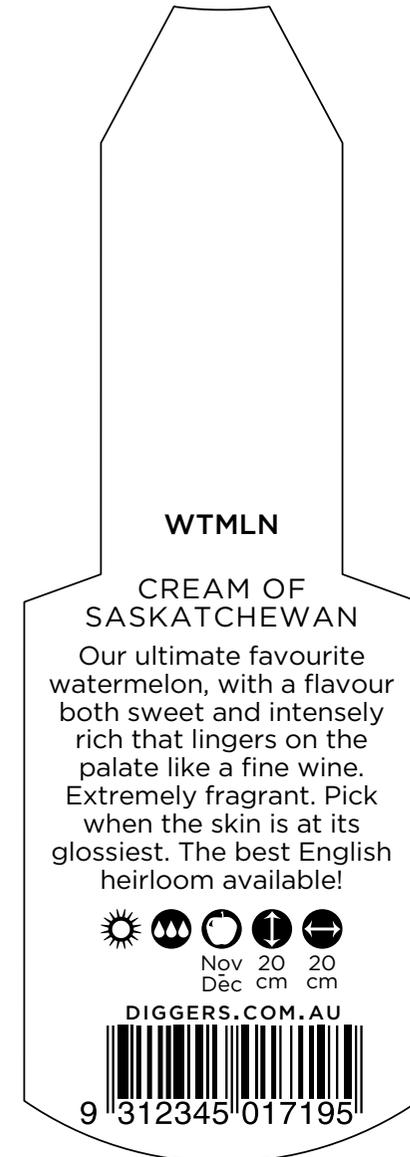


APPLICATION

Here is an example of how a small nursery label could be designed. You can see how the digger man can work separately to the text only logo on the same piece of collateral.

It shows how you can create a moment of delight as the label is pulled from the soil, and the digger man appears.

PLANT LABELS





THE DIGGERS CLUB