



PHS

PENNSYLVANIA
HORTICULTURAL
SOCIETY®



**Philadelphia
PHS Flower Show®**

Brand Visual Guidelines

**FOR 2021 PHS PHILADELPHIA
FLOWER SHOW SIGNAGE**



BRAND VISUAL GUIDELINES FOR 2021 PHILADELPHIA FLOWER SHOW SIGNAGE

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PHS Logo Styles

Primary Logo Styles

Main logos to be used. Use a version with the full name spelled out in instances where the audience may not be familiar with "PHS." Use version without the year when used at a small size.



Secondary Logo Style

For instances when logo needs to be small or in a narrow space.



Versions Without the Year

The versions of the PHS logo without the year in the circle should be used when the logo is appearing at small sizes and the "1827" would be too difficult to read.

Flower Show Logo Styles



Sofia Pro Semi Bold

Sofia Pro Medium



Sofia Pro Bold

Sofia Pro Medium

Typography

AaBbCc

Sofia Pro Family

Header copy

AaBbCc

Avenir Family

Body copy

Paragraph Example

Online Tree Tenders Basic Training

COMING IN SPRING 2020

Become a neighborhood greening hero! Learn about tree care and planting by participating in a PHS Tree Tenders training this spring. This eight-hour course offers topics including tree biology, identification, planting, and proper care. You will be joining one of the nation's oldest, most respected volunteer urban tree-care programs.

PHS Colors

Primary Palette



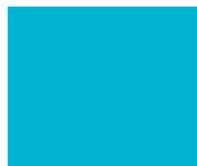
FOOD & BEVERAGE
PMS 376 (**green**)
c: 54 m: 0 y: 100 k: 0
r: 132 g: 189 b: 0
#84BD01



MARKETPLACE
PMS 7743 (**dark green**)
c: 71 m: 8 y: 100 k: 50
r: 68 g: 105 b: 61
#295309



PHS & ENTRANCE
PMS 641 (**blue**)
c: 100 m: 25 y: 0 k: 18
r: 0 g: 115 b: 176
#0073B0



GARDEN DISTRICT
PMS 3125 (**light blue**)
c: 84 m: 0 y: 18 k: 0
r: 0 g: 174 b: 199
#00AEC7

Secondary Palette



COVID SAFETY
PMS 268 (**purple**)
c: 82 m: 98 y: 0 k: 12
r: 88 g: 44 b: 131
#582C83



PLANT DISTRICT
PMS 248 (**dark magenta**)
c: 45 m: 100 y: 0 k: 0
r: 155 g: 24 b: 137
#9B1889



(NOT USED ON SIGNS)
PMS 123 (**yellow**)
c: 0 m: 19 y: 89 k: 0
r: 255 g: 199 b: 44
#FDC82F



FIRST AID
PMS 7620 (**red**)
c: 0 m: 95 y: 94 k: 28
r: 183 g: 49 b: 44
BW3D1A



BACK OF HOUSE
PMS COOL GRAY 10 (**dark gray**)
c: 38 m: 29 y: 20 k: 58
r: 97 g: 99 b: 101
#616365



(NOT USED ON SIGNS)
PMS Cool Gray1 (**light gray**)
c: 4 m: 2 y: 4 k: 8
r: 217 g: 217 b: 214
#D9D9D6

Added Colors for Signage



DESIGN DISTRICT
PMS 151 (**orange**)
c: 0 m: 60 y: 100 k: 0
r: 255 g: 130 b: 0
FF8200



RESTROOMS
PMS 2009 (**yellowish-orange**)
c: 0 m: 37 y: 87 k: 0
r: 239 g: 182 b: 97
EFB661

PHS Graphic Elements

Bloom

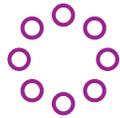
Building Deep Social Connections

PHS uses horticulture to connect people with one another and with their neighborhoods – and by doing so, makes positive social, economic and environmental change.

Bloom Solid Version



Bloom Outline Version



Leaf & Vine

Health and Opportunity

PHS uses the power of horticulture to advance and grow the health and well-being of the region.

Leaf Solid Version



Leaf Outline Version



Leaf Multiple Versions



Vine Solid Versions



Vine Outline Versions



Branch

Reach and Innovation

While PHS is close to 200 years old, the organization is always evolving and looking towards the future.

