



# art & eden

buy better. do better.

— brand book —





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# welcome

## the shape of change

art & eden is part experiment, part life-dream, & part social-movement. we create with the curious spirit of a child - vividly imaginative and fearlessly exploratory, raising the bar for how business is done & liberating the artist within as it is our source for and guide towards change.

we believe that a strong sense of brand is essential for understanding ourselves & inspiring change in others. this brandbook should ignite your imagination while informing you about the core attributes that make art & eden distinct. if you ever have questions, always feel free to reach out to us by emailing [seth.mitchell@artandeden.com](mailto:seth.mitchell@artandeden.com).

## our vision —————

# doing good by doing well

in eden, good was the first word used to describe all creation. goodness is the most fundamental truth about all life. in eden, humans, animals & plants worked together to cultivate the planet and help one another. doing good to us means restoring eden to our world. and that is our vision - to create a business that actually is “good” for the world. we know that in the second most polluting industry worldwide, this is an ambitious task for our business. but we believe that we can restore eden by doing well. as artists we harness our imagination and passion to create a better, brighter & greener place - one thoughtful product, one valuable life, and one considered choice at a time.

## **our mision**—————

remarkable kids products.  
made responsibly.

## **our beliefs**—————

abundance.

we believe all can benefit from our business without anyones exploitation.

organic growth.

we believe everyone and everything grows best organically.

individuality.

we believe each and every creation is uniquely valuable.

community.

we believe restoring eden is a process that requires humans, plants, and animals to work together in harmony

## **our personality**—————

imaginative, kind, curious, grateful

## **our business model**—————

we believe that we can create public good by running a fruitful business. as a registered public benefit corporation we embrace triple top line accountability toward economy, ecology and equity.

we choose to serve the goals of our corporate constituencies and stakeholders such as our shareholders, employees, customers along with our local and global communities and our broader goal to protect the environment rather than just the bottom line.

# our brand tone

if our brand was a person we would be an fun, intelligent, and creative idealist who is full of curiosity and who loves to think outside the box. we are accutely aware of those surrounding us and take great care to treat them with care and respect. every person, plant, and animal matters deeply to us and we make sure to advocate for and protect them. whether a farmer in india harvesting organic cotton, a postman visiting our office, or a child wearing our clothing we want everyone to feel uniquely cherished, and considered by our brand.

## **our brand aesthetic** \_\_\_\_\_

clean, colorful, contemporary



# — logo —

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**art** is a personal act of courage, something one human does that creates change in another. It is anything that's creative, passionate, and personal. an artist is someone who uses bravery, insight, creativity, and boldness to challenge the status quo - and thats exactly where our journey began. - seth godin



what's in the  
name?

**eden** is our intended destination. we know we have not inherited this earth from our ancestors but are borrowing it from tomorrow's children. it's our responsibility to leave them this world - as eden - a paradise - a place they can thrive in.

# elements

our logo is made up of four parts:  
our globe with a special heart  
shaped continent, \*art & eden\* or our  
initials \*a&e\* in luna font, \*buy better  
do better.\* in helvetica neue font  
regular and our green accent line.



art & eden

buy better. do better.

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art & eden

buy better. do better.

a&e

a&e



# common mistakes

1. Don't capitalize the letters
2. Don't write "and" instead of "&"
3. Don't stretch the logo

1. Art & Eden

2. art and eden



# — colors —

16 primary colors

17 secondary colors



**Hex code:** e1eed2  
**RGB:** 225, 238, 210

our **primary**  
colors

**Hex code:** b5b5b5  
**RGB:** 181, 181, 181

# secondary colors

our secondary colors are natural  
and compelling.

**Hex code:** b2d58b  
**RGB:** 178, 213, 139

**Hex code:** a0a0a1  
**RGB:** 160, 160, 161

**Hex code:** e9e9e9  
**RGB:** 233, 233, 233





# — typography —

19 brand fonts



# our favorite fonts

we love the helvetica neue font  
family and like to use it whenever  
it's available

Helvetica Neue UltraLight

*Helvetica Neue UltraLight Italic*

Helvetica Neue Thin

*Helvetica Neue Thin Italic*

Helvetica Neue Light

*Helvetica Neue Light Italic*

**Helvetica Neue Regular**

***Helvetica Neue Italic***

**Helvetica Neue Medium**

***Helvetica Neue Medium Italic***

**Helvetica Neue Bold**

***Helvetica Neue Bold Italic***





# — photography —

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# lifestyle

our lifestyle photography should always feel artistic and edenic. we love photographing the “child in action.” we capture the child playing, creating, and exploring in colorful environments. we incorporate as natural and artistic elements as possible to bring the world of art & eden to life in each image with a great view of the product.





# product

when it comes to our product, we like our clothes to look vibrant, natural, and comfortable while maximizing print visibility.





# impact

though many of the situations faced by the people we serve are severe, we always want people to be excited to buy when they see the difference their sustainable purchase is making for one of our friends abroad. our photography is a tool we want to use to inspire action and hope for what's possible when we decide to buy better.







