



MARSHFROG

FROM THE HEART AND HOME



PART 1:

Branding Elements



BRANDING ELEMENTS:

MARSHFROG LOGO:

Logo may be used with the full lockup, or as the stand-alone name or icon. Only the icon may be used in alternate colors, the primary logo should be seen only in the neutral primary Marshfrog palette.



MARSHFROG
FROM THE HEART AND HOME

Primary Logo



MARSHFROG

Logo Icon

Wordmark



BRANDING ELEMENTS:



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TYPOGRAPHY:

The following typefaces may be used for the Marshfrog brand, as suggested above. All fonts are free to download, via the links on this page.

[DOWNLOAD SORTS MILL GOUDY](#)

Body Copy typeface
used for longer copy.

[DOWNLOAD MONTSERRAT](#)

Body copy used for
long paragraphs.

[DOWNLOAD ADORN GARLAND](#)

*Accent copy
used sparingly.*

BRANDING ELEMENTS:

COLOR:

The following colors may be used for the Marshfrog brand. Primary colors are intended for the general brand elements only, whereas the secondary colors are accent colors only to be applied to each individual scent. The secondary color may expand as products are added to the line.

PRIMARY PALETTE:

Neutral palette to be used on all 'Marshfrog' general collateral.

PMS 7508	90% BLACK	60% BLACK	20% BLACK
RGB 225 184 127 HEX E1B87F HSL: 35° 62% 69% CMYK 2 19 46 4	RGB 25 25 25 HEX 191919 HSL: 0° 0% 10% CMYK 0 0 0 90	RGB 102 102 102 HEX 666666 CMYK 0 0 0 60	RGB 204 204 204 HEX CCCCCC CMYK 72 31 3 12

SECONDARY PALETTE:

Matching accent colors, to be used for specific scents/flavors.

Fresh Water PMS 646	Garden PMS 5825	Sunrise PMS 167
RGB 94 138 180 HEX 5E8AB4 CMYK 72 31 3 12	RGB 137 129 61 HEX 89813D CMYK 22 15 86 47	RGB 190 83 28 HEX BE531C CMYK 5 77 100 15
Festival PMS 7416	Lemonade PMS 7409	Outside PMS 561
RGB 229 106 84 HEX E56A54 CMYK 0 72 70 0	RGB 240 179 35 HEX F0B323 CMYK 0 31 100 0	RGB 0 89 76 HEX 00594C CMYK 84 20 58 54

BRANDING ELEMENTS:

STATIONARY:

The following are examples of how the type, color and logo may be used on printed stationary collateral. Business card print files can be found with the rest of the branded materials for future re-prints.