Branch Short Version



Branch Multiple Version



Branch Long Version



Elements in-use Examples

 PURCHASE TICKETS TODAY

Visit PHSONLINE.ORG 

Gardening for the Greater Good

-  TREE PROGRAM
-  WORKSHOP
-  PHS MAIN OFFICE

 **Succulent Workspop**

Learn how to plant and care for your own succulent container.

PHS POP UP GARDEN AT SOUTH STREET
JUNE 20, 2020 • 2 – 3 PM



The Pennsylvania Horticultural Society uses horticulture to advance the health and well-being of the region.

JOIN US AT PHSONLINE.ORG


 A photograph of two women in a garden. They are both smiling and wearing white t-shirts. One woman is holding a large green leafy plant, and the other is holding a small potted plant. The background shows more greenery.

@PHSgardening • #GardeningforGood



Fence Signs

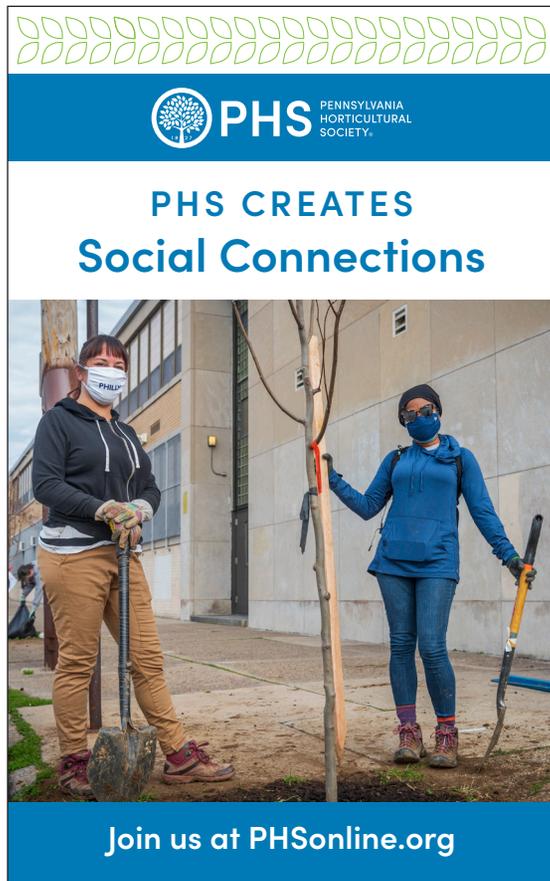
Fence Signs should promote the Flower Show and PHS. PHS signs should use the PHS branded colors and elements.



PHS Messaging and Customer Service Signs

Customer Service (Info/Membership) should predominantly contain the branded BLUE and GREEN colors, and the PHS branded graphic elements, when appropriate.

PHS Messaging signs can either be the BLUE and GREEN, or match DISTRICT COLORS, and contain PHS branded graphic elements, when appropriate.



Beacon Base PHS Messaging Sign Example



Customer Service Tent Sign Example

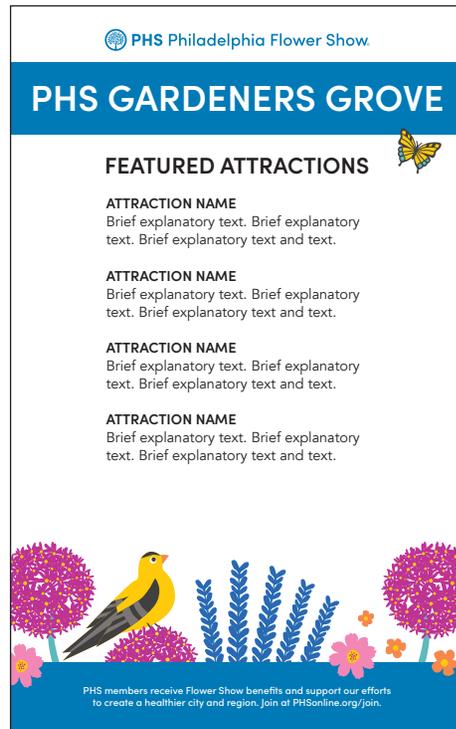
Examples have been created, but no templates. Kristen will work with her team on creating these since there will be several different PHS Messaging signs.

