



HARPER AND MARY STRATEGIES

Cultivating People and Plants

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Introduction

The **Harper and Mary Strategies** brand was developed to visually represent the company's dual passion for cultivating people and plants. Drawing inspiration from founder Anna Strickland's background in agriculture, horticulture, and leadership development, the brand combines elements of growth, refinement, and personal meaning.

The HSM monogram is rooted in family — honoring Anna's daughters, Harper Ann and Mary Elizabeth — and framed in bamboo to symbolize strength and resilience. The surrounding botanical illustration connects directly to the company's horticultural focus, while the color palette and typography were selected to communicate trust, professionalism, and approachability.

This brand identity was designed to seamlessly support Harper and Mary Strategies' two primary service areas:

- **Leadership and Talent Development:** Programming built around scientifically backed tools like Emergenetics to help individuals, couples, and teams thrive.
- **Landscape Design Services:** HOA-approved, pollinator-friendly plans that prioritize native plants and sustainable design.

The goal of this visual identity is to ensure consistency across all communications and reinforce the company's mission: creating environments where people and plants can grow to their fullest potential.



Logo Usage

The **Harper and Mary Strategies** visual identity has been designed with multiple logo variations to ensure flexibility and consistency across all platforms and applications. Each version of the logo — from the primary mark to simplified and responsive options — serves a distinct purpose while maintaining the integrity of the brand. The primary logo should be used whenever possible to represent the full brand, while simplified or monogram versions are intended for smaller-scale applications, such as social media icons, merchandise, or internal materials where space is limited. Proper usage of these variations ensures the brand remains recognizable, professional, and aligned with its core values of cultivation and growth.

Logo Usage



HARPER AND MARY
STRATEGIES

Cultivating People and Plants

MAIN LOGO



HARPER AND MARY
STRATEGIES

HORIZONTAL LOGO



BRAND MARK

Logo Usage



HARPER AND MARY
STRATEGIES

SMALL SCALE LOGO



RESPONSIVE LOGO



INITIALS

Typography

Typography for **Harper and Mary Strategies** was chosen to reflect the brand's balance of heritage and modernity. The primary typeface, Adobe Garamond Pro, communicates refinement and timelessness, echoing the classic monogram style featured in the logo. This serif font is used for headers and key brand messaging, ensuring a strong and elegant presence in both print and digital applications.

The supporting typeface, Montserrat, provides a clean, contemporary complement to Garamond. Its sans-serif style enhances readability and versatility, making it ideal for body text, subheadings, and the brand slogan. The combination of these two fonts creates a cohesive system that feels professional yet approachable, aligning with the company's mission to cultivate growth in people and plants.



Typography

ADOBE GARAMOND PRO

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()
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

MONTERRAT

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()
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



Brand Elements

The **Harper and Mary Strategies** brand incorporates a series of botanical illustrations that visually reinforce the company's central theme of cultivation and growth. These hand-drawn elements — including leaf sprigs and the hydrangea bloom — serve as supporting graphics that add warmth and organic character to the overall identity.

These illustrations can be used individually or in combination to create decorative accents across various applications, such as print collateral, social media graphics, or website sections. When used thoughtfully, they help maintain a cohesive brand aesthetic and create a visual connection to the company's horticultural roots.

Brand Elements



HYDRANGEA BLOOM



BOTANICAL SPRIG 2



BOTANICAL SPRIG 1

Color Palette

The **Harper and Mary Strategies** color palette is inspired by natural, calming hues that reflect both the botanical and personal growth aspects of the brand. Soft blues and greens convey trust, tranquility, and connection to nature, while the neutral cream adds warmth and balance. These tones work harmoniously to create a refined yet approachable aesthetic across all brand materials.



Color Palette

The **Harper and Mary Strategies** color palette is inspired by natural, calming hues that reflect both the botanical and personal growth aspects of the brand. Soft blues and greens convey trust, tranquility, and connection to nature, while the neutral cream adds warmth and balance. These tones work harmoniously to create a refined yet approachable aesthetic across all brand materials.

Deep Blue

RGB: 62, 113, 140
CMYK: 80, 48, 32, 7
HEX #: 3E718C

Light Blue

RGB: 150, 194, 204
CMYK: 41, 11, 16, 0
HEX #: 96C2CC

Soft Sage Green

RGB: 161, 179, 144
CMYK: 39, 19, 49, 0
HEX #: A1B390

Light Cream

RGB: 229, 222, 207
CMYK: 10, 9, 17, 0
HEX #: E5DECF

Muted Blue-Green

RGB: 91, 134, 156
CMYK: 68, 38, 29, 2
HEX #: 5B869C

This palette should be applied consistently to maintain brand recognition, with the primary deep blue and sage green serving as dominant colors, and secondary shades used for subtle accents or supporting graphics.

PANTONE COLORS

Deep Blue: Pantone 5405 C

Light Blue: Pantone 551 C

Soft Sage Green: Pantone 7494 C

Light Cream: Pantone 7506 C

Muted Blue-Green: Pantone 7454 C

Acknowledgements



The creation of the **Harper and Mary Strategies** brand identity was a collaborative process rooted in the vision of its founder, Anna Strickland. This guide reflects her passion for cultivating growth — both in people and in plants — and honors the legacy of her daughters, Harper Ann and Mary Elizabeth, whose names and spirit inspired the brand.

This brand guide is designed to serve as a resource for anyone representing Harper and Mary Strategies, ensuring that the brand's heart and message are communicated consistently and meaningfully across every platform.