



GRDN Helper

Brand Kit

Grow Better Gardens. Build Stronger Communities.

The Mark



Use the green mark on light surfaces. Use the white mark on the green app tile, on photos, or any dark background. Maintain clear space equal to half the mark's height. Never recolor, outline, or add a shadow.

Color

Green

#228B40

Green Dark

#165F2B

Green Light

#5FB263

Ink

#14241A

Cream

#F7F2E7

Sand

#ECE6D7

Typography

Fraunces

Display - headlines, hero, brand voice

Nunito

Body - UI, paragraphs, captions

GRDN Helper pairs Fraunces (warm display serif) with Nunito (rounded humanist sans). Set headlines tightly, body comfortably (1.5 line-height). Stay sentence-case in product UI.

Social & App



GRON Helper



Grow gardens. Build community.