



Klára Bidlová

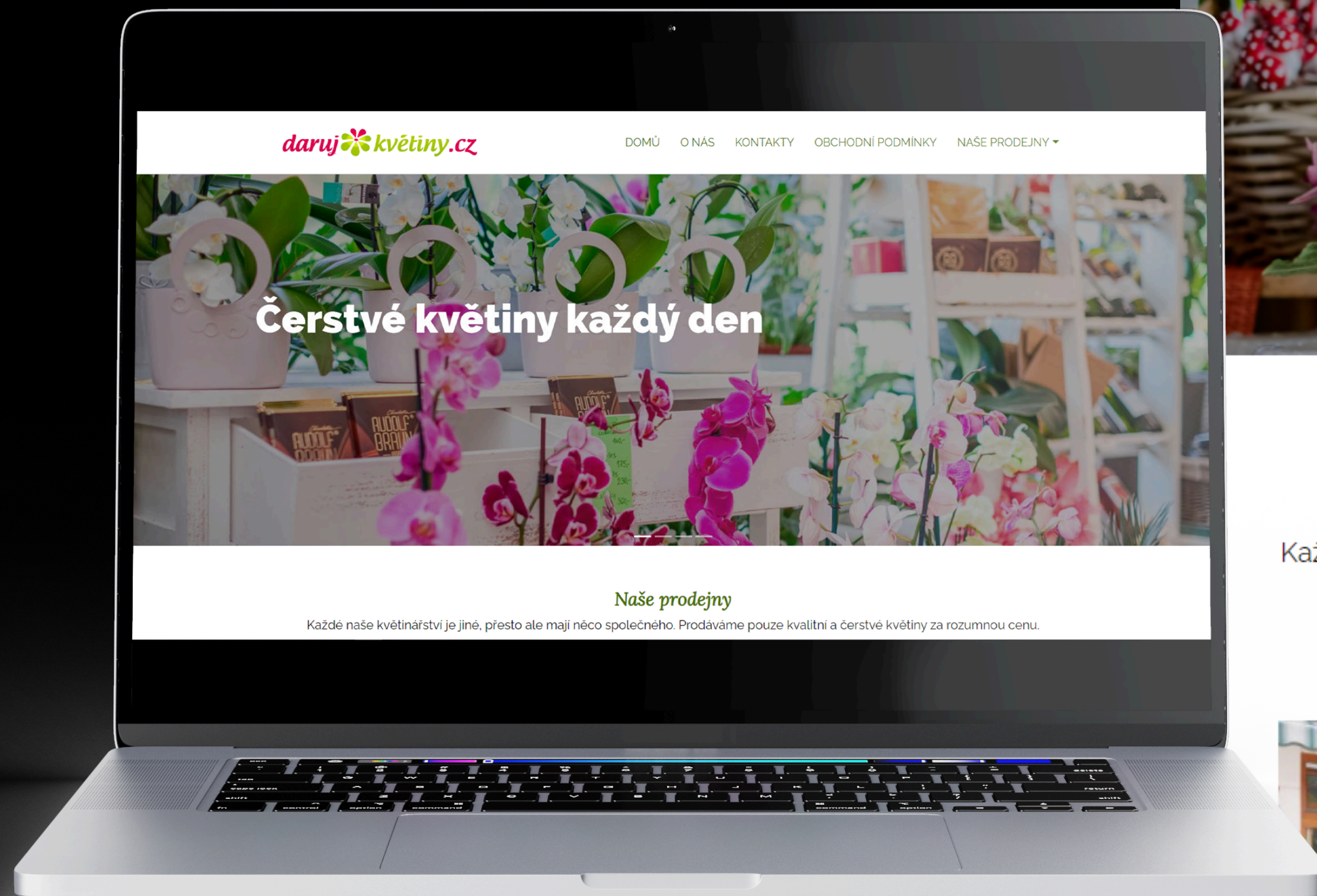
Daruji květiny

“Give Flowers”

“Give Flowers” are **Prague flower shops** that are popular among customers and have good reviews as well. However in my opinion it has unused potential.

