



Brand Guidelines

Version 1.0 • Summer 2026

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Foundations & Voice

Who Patch is, what it believes, and how it sounds saying so, from a homepage headline to a sold-out apology. Every quoted line in this chapter is live copy, lifted word for word from the storefront.

01

01

Our story

Patch started in London in 2015 on a simple observation: cities are short on green, and most of us are short on confidence. So Patch made plants easy — grown by trusted growers, delivered safe in a box built for the job, and named like a friend. Since 2023 it has been part of the Arena Flowers family, held at 4.7 stars by more than 15,800 reviews.

02

Our vision

A living thing in every home, office and forgotten corner of the UK, and a generation of city dwellers who call themselves plant people without flinching. When someone kills their first fern and tries again anyway, that is the vision working.

03

Our positioning

Patch sits between the garden centre and the boutique: more knowledge than the supermarket shelf, more warmth than the horticultural catalogue. We compete on confidence, not on price. The promise is never “the rarest plant”; it is “you can do this, and we are here when you wobble.”

04

Our mission

“Plants make life better, so we make plants easy.”

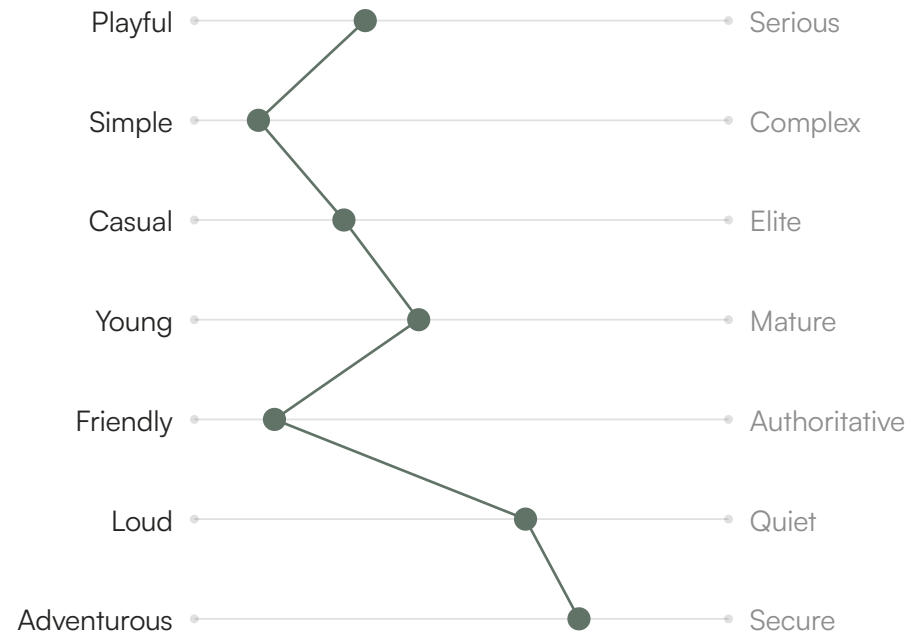
Voice & personality

The register, how far it flexes, and where it sits between the poles

**Warm, plain-spoken, playful,
honest. We know the botany; we
translate it.**

The voice is a friend who happens to know everything about plants: quick to encourage, allergic to jargon, honest about how hard a plant really is. Playful, never silly. Think of the discipline of a great toy brand: joy, with rules.

Expression



Read every line as a dial, not a switch.

How far the point sits from the middle is how little the voice flexes. Simple and friendly are close to absolute — there is no register in which Patch is complex or bossy. Young to mature sits almost dead centre, because the same sentence has to work for a first flat and a lifelong gardener.

The last two lines lean the other way, and that is the whole discipline: warmth is not volume. The proof does the shouting, so the copy never has to, and security is chosen over adventure every time money is involved.

