



LARKMOSS

BOTANICALS

BRAND GUIDELINES · VERSION 1.0

Quiet botanicals, *carefully kept.*

The logo, color, type and voice of a small-batch skincare line from
Mentone, Alabama.

CONCEPT STUDY · FICTIONAL BRAND · ATELIER PACKAGE · SEPTEMBER 2026





THE IDEA

The *understory*:
where light arrives
slowly.

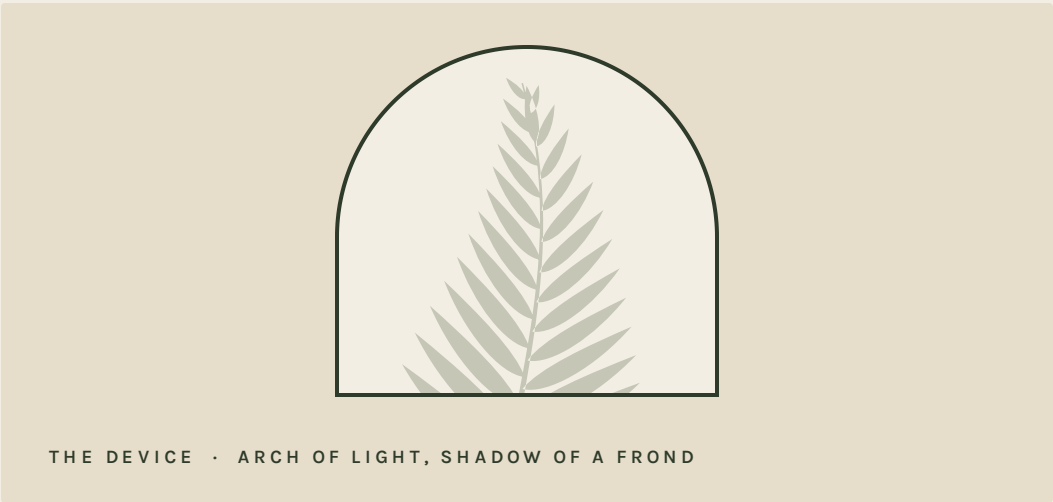
Most skincare shouts from the canopy. Larkmoss lives one layer down, where light comes through the leaves filtered and every plant is given time. The identity borrows that hush: an open arch of window light, the shadow of a single fern, and the colors of the forest floor.

FOR WHOM

Women 28 to 55 across the Southeast who buy clean, giftable skincare and care where it comes from, down to the mountain and the maker.

POSITIONING

*The quiet shelf in a loud aisle: small-batch,
plainly labeled, quietly luxurious.*



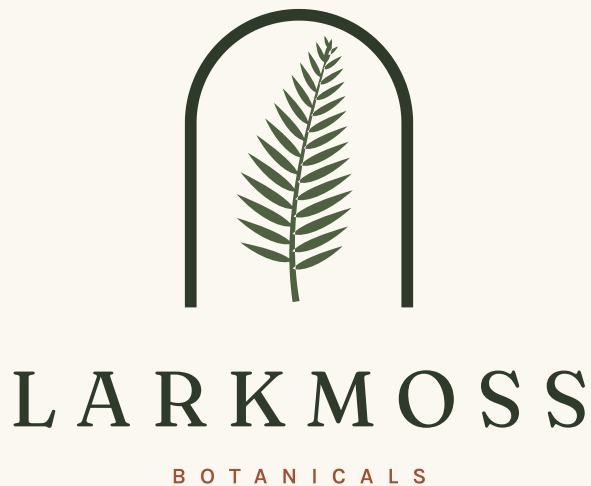
PERSONALITY

Quiet We let the ingredients and the light do the talking.

Rooted Everything is named for a plant, a layer of the forest or the mountain.

Precise Short lists, exact sizes, honest labels.

Warm Handwritten in tone, never clinical, never precious.



PRIMARY LOGO · STACKED



HORIZONTAL



EMBLEM



MONOGRAM



WORDMARK



REVERSED



ONE COLOR · INK

The emblem, an arch holding a fern frond, is the heart of the identity and stands alone on seals, stickers and social avatars. Use the stacked logo wherever there is room, the horizontal cut in headers, and the monogram for small, square places.