Before rebrand

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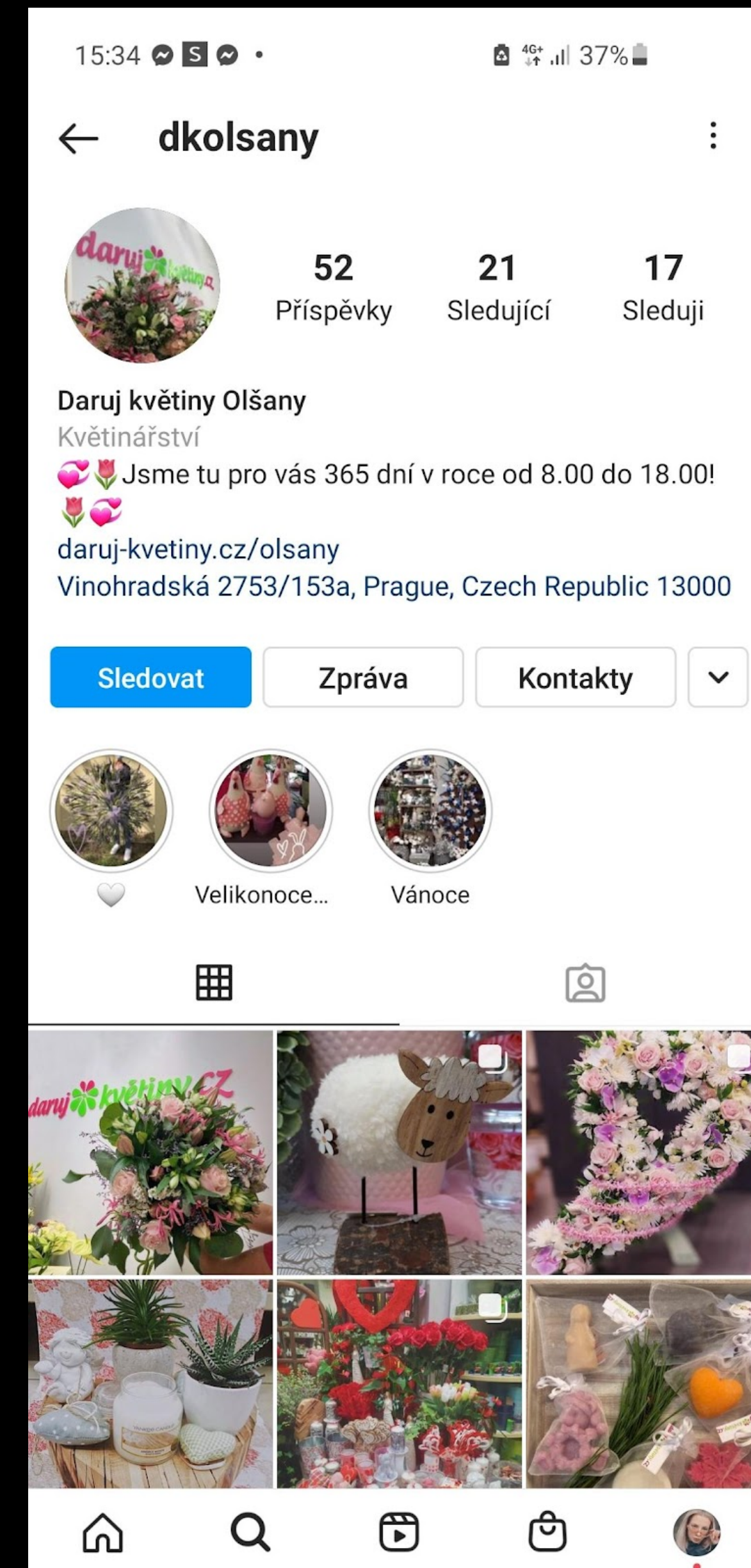
Čerstvé květiny každý den

Naše prodejny

Každé naše květinářství je jiné, přesto ale mají něco společného. Prodáváme pouze kvalitní a čerstvé květiny za rozumnou cenu.



Every flower shop from this brand has its own Instagram profile. That means that you need to follow **6 profiles** to know about the whole brand. They are **not even visually cooperating**.





Rebrand

The idea behind the rebrand

I wanted to give this brand some **personality** and make it **different from other brands** selling flowers. Make even the buying process a **pleasant memory**. I also wanted to use existing tools in their communication and use it better.

The first idea that came to my mind was to **use the name "Give Flowers"** to show what **emotions and feelings** we can give with flowers.