Brand archetype

Three of the twelve, in the proportions Patch actually uses them

■ 49% Caregiver

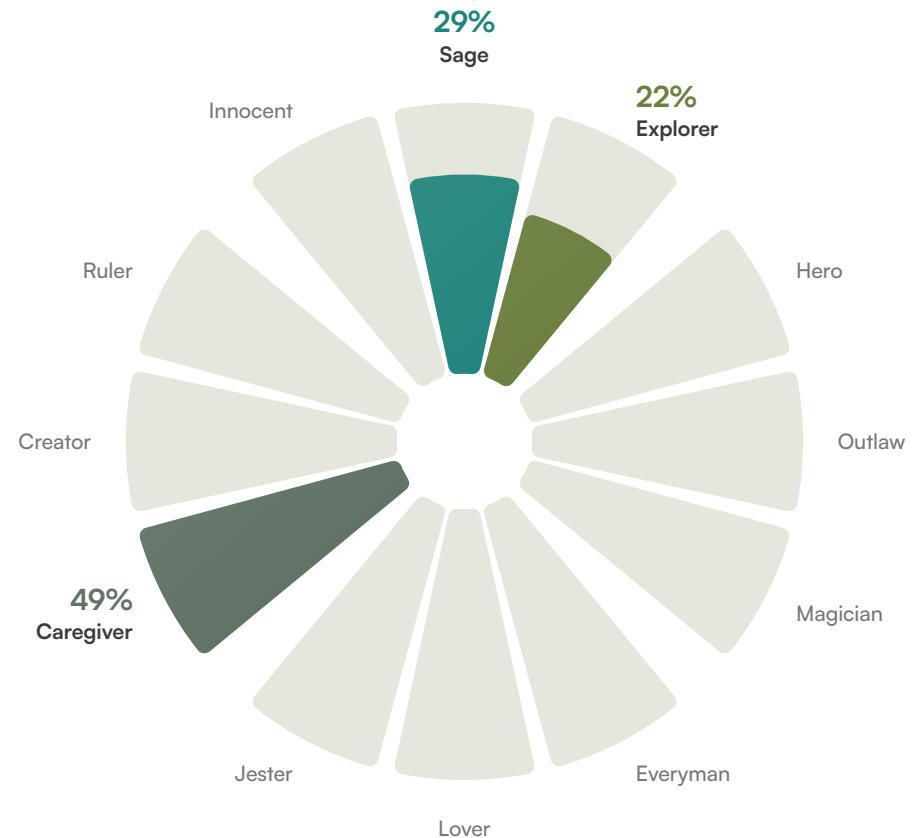
Most of the store exists to remove worry: the 30-day Patch Promise, plant doctors on call, care cards in every box, a replacement before an argument.

■ 29% Sage

Real botany sits under every line, translated rather than performed. Guides, courses and honest difficulty grades do the teaching.

■ 22% Explorer

Finding, not just buying. A matchmaker quiz instead of a search box, filters that cut hundreds of plants down to the one your windowsill wants, and the Mediterranean carried home in a nursery pot.

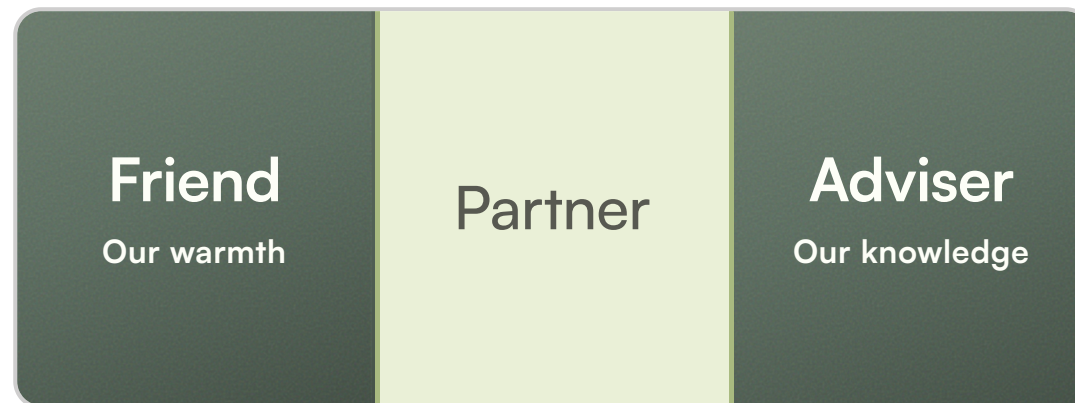


Warmth first, knowledge behind it, curiosity to keep it moving.

