

PLICATA

Brand Guidelines 2026

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Vision

Brand Theme

Rustic, Utilitarian, PNW, Biodiverse, Retro Modern

Brand Direction

The brand and logo should draw inspiration from the natural landscape of the Pacific Northwest, evoking the aesthetic of National & State Parks and established outdoor brands. Visual elements will be inspired by utilitarian typefaces, carved wood signage, naturalistic photography, and hand-drawn illustration. The identity should reflect the region's wildlife, biodiversity, and native flora with specific emphasis on the wetland and forest ecosystems specific to the area.

Brand Identity

Plicata represents preservation, restoration, and cultivation in the Pacific Northwest. Wetlands are the foundation to a stable and thriving ecosystem which requires an expert's knowledge, skill, and long term dedication.

Plicata’s brand is deeply rooted in the PNW, it’s closer related to outdoor adventures and exploration as opposed to construction. The visuals lean into utilitarian and retro colors, a high contrast woodblock inspired logo, and hand-drawn botanical style illustrations.

Vision

VISUAL IDENTITY OVERVIEW

01. Logo



02. Typography

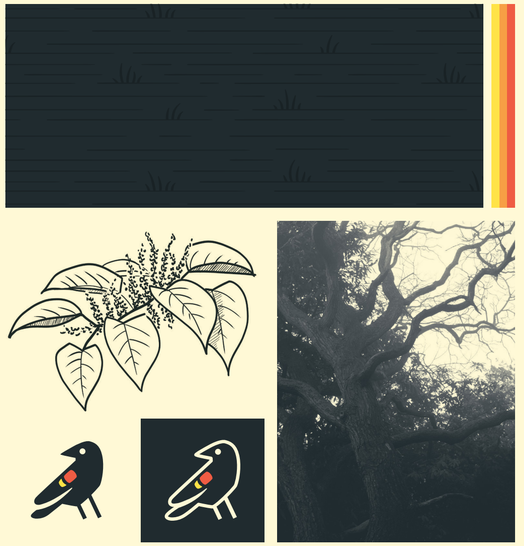
Chillax
Bold
SemiBold
Regular
Light
Extralight

Inter
Black
Bold
SemiBold
Regular
Italic
Light
Extralight

03. Colors



04. Imagery





Logo

Logo

LOGO MARK

Inspired by woodblock prints and outdoor illustrations, the Plicata Logomark depicts the Redwing Blackbird in its natural habitat - among the cattails and snags of the wetland. The logo emphasizes the thriving life of an ecosystem among the remains of a dead tree.

The logo mark should only be used at larger scales, where the details are not lost or blended together.





Logo

COMBINATION MARK

The Logomark combined with the Plicata logo type. This should be used horizontally for landscape oriented assets, or where there's more space visually.