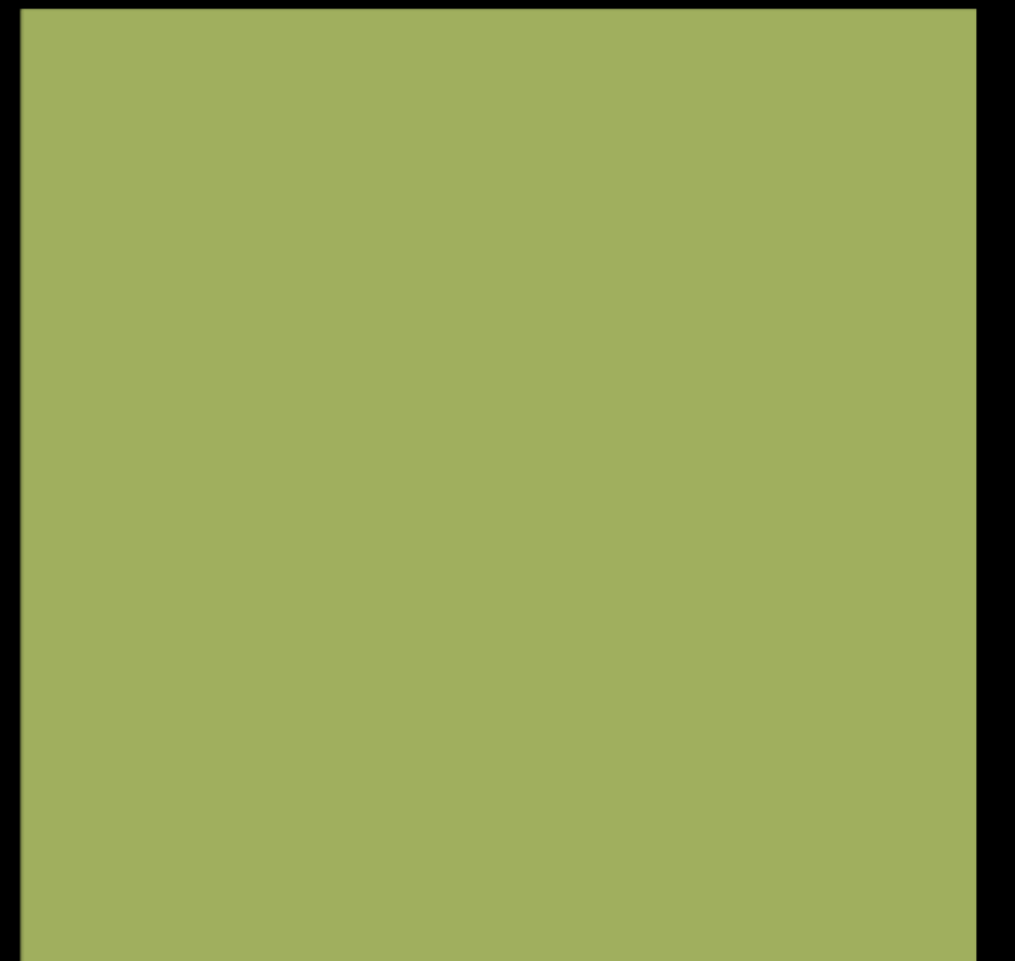
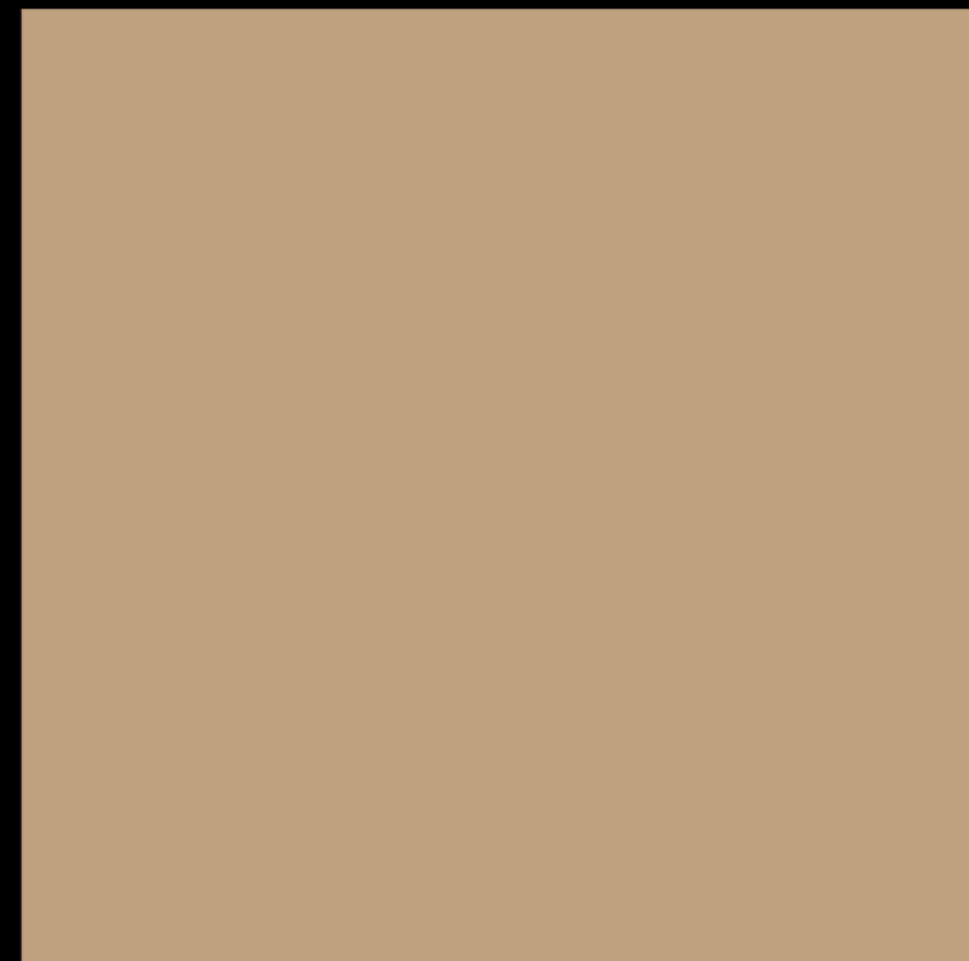
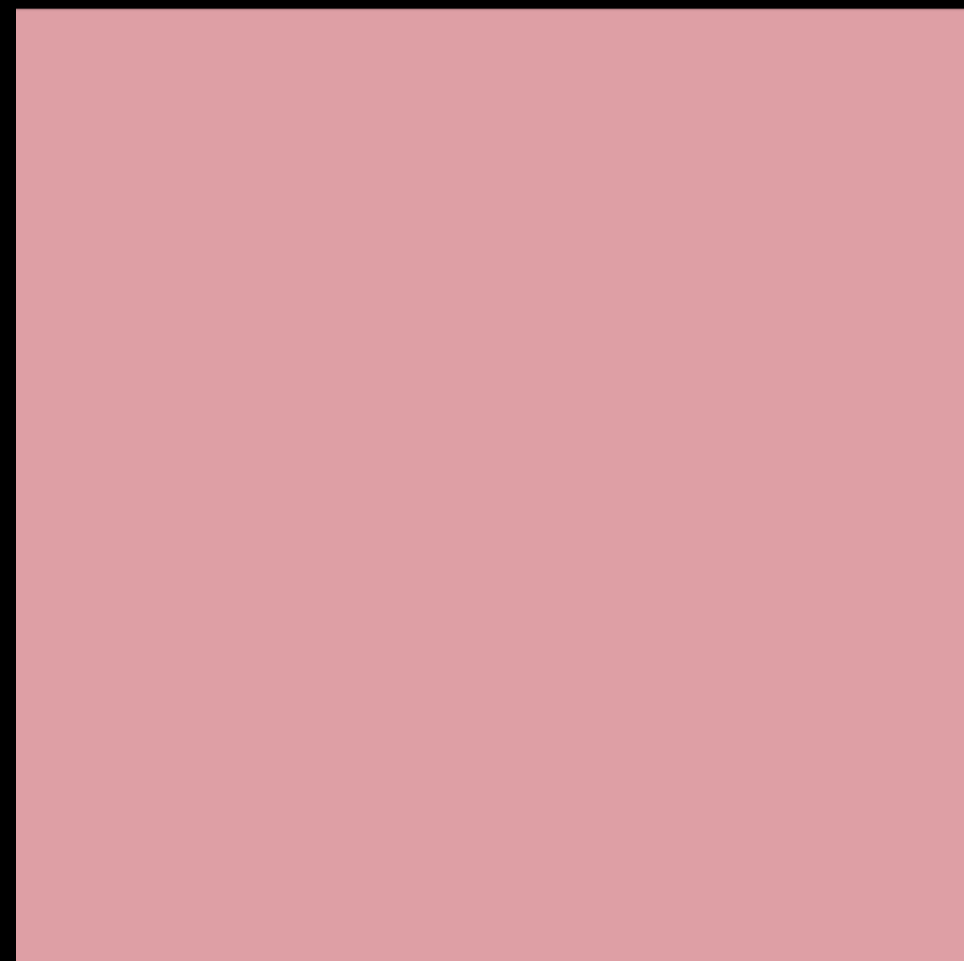
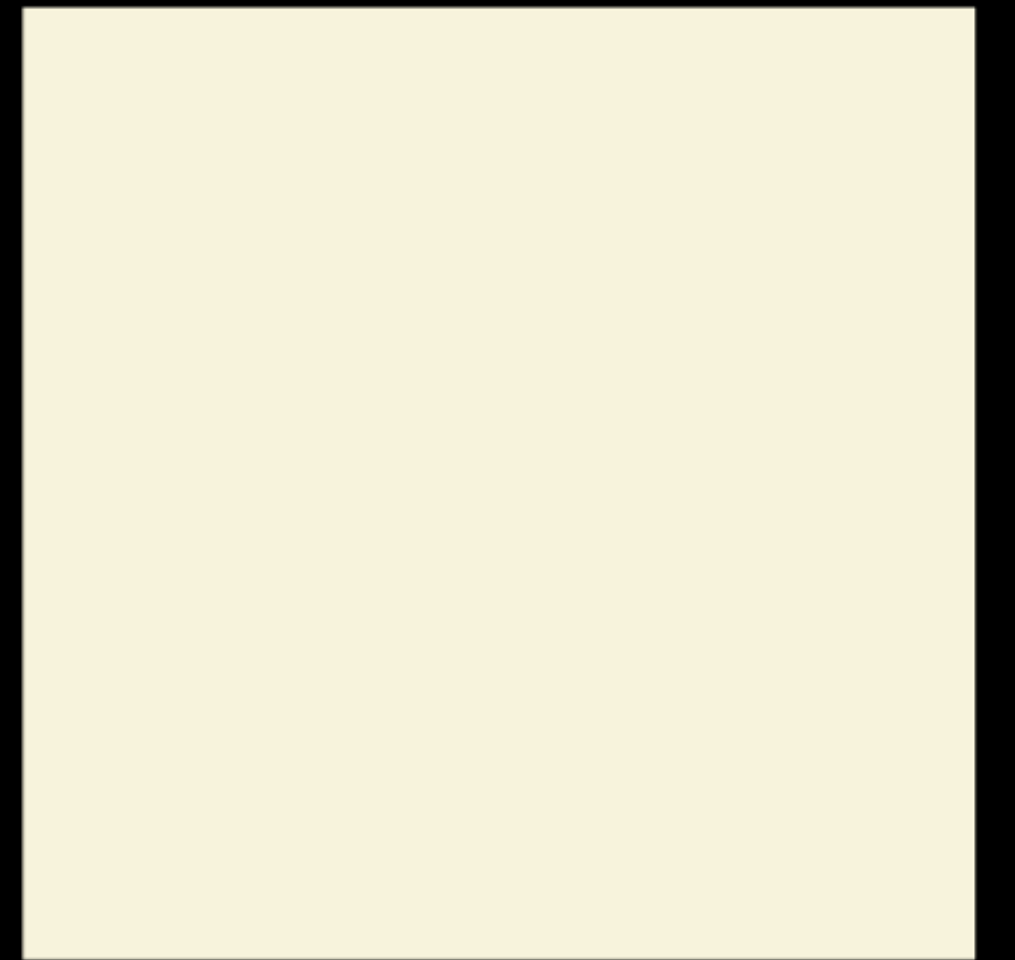