Four families of three, clockwise from the top: independence • mastery • belonging • stability.

The role we play

A friend who advises, never a leader who instructs



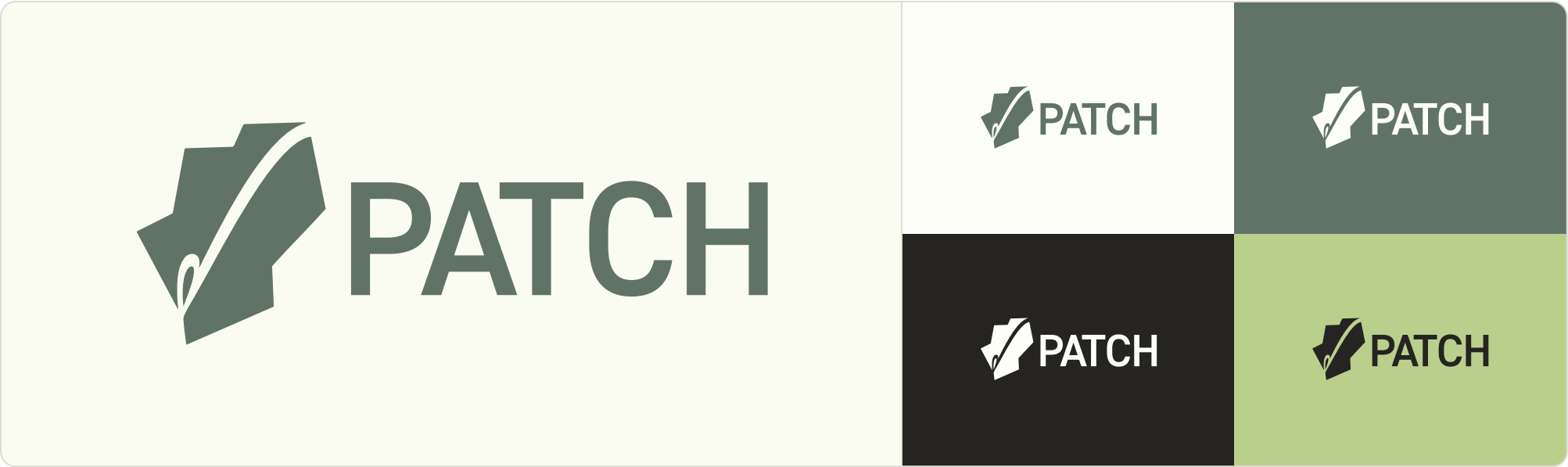
Patch stands beside the customer, not above them: the warmth of a friend, the knowledge of an adviser. The customer keeps charge of their own windowsill; we make the next decision easier.

Logo & Mark

A leaf with a stem swept through it, and a wordmark that says the name without raising its voice.

02

Primary wordmark



The mark



It started with a question: how do you put “plants you can trust” into one shape? A tick came first, quality and reliability in a single stroke, so we grew it into a leaf and built the letter P from its form. Then the loop gave us an idea: a needle and thread, stitched straight through the name. Patch, hiding in plain sight. A quiet nod to patching things up, including your track record with plants. Simple, recognisable, unmistakably Patch.