Logo

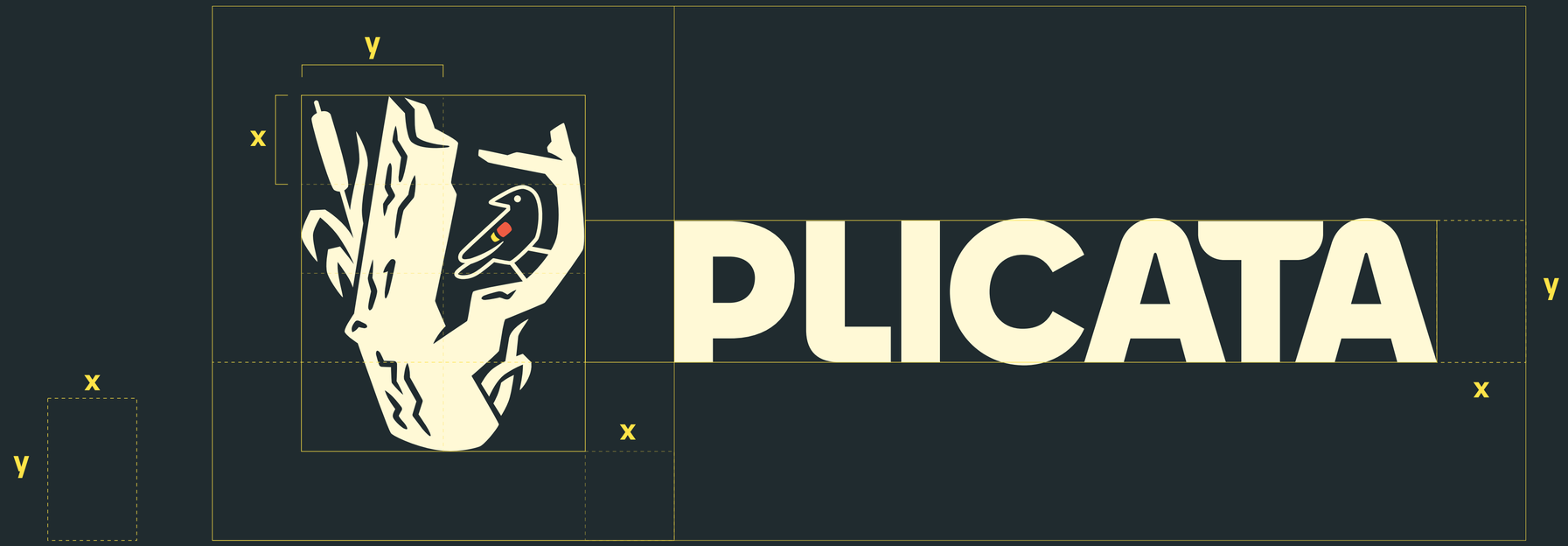
Construction

COMBINATION MARK

The spacing along with the scale of the Type is determined by the scale of the Mark. The spacing between the Mark and Type is X, and the height of the type is determined Y.

X - 1/4 height of Mark
Y - 1/2 width of Mark

Allow X spacing on all sides of the logo from other content or edges and corners.



Logo

COMBINATION MARK +TAGLINE

The Combination Mark with [Land LLC] included. This requires slightly different spacing of the Type to better fit with the tagline. The use is up to the designer or business owner.



Logo

Construction

COMBINATION MARK +TAGLINE

The spacing along with the scale of the Type is determined by the scale of the Mark. The spacing between the Type and the Tagline is determined by the 1/2 height of the A's crossbar.

X - 1/4 height of Mark
Y - 1/2 width of Mark
Z - Height of A's crossbar

Allow X spacing on all sides of the logo from other content or edges and corners.



Logo

COMBINATION MARK +TAGLINE - VERTICAL

The Logomark combined with the Plicata logo type aligned vertically. This should be used for portrait oriented assets, or where negative space is confined in a square/rectangular area.





Logo

Construction

COMBINATION MARK +TAGLINE - VERTICAL

The spacing along with the scale of the Type is determined by the scale of the Mark. The spacing between the Type and the Tagline is determined by the 1/2 height of the A's crossbar. The Vertical logo is available without the Tagline and doesn't require any adjusted alignment.

X - 1/4 height of Mark
Y - 1/2 width of Mark
Z - Height of A's crossbar

Allow X spacing on all sides of the logo from other content or edges and corners.



Logo

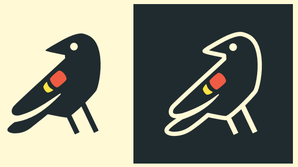
ALTERNATE LOGO OPTIONS

Icon
The Redwing Blackbird Icon is best used in situations where the Logomark loses readability. It also can be used as a decorative asset, or combined with the Plicata Text for variety.

Cattail Alt
Another unique option to display the Logotype when the snag Logo Mark would be too small to be readable.

Blackbird Alt
Combining the Blackbird Icon with the Logotype is also an effective and simplified way to display the logo where the Logomark would be too large.

Icon



Cattail Alt



Blackbird Alt



Logo

DO'S & DONT'S

The Logomark, Logotype, and Combination Mark must not be altered or distorted in any way. Be sure to use the correct Logo depending on the situation.

The effectiveness and cohesion of the brand relies on consistent usage outlined in this brand guide.