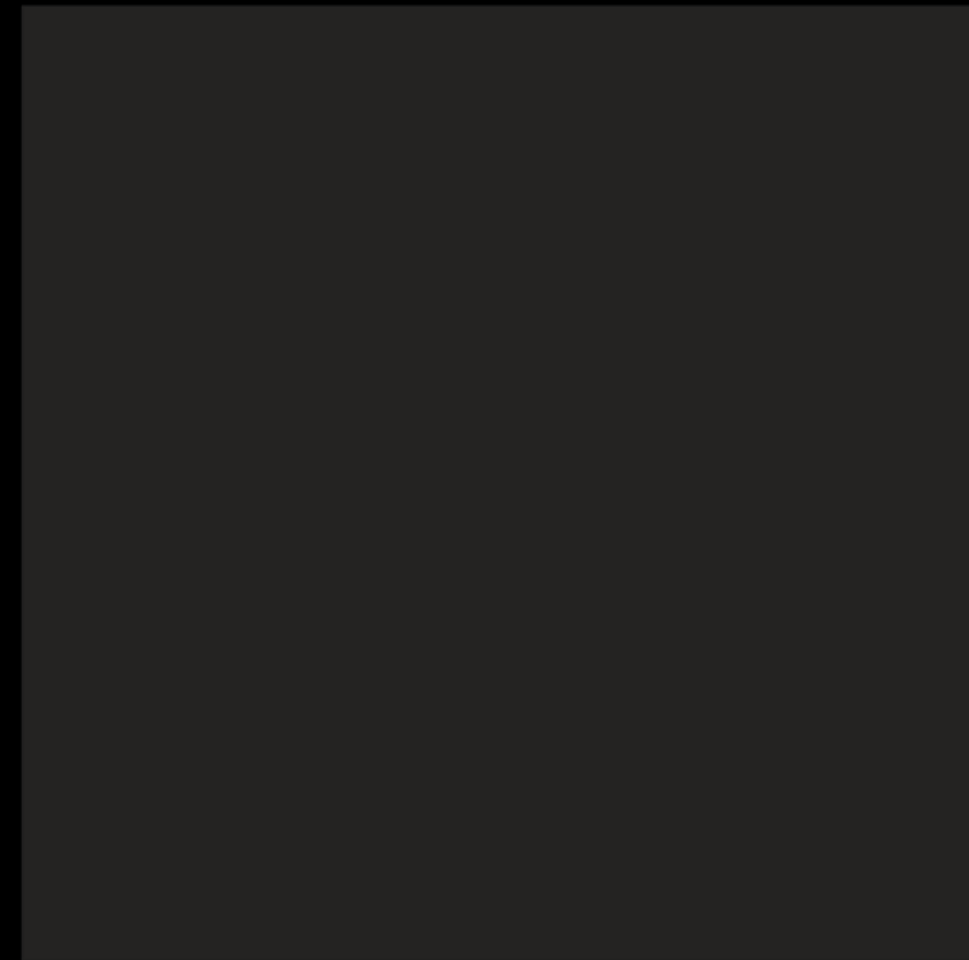
I also wanted to showcase the fact that giving flowers is **ritual used for centuries** and connect it with the fact that it's **Prague based brand**. It came out as a visual inspired by the era of the **Czech First Republic** especially the **romanticized Prague** from this period of time.

