

Brand Guidelines

Brand Foundation

About the brand

Rowan is a neighbourhood bakery rooted in the everyday rhythm of London. Built around bread, pastry, and simple rituals, the brand focuses on familiarity rather than novelty...
a place people return to, not just try once.

The identity balances warmth and restraint. Soft, organic shapes and hand-drawn details reflect the human side of the bakery, while a calm colour palette and clean typography create a sense of trust and longevity. Nothing is rushed, nothing is over-explained.

Rowan is designed to feel lived in. It's a place for early mornings, quiet conversations, regular orders, and familiar faces. The brand doesn't aim to stand out loudly, but to belong, offering a comforting constant in a changing city.



Brand personality

Rowan is calm, warm, and familiar. The brand is built around everyday routines rather than special occasions. It feels approachable without trying to be friendly, and confident without being loud.

The personality is grounded and human. Nothing feels rushed or overstyled. Rowan values consistency, quality, and small details that make people feel at ease. It is a place that fits naturally into daily life.

Tone of voice

Our vision

Rowan wants to be a bakery people rely on. A familiar place that becomes part of the neighbourhood and stays relevant over time. The vision is not to grow fast or stand out loudly, but to be present and dependable.

Our mission

Rowan's mission is to make good bread and pastry part of everyday life. To offer quality products in a setting that feels comfortable, consistent, and welcoming, whether someone is visiting for the first time or the hundredth.

Our promise

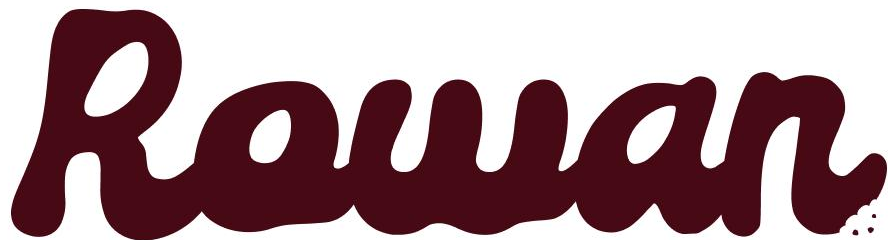
Rowan promises care and consistency. The same attention to detail, the same calm atmosphere, and the same focus on quality, every day. Customers know what to expect, and that is exactly the point.

Brand Logo

Primary lockup

The primary logo combines the Rowan wordmark with a simple descriptor. It is the most complete expression of the brand and is used when clarity and recognition matter most.

This version is designed for storefronts, printed materials, and key brand touchpoints. The balance between the soft wordmark and the clean typography below creates a calm and trustworthy first impression.

The primary logo lockup features the word "Rowan" in a dark red, rounded, handwritten-style script. The letters are thick and fluid, with a small cluster of three dots at the end of the word. Below the wordmark, the words "BREAD & PASTRY" are written in a smaller, dark red, all-caps, sans-serif font.

BREAD & PASTRY

Clearspace

To protect the clarity and impact of the Rowan logo, a minimum clearspace must always be maintained around it.

The clearspace is defined by the height of the letterforms and ensures that the logo is never crowded by text, imagery, or other graphic elements. This helps the logo remain legible and recognisable across all applications.

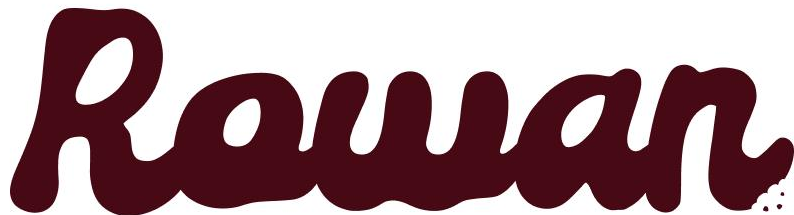
Always respect the minimum clearspace shown here, regardless of size or format.



Wordmark

The Rowan wordmark is organic and human in its form. Soft curves and subtle irregularities give it warmth and personality, while still remaining clear and legible.

