



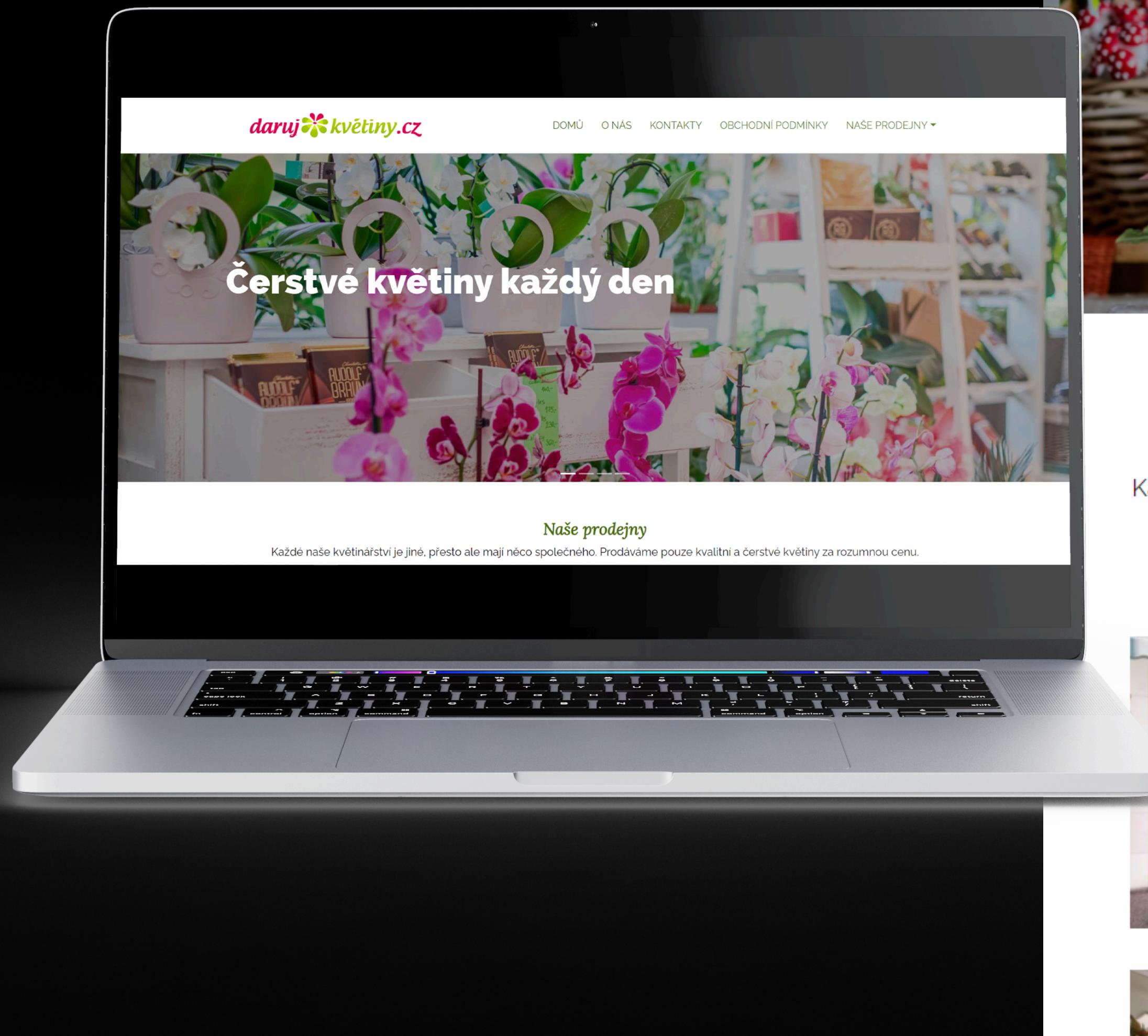
Klára Bidlová

**Daruj 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

*daruj*  *květiny.cz*



**daruj květiny.cz**

Čerstvé květiny každý den

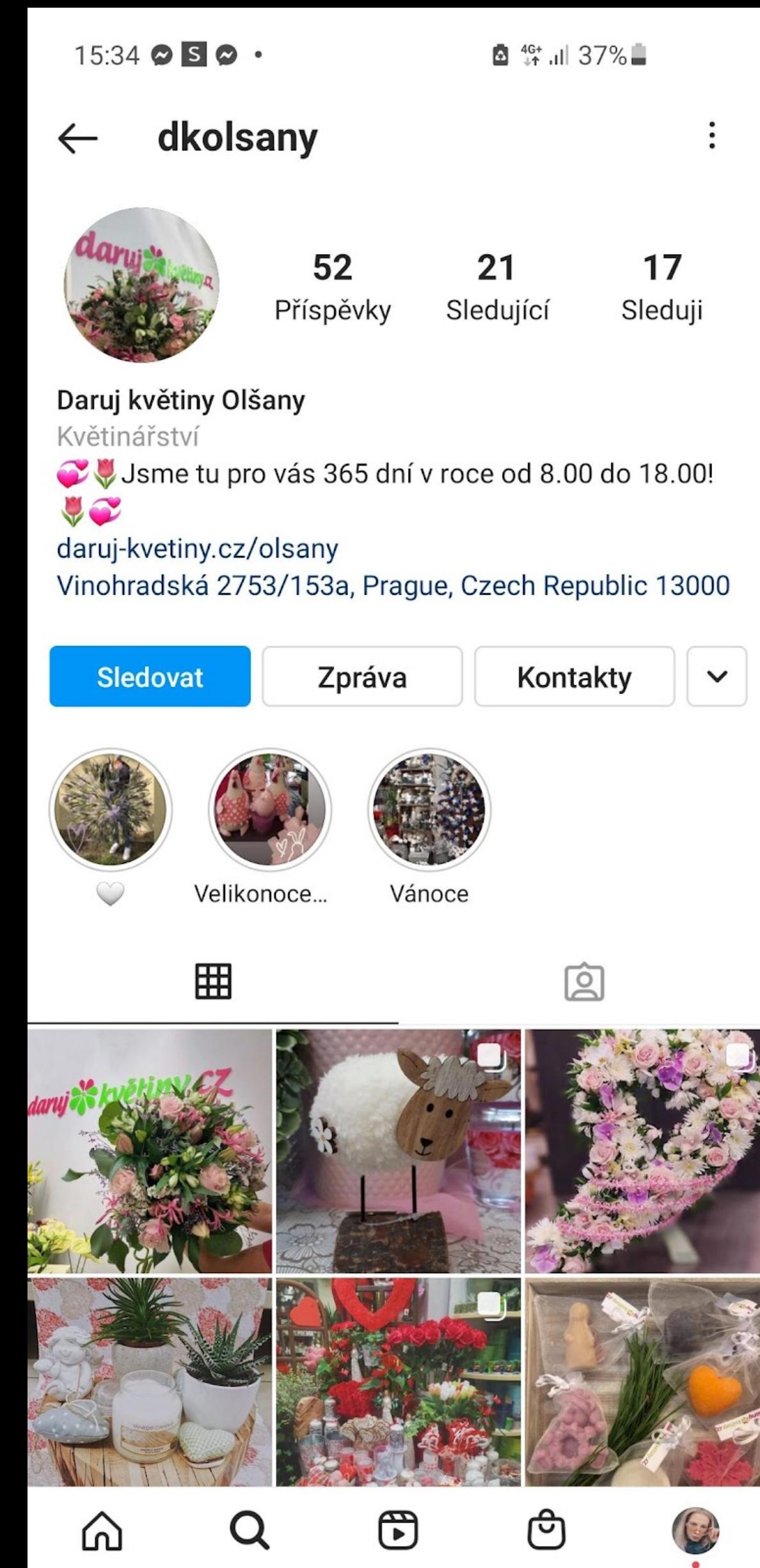
## Naše prodejny

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

Anděl

Motol

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.