# — illustrations —

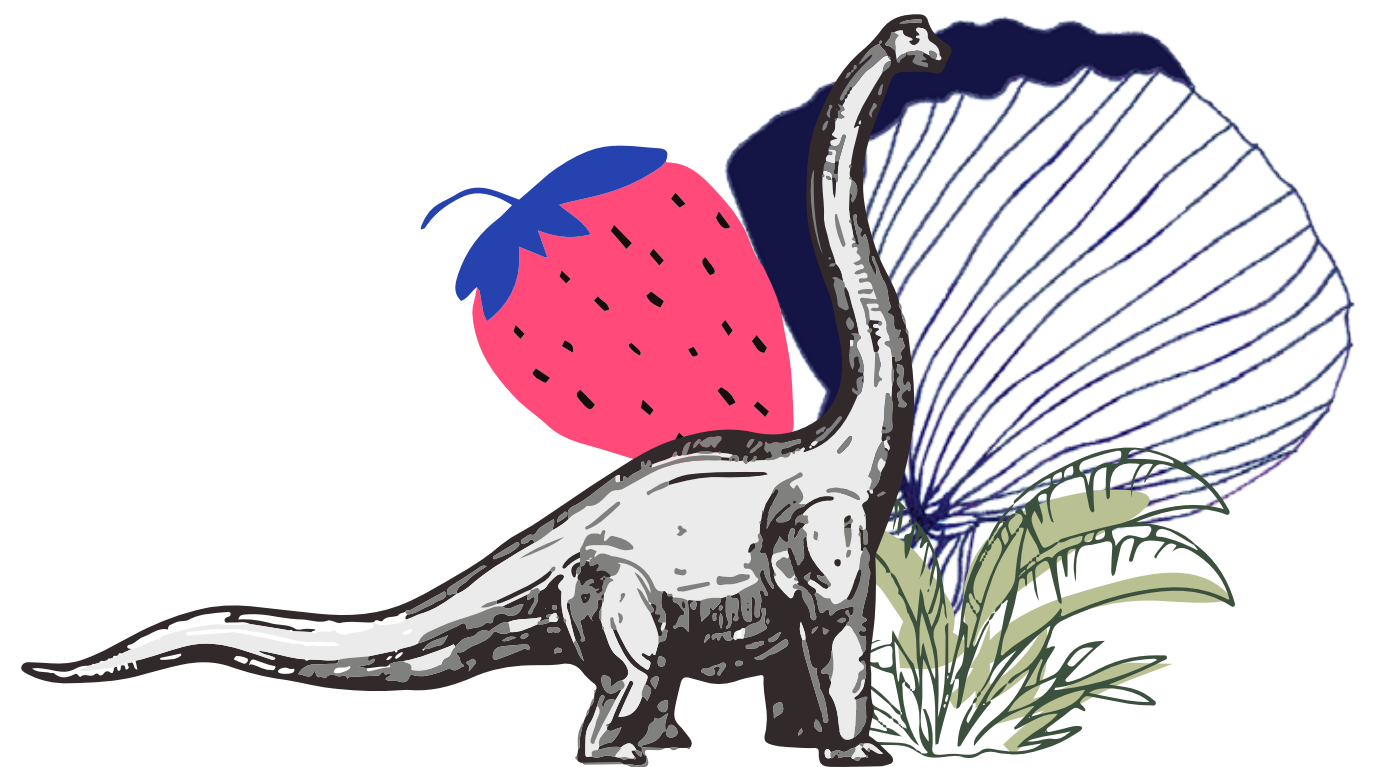
25 print themes & uses

26 icons



# our prints

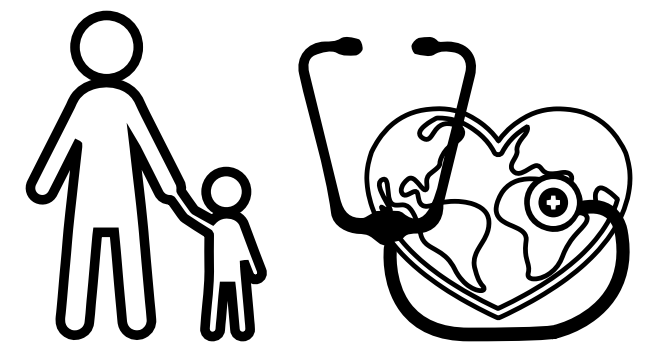
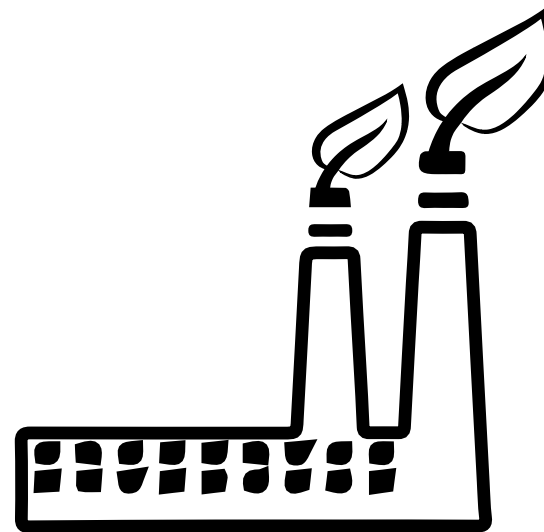
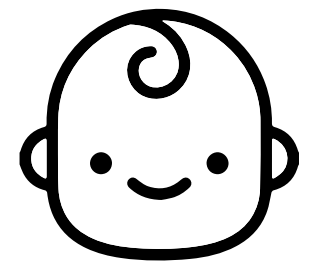
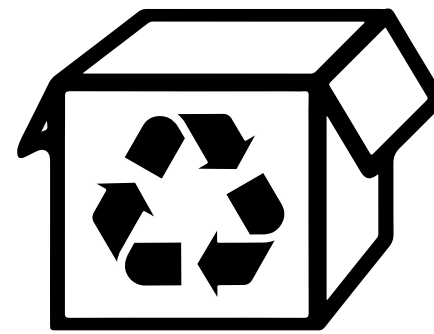
our prints are the glue that holds art & eden together. stylistically, they range from photorealistic, to abstract, to cartoon, but all of them are made with heart and creativity. as a general principal, our prints are nature-themed and bursting with life and color. our prints are a creative universe we welcome each child wearing our clothes into. they celebrate imagination, and we use them in a variety of ways to artistically depict the edenic world we're creating one garment at a time.





# our icons

our icons are simple and accessible.





# — language & copy —

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# copy tone

how does one write for art and eden?

our brand voice is optimistic, concise, and passionate. inspiration is our intention and we go the extra mile to ensure all our messaging is always positive. we are professional; personally, we are experts in our craft and connect with others kindly and curiously with an attention to gratitude. whether addressing exciting or challenging topics, we adopt a hopeful tone rather than a guilt-inducing one.

# writing tips & tricks

as you write for art & eden, here are a few helpful hints to ensure your copy is on brand.

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## 1. be cute & clear.

Do we use words like adorable, snuggle, and giggle? Totally. But we also ensure cuteness doesn't impede the clarity of our message. as a hardcore fashion company/PBC we also address matters like sustainability, health, education, and design with clarity.

## 4. be positive

the pollution and suffering caused by the fashion industry are tragic. talking about it can really bring people down. while being honest about the challenges, we try to inspire people with what difference their purchase is making and how much better it is to buy sustainably.

## 2. be accurate

being cute doesn't mean we're careless. we proofread everything, check stats, then check them again. as a public benefit corporation we are held to triple topline accountability, so especially when talking about our impact programs, our sustainability, or our product we triple check everything.

## 5. be inspirational

it might not seem like a big deal to buy a piece of sustainably made clothing, but we know it makes a world of difference for the planet and those in the supply chain. our customers are our heroes and we make sure their choice to shop sustainably is celebrated.