DON'T
Never stretch any logo to fit, instead utilize white space or use an alt logo



DON'T
The Combination Mark becomes unreadable at small sizes



DON'T
The Logo Mark should never be outlined, use an alternate option



DON'T
Use the standard logo mark along with alternate options



DON'T
Alter the Logo mark or remove the Blackbird



DON'T
The black Logo should never be used with dropshadows



DON'T
Never use a font for the Tagline, always use the Combination Mark



DON'T
Never use the standard Chillax Font to display the logo



DON'T
The Logo Mark should never be rotated or flipped





Typography

Typography

WEIGHT STYLES

Title Copy
Used for larger signage or full size titles.

Header
Standard headline style, used to label sections copy.

Subheader
Used when defining smaller sections within copy.

Copy Text & Details
Used for standard paragraphs and longer copy.

Title	**Plicata Title**	Chillax Weight: Bold Case: Title Case
Header	**PLICATA STANDARD HEADER**	Chillax Weight: Bold Case: All Caps
Subheader	**Subheader For Body Text**	Inter Weight: ExtraBold Case: Title Case
Copy Text	Normal body text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation	Inter Weight: Regular Case: Sentence Case
Details	*Detail text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation*	Inter Weight: Light Italic Case: Sentence Case

Typography

HIERARCHY

Title copy has a very tall x-height, so half-height should be used to calculate Header in comparison to Title. Headers are all in all-caps, so Subheaders are scaled to cap-height. The Body Copy should be scaled to the x-height of Subheaders.

half-height
Half the calculated height of a font, or the centerline of a title.

cap-height
Height of a standard capital character

x-height
Height of a standard letter with no ascender.

Title	**Plicata Habitat Restoration**
Header	**PRESERVATION, RESORATION, & CULTIVATION**
Subheader	**Pacific Northwest**
Body Copy	A local, seasonal, & community based space in Alki Beach. Serving the best coffee, delicious home baked pasteries, and hosting local events & parties



Typography

CHILLAX

A geometric retro modern font that utilizes rounded letter forms in reference to Bauhaus design. It differentiates the brand with its bold weights and unique style.

Use
An altered version of Chillax is used for Plicata's Logotype. Large scale Titles should use the font, along with all-caps for Headers.

Chillax Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chillax Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chillax Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chillax Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chillax Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography

INTER

A timeless and standard font for a wide range of applications. It has a massive list of weights and styles, and the font has smaller optical-size designs for better readability at all scales.

Use
Because of Inter's flexibility it can be used as Subheaders, Body Copy, and Detail text.

Inter Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Black Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Medium Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



Color

Color

BRAND PALETTE

Inspired by the colors of the Red-Winged Blackbird, this rustic retro palette is flexible and vibrant

Corvid Black
The standard Plicata logo color

Waxwing White
The standard Plicata white color to contrast Corvid Black

Redwing Red
Main accent color to be used for high contrast titles and headers

Oriole Orange
Secondary accent color to be used when needing less contrast for headers

Goldfinch Yellow
Tertiary accent color to be used with Subheaders or smaller details

CORVID	WAXWING	GOLDFINCH	ORIOLE	REDWING
HEX: #202B2F RGB: 32, 43, 47 CMYK: 32, 9, 0, 82	HEX: #FFF9D6 RGB: 255, 249, 214 CMYK: 0, 2, 16, 0	HEX: #FFE347 RGB: 255, 227, 71 CMYK: 0, 11, 72, 0	HEX: #F79F45 RGB: 247, 159, 69 CMYK: 0, 36, 72, 3	HEX: #EF5C43 RGB: 239, 92, 67 CMYK: 0, 62, 72, 6

Color

STANDARD LOGO MARK COLORS

Standard
Standard logo uses Corvid for the main color with Redwing and Goldfinch accents, and the Inverted logo uses Waxwing for the main color.

Monochrome
Standard Monochrome is fully Corvid, while Inverted is fully Waxwing

Full Color



Standard



Inverted

Monochrome



Standard



Inverted

Color

ALTERNATE LOGO COLORS

Standard
The Standard logo (full color & monochrome) can be used against Waxwing, Goldfinch, Oriole, and Redwing.

