



Brand Guidelines

June 2026

Content

The following guidelines show proper usage of the WorryFree logo and the tagline “Simply Joyful.”

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Logo



Primary logo (*Three-color*)

The WorryFree primary logo consists of three colors and is the preferred logo for printed retail POS, plant ID tags, webpages, and digital and social media.



Primary logo (*Three-color reversed*)

Use the reversed logo on the Native Navy background or on other darker backgrounds such as photography.



Secondary logo (*Two-color*)

The WorryFree two-color logo is preferred for limited color printing occasions, such as on pots and embroidery.



Secondary logo (*Two-color reversed*)

Use the reversed logo on the Native Navy background or on other darker backgrounds such as photography.



One-color logo

Use the one-color logo when executions are limited to one color, such as order forms, busy backgrounds, vinyl cutouts, etc.



One-color logo (*Reversed*)

Use the reversed logo when executions are limited to one color, such as order forms, busy backgrounds, vinyl cutouts, etc.

The logo for Dorrryfree, featuring a stylized 'D' with a double underline, followed by 'orrryfree' in a serif font, and a trademark symbol (TM) at the end. The text is dark blue on a white background.

Wordmark

Use the wordmark to ensure clarity and legibility across mediums. It's ideal for small-scale applications, such as order forms or return labels, where the flowers may detract from the legibility of the name for functional purposes.

The logo for Dorrryfree, featuring a stylized 'D' with a double underline, followed by 'orrryfree' in a serif font, and a trademark symbol (TM) at the end. The text is white on a dark blue background.

Wordmark (*Reversed*)

Use the reversed type wordmark on the Native Navy background or on other darker backgrounds as needed.



Primary logo + tagline (*Three-color*)



Secondary logo + tagline (*Two-color*)



One-color logo + tagline



Primary logo + tagline (*Three-color reversed*)



Secondary logo + tagline (*Two-color reversed*)



One-color logo + tagline (*Reversed*)



Logo Usage



Spacing

For our logo to have visual impact, we must provide enough clear space around all sides of the logo when it is placed near other elements or when placed inside any framing. The minimum clear space on all sides is equal to the width of “e” from Worryfree.