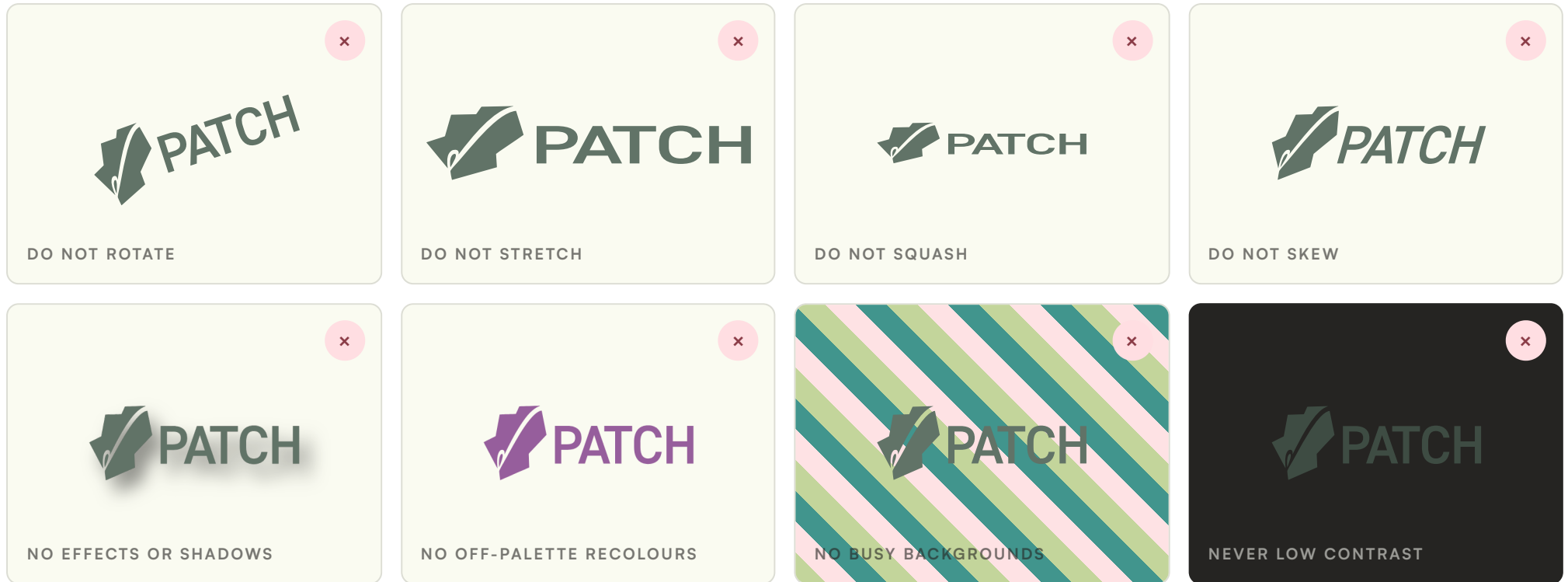
Clear space

The exclusion zone is **X**, **THE CAP HEIGHT OF THE P**, on all four sides



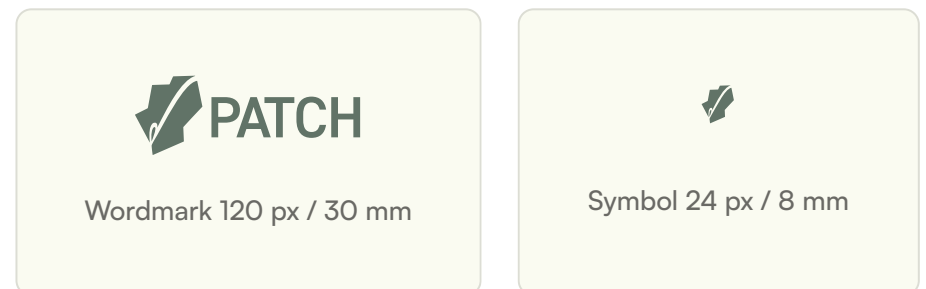
Misuse

Eight ways to hurt a perfectly nice logo



Minimum size

Below these widths the stem cutout starts to close up and the wordmark blurs into a smudge. When space drops under the wordmark minimum, switch to the symbol alone. Favicons and app icons always use the symbol, never a shrunken lockup.



Icon suite

 Full sun	 Lots of light	 Some light	 Happy in shade	 Watering	 Misting
 Plant food	 Temperature	 Frost hardy	 Pruning	 Easy care	 Plant
 In bloom	 Pollinator friendly	 Air purifying	 Delivery	 Patch Promise	 Plant doctors

Social

The symbol working on its own, at the smallest size
the brand meets most people: a profile picture.