Inverted
The Standard full-color Inverted should only be used against Corvid black or dark background images. The Monochrome Inverted can only be used against Corvid, Redwing, or dark backgrounds.

Standard





Standard Inverted



Monochrome Inverted



Color

DO'S & DONT'S OF COLOR

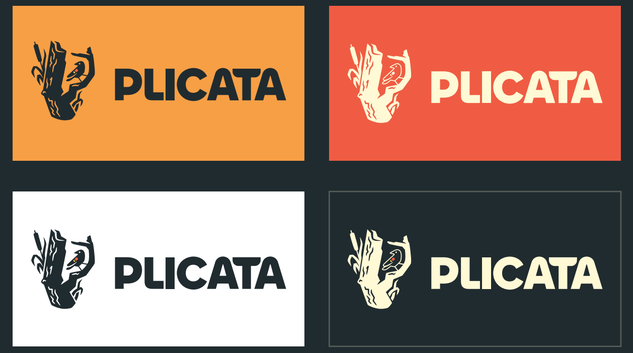
Never change the color of the Plicata logo to match or contrast the background. Either change the background to a better contrast color option or choose the Inverted Logo. Because the Inverted Full-Color logo includes the Goldfinch and Redwing accent colors, it should never be used against those two colors.

Overlapping the Logo is allowed, but try to stay away from using too large of a percentage of multiple accent colors. Choose a background then utilize smaller accent bands to provide contrast and an extra splash of color to the sides/corners.

DON'T
Alter the color of the logo, or use the inverted logo to display on white or Goldfinch Yellow



DO
Use the standard Blackbird Black Logo over lighter colors, and only use the inverted logo on Black or Red



DON'T
Overuse accent colors, or overpower the primary colors of the logo



DO
Utilize the 60/30/10 rule for color in layouts and utilize the color band options to add splashes of color