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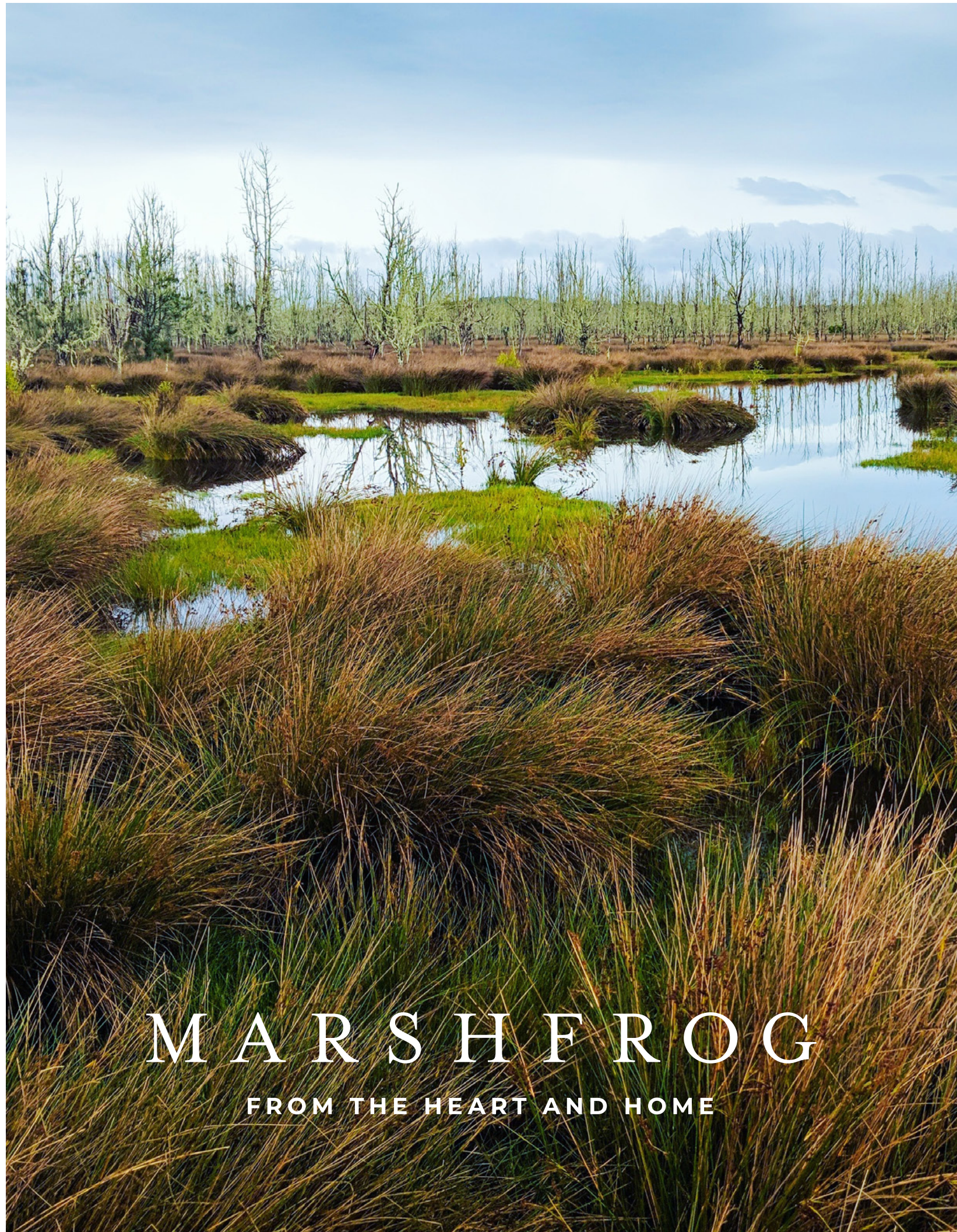




PART 2:

Packaging Design





MARSHFROG

FROM THE HEART AND HOME

fresh water

No matter my address, when I need to feel at home, I head straight to the water. That's my element. Whether it's recalling memories with family or daydreaming of the future, being on the water helps me go with the flow of life. It's calming, motivating, and inspiring. Fresh Water reminds of everything that I have and all that I live for.