Entrance Area and Gardeners Grove Signs

Signs from the Entrance to the Bridge area and in the Gardeners Grove should contain the branded BLUE colors and elements of the theme/poster art, when appropriate.



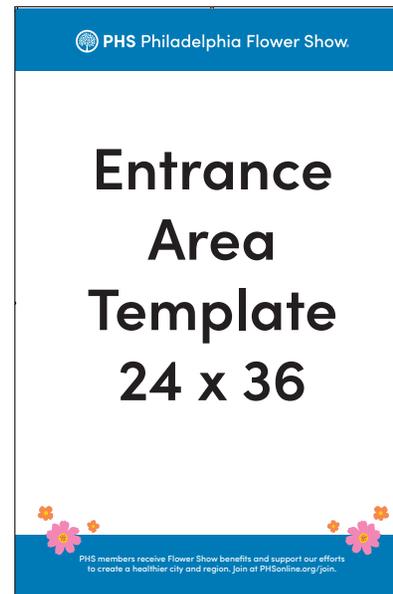
Beacon Top



30" x 48" Featured Attractions Template
(for beacon base)



114" x 24" Entrance Tent Sign Example
(each "Entrance" tent sign will have different small graphic elements from the poster)



24" x 36" Template (white bkg)



24" x 36" Template (color bkg)

Templates will be created for the following:

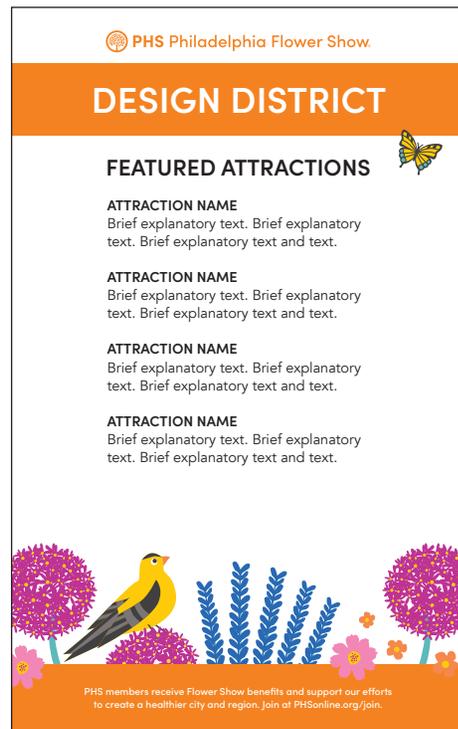
- 114" x 24" Tent Signs Example
 - 114" x 12" Tent Signs Template
 - 30" x 48" Featured Attractions Template
 - 24" x 36" Entrance Area Template (white background)
 - 24" x 36" Entrance Area Template (color background)
 - 24" x 30" Entrance Area Template (white background)
 - 24" x 30" Entrance Area Template (color background)
 - 8.5" x 11" Entrance Area Template (white background)
 - 8.5" x 11" Entrance Area Template (white background)
- Re-size accordingly if needed.

Design District Signs

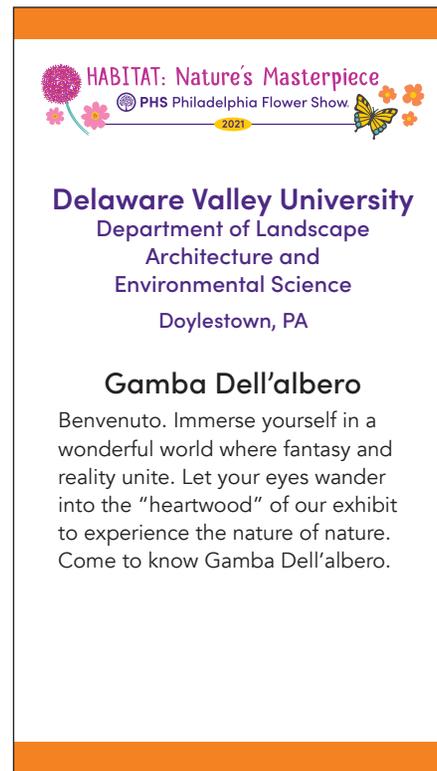
Design District signs should contain the non-branded ORANGE color and elements of the theme/poster art, when appropriate. (FYI: Museum Place ID sign falls under Design District.)



