

LILAC IN WHITE

Brand Guide

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Introduction

Background

Started in 2023 by Elise, Lilac in White provides elegant floral and wedding rentals for all of our clients' big day.

After years of experience in the floral industry, Elise created Lilac in White to provide an inexpensive option on wedding days.

The goal is to “have fun and create beautiful arrangements for agreeable prices that people can enjoy over and over.”



Mission Statement



Mission Statement:
“To provide an affordable, sustainable,
high-end service because the most
important day of your life doesn’t also
have to be the most expensive or
stressful one.”

Focus on enthusiasm and sympathy.
Cater to people's needs whenever
possible and reasonable. If people want
out-of-season flowers, we can do that
with silk and rentable options!

SWOT

Strengths

- Low cost
- Low price
- Local
- Reusable product
- No bad publicity/perception
- Goals that client's value

Weaknesses

- Little history
- No good publicity/perception
- Limited growing product list
- Limited storage space
- Pending business license

Opportunities

- Social Media Presence
- Completed Business License
- Moving vehicles
- Website growth
- Additional content
- Photography audience

Threats

- Rate of marriages
- Seasonal marriages
- Preference to own or rent flowers
- Limited product options
- Perception of "fake" flowers

Competitor Analysis - 1

Rexburg Floral

Services:

- Living floral, small house plants, specialty vases, and gift arrangements (telefloral)

USP:

- They have a good reputation and offer average local prices.

Marketing:

- Word of Mouth, some social media

Central Message:

- “Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one.”
- “We always go the extra mile to make your floral gift perfect.”
- Friendly neighborhood floral shop voice.

Overall Feel:

- Typical Teleflora quality

Price Comparison:

- \$45-\$150 (Average prices)



Competitor Analysis - 2

Rustic Floral

Services:

- Flowers, plants, balloons, gift items

USP:

- New local business, more than just flowers (like crafts and balloons)

Marketing:

- Instagram, Facebook

Central Message:

- “We aim to serve our community in providing the freshest, most in-season flowers for all occasions.”
- Respectful, polite voice.

Overall feel:

- Unpersonalized, but well-crafted arrangements

Price Comparison:

- \$40-\$135 (Average prices)



Competitor Analysis - 3

Burlap Flower

Services:

- Floral, plants, gifts, and subscriptions

USP:

- They have many unique, non-tela-floral options with flexible prices and available subscription plans.

Marketing:

- The only floral shop between Rexburg and Idaho Falls
- Word of mouth, some social media

Central Message:

- Focused on crafting high-quality, unique arrangements that people will be pleased with.

Overall feel:

- Personalized passion project

Price Comparison:

- \$35-\$175 (Average)
- Subscriptions: \$35-\$80/week



Persona - 1



Emily

Bio

A budding influencer who values family and friends. She's been dreaming of her Pinterest wedding her whole life.

Brands and influencers

She spends her time on Pinterest, Instagram, Tik Tok, and DIY fashion, crafts, and designer wedding blogs.

Communication

Channels

Instagram, Pinterest, Tik Tok

Content types and formats

Reels, Pinterest boards, and blogs

Content themes and topics

Crafts, fashion, weddings

Demographic info

Age

21

Location

Rexburg, Idaho

Family Status

Engaged

Education level

Some college

Income level

\$15,000/year

Floral Budget

\$700

Frustrations (pain points)

She hates how much every little thing costs while planning a wedding. She doesn't like uncontrollable variables, like the weather or wilting flowers. She wants to impress her mother-in-law while not losing her savings. she hates when things are advertised one way and fail to meet the expectations. She hates not being informed regularly and likes to be updated on progress or complications.

Quote

“ Cut costs if possible, but don't cheat the dream.

Factors influencing buying decisions

She's fanciful, yet frugal. She's been to sad weddings where things fell apart too easily. She's afraid that a cheaper floral option will do the same for her wedding.



Persona - 2



Lisa



Demographic info

Age

45

Location

Out of state

Family Status

Married

Education level

Bachelors in Business Management

Income level

\$50,000

Communication

Channels

Facebook and Instagram

Content types and formats

Blogs and online news

Content themes and topics

Weddings, events, food, flowers

Quote

“ Work for what you want, and you better earn what you get.

Bio

A food critic who believes that Emily, her eldest daughter, deserves the best. She also believes that Emily needs to learn self-sufficiency. She's upper middle class and very frugal but knows what she's worth.