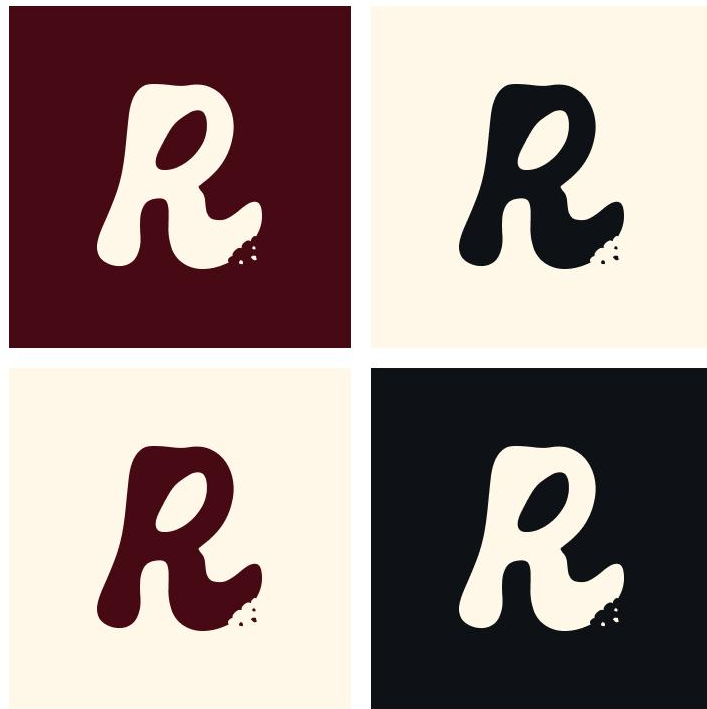
The wordmark works well on its own and is used in situations where the brand name is already understood, such as digital platforms or repeated applications.

The wordmark 'Rowan' is rendered in a dark red, organic, cursive script. The letters are thick and rounded, with soft curves and subtle irregularities that give it a warm, human feel. The 'R' is particularly prominent, with a large, rounded loop. The 'o' and 'a' are also rounded and connected to the 'w'. The 'n' is simple and rounded. The overall style is reminiscent of a hand-drawn or calligraphic font.

Brand mark

The brand mark is a simplified version of the identity, built around the letter R. Small details reference the bakery in a quiet and understated way.

This mark is used in compact spaces and as a supporting element across the brand, adding character without overpowering the overall identity.

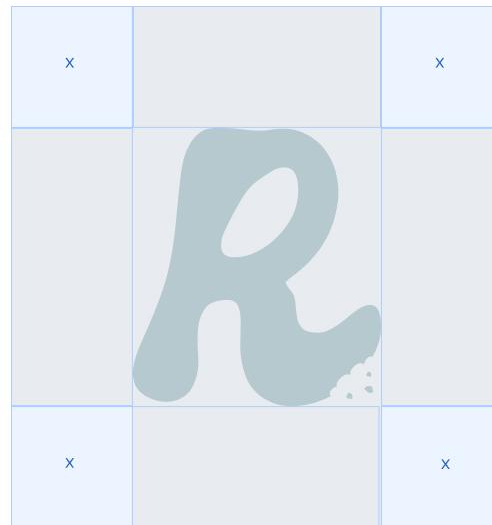


Clearspace

The Rowan brand mark requires clearspace to maintain its shape and visual balance.

The minimum clearspace is based on the proportions of the mark itself and should be applied consistently in all contexts. No other elements should enter this area.

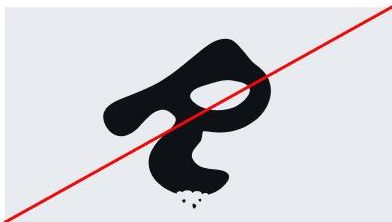
Maintaining clearspace ensures the mark remains distinct, even in small or compact applications.