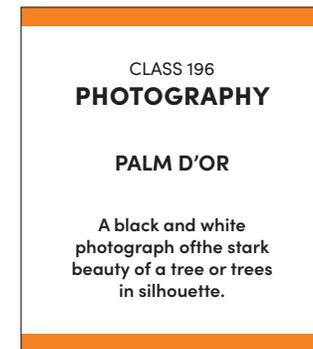
Beacon Top



30" x 48" Featured Attractions Template
(for beacon base)



24" x 42" Major Exhibitor Template



14" x 16" Class Template

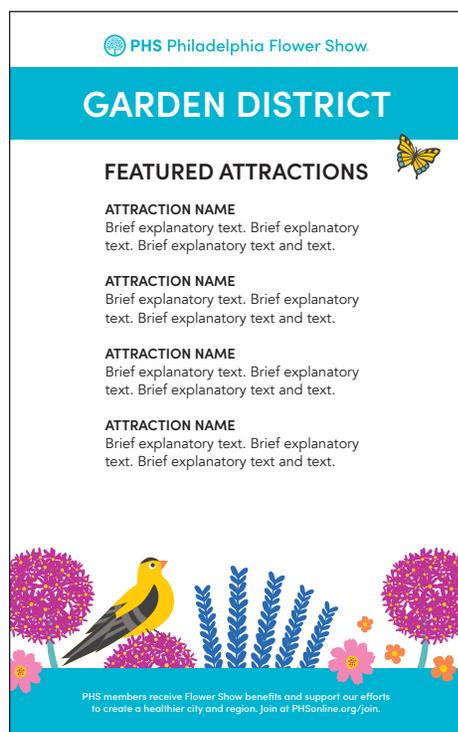
- Templates will be created for the following:
- 24" x 42" Major Exhibitor Template
 - 30" x 48" Featured Attractions Template
 - 14" x 16" Class Template
 - 24" x 36" Design District Template (white background)
 - 24" x 36" Design District Template (color background)
 - 24" x 30" Design District Template (white background)
 - 24" x 30" Design District Template (color background)
 - 8.5" x 11" Design District Template (white background)
 - 8.5" x 11" Design District Template (white background)
- Re-size accordingly if needed.

Garden District Signs

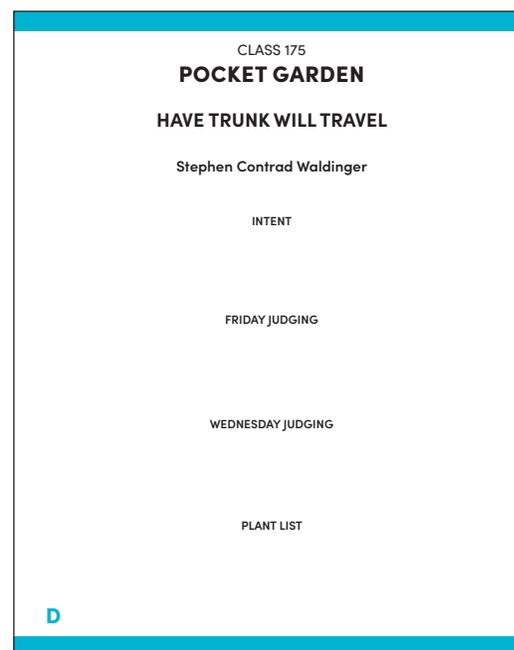
Garden District signs should contain the branded LIGHT BLUE color and elements of the theme/poster art, when appropriate.



Beacon Top



30" x 48" Featured Attractions Template
(for beacon base)



24" x 30" Class Template

Templates will be created for the following:

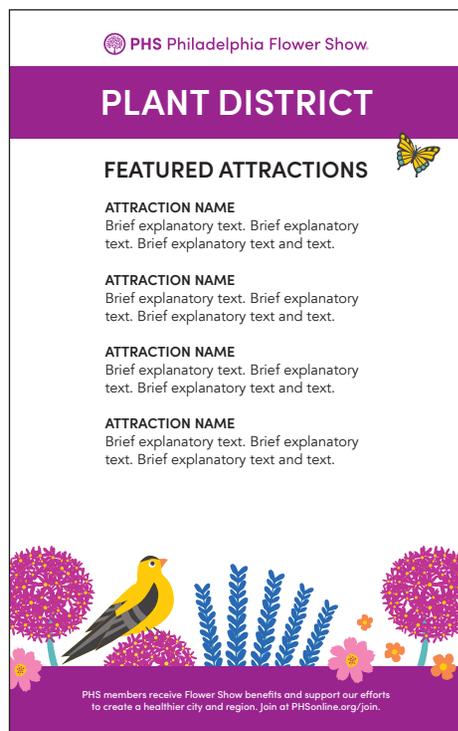
- 24" x 30" Class Template
 - 30" x 48" Featured Attractions Template
 - 24" x 36" Garden District Template (white background)
 - 24" x 36" Garden District Template (color background)
 - 24" x 30" Garden District Template (white background)
 - 24" x 30" Garden District Template (color background)
 - 8.5" x 11" Garden District Template (white background)
 - 8.5" x 11" Garden District Template (white background)
- Re-size accordingly if needed.

Plant District Signs

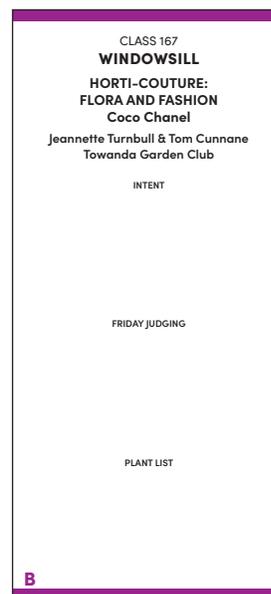
Plant District signs should contain the branded DARK MAGENTA color and/or elements of the theme/poster art, when appropriate.



Beacon Top



30" x 48" Featured Attractions Template
(for beacon base)



12" x 26" Class Template

Templates will be created for the following:

- 30" x 48" Featured Attractions Template
- 12" x 26" Class Template
- 24" x 36" Plant District Template (white background)
- 24" x 36" Plant District Template (color background)
- 24" x 30" Plant District Template (white background)
- 24" x 30" Plant District Template (color background)
- 8.5" x 11" Plant District Template (white background)
- 8.5" x 11" Plant District Template (white background)

Re-size accordingly if needed.

Covid/Safety Signs

Covid/Safety signs should contain the branded PURPLE color and elements of the theme/poster art, when appropriate. They should include the Independence logo.



24" x 36" Template (white bkg)



24" x 36" Template (color bkg)

- Templates will be created for the following:
- 24" x 36" Covid Safety Template (white background)
 - 24" x 36" Covid Safety Template (color background)
 - 24" x 30" Covid Safety Template (white background)
 - 24" x 30" Covid Safety Template (color background)
 - 8.5" x 11" Covid Safety Template (white background)
 - 8.5" x 11" Covid Safety Template (white background)
- Re-size accordingly if needed.

First Aid Signs

First Aid signs should contain the branded RED color (Tents and Flags).



114" x 12" Tent Sign Template

Templates will be created for the following:

- 114" x 12" Tent Signs Template
- Re-size accordingly if needed.

Restroom Signs

Restroom signs should contain an YELLOWISH-ORANGE color background with BLACK text.
It should contain a gender neutral icon.



48" x 8" Trailer Sign

Templates will be created for the following:

- 48" x 8" Trailer Signs Template

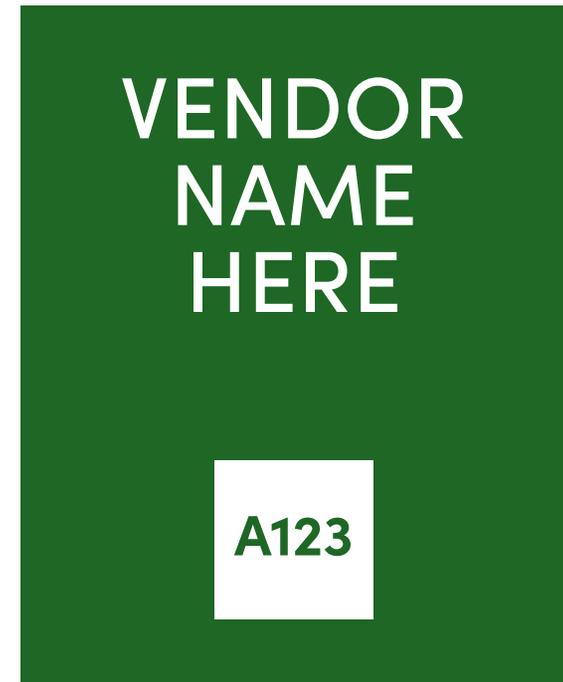
Re-size accordingly if needed.