Motivations (goals)

Emily's happiness and presentability is her biggest goal. It's of the utmost importance that Emily is happy on her big day.

Frustrations (pain points)

She hates planning events and being in charge. She is still a perfectionist concerning her children. She expects perfection and lives too far to keep as up to date as she would like. She's hard to please, but when pleased, a customer for life. Most of all, she hates fake glamor or tacky flowers.

Factors influencing buying decisions

She is influenced most by reviews and promotion. Emily is her eldest daughter and deserves the best.

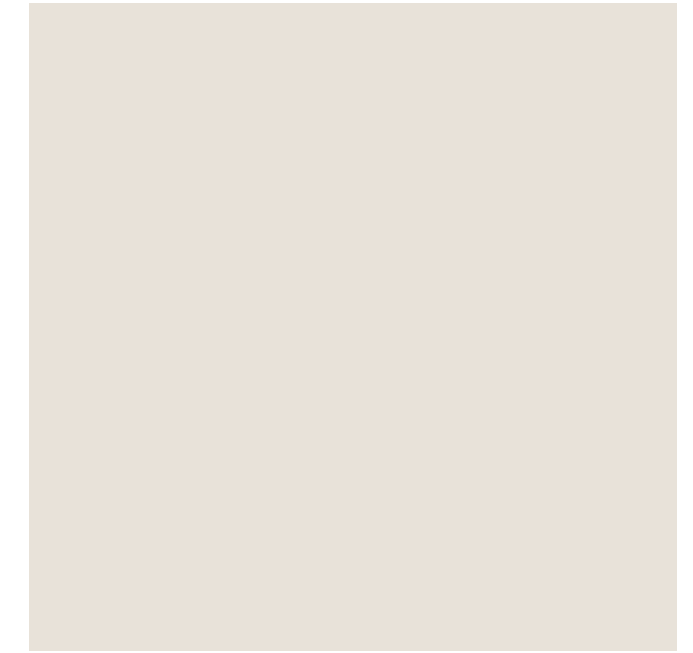
Brands and influencers

She's most influenced by reviews from the media and influencers in the events industry with over 100k subscribers.



Style Guide

Colors



Primary
“Lilac Field”
Hex:#c8a2c8

Secondary
“Seafoam”
Hex:#eff3df

Secondary
“Saiyge”
Hex:#9fb26f

Tertiary
“Comfy Pants”
Hex:#e8e2d9

Black: #000000

White: #ffffff

Content Specific : #cba135
(ie. Infographics)

Colors

Black on Lilac

Lilac on White

LILAC IN WHITE

LILAC IN WHITE

LILAC IN WHITE

LILAC IN WHITE

Black on White

White on Lilac

Fonts

Website Fonts

NAME-Bodoni Moda

Heading Type -
Montserrat/Avenir Light

Body Type - Arial

Content Fonts

NAME-Bodoni Moda

**H1 Heading Type -
Montserrat Bolded**

*H2 Heading Type -
Montserrat Italics*

Body Type -
Montserrat Unchanged

Logo



Use only the official logo and approved variations

Logo

Lilacs on the frame start at the vertical middle of the circle and end above and below the title box.



The title box is centered in the circle, exactly one title box width away from the top and sides of the circle.