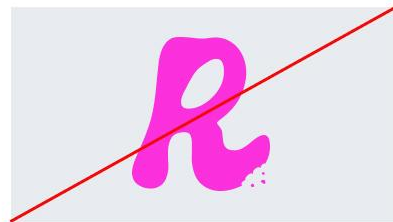
Incorrect usage



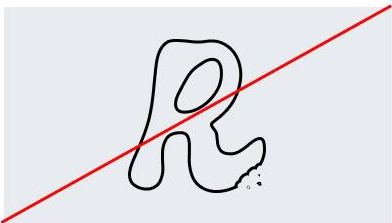
✗ Do not distort the logo



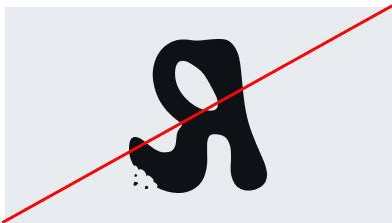
✗ Do not rotate the logo



✗ Do not change the color to something off brand



✗ Do not outline the logo



✗ Do not reverse the logo



✗ Do not add gradients the logo

Brand illustration

The dog carrying the loaf represents the everyday spirit of Rowan. It reflects the simple routines that shape the bakery, early mornings, familiar streets, and the quiet joy of carrying something good home.

The illustration adds a sense of movement and life to the brand. It feels playful without being childish and familiar without becoming nostalgic. The character helps soften the identity and introduces warmth alongside the more restrained logo system.

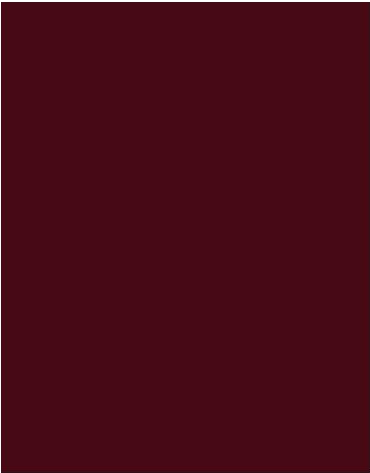
This illustration is used as a supporting element across the brand. It works well on packaging, posters, and interior applications where a human touch is needed. It should always be given space and used on its own, never repeated or turned into a pattern.

The illustration should be reproduced in a single brand colour and must not be altered, outlined, or combined with other graphic elements.