Marketplace Vendor Signs

Marketplace Vendor signs should contain the branded DARK GREEN for background color and WHITE text.



28" x 8" Tent Sign Template



24" x 30" Metal H-Frame Template

Templates will be created for the following:

- 48" x 8" Tent Signs Template
 - 24" x 30" Metal H-Frame Template
- Re-size accordingly if needed.

Food & Beverage Signs

Food & Beverage signs should contain the branded GREEN and BLACK. Food graphics can be incorporated into Menu signs. (Also see page 26 for Columns: Place ID Food)



114" x 12" Tent Sign Sample



114" x 24" Tent Sign Sample



48" x 32" Menu Board Template



24" x 36" Menu Board Template



24" x 30" Food and Beverage Template

- Templates will be created for the following:
- 114" x 12" Tent Signs Template
 - 114" x 24" Tent Signs Template
 - 48" x 32" Menu Board Templates
 - 24" x 36" Menu Board Templates
 - 24" x 36" Food and Beverage Template (white background)
 - 24" x 36" Food and Beverage Template (color background)
 - 24" x 30" Food and Beverage Template (white background)
 - 24" x 30" Food and Beverage Template (color background)
 - 8.5" x 11" Food and Beverage Template (white background)
 - 8.5" x 11" Food and Beverage Template (white background)
- Re-size accordingly if needed.

Sponsor & Partner Signs

SPONSOR/PARTNER TENT SIGNS

- Sponsor/Partner Tent Signs should contain the branded BLACK color for border, with WHITE background.
- Number should appear on right in BLACK box with WHITE text.
- Use sponsor/partner logo only - or if logo is small, use logo on the left and BLACK text in the middle.

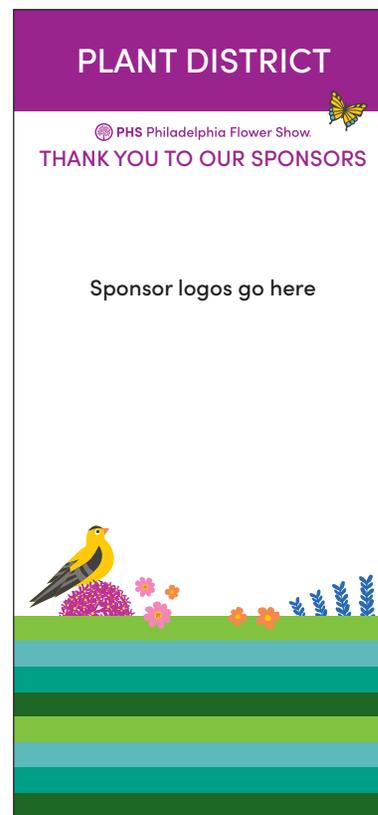


48" x 8" Tent Sign Examples

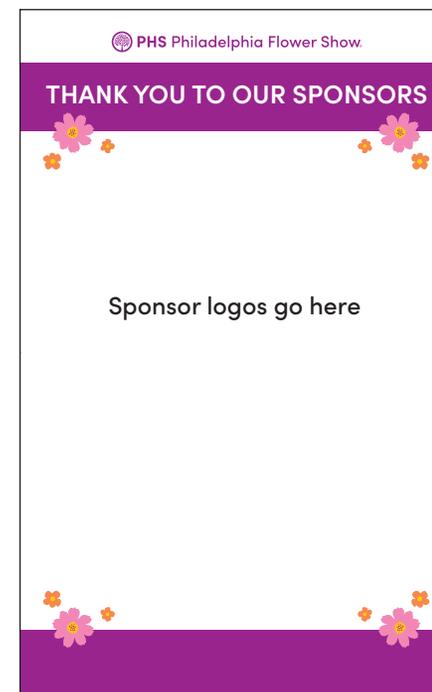
- Templates will be created for the following:
- 48" w x 8" h Sponsor/Partner Tent Signs
 - 45" w x 96" h Column Signs
 - 30" w x 48" h (4' h) Beacon Base Signs

SPONSOR LOCK-UP COLUMN AND BEACON SIGNS

- Sponsor Lock-up Signs will appear on Side D of most Wayfinding Columns (CW on map) and on Side D of all Beacon Bases.