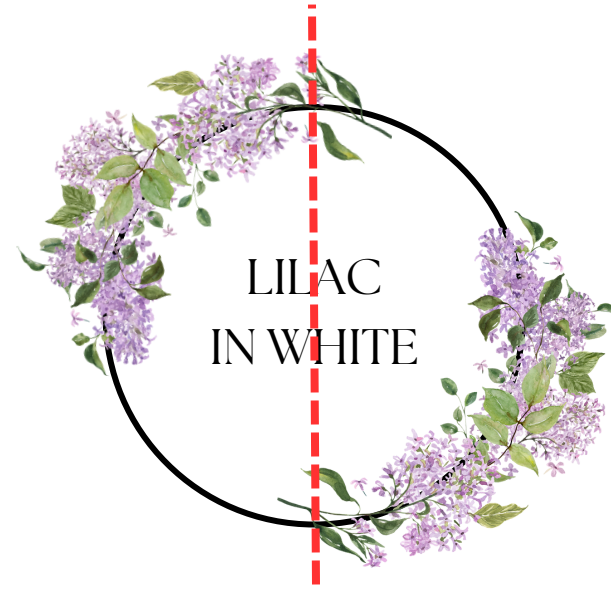


Logo

Never crop any of the logo



Always oriented vertically



Full color or black & white



Only white background

Up to two lines of text



Alternative messages should fit inside the title box



Don't Use

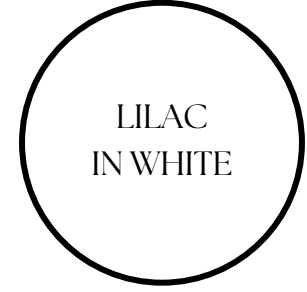
More Than Two Colors:



Tertiary Colors in Title:



Just a Circle



Empty.



Rotated



Lowercase:



Unapproved Fonts:

Shop Here

Unnecessary Bolding:

Shop Here

Unnecessary Italics:

Shop Here

Mixed Fonts:

Bodoni Moda Outside of Logos
Montserrat in Website Body
Arial Text With Bodoni Moda:
“Welcome to LILAC IN WHITE”

Content Guidelines

Central Message:

To have fun and create beautiful arrangements for agreeable prices that people can enjoy over and over.

Pillar content:

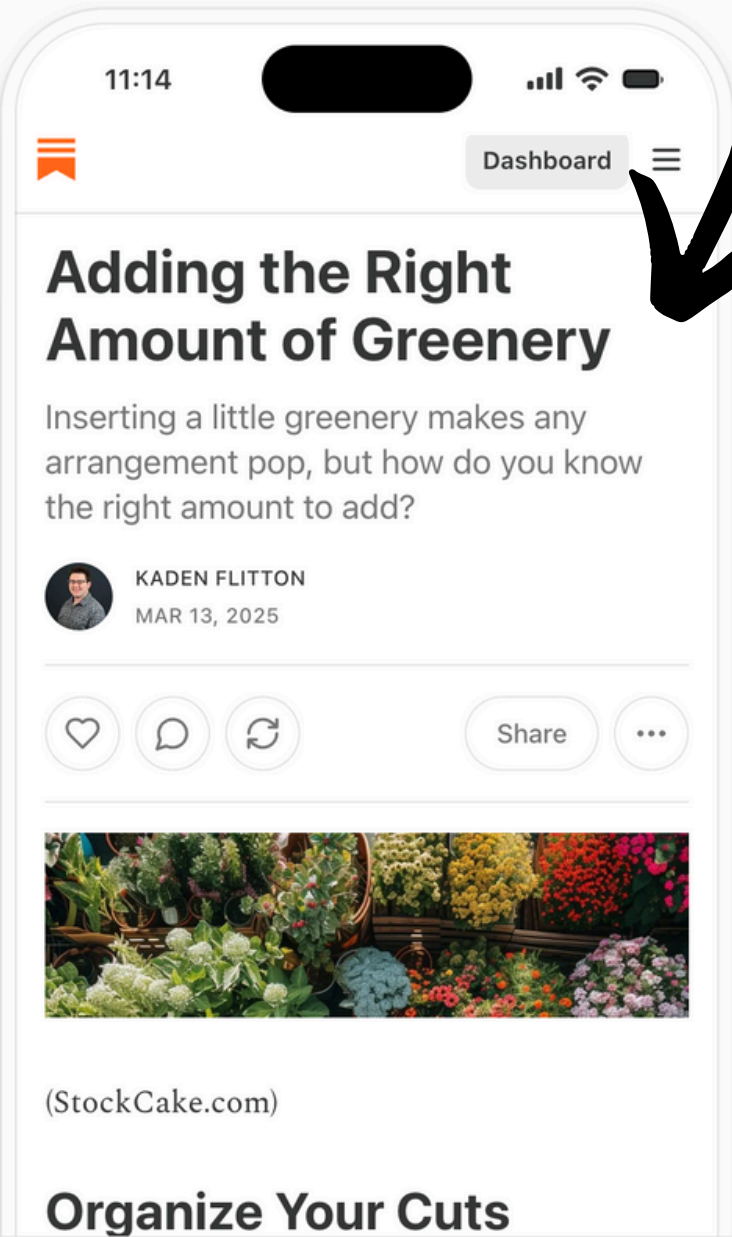
1. Have fun with your affordable wedding
2. Create meaningful arrangements that last
3. Enthusiasm, and sympathy for dreams over price