Mood board



Color palette

Inspired by the original color scheme but using **pastel tones**.



Fonts

Abril Fatface

única one

Caladea

Logo

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Logo



Logo as a communication element

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PODĚ**ko**vání


Website

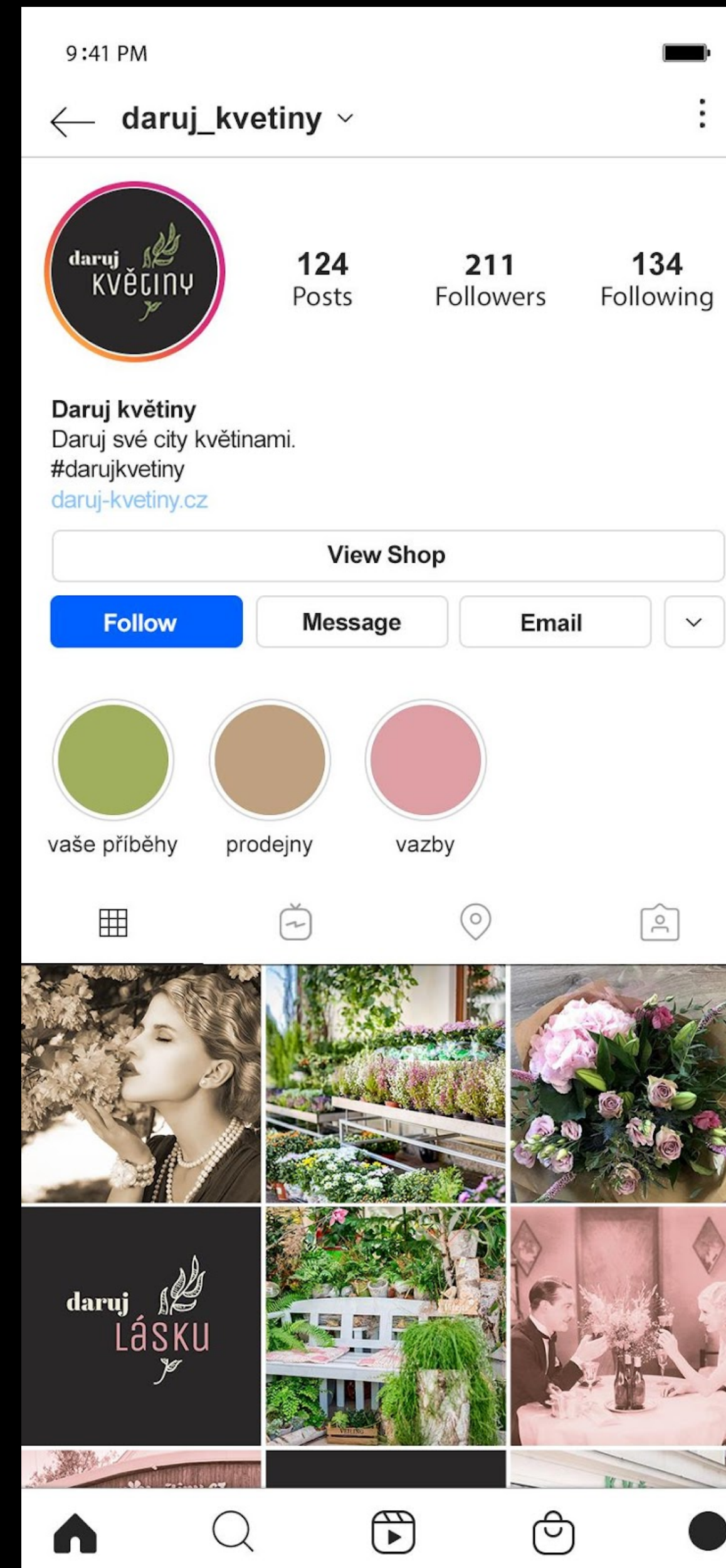


Website



Instagram

One profile using the visual tools that represents the brand.