Column Sign Example



Beacon Base Sign Example

Back of House Signs

Back of House signs should contain branded DARK GRAY color and elements of the theme/poster art, when appropriate.



24" x 36" Example (white bkg)



24" x 36" Example (color bkg)

- Templates will be created for the following:
- 24" x 36" Back of House Template (white background)
 - 24" x 36" Back of House Template (color background)
 - 24" x 30" Back of House Template (white background)
 - 24" x 30" Back of House Template (color background)
 - 8.5" x 11" Back of House Template (white background)
 - 8.5" x 11" Back of House Template (color background)
- Re-size accordingly if needed.

Beacon Top Banners

Top Banners should be color-coded by districts.



Beacon Base Signs

Each Beacon Base will contain maps and signage appropriate for that District.



District Beacon Banner Goes On Top



SIDE A

Top: 66" w x 8" h - Map Header
 (Bkg: District Color; White Text: Flower Show Map)
 Bottom: 66" w x 48" (4'h) - Full Map

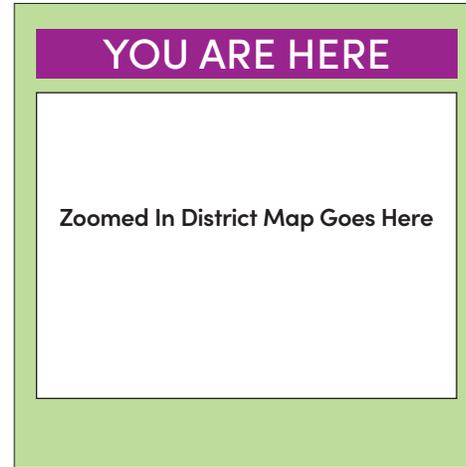
District Beacon Banner Goes On Top



SIDE B

Left: 30" w x 4'h - Featured Attractions Sign (Color Bars: District Color; Black Bullet List of District Attractions)
 Right: 30" w x 4'h - PHS Messaging Sign

District Beacon Banner Goes On Top



SIDE C

Top: 66" w x 8" h - District Map Header
 (Bkg: District Color; White Text: You Are Here)
 Bottom: 66" w x 48" (4'h) - Zoomed In District Map



SIDE D

Left: 30" w x 4'h - Repeat of Featured Attractions Sign (Color Bars: District Color; Black Bullet List of District Attractions)
 Right: 30" w x 4'h - Thank You Sponsors Sign (with logo lockup)

Columns: Wayfinding

All Directional Columns should contain the district name and color at the top, the full map on SIDE A, either PHS messaging or promo for things to do at the show on SIDE B, the zoomed in district section on SIDE C, and the sponsor lock-up on SIDE D. Bottom should be same colors as shown below (matching decor at Show) - use Wayfinding Column template.

TOTAL SIGN HEIGHT IS 8 FT TALL

TOP SECTION IS 12" tall

MESSAGE/MAP AREA IS 60 INCHES

BOTTOM SECTION IS 24" TALL

SIDE A

SIDE B

SIDE C

SIDE D

JUST POSSIBLE IDEA FOR SIDE B - WILL WORK WITH MARKETING ON ALL PHS MESSAGING SIGNS.

Columns: Place ID

All Place ID signs should contain the District Name and Color at the top. The center area should contain the Place Name large/vertical with the District Color in the background. Appropriate information should go on Sides A and C. Appropriate graphics (or additional info) on Sides B and C. Bottom should be same colors as shown below (matching decor at Show) - use Place ID template.