FILES

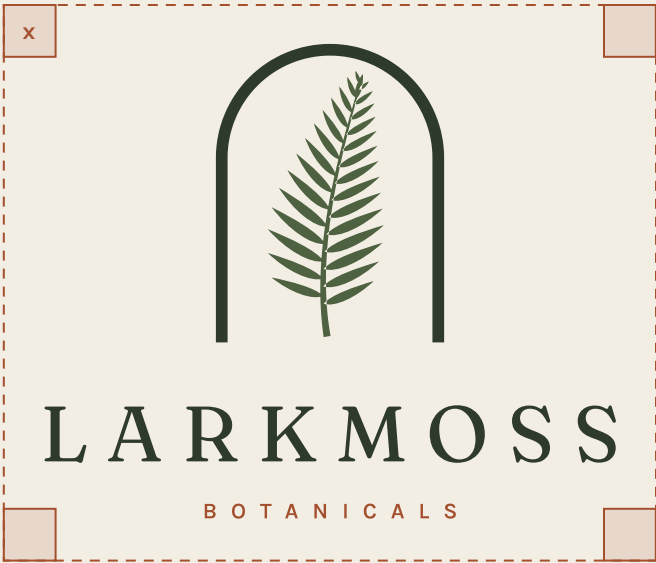
All logos are outlined vector artwork (SVG), so they carry no font dependency and scale without loss.

COLORS

Full color on Oat or Bone. Reversed on Deep Fern or Moss. One color in Ink when only one ink is available.

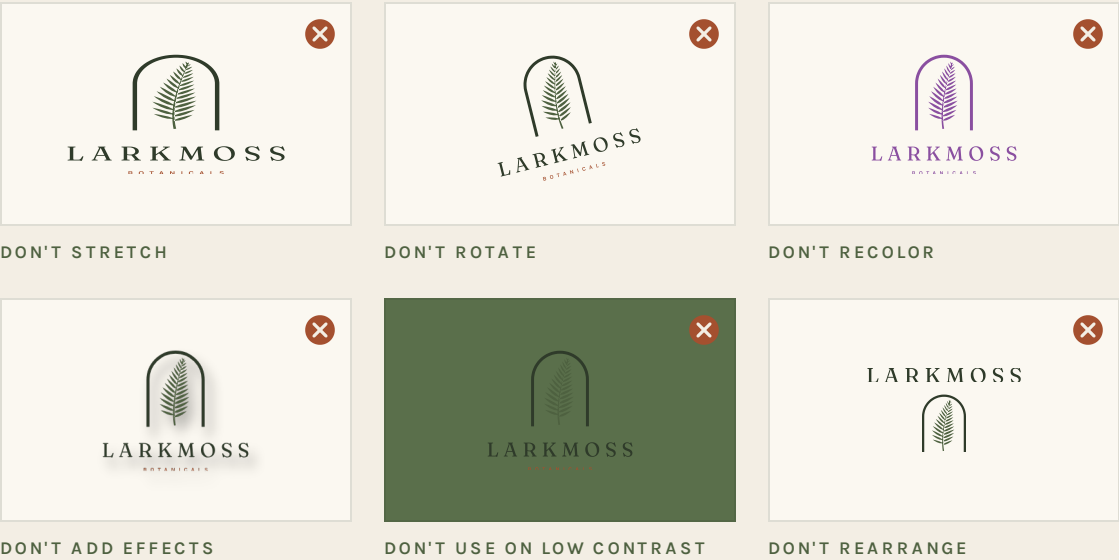


CLEAR SPACE



Keep a margin of at least x, the height of the L in the wordmark, clear of type, edges and imagery on every side.

MISUSE



Below 140 px wide the descriptor becomes illegible, so switch to the compact horizontal cut or the emblem alone. Never redraw, outline or re-space the artwork; always use the supplied files.

MINIMUM SIZE





Forest floor, *not* forest green.