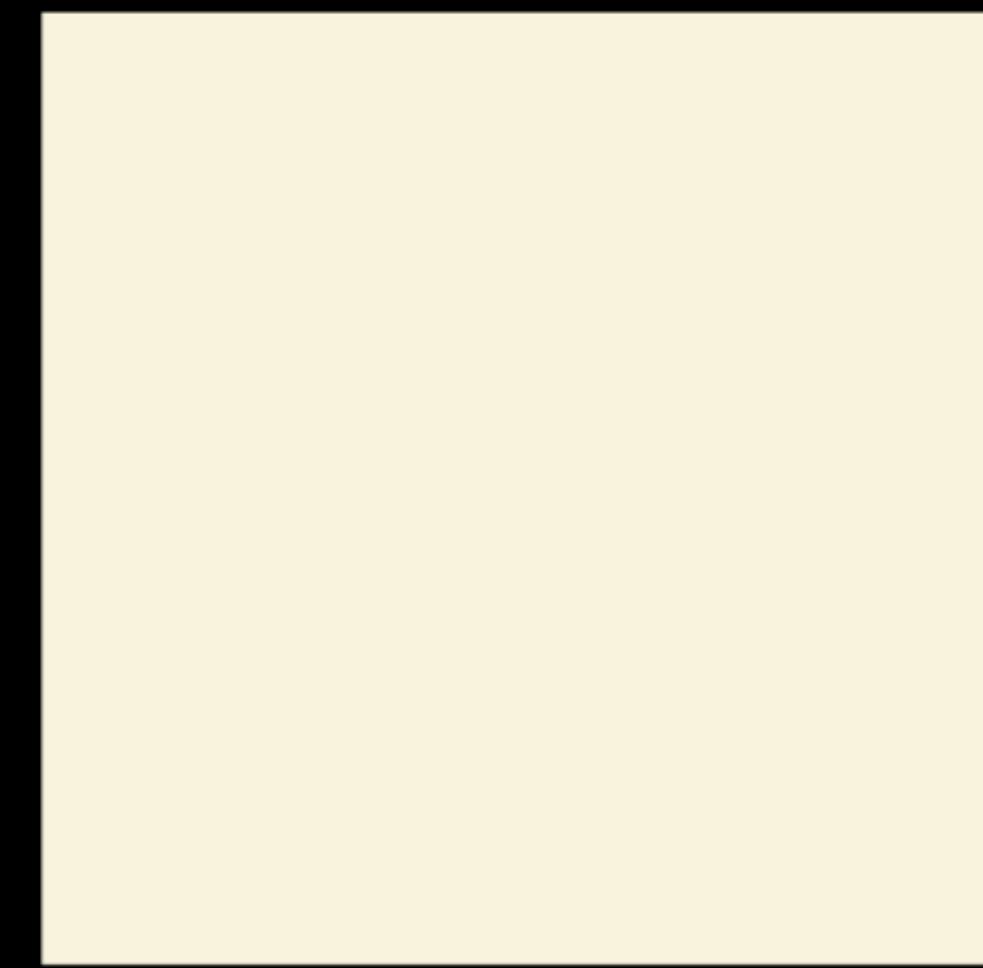
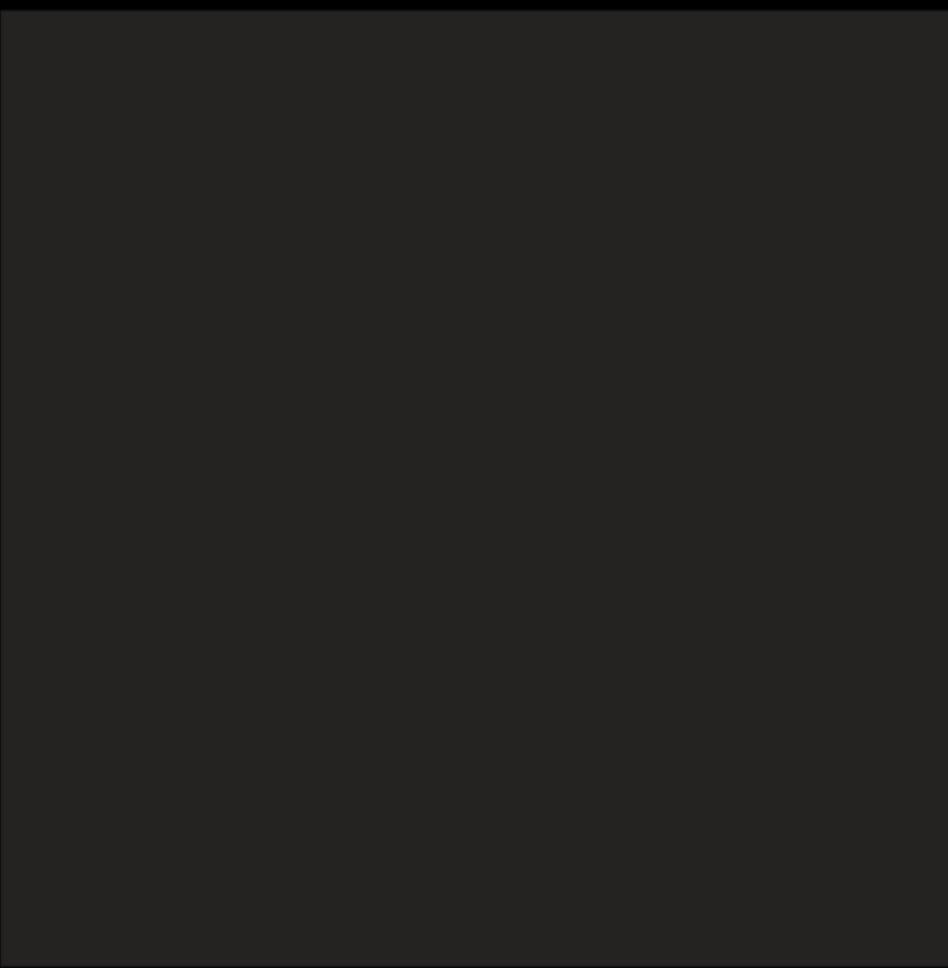
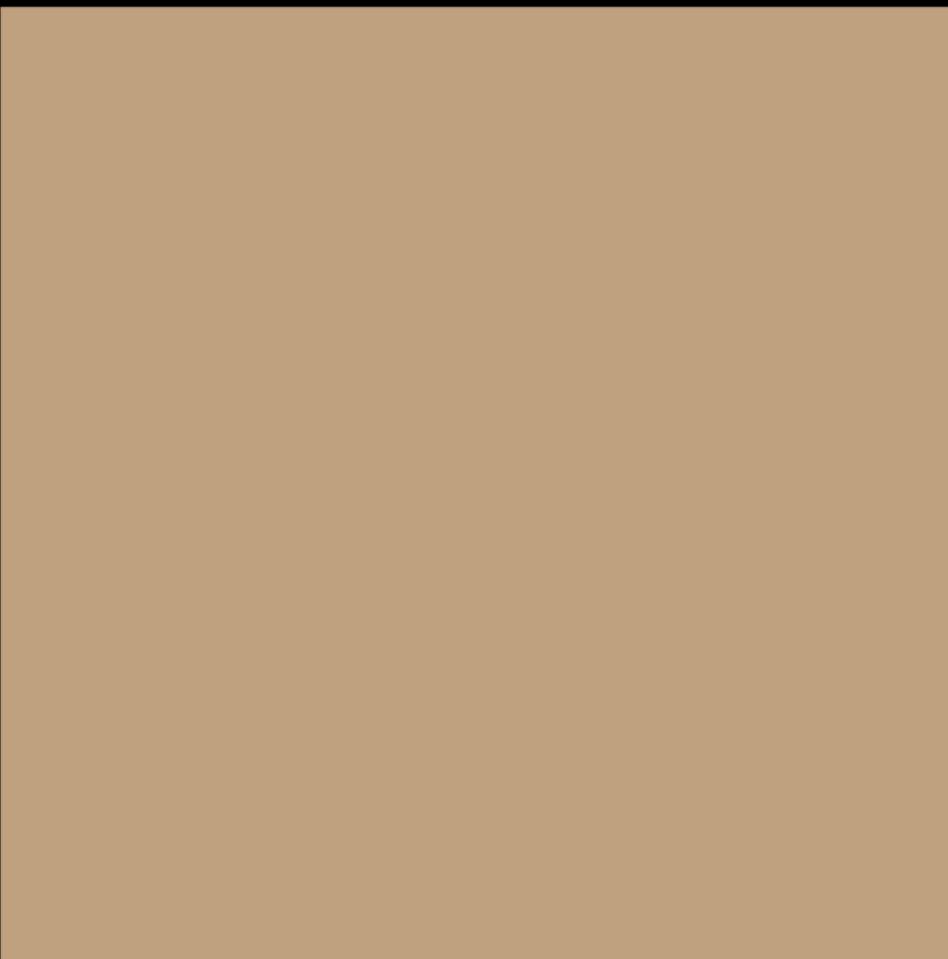
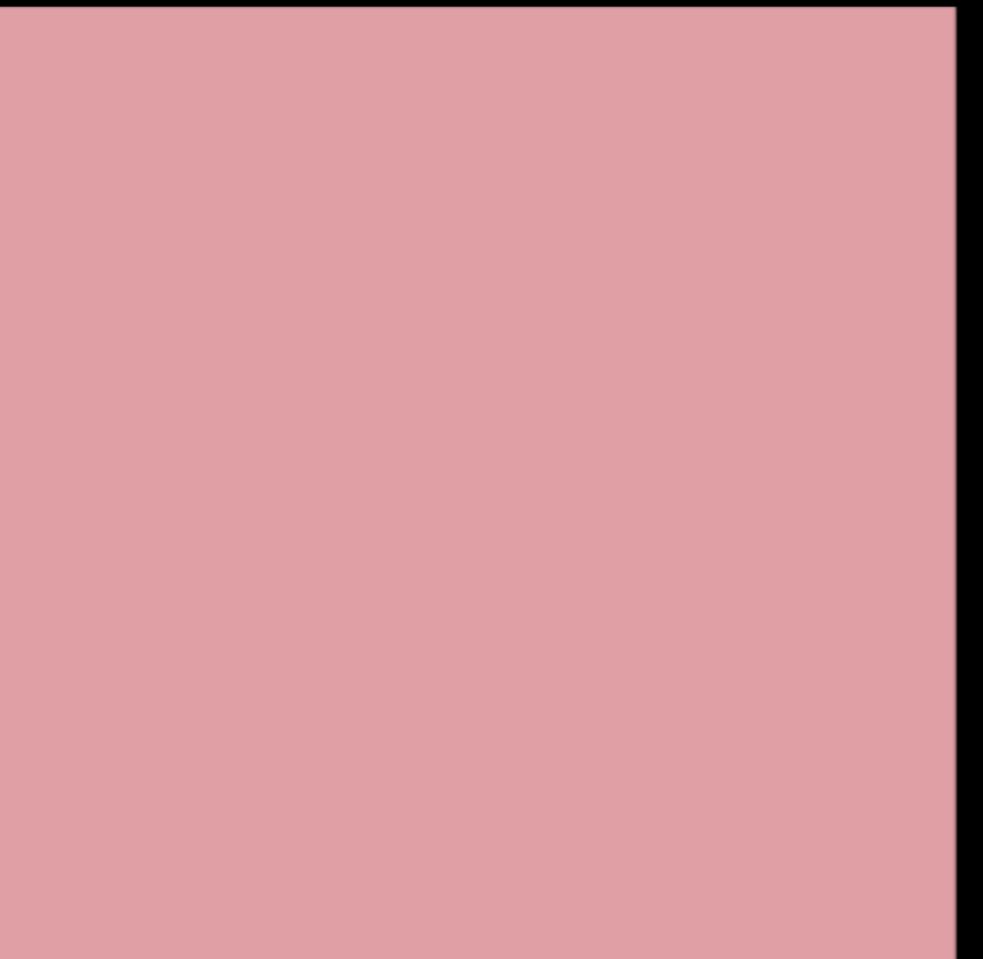
I also wanted to showcase the fact that giving flowers is **ritual used for centuries** and connect it with the fact that it's **Prague based brand**. It came out as a visual inspired by the era of the **Czech First Republic** especially the **romanticized Prague** from this period of time.