Colour

A working green, warm paper, fresh growth, soft soil, a blush of flowers and one teal that gets clicked.

03

The six colours

Compost Ink

#252422

Patch Sage

#617367

Watering Can

#20847C

New Leaf

#BBCF8D

Peony Blush

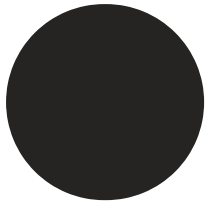
#FFDEE2

Potting Cream

#FEFF1

The six colours in full

On screen each band opens this panel. In print it is set out below: what the colour means, why it works, and where it belongs.



#252422

Compost Ink

A soft black with soil in it.

MEANING

The ground everything grows from. Rich, warm, and never harsh.

PSYCHOLOGY

Near-blacks feel editorial and handmade; pure #000 on screen feels like a terminal, not a greenhouse.

WHERE TO USE IT

Every word of body copy, plus dark surfaces, photography-adjacent UI and the black logo colourway. It is the reading colour of the brand, so it stays out of decoration.

PANTONE 419 C **RGB** 37 36 34 **CMYK** 0 3 8 85 **HSL** 40° 4% 14% **LAB** 14.2 0 1.5



#617367

Patch Sage

The working green: calm, capable, quietly in charge.

MEANING

Growth with patience. Sage is the colour of tended things: greenhouse shelves, garden jackets, the leaves that survive winter.

PSYCHOLOGY

Muted greens read as balance, competence and care. Low alarm, high trust: exactly the feeling you want when buying a living thing.

WHERE TO USE IT

The primary brand colour, not the call to action — that job belongs to Watering Can. Sage carries the logo, navigation, heading accents and the icon suite, and it is the packaging ink on kraft and cream.

PANTONE 2407 C **RGB** 97 115 103 **CMYK** 16 0 10 55 **HSL** 140° 8% 42% **LAB** 46.7 -9.3 4.4



#FEFF1

Potting Cream

Warm paper, not white screen.

MEANING

Daylight on a potting bench. The warmth under everything Patch makes.

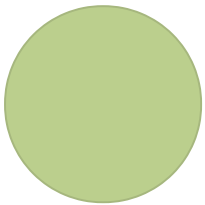
PSYCHOLOGY

Warm neutrals lower friction and let green breathe; pure white would turn the palette clinical.

WHERE TO USE IT

The canvas. Page backgrounds, softened to #FDFEF7 on screen to halve the yellow cast; the packaging base, labels and tees keep the full #FEFF1 in print.

PANTONE 663 C **RGB** 254 255 241 **CMYK** 0 0 5 0 **HSL** 64° 100% 97% **LAB** 99.6 -2.7 6.6



#BBCF8D

New Leaf

Fresh growth, first leaves.

MEANING

The optimism of a new shoot: spring, propagation, the first sign that it worked.

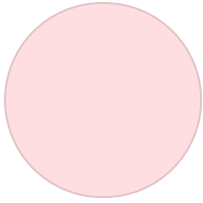
PSYCHOLOGY

Yellow-greens read as fresh rather than urgent — energy without alarm.

WHERE TO USE IT

A supporting tint, never a lead. Section backgrounds, highlights, infographic accents and the tissue paper in the box. It is too pale to set type on: keep it behind Compost Ink and never use it as text on Patch Sage.

PANTONE 5777 C **RGB** 187 207 141 **CMYK** 10 0 32 19 **HSL** 78° 41% 68% **LAB** 80.2 -17.7 30.6



#FFDEE2

Peony Blush

The warm surprise in a green system.

MEANING

Flowers among foliage: the moment a plant does something unexpected and lovely.

PSYCHOLOGY

Pale pinks read as generosity and softness; they keep the brand from feeling like homework.

WHERE TO USE IT

The attention-getter. Badges, gift cards and wrap, seasonal moments and illustration — wherever a page needs one thing to be noticed first. It only works while it stays rare, so one blush moment per view, always with Compost Ink text.

