



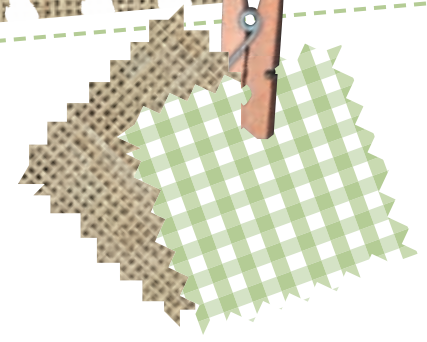
love nature

branding guidelines 2009 -2011 | sarahkay girls

sarahkay girls

ORGANIC

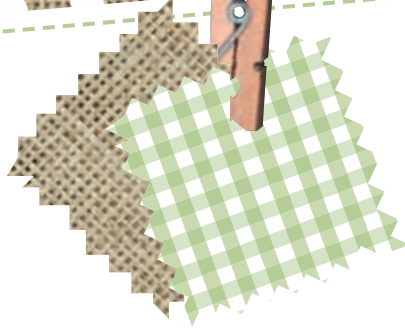
Rationale



There's a new lifestyle emerging for millions of us and it is not just a trend. It is a cultural shift in the way we think, the way we live and the way we interact with the world around us. It's about change, change that is being led by children. It's also about the choices we make every day. What we buy, what we eat, how we live; it's all connected.

sarahkay girls

ORGANIC Rationale



Sarah Kay has always advocated sustainable living and treading lightly upon the earth. By sharing her love of gardening with children, Sarah Kay plants the seeds of a lifelong passion. The brand's gentle message of caring and sharing emanates from her garden and its ever changing bounty. Her world is anchored in the garden and of the earth!

More and more consumers are demanding responsible behaviour from the brands they support. In fact, eco-consciousness is fast becoming a status symbol. The intention of Sarah Kay All Natural is finding partners who share similar beliefs and commitment.

Sarah Kay All Natural products are deemed sustainable based on one or more of the follow practices:

- use of materials that are environmentally friendly
- manufactured and transported responsibly
- produced using organic practices
- a portion of the sale proceeds are donated to non-profit organizations dedicated to wildlife & land conservation, ecological restoration, and environmental protection.

By consciously making better, smarter, healthier and more sustainable choices in our daily lives, we have the power to not only change our own lives but we also have the power to change the world.



Sarah Kay

Target Audience

cheryl to supply information



“ A GARDEN always gives back *more* than it RECEIVES. ”

MARA BEAMISH

sarahkay girls



ORGANIC Green Guidelines

Sarah Kay All Natural products labelled "eco-friendly" may or may not be certified by an official government or independent standard. They are deemed sustainable based on one or more of the following practices

- Materials • Manufacturing and Transport • Production • Philanthropy



Sarah Kay

“ It used to be thought that our *love* of PLANTS was an impractical but PURE PASSION. But now, in the age of environmental crisis, we’re discovering that GARDENING is *essential* to HUMAN LIFE. ”

JACQUELINE HERITEAU



ORGANIC Green Guidelines

- **Materials** - the use of materials which are recycled, recyclable, tree-free, biodegradable, compostable, post-consumer, wild crafted, all-natural, and/or printed with vegetable-based inks
- **Manufacturing and Transport** - manufactured or transported using carbon offsets, renewable or efficient energy, and/or little to no toxic chemicals
- **Production** - produced using organic farming practices and/or handled to optimize the health and productivity of interdependent communities of soil life, plants, animals and people
- **Philanthropy** - a portion of the sale proceeds are donated to support non-profit organizations dedicated to wildlife & land conservation, ecological restoration, and environmental protection



Sarah Kay





sarahkay girls

ORGANIC

Identity Design Direction
Organic Green



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sarahkay girls



love nature





Felt Slippers



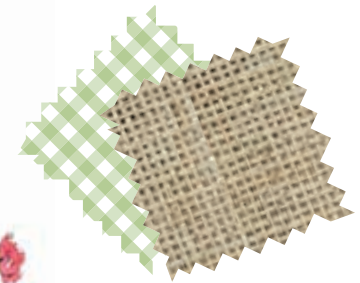
Knitting & Sewing Kits



Eco Cotton TShirts & Bags



Gardening - Seeds & Seedlings



Advertisement Examples



Organic Brand Campaigns - Autumn/Winter



love nature
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Sarah Kay

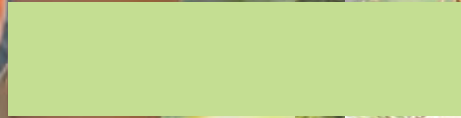
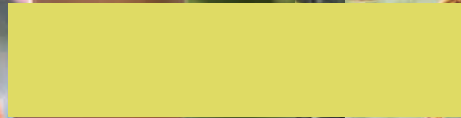




Organic Brand Campaigns - Autumn/Winter



Organic Brand Campaigns - Spring/Summer





Organic Brand Campaigns - Spring/Summer



KIDS IN THE GARDEN
Philanthropy at School Level

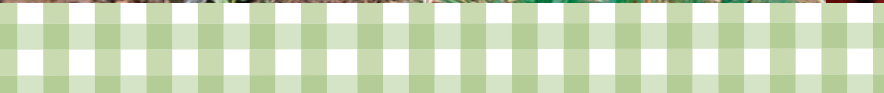


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sarah kay girls
Sarah Kay



love nature

- Philanthropy - a portion of the sale proceeds are donated to support non-profit organizations dedicated to wildlife & land conservation, ecological restoration, and environmental protection



Point of Difference

Sarah Kay Girls & Sarah Kay Girls Organic



SARAH KAY GIRLS
- Guidelines to be confirmed

SARAH KAY GIRLS ORGANIC

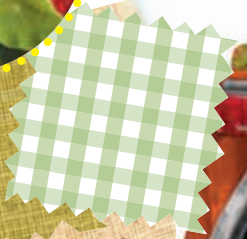
1. Selected watercolour illustrations for launch program
2. Illustrative techniques: Overscaled watercolours with semi-transparent photo collage
3. Saturated florals
4. Visual toolbox to consist of vivid tones of semi-abstract landscapes that can be combined with key watercolour poses
5. Fabric and patterns: Green vichy only, neutral weaves such as linen and hessian (to be confirmed)
6. Core colour palette inspired by the nasturtium - green, orange, yellow and citrus (to be confirmed)
7. Emotive word based statements to support the brand essence, ie: Feel to be Green, Love Nature, Green is the New Pink. Typographical solutions only no watercolour poses to be used with this direction
8. Icons - Full colour nasturtium laurel, Mono colour laurel with circular watercolour pose inset

FROM THE SKETCH PAD



THE LOOK:

1. Nasturtiums 2. Saturated Florals 3. Overscaled watercolours with semi-transparent photo collage - nature driven





Organic Brand Mascots

Organic Character Friends to Sarah Kay 



1. Owl

(Wisdom)

Key Illustration to come



2. Frog

(Green Living)



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Sarah Kay

love nature