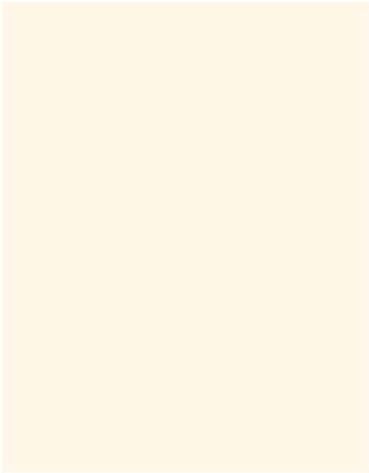


Brand Colors

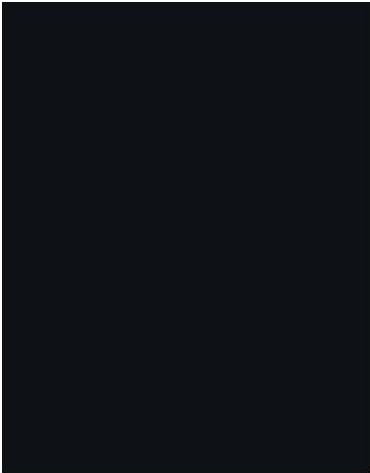
Primary palette



Night Bordeaux
HEX: #470914

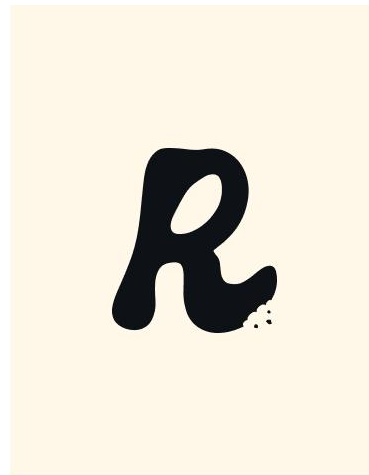
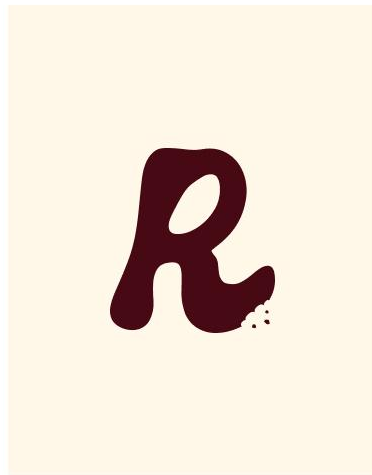
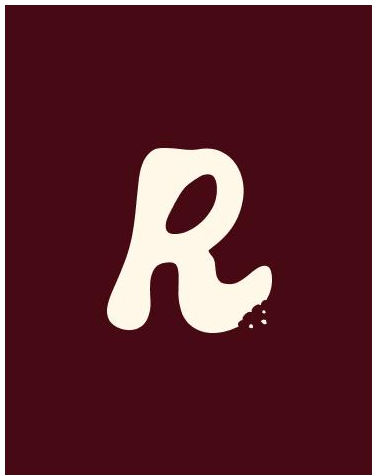


Ivory Mist
HEX: #FFF8E8



Ink Black
HEX: #0E1116

Color usage



Brand Typography

Typography

Primary typeface

Clayo Sans Serif

Secondary typeface

Rethink Sans

Clayo is the primary typeface for Rowan. It is clear and readable, while still feeling soft and playful, reflecting the character of the logo.

Rethink Sans is used for body text and functional content. Its neutral design ensures clarity and balance across all applications.



Typography sizing

Clear Up Confusion, Gain Peace of Mind

Type Sizes > 72pt/px

100% Leading

-2% Tracking

Whether it's a bank error, an unauthorized charge, or an overlooked refund, we ensure you don't pay for something you shouldn't have.

Type Sizes 55–72pt/px

110% Leading

-2% Tracking

Our team works diligently to recover lost funds, correct inaccuracies, and keep your financial records accurate—so you can feel confident about every dollar in your account.

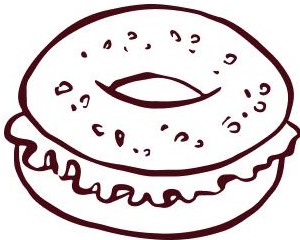
Type Sizes 24–55pt/px

120% Leading

-1% Tracking

Brand Illustrations

illustration hub

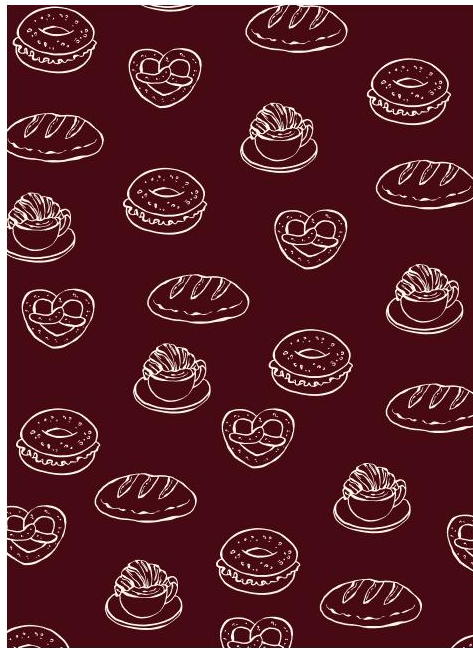


Brand pattern

Brand patterns are used as supporting elements within the Rowan identity. They add texture and warmth without taking focus away from the logo or core brand elements.

Patterns are built from existing brand assets, including the wordmark and selected illustrations. They should be used sparingly and mainly in secondary areas such as packaging, wrapping paper, and interior surfaces.

Patterns must always be applied in brand colours and should never overpower the main content or logo.



Brand Application

Brand application



Brand products



Brand clothing