INDIA J.
WASHINGTON DC





MARSHFROG

FROM THE HEART AND HOME





TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

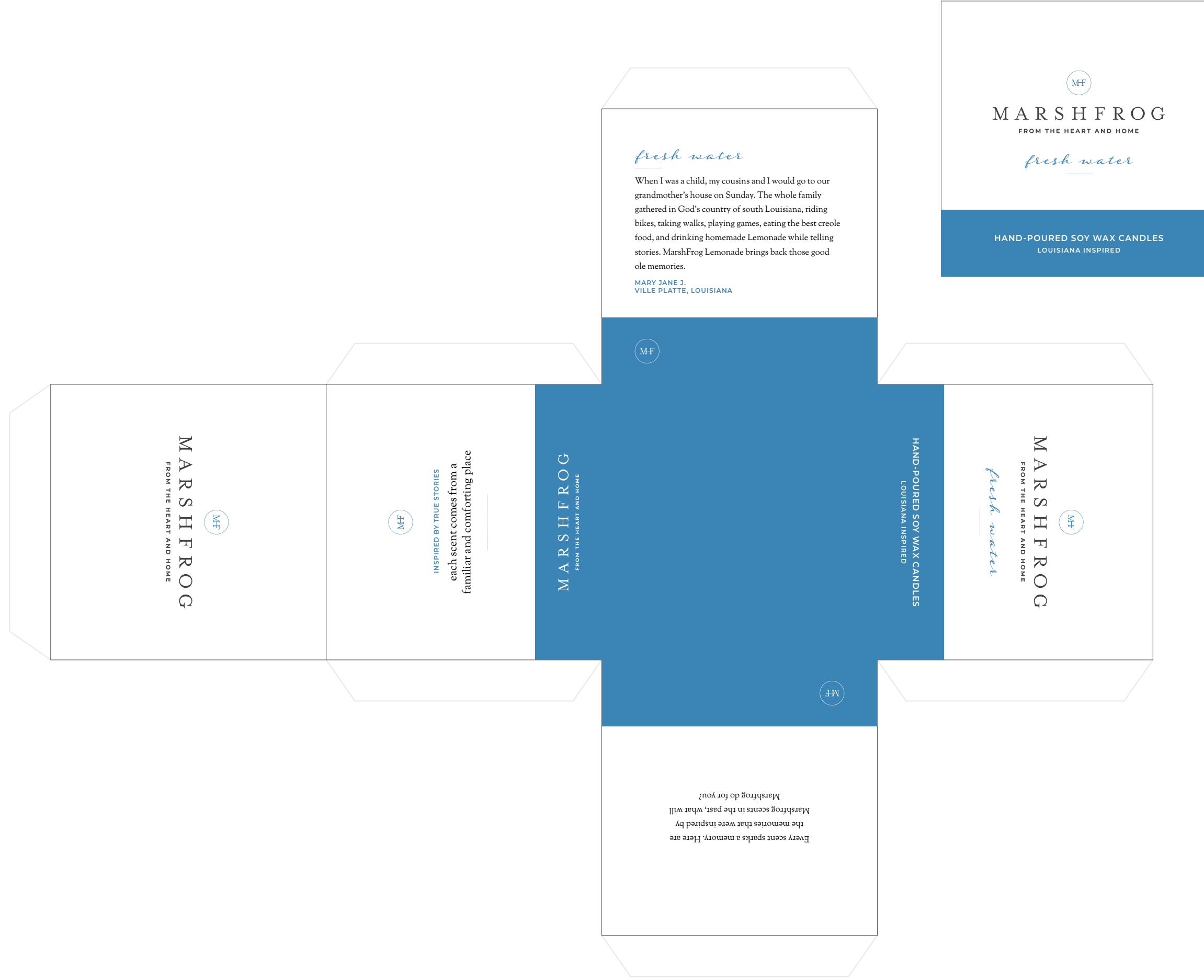
2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:





MARSHFROG

FROM THE HEART AND HOME

garden

We were outside, and my Papa asked if I wanted to go for a walk. We went and along the way picked flowers for my Nana. The flowers smelled like love or the feeling of someone you miss. I knew the hydrangea and lavender and would make her the happiest she's ever been.

XAVIER D.
STAFFORD, TEXAS





MARSHFROG

FROM THE HEART AND HOME





TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:





MARSHFROG

FROM THE HEART AND HOME

sunrise

When I think about sunrise, it signifies a clean slate, a new beginning. I get a new beginning every time the sun rises and I don't take that for granted. The bright rays give off an abundance of joy, hope, prosperity and resilience for me. I am able to go get whatever God has deemed for me. The sunrise is a constant motivator. And a reminder, that I have another 24 hours to live, breathe, and be great.

REBECCA R.
NEW ORLEANS





MARSHFROG

FROM THE HEART AND HOME





TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:





MARSHFROG

FROM THE HEART AND HOME

outside

Si tem enditi te dolo exceat fuga. Ehent et qui omnisquo te eos id ma ditat eum rehendu cidenditisi omnitaspere, ut lacin aut quo beria voluptatur antusciis entur, comnihilis quo mo modias perovidus, nobit maxim faccus rehenem poreium hil et, cum imenem exerfere ni im aut pra saperuptatur siti dunt magnis evenditatem quam, volo tem fugia essit hit as aut pos sapit exerum dolut ut auta nam aribus quia non.

CHARLIE J.
NEW ORLEANS, LA





MARSHFROG

FROM THE HEART AND HOME





TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:





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festival

I was out of my zone. I had poured myself into the demands of my thriving career and two young daughters. Time was just passing me by - each day, a new to-do list. Then one day, I lit Festival, and I was hit with a flood of memories. Before I knew it, I was flashing back to hanging out in college, pre-gaming before parties, and dancing until my feet hurt. Just carefree and surrounded by joy. Now, I still get to dance until my feet hurt, but my partners are smaller and much more adorable. Festival reminded me to keep hold to who am - a person who appreciates happiness. That's why Festival is my absolute favorite!