Mediums:

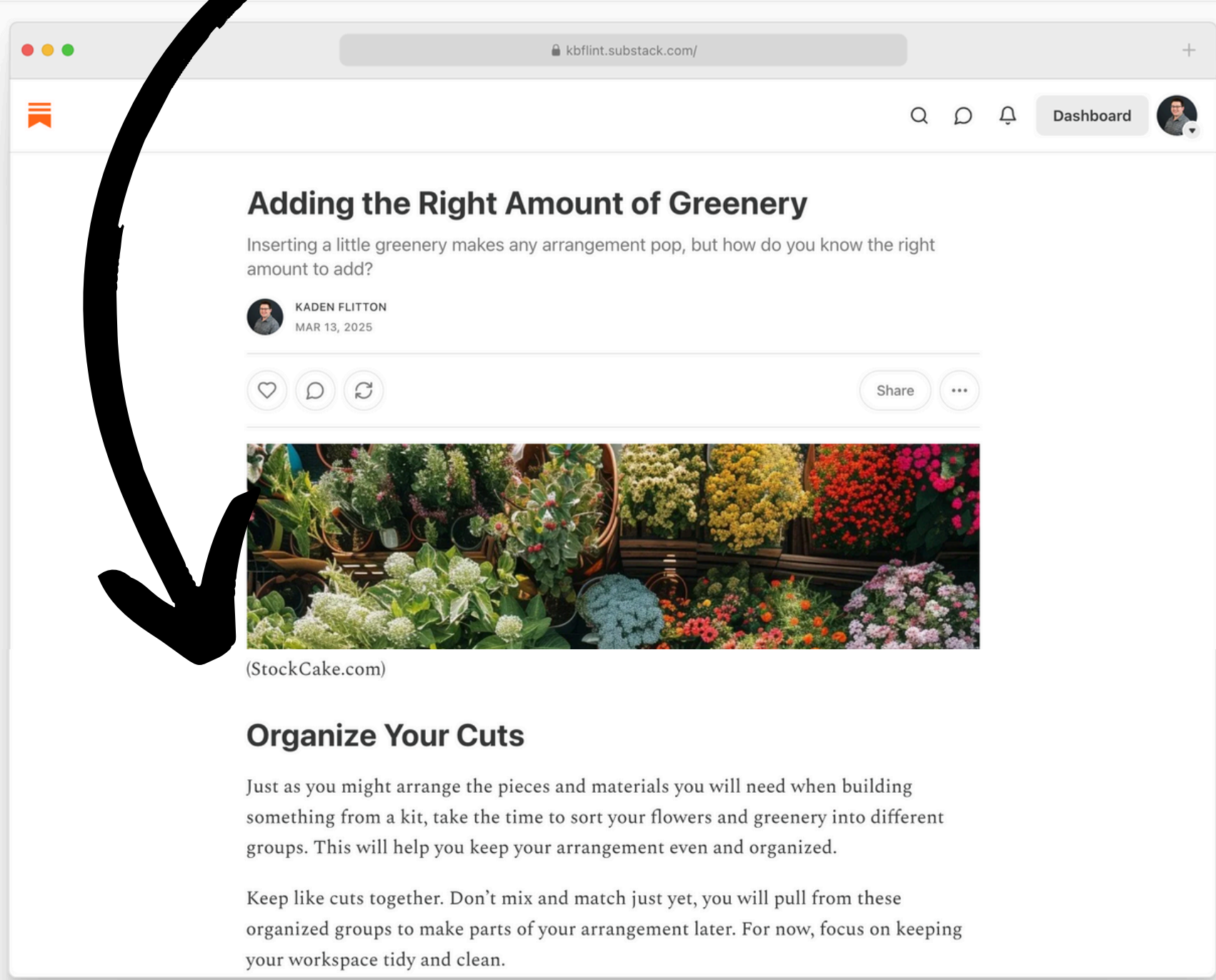
Blog posts, how-to videos, articles, email and letter congratulations, infographics, images, podcasts, and other mediums that the target audience uses.