# Mood board



# Color palette

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



# Fonts

Abril Fatface

unica one

Caladea

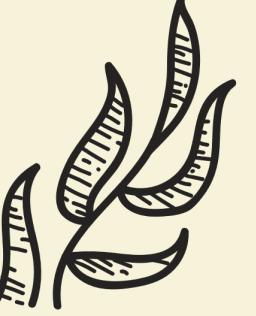
Logo

daruj   
květiny 

daruj   
květiny 

daruj   
květiny 

**Logo**

**daruj**   
**KVĚTINY** 

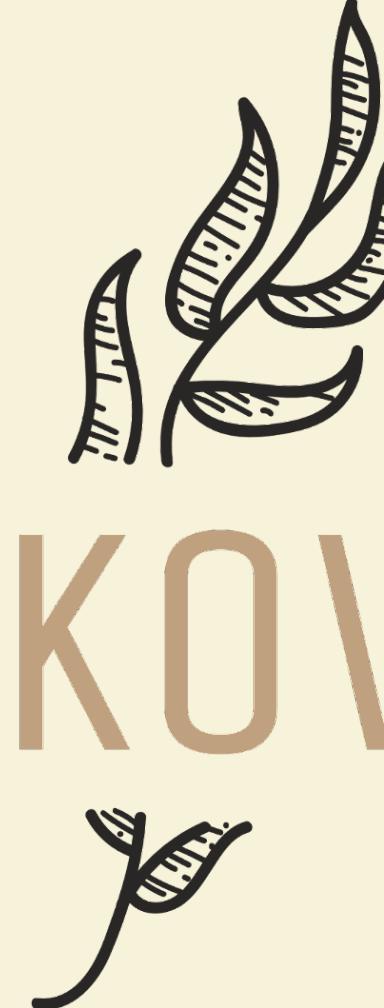
**daruj**   
**KVĚTINY** 

**daruj**   
**KVĚTINY** 

# Logo as a communication element

**daruj**   
**radosť**

**daruj**   
**LÁSKU**

**daruj**   
**PODĚKOVÁNÍ**

# Website

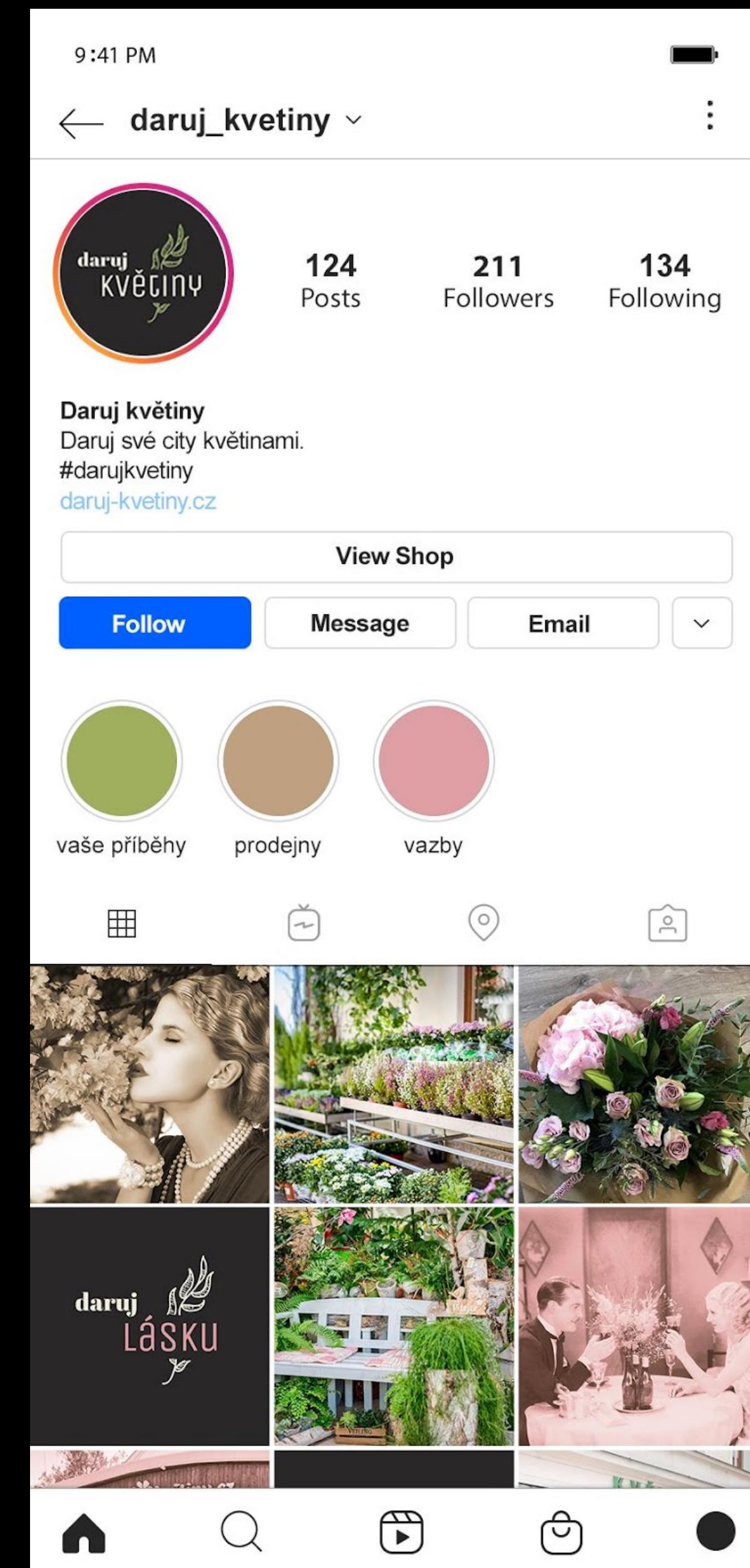