PORSCHE B.
MOBILE, ALABAMA





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TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:





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lemonade

When I was a child, my cousins and I would go to our grandmother's house on Sunday. The whole family gathered in God's country of south Louisiana, riding bikes, taking walks, playing games, eating the best creole food, and drinking homemade Lemonade while telling stories. MarshFrog Lemonade brings back those good ole memories.

MARY JANE J.
VILLE PLATTE, LOUISIANA





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TRAVEL TINS

2.5" x 2.5" Round Adhesive Labels
digitally printed on matte stock



LARGE CANDLES

2.5" x 2.5" Square Adhesive Labels
digitally printed on matte stock



SMALL CANDLES

2" x 2" Square Adhesive Labels
digitally printed on matte stock

PACKAGING DESIGN:



PACKAGING DESIGN:

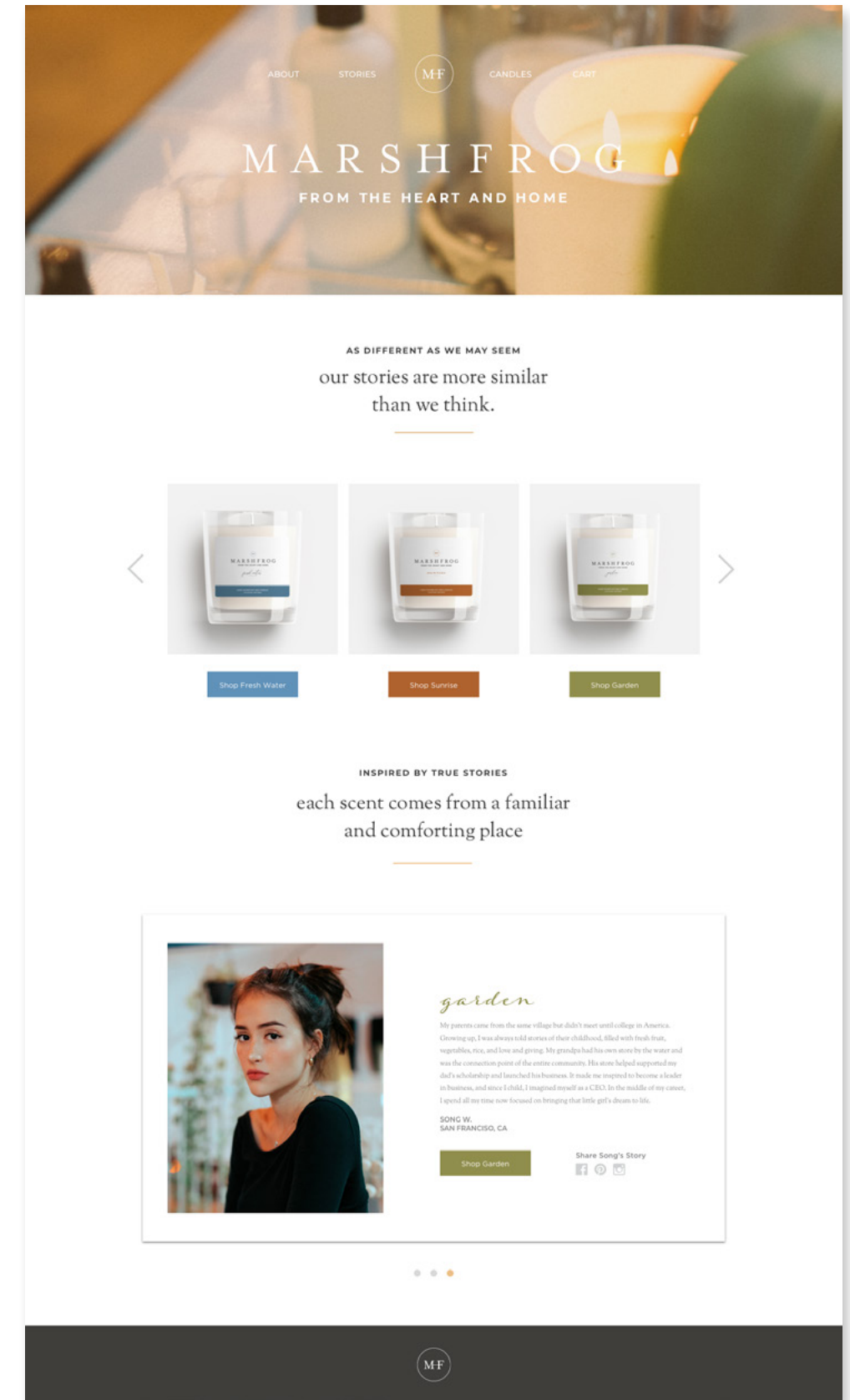


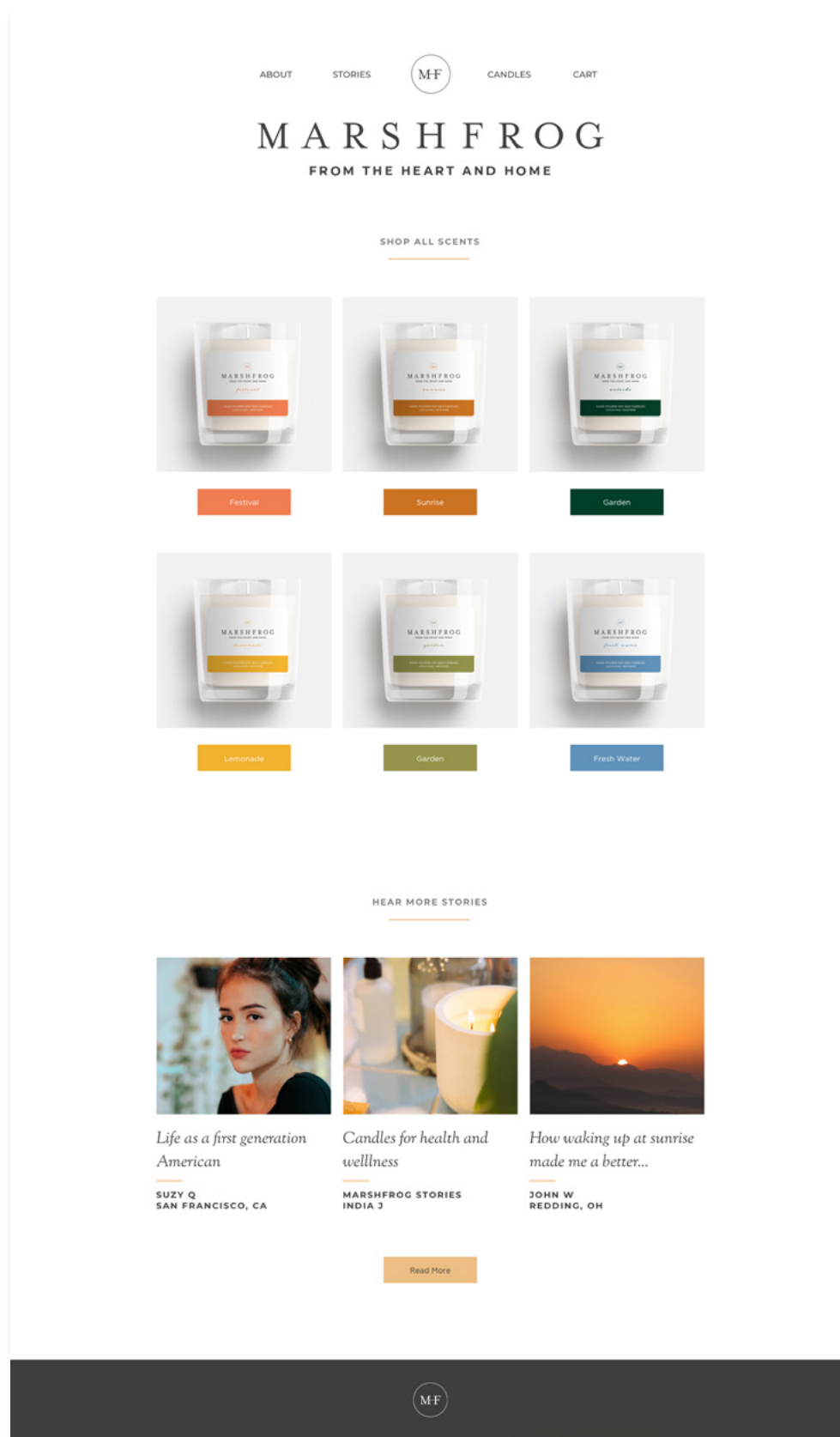


PART 3:

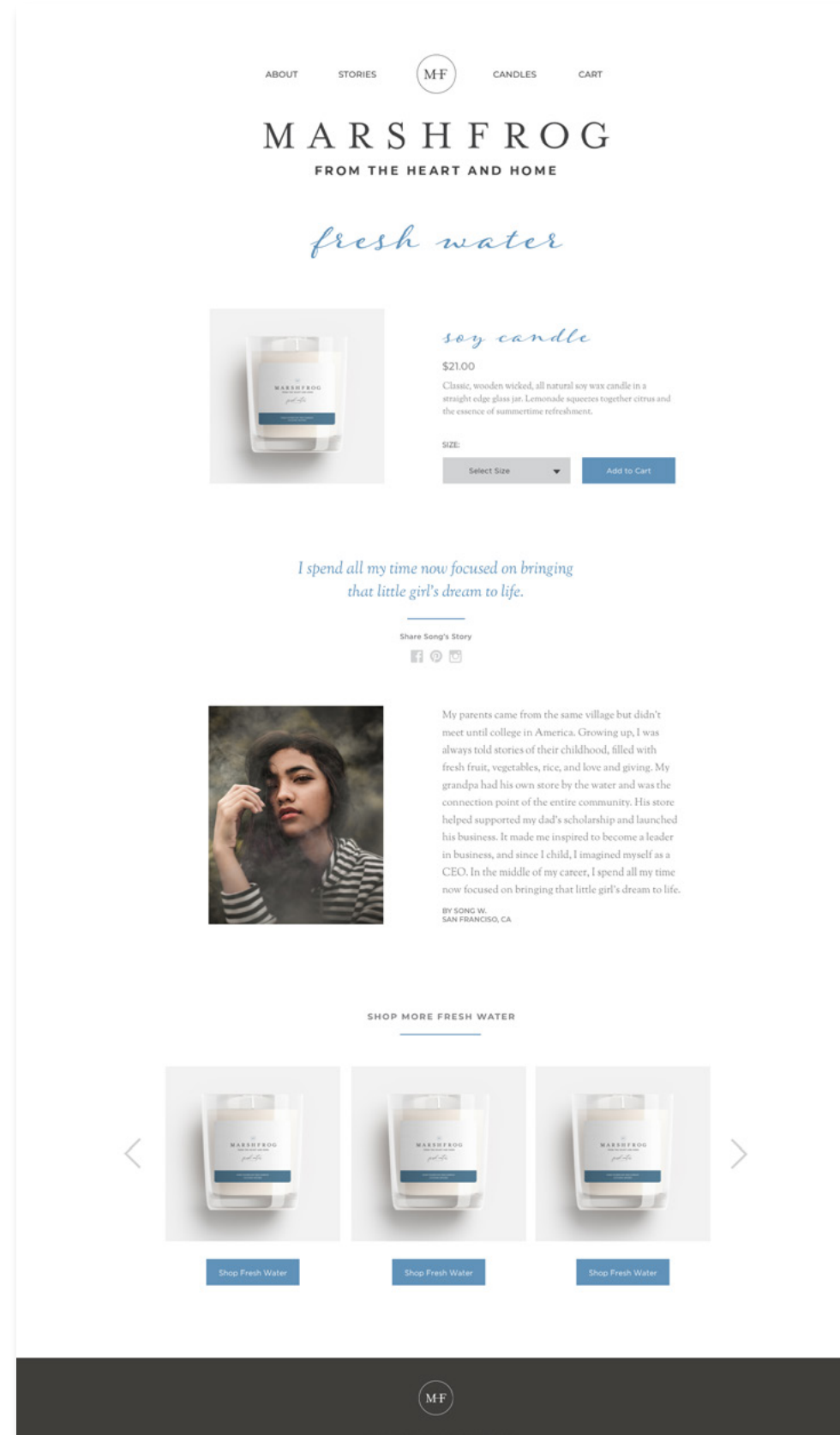
Website + Social



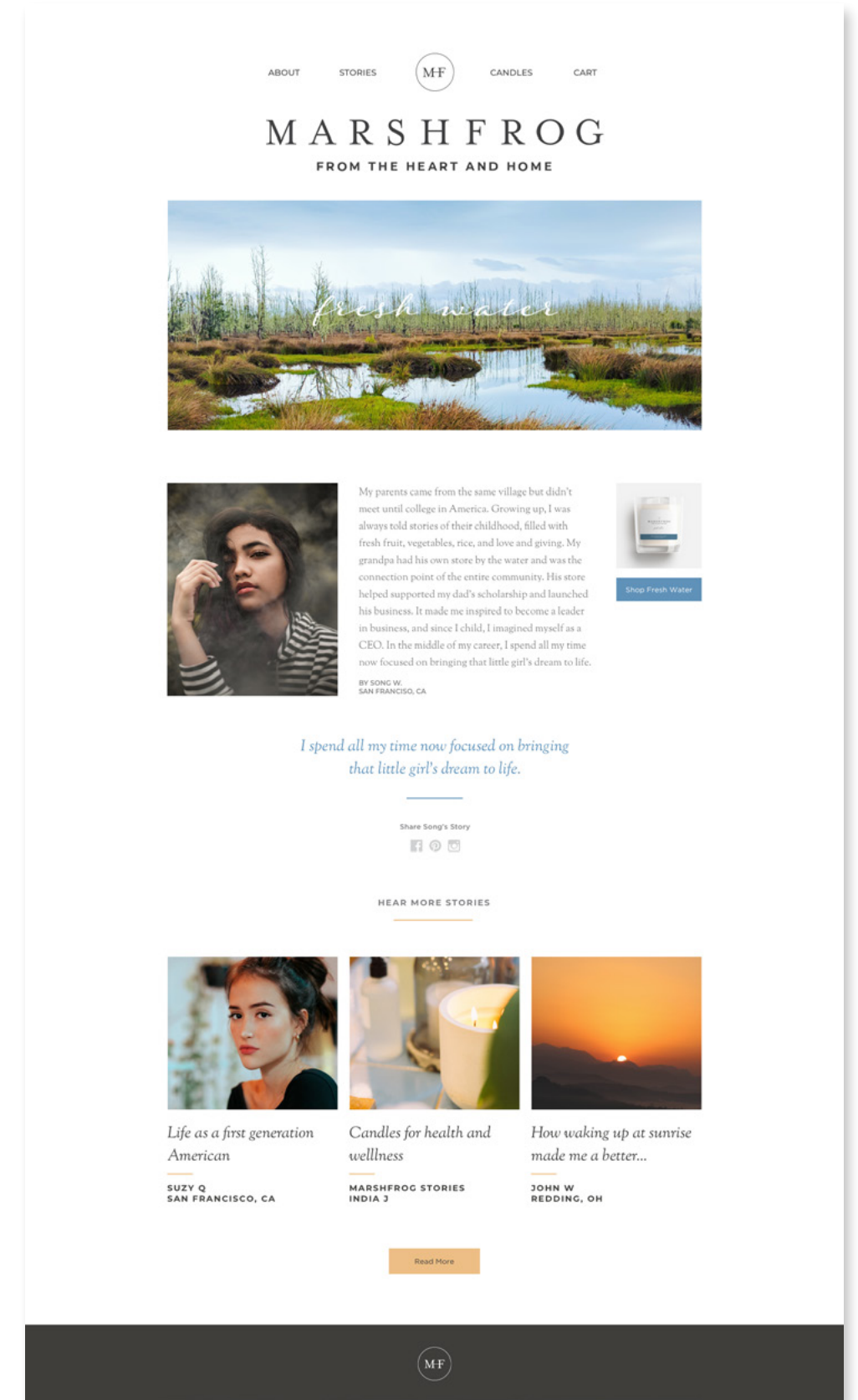




Product Page (All)



Product Page (individual)



Story Page

MF

Festival reminded me
to keep hold to who
am, a person who
appreciates happiness.

PORSCHÉ B.
MOBILE, ALABAMA



MARSHFROG

WHAT MAKES YOU THINK OF:

fresh water

MF

WHAT'S YOUR BEST MEMORY OF

lemonade

MF

MF

The flowers smelled
like love or the feeling
of someone you miss.

XAVIER D.
STAFFORD, TEXAS



MARSHFROG