Instagram

Sticker and gif that you can add to stories.



Reusable bags

Customers can buy them at every flower shop to **help the planet.**



Stamp on the wrapping paper

The florists can wrap every bouquet in **recycled wrapping paper** and then **stamp the brand logo** on it with a custom stamper.



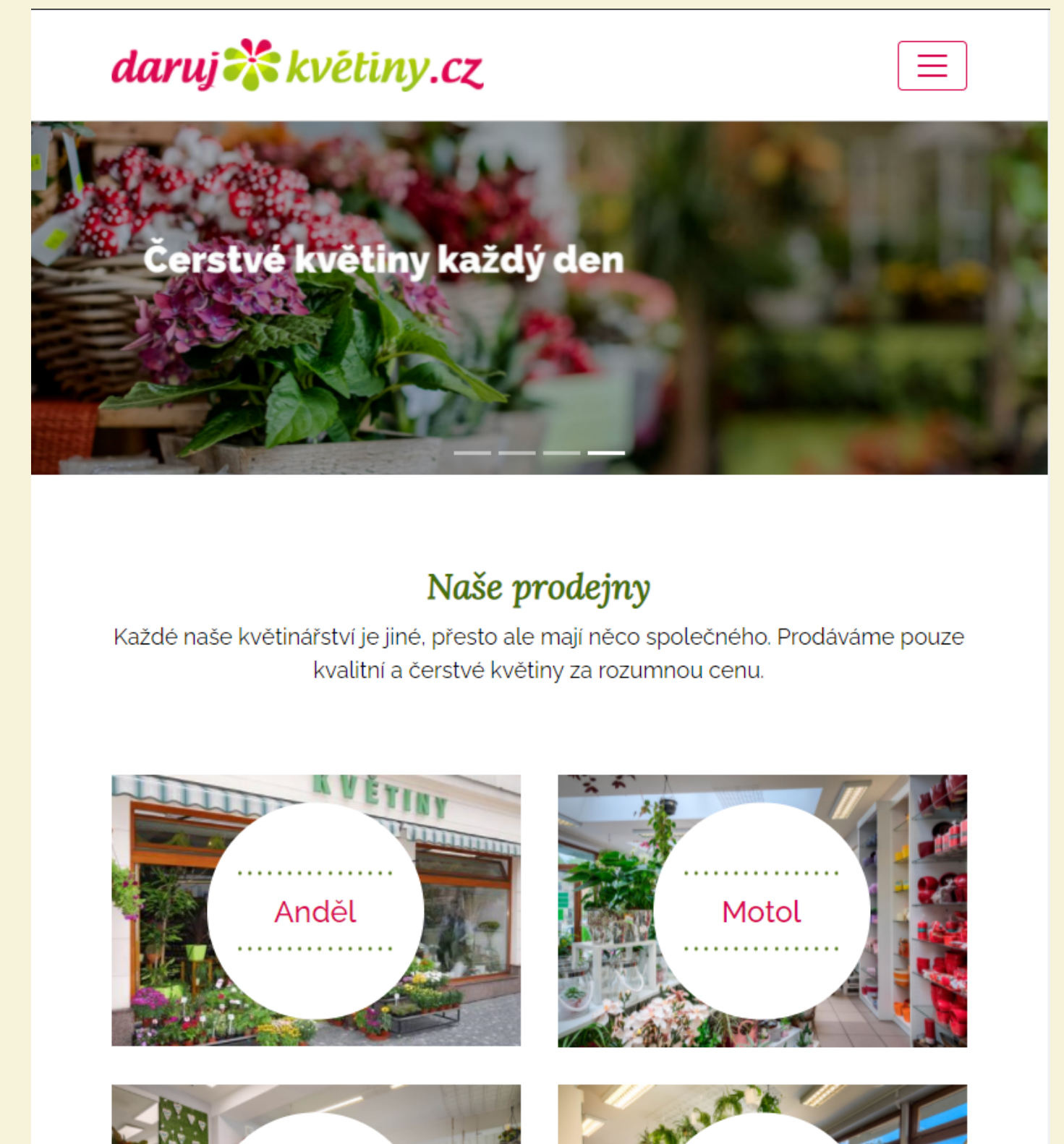
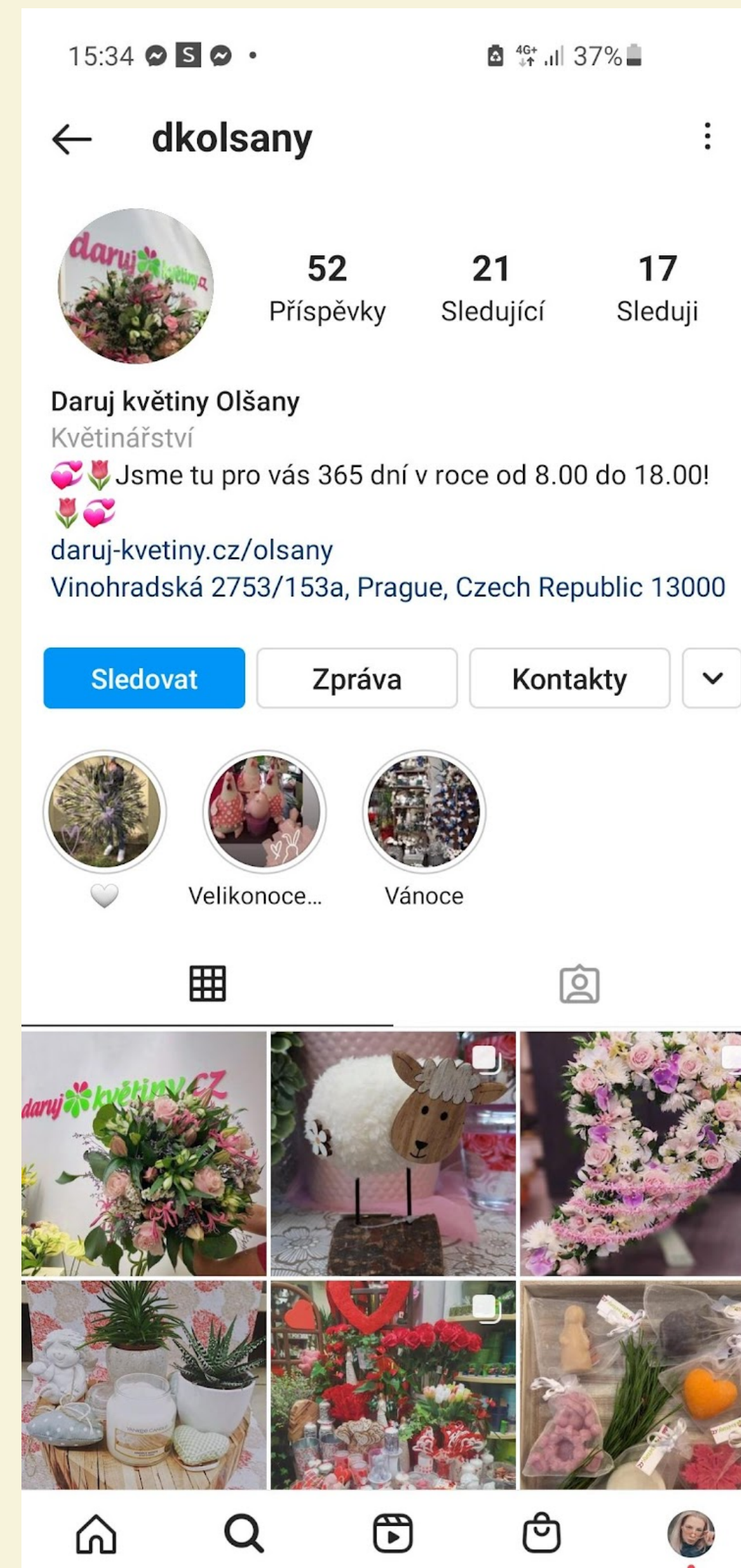
Shops interior