Content Examples

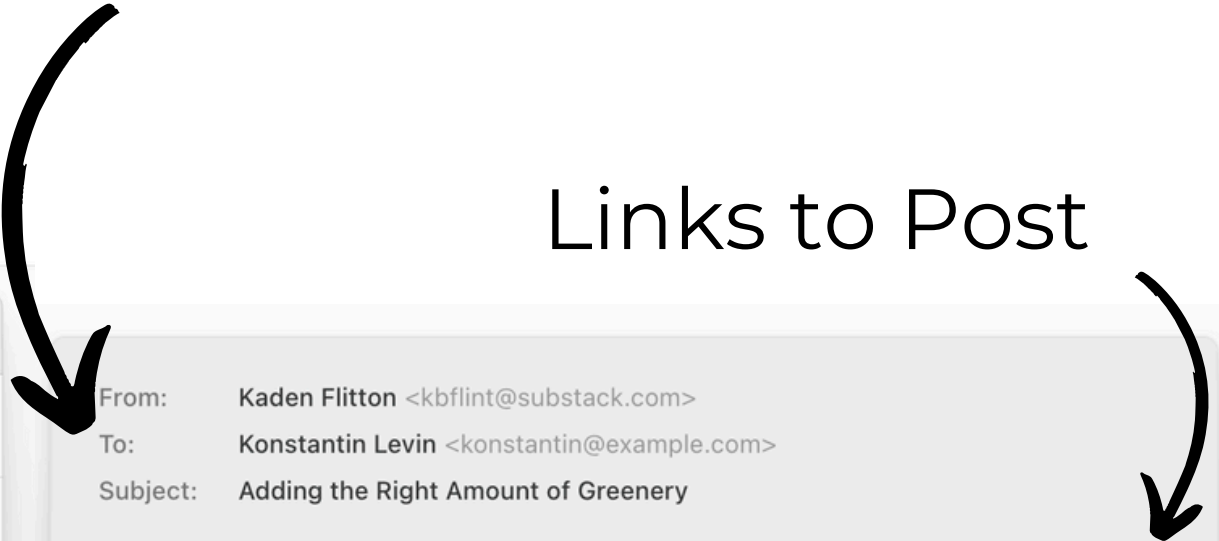
Optimized for Mobile



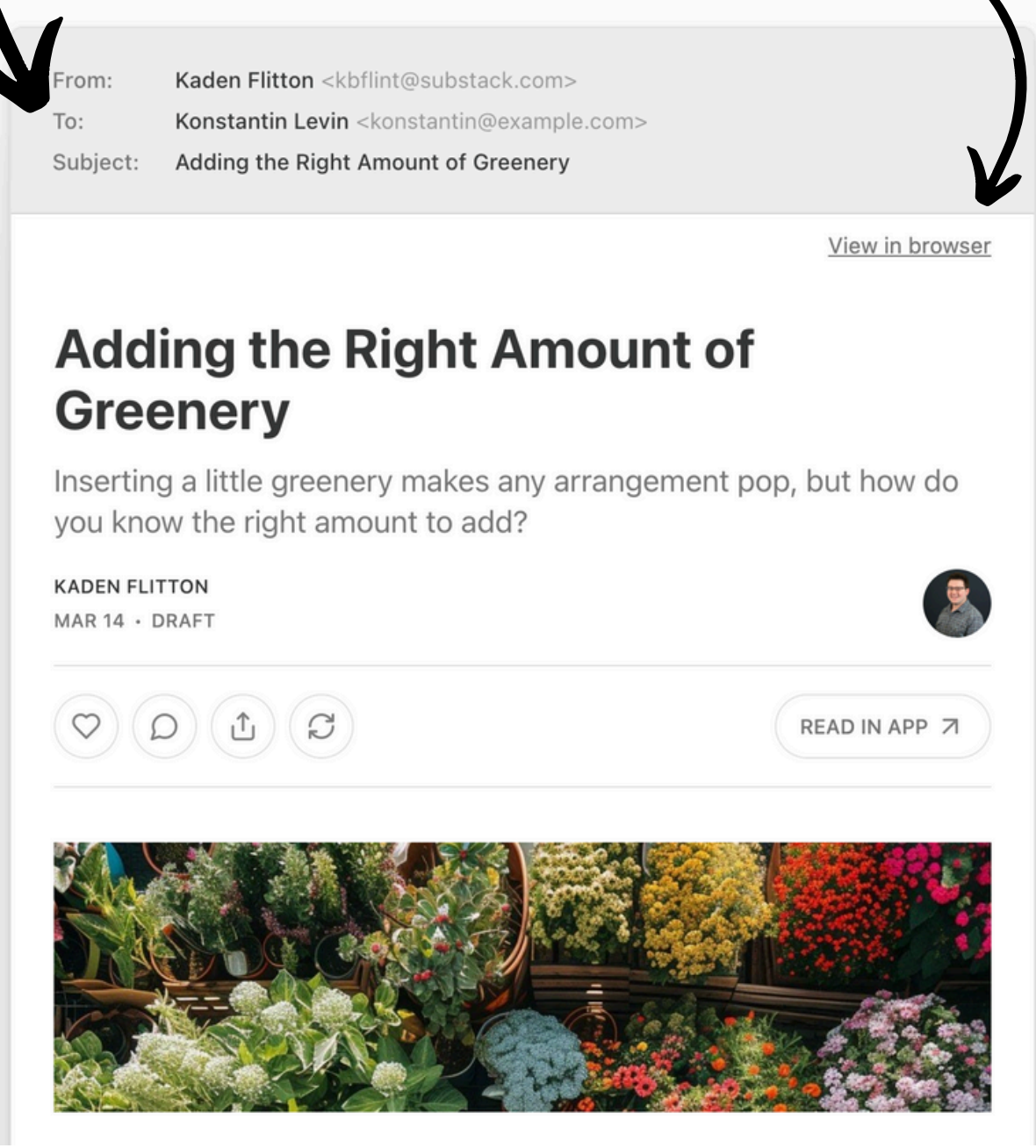
Include Proper Attribution



Email Subject Matches Title



Links to Post



Social Media Guidelines

Instagram:

Square: 1080 x 1080 pixels,

1:1 aspect ratio

Landscape: 1080 x 566 pixels,

1.91:1 aspect ratio

Portrait: 1080 x 1350 pixels,

4:5 aspect ratio

Reels: 1080 x 1920 pixels,

9:16 aspect ratio

JPG or JPEG preferred

Pinterest:

1000 x 1500 pixels, 2:3 aspect ratio


Facebook:


All Instagram posts should be shared on facebook as well.

Content:


Uplifting or promotive posts with high-quality images from weddings, or illustrated images that adhere to color and font rules

Social Media Examples

 **Lilac in White Idaho**
Sponsored




Get Quote >


♡ 💬 📍 

89 views
Lilac in White Idaho Want a rustic summer wedding? Rent three backdrops for the price of 2 to add that elegant country style you're looking for!


#WeddingBackdrops #LilacinWhiteldaho #SummerWedding
#RusticWedding #BohoChic #CountryWedding
[View all 14 comments](#)

<https://admockups.com>

 **Lilac in White Idaho**
Sponsored



Learn More >

♡ 💬 📍 

89 views
Lilac in White Idaho Congrats to Riley and Jared getting married this weekend. Riley has great taste in flowers, just take a look at these beautiful colors she picked out 🤍💜💚💛

[View all 14 comments](#)

<https://admockups.com>



Brand Usage

Media Usage

Media Use:

When posting about Lilac in White online, maintain a respectful, uplifting attitude.

Avoid hurtful words or posts that could be easily misinterpreted for negative reasons.

Congratulating, encouraging, or promoting can be effective ways to uplift customers and boost the brand.

Commenting and Sharing:

Comments should be short and positive. Show dignity, but don't forget to be yourself.

Inviting discussions, tagging friends, and linking to our website are all welcome forms of commenting.

When sharing a post from our brand, do so in a respectful manner, careful not to spam groups or individuals.

Brand Guidelines

Attribution:

In all posts, website updates, content, and deliverables be sure to properly attribute any work that is not your own.

If you use a picture from another website, include citations with a link.

Do not use images, videos, or quotes from any source without express permission and proper attribution.

Failure to meet guidelines could result in legal action.

Legal Wording:

Whenever possible, use the proper legal wording from copyrights.

Using the proper legal spelling will set apart our posts, content, and website from competitors and anyone trying to pretend to be us.

Improper use of legal wording could confuse or harm the trust of our audience.

Contact Information

To learn more or contact Lilac in White, email Kaden Flitton at:

Kaden.Flitton@gmail.com

Or visit the website for other contact and social media info:

<https://kadenflitton.wixsite.com/lilacinwhite>

Thank You!



LILAC IN WHITE