# Website



# Instagram

**One profile** using the visual tools that represents the brand.



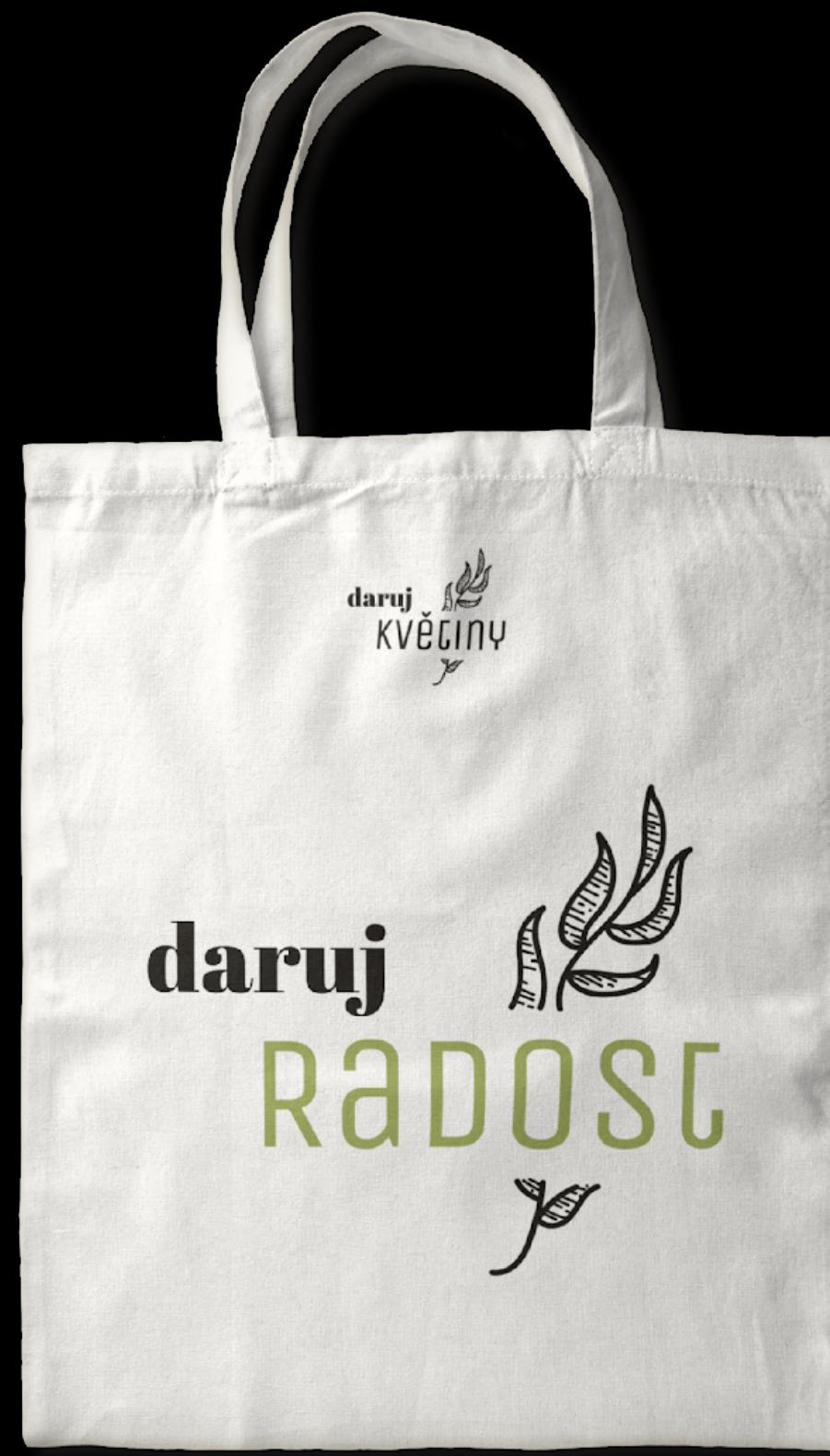
# Instagram

**Sticker and gif** that you can add to stories.