TOTAL SIGN HEIGHT IS 8 FT TALL

TOP SECTION IS 12" tall



SIDE A

SIDE B

SIDE C

SIDE D

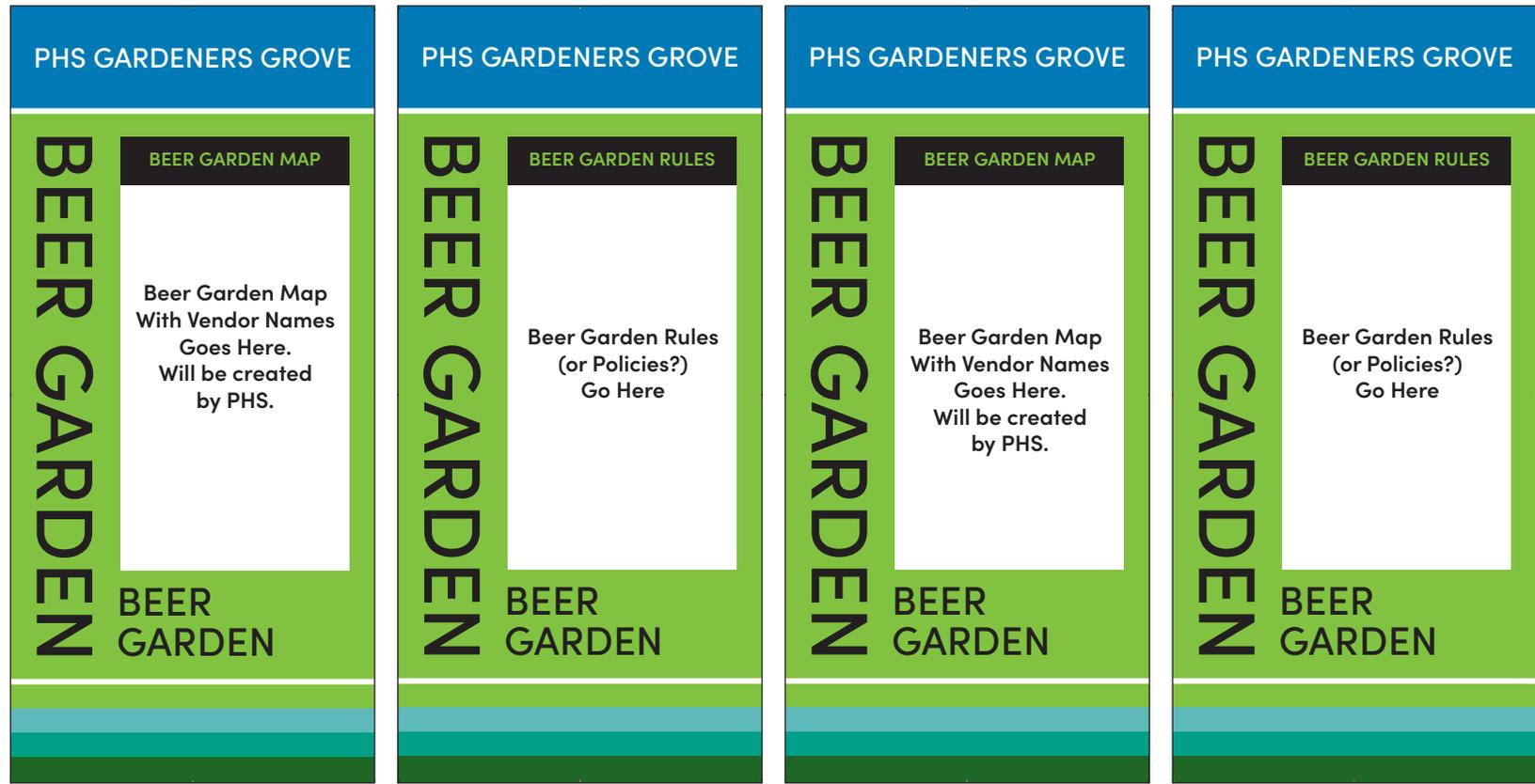
BOTTOM SECTION IS 12" TALL

Columns: Place ID Food

All Place ID Food signs should contain the Food Area at top and Food Area large/vertical in center portion on all 4 sides. Food Area Map should go on Sides A and C. Food Area Rules should go on Sides B and C. Top 3/4 should be the branded GREEN with text in BLACK. Bottom should be same colors as shown below (matching decor at Show) - use Place ID Food template. (The Boathouse will contain Menu instead of Map.)

TOTAL SIGN HEIGHT IS 8 FT TALL

TOP SECTION IS 12" tall



SIDE A

SIDE B

SIDE C

SIDE D

BOTTOM SECTION IS 12" TALL

Sign Post Directional Signs

Sign Posts will be a wooden post with five to six 24" x 6" Sintra signs attached, each facing in appropriate direction. See "FS 21 Street Signs" document with list of Directional Signs and colors. Below is just a sampling/example.





PHS

PENNSYLVANIA
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100 N. 20th Street – 5th Floor
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PHSonline.org