## 3. be thankful

express gratitude to others whenever you can. we believe that thankfulness is the basis for others feeling cared for and affirmed. whether it's a customer, or a coworker, say thank you. it goes a long way.

## 6. be brief

"If you can't improve the silence, you shouldn't be speaking. - Hawk"

concision is king. people are busy. respect their time. say what you need to say and then stop writing. customer, or a coworker,



# writing tips & tricks (cont.)

## 11. use eden carefully

eden is our intended destination as a company in every way. that being said, our company is not a religious institution. we try to communicate the values we draw from it rather than any particular religious affiliations one should subscribe to.

## 10. talk about people

when talking to our customers, the people we help, or those in our supply chain, it's important to use to recognize their humanity. use names. when talking about our brand impact, or telling stories talk about people, not "them."

## 13. use 100% carefully

our cotton and factories are 100% GOTS certified. It's important to check before saying a certain product is 100% GOTS certified as some have other materials incorporated into them.

## 8. use nourish & empower

when we talk about our impact we are sticklers about the terminology used. we don't heal people, we don't cure people, and we don't educate people. although healing, education, and curing disease may be results of our efforts, our purchases help nourish and empower children.

## 7. use lowercase letters

we make little clothes for little people. using lowercase letters just feels right. use them even when it breaks the rules of grammar. the only exceptions are when you're addressing a proper noun (the names of people, organizations, and places).

## 14. use GOTS carefully

we are very proud of our GOTS certification as a company. it's appropriate to use it on site, branding, and related materials, but not in our production materials.

## 9. a portion not percentage

when talking about our impact, we always say that we use "a portion" of every purchase rather than a percentage to nourish and empower children in need. we are not a one to one model, we are not a 1% model, we are meeting needs where the demand is and want to stay nimble in how we give.

## 12. use gender carefully

though our shopping categories are gendered, we're sensitive to people's gender identities. try not to make assumptions about gender or what clothing items people want. use gender neutral terminology when possible.

## 15. use "&" carefully

"&" should always be used when using the company name, "art & eden." It can be used interchangeably with "and" any other time.