# Reusable bags

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



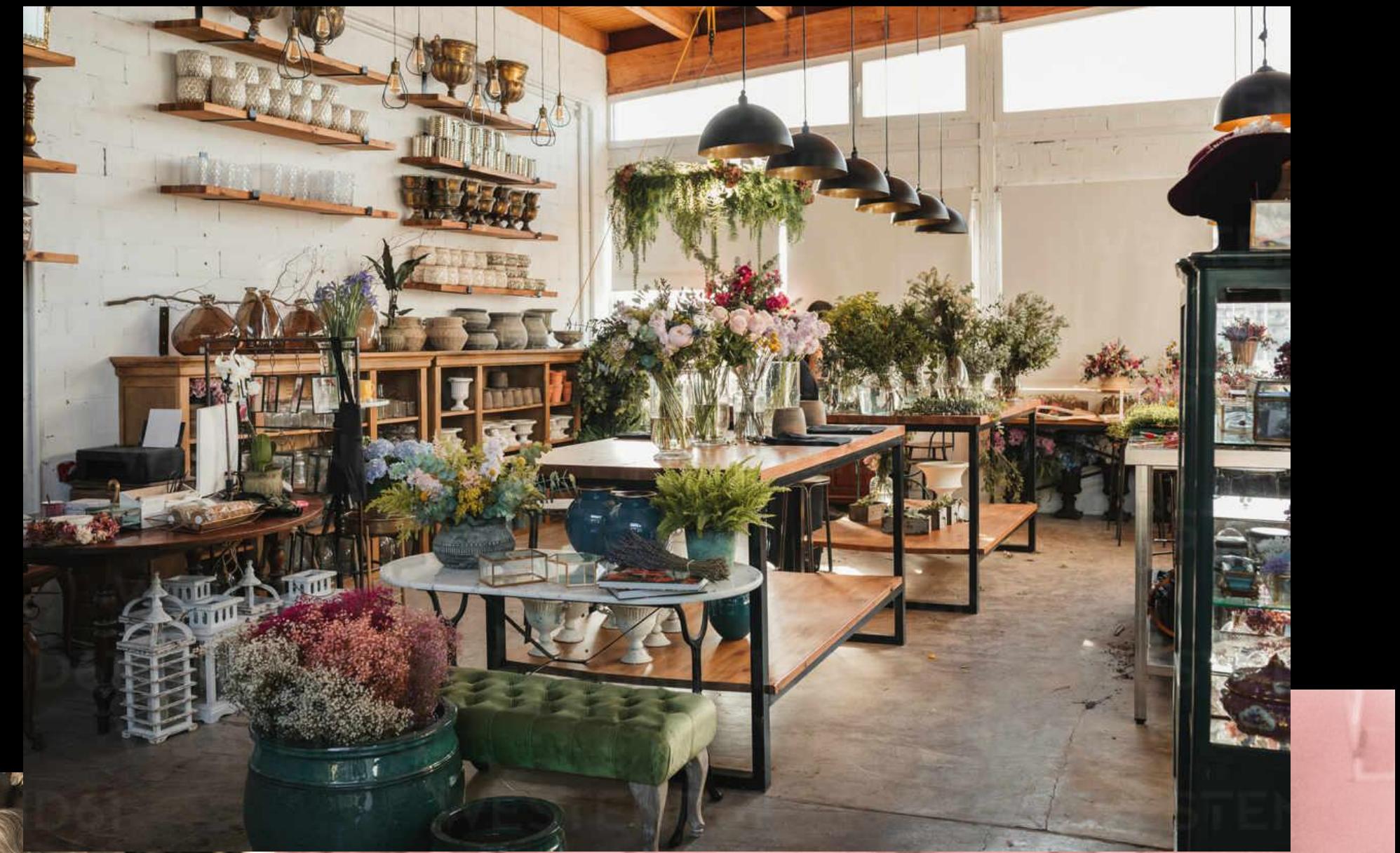
# Stamp on the wrapping paper

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

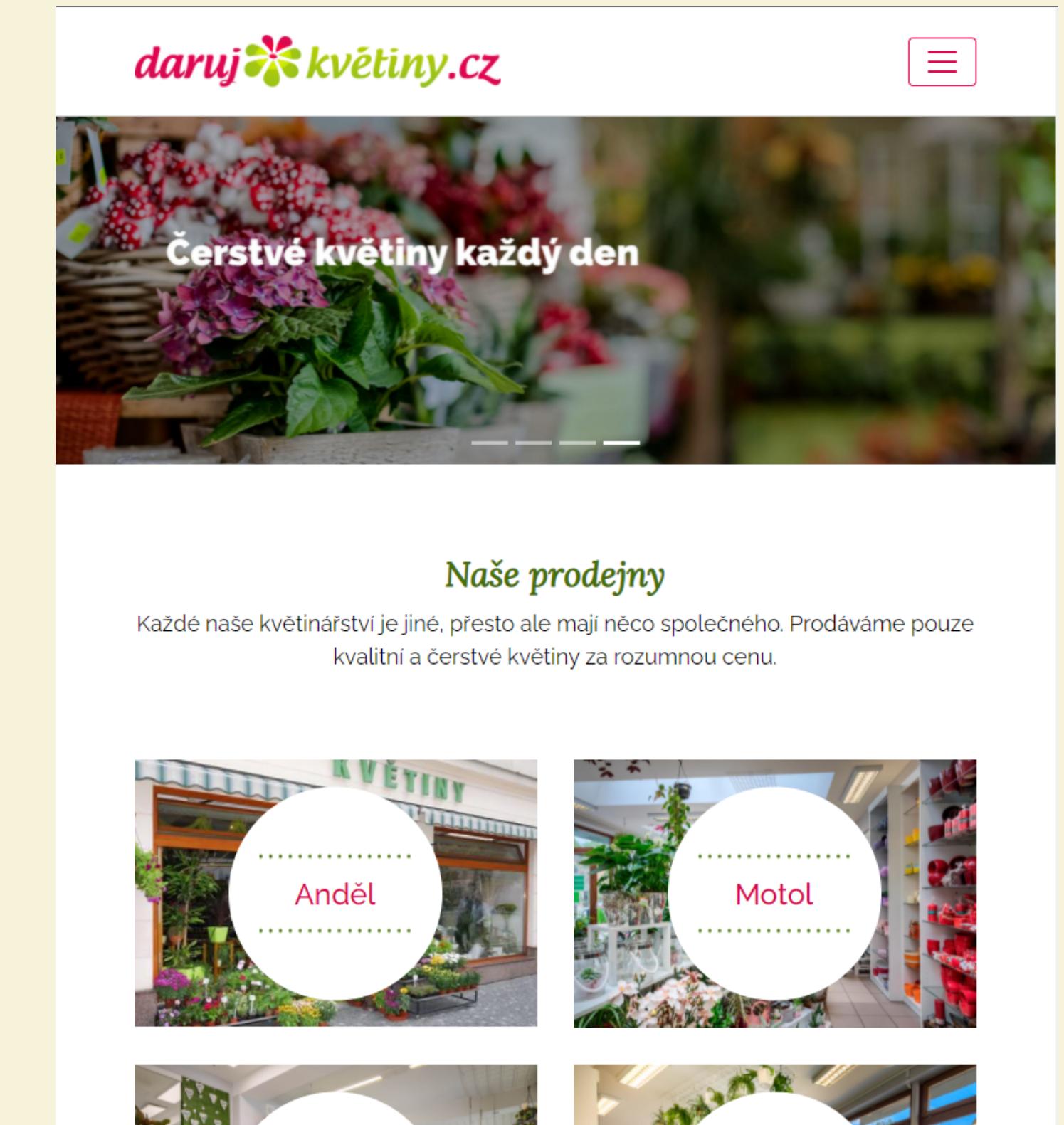
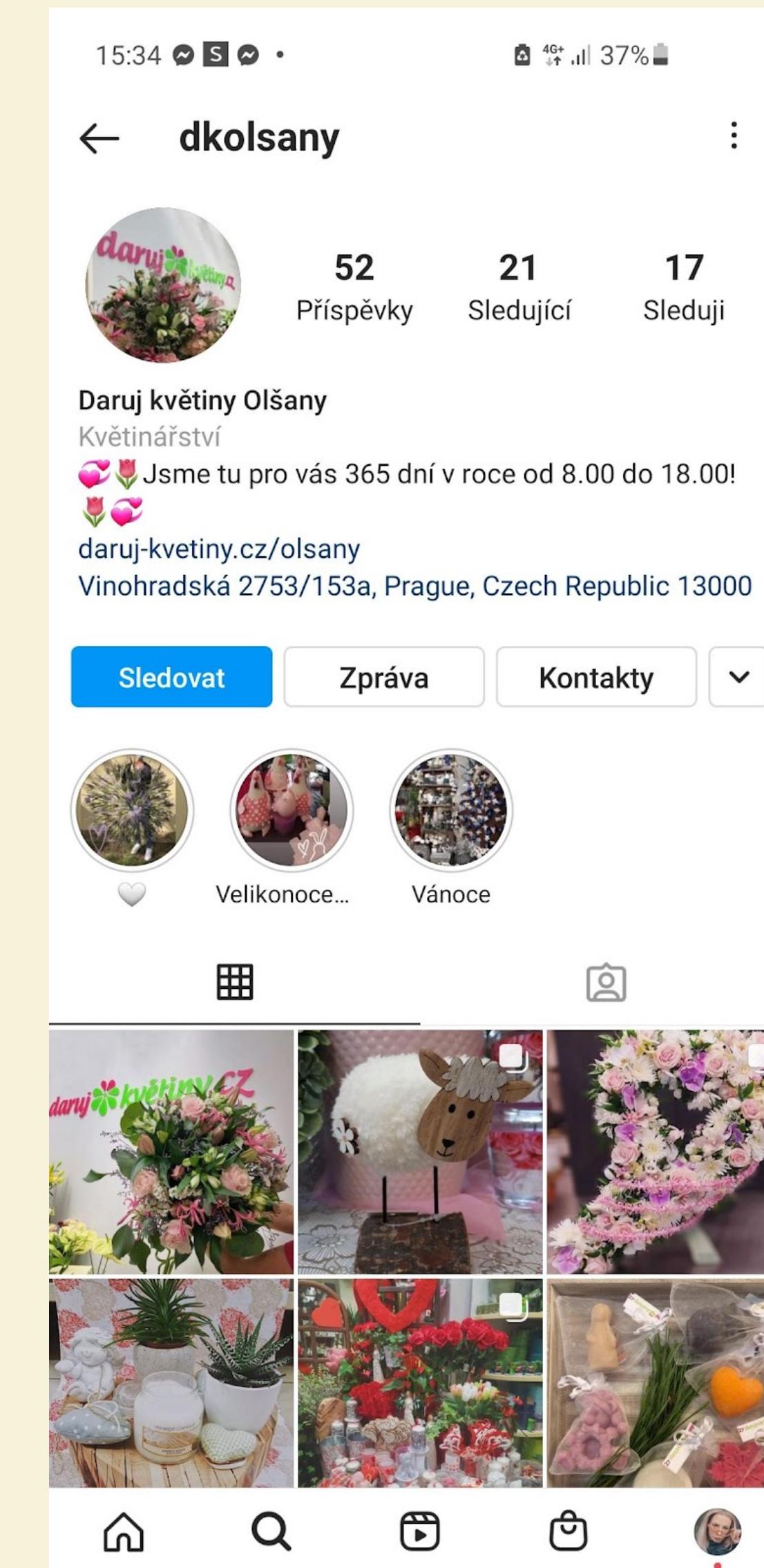