Sizing



Don't Warp



Don't Rotate



Don't Change Colors



Don't Remove Flowers



Don't Add Flowers



Don't Squish

Greenhouse Glow

Pantone® 2299 C

HEX #a9ca2e
RGB 169, 202, 46
CMYK 38, 0, 94, 0

Trellis Teal

Pantone® 3272

HEX #00a193
RGB 0, 161, 147
CMYK 100, 0, 51, 0

Native Navy

Pantone® 539

HEX #083045
RGB 8, 48, 69
CMYK 100, 76, 46, 44

Wisteria White

Pantone® 000 C

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Mulberry Meadow

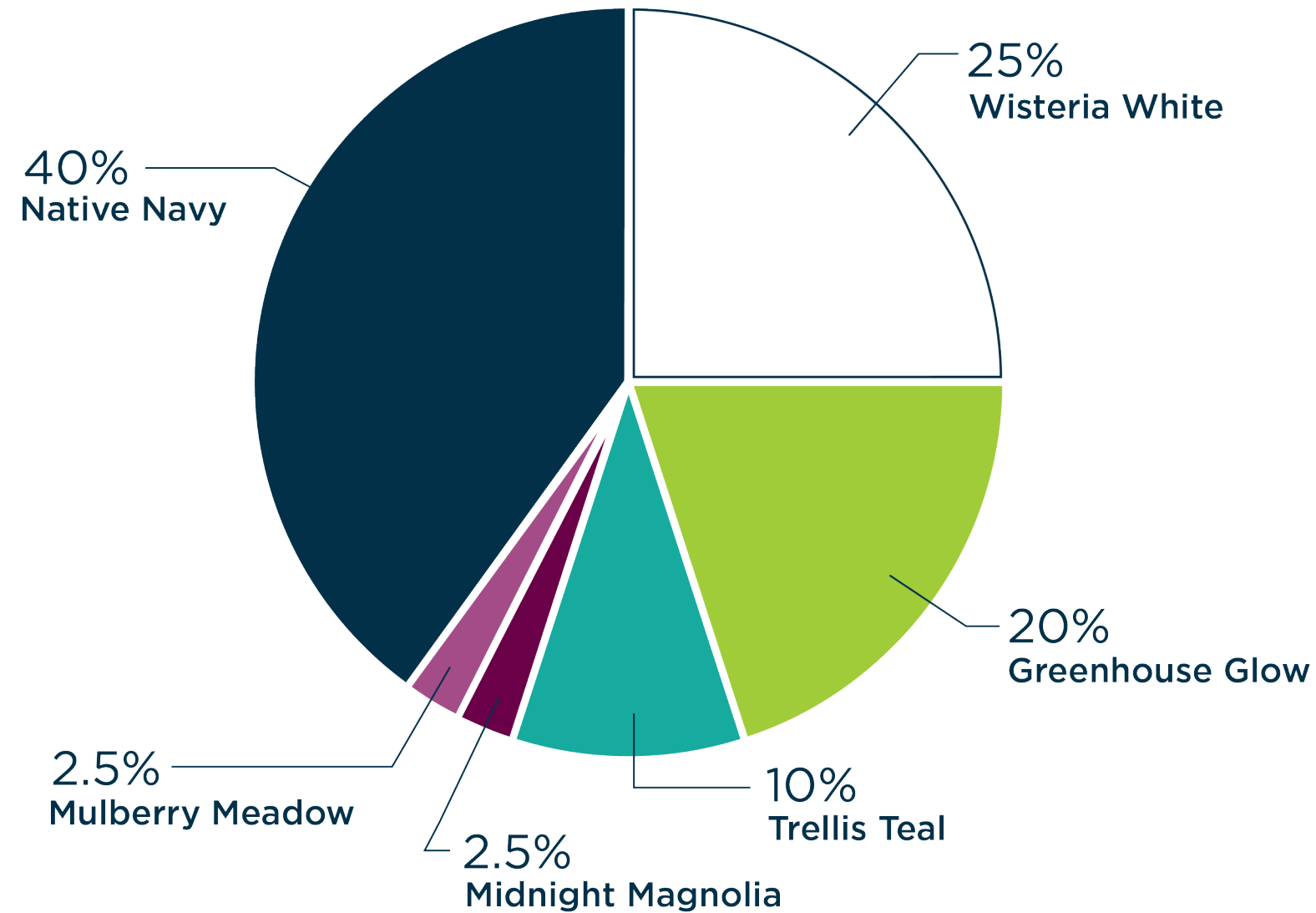
Pantone® 682 C

HEX #9A4980
RGB 154, 73, 128
CMYK 29, 80, 8, 12

Midnight Magnolia

Pantone® 229 C

HEX #67214A
RGB 103, 33, 74
CMYK 27, 100, 9, 54



Color breakdown

Native Navy and Wisteria White are the brand's primary colors and will be represented with the most prominence. Greenhouse Glow and, to a lesser degree, Trellis Teal can be used for typography or additional design elements to add balance to the overall composition.

Headlines

Congenial Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Body Copy

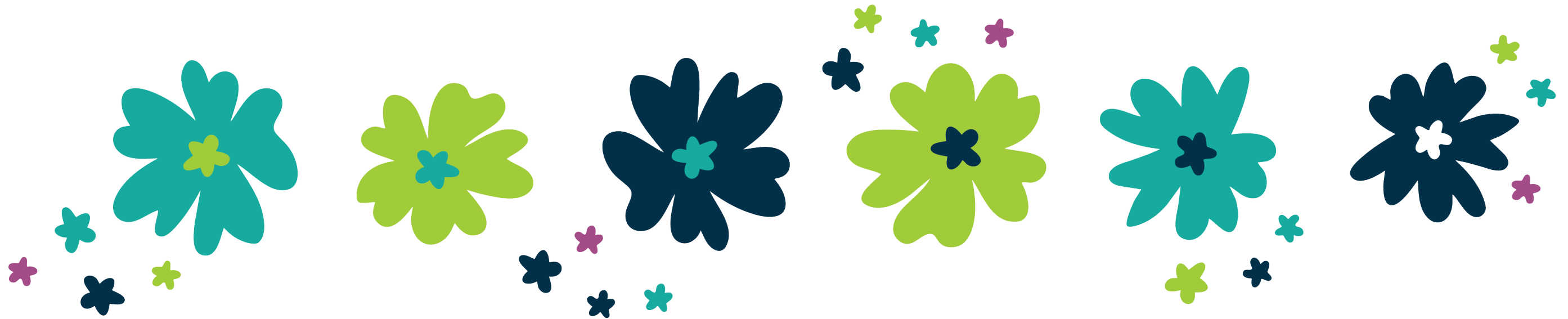
Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

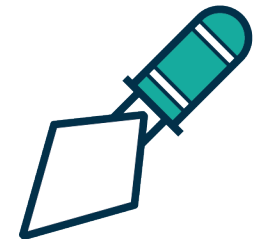
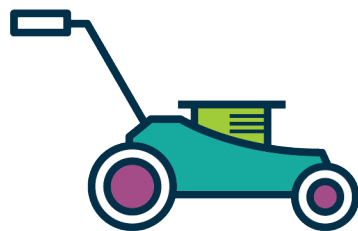
1 2 3 4 5 6 7 8 9 0

Supporting Assets



Supporting assets

These icons can be used as patterns and supporting assets on the website, social media, POS assets, etc.



Example supporting assets

These examples are suggestions only for iconography and other visuals, Worry Free does not have usage rights to these icons.