Deep Fern

#2F3B2A

Moss

#4E6140

Lichen

#C9D1B5

Oat

#F3EEE4

Bone

#E6DDCB

Clay

#A4502F

Ink

#1F241C

RGB 47 · 59 · 42

CMYK 20 · 0 · 29 · 77

Depth · 14%

RGB 78 · 97 · 64

CMYK 20 · 0 · 34 · 62

Primary · 22%

RGB 201 · 209 · 181

CMYK 4 · 0 · 13 · 18

Tint · 8%

RGB 243 · 238 · 228

CMYK 0 · 2 · 6 · 5

Ground · 32%

RGB 230 · 221 · 203

CMYK 0 · 4 · 12 · 10

Secondary ground · 12%

RGB 164 · 80 · 47

CMYK 0 · 51 · 71 · 36

Accent · 7%

RGB 31 · 36 · 28

CMYK 14 · 0 · 22 · 86

Text · 5%

PROPORTION IN USE



ACCESSIBLE PAIRS (WCAG 2.1)

Aa	Body text on Oat	13.68:1	AA PASS
Aa	Reversed text on Deep Fern	10.20:1	AA PASS
Aa	Buttons and labels on Moss	5.84:1	AA PASS
Aa	Clay accent, small caps on Oat	4.82:1	AA PASS

HANDLING NOTES

Oat and Bone carry the layouts; Moss and Deep Fern give weight. Clay is an accent: one small use per layout, such as a rule, a seal or a line of caps.

Lichen on Moss (4.27:1) is decorative only. Clay on Bone (4.13:1) is too low for small text. CMYK values are starting points; proof on your stock before printing.



DISPLAY · FRAUNCES

Aa ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

A soft, warm serif with a hand-cut feel. Set it light at large sizes and in italic for a quiet voice. Weights: Light 300, Regular 400, Italic 400.

TEXT · KARLA

Aa ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

A clean, friendly grotesque for body copy, labels, UI and fine print. Weights: Regular 400 and SemiBold 600 for tracked caps. Both fonts are open source (SIL OFL) and free for commercial use.

HIERARCHY

DISPLAY
Fraunces Light · 56 / 60

Quiet botanicals

SUBHEAD
Fraunces Italic · 26 / 32

Steeped slowly, poured by hand

OVERLINE
Karla SemiBold · caps · +26%

FROM THE MOUNTAIN

BODY
Karla Regular · 16 / 26

Every batch is steeped, poured and labeled by hand in Mentone.



We speak the way the mountain *keeps time*.

WE SAY

- + Name the plant and the place: calendula, yarrow, Lookout Mountain.
- + Use craft verbs: steeped, poured, wrapped, shipped.
- + Keep sentences short, warm and unhurried.

WE AVOID

- Miracle, detox or anti-aging claims.
- Wellness jargon, hype and exclamation points.
- A vague “natural” with no source or place.

SAMPLE LINE

Steeped slowly on a mountain in Alabama, poured by hand, wrapped in oat paper.

NAMING SYSTEM · THE LAYERS OF THE FOREST

Canopy

Facial Oil

CALENDULA · YARROW · ROSEHIP

Understory

Face & Body Balm

SHEA · BEESWAX · PINE

Groundcover

Body Wash

OAT · CHAMOMILE

Forest Floor

Cleansing Bar

OAT · CLAY · PINE

Every product takes a layer of the forest as its name. Labels lead with the name, then the product, then no more than three ingredients and the size.



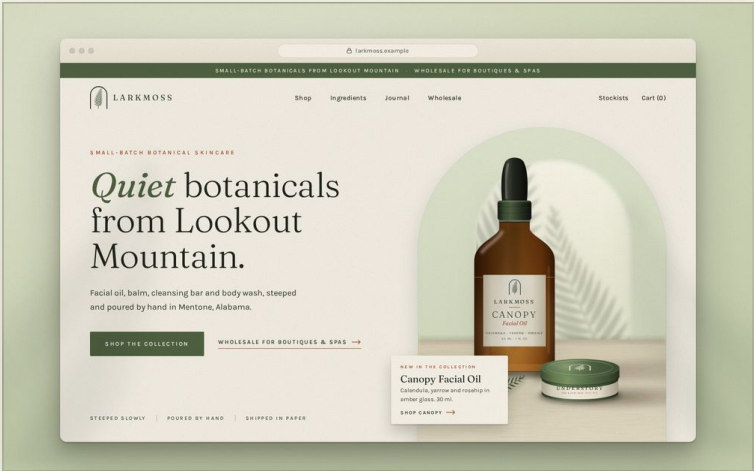
One quiet system, *everywhere it lands.*



PACKAGING



STATIONERY



WEBSITE



SOCIAL



MARKET TENT



PATTERN