The interiors should be only in **neutral colors and natural materials** to make contrast with the flowers. Old photos with color filters can be used as decoration on the walls.

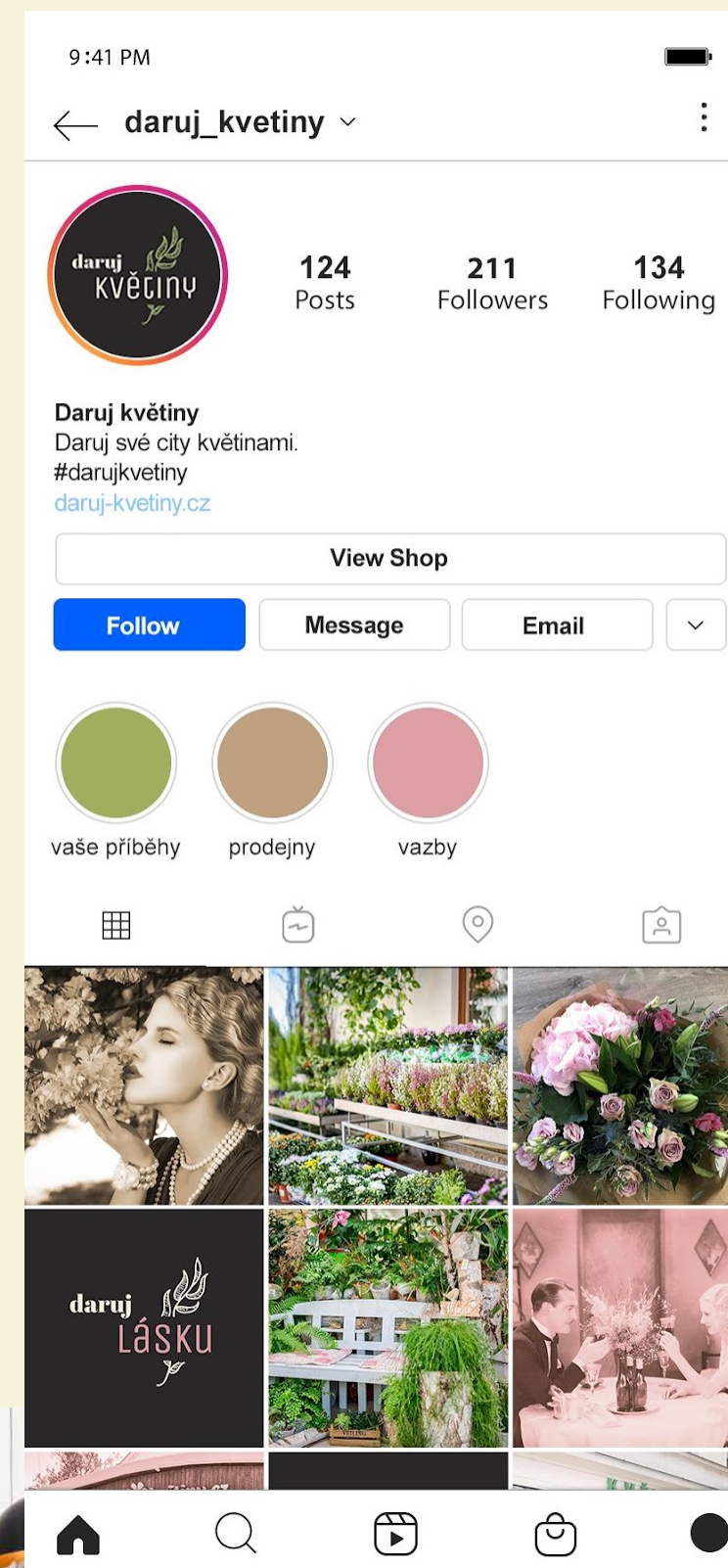
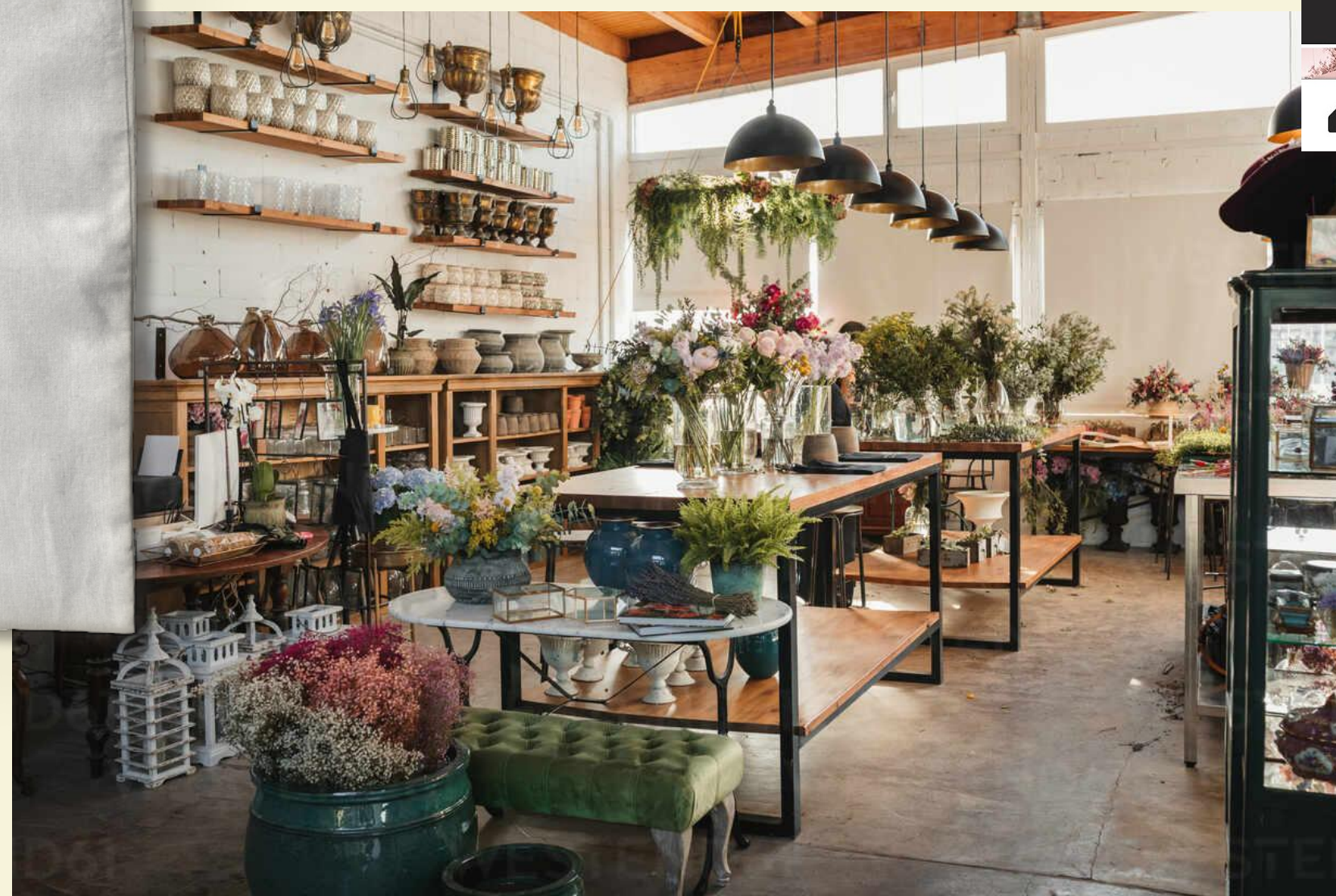


Before

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After



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Thank you!