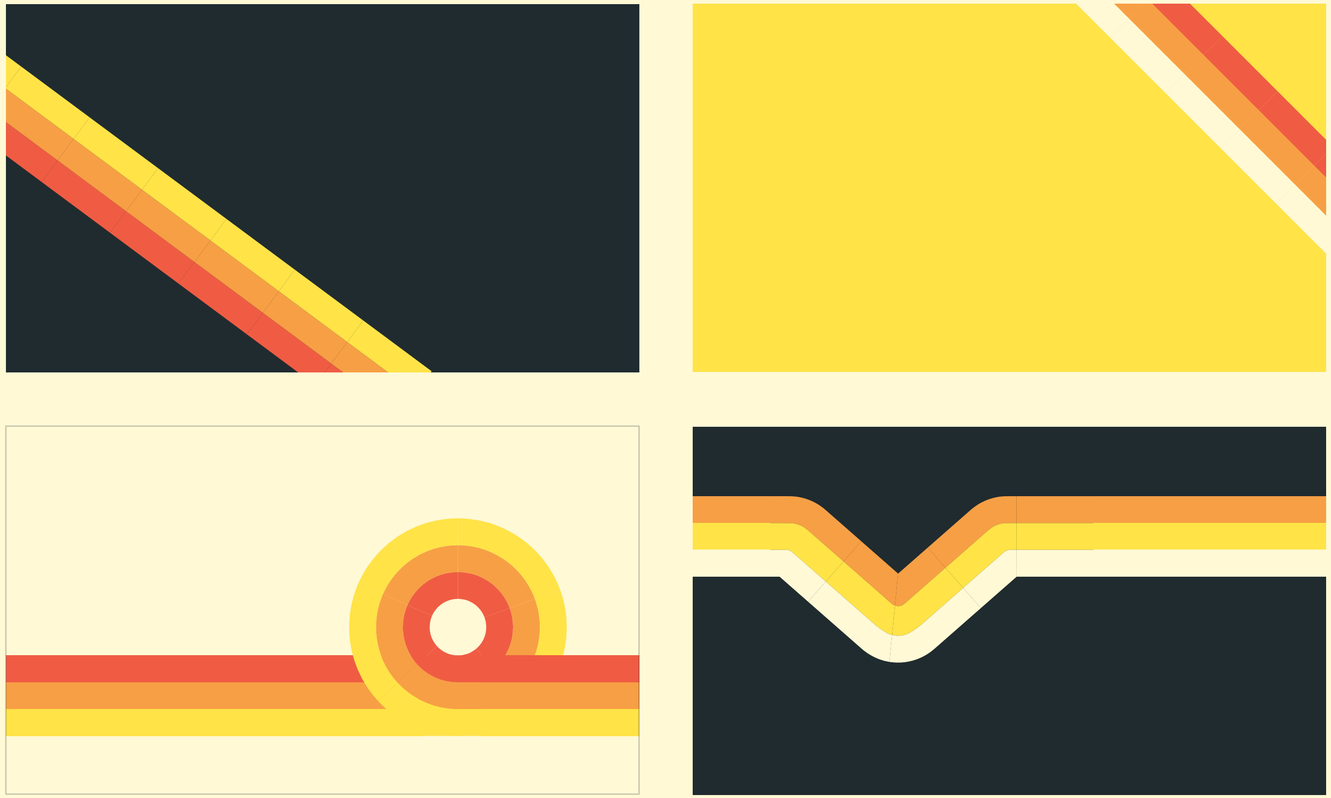
Imagery

Imagery

RETRO BANDS

Inspired by 70s supergraphics bold stripes of color can be used as small accent touches to frame negative space, highlight headers, or to separate sections of content.

Utilize a set of three brand colors that contrast with the background.



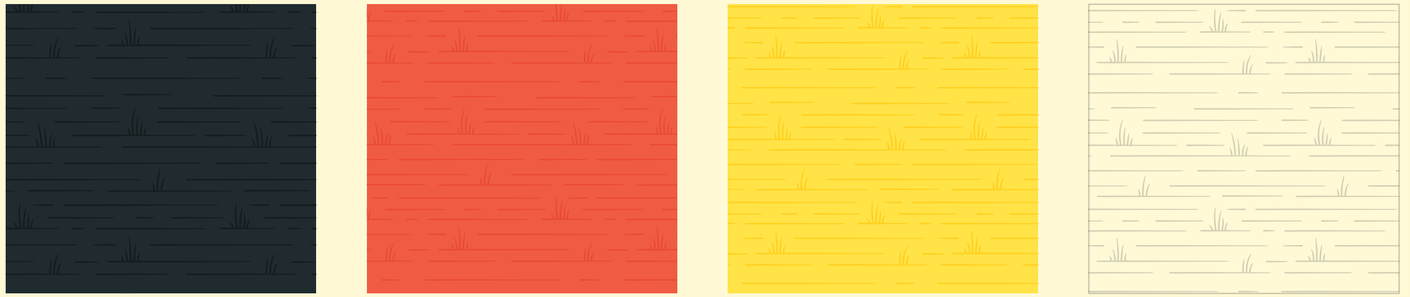
Imagery

ILLUSTRATIONS & PATTERNS

Whenever possible use hand drawn ink sketches of plants and objects related to content. Keep shadows and details loose and simplified, utilizing line weight variation. Inspired by botanical sketches and drawings.

Simple background patterns of the topographical wetland symbol can be used to add texture in backgrounds.





Imagery

PHOTOGRAPHY

Photography should be grounded and all rely on showcasing the natural habitat of the PNW. Choose camera angles from the forest floor at eye level or looking up toward the canopy.

Highlighting the biodiversity of the habitat, but also showcasing the work being done.















Imagery

SAMPLE ASSETS

Because there are many options for the Plicata Logo, there is a lot of flexibility when applying the brand to different mediums. One good rule is to scale the Logomark as large as it can fit while still remaining readable. The Plicata Logotype can then be separated in scale and position from the Logomark to help create a better visual hierarchy or can be combined solo as an alternate version with the cattail or Blackbird mark.

Apply the Retro Bands to frame content, underline titles, or to add some visual flair and color that ties into the Blackbird in the Logo.