# Shops interior

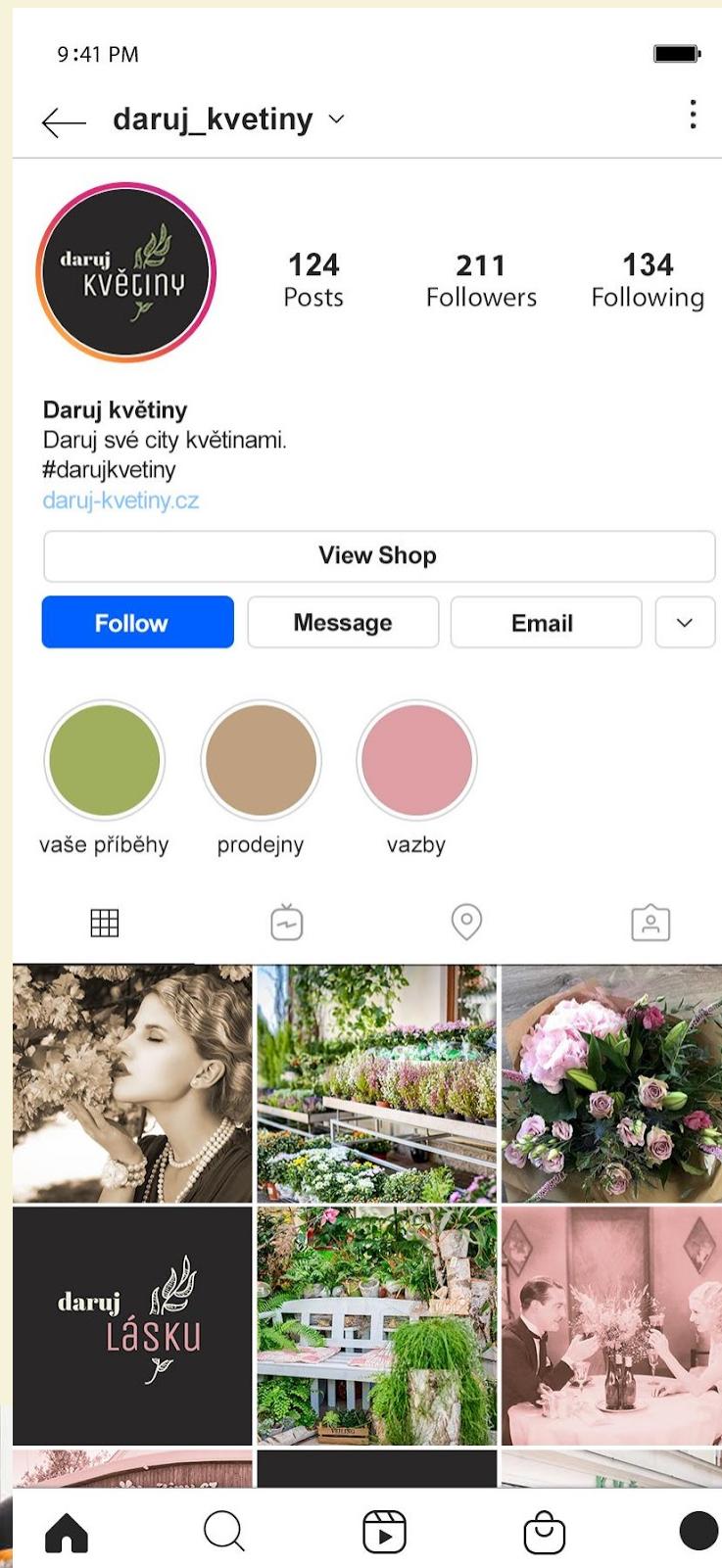
The interiors should be only in **neutral colors and natural materials** to make contrast with the flowers. Old photos with color filters can be used as decoration on the walls.



# Before



# After



**Thank you!**