PANTONE 705 C **RGB** 255 222 226 **CMYK** 0 13 11 0 **HSL** 353° 100% 94% **LAB** 91.2 12 2.2



#20847C

Watering Can

The primary call-to-action colour.

MEANING

Water: the small daily ritual at the heart of plant care.

PSYCHOLOGY

Blue-greens read as dependable action; distinct enough from sage that the thing to click never hides in the brand colour.

WHERE TO USE IT

Primary buttons, text links and interactive states on screen — if it asks to be pressed, it is Watering Can. Print carries the same rule wherever a piece asks for an action — a QR panel, a “start here” card — and nothing else: paper does not need a hover state.

PANTONE 7716 C **RGB** 32 132 124 **CMYK** 76 0 6 48 **HSL** 175° 61% 32% **LAB** 49.8 -29.5 -3.8

Pairings

Compost Ink on Potting Cream

15.3 : 1, body text

Potting Cream on Patch Sage

5.0 : 1, buttons and nav

Compost Ink on New Leaf

9.2 : 1, accent panels

Compost Ink on Peony Blush

12.4 : 1, badges

Two pairings never to set: New Leaf text on Patch Sage falls to 3.0 : 1, Potting Cream on New Leaf to 1.7 : 1. Watering Can and Potting Cream measure 4.47 : 1 in either direction — a hair under the 4.5 : 1 floor for small text, comfortably over the 3 : 1 floor for large. So the call-to-action button label is set at 17 px Satoshi Medium or above, and Watering Can as a text link is underlined rather than set at body size.

Pantone references



PANTONE®

2407 C

Patch Sage



PANTONE®

663 C

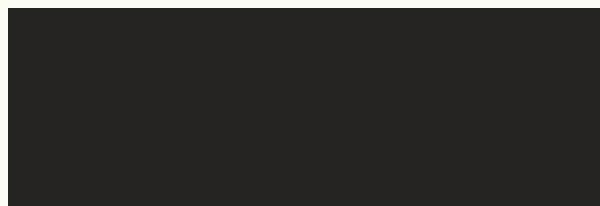
Potting Cream



PANTONE®

5777 C

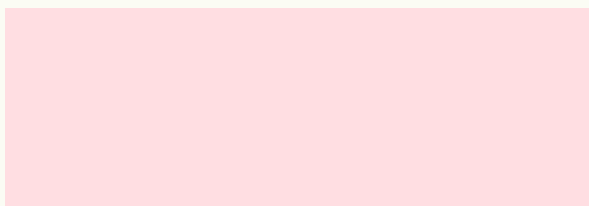
New Leaf



PANTONE®

419 C

Compost Ink



PANTONE®

705 C

Peony Blush



PANTONE®

7716 C

Watering Can

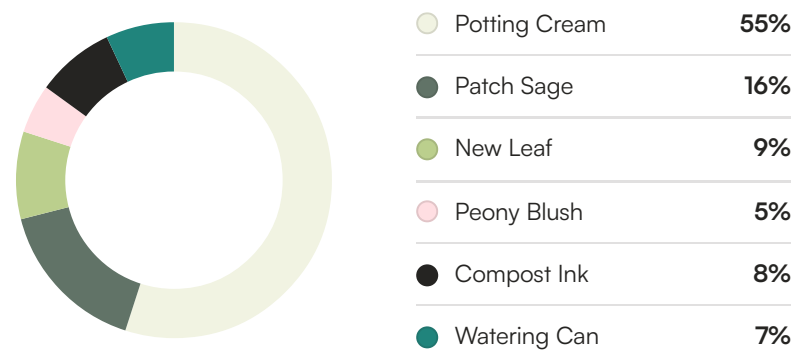
Closest coated references. Two are tight enough to specify with confidence: Compost Ink to 419 C at ΔE 2.08, Peony Blush to 705 C at ΔE 2.18. **New Leaf (5777 C) and Potting Cream (663 C) are not** — both drift visibly from the screen colour in ink. That is expected of pale, low-saturation colours, whose hex values sit outside what Pantone's physical gamut can reach. Treat those two as a starting point for a press check, never as a match, and sign off on a drawdown rather than the chip.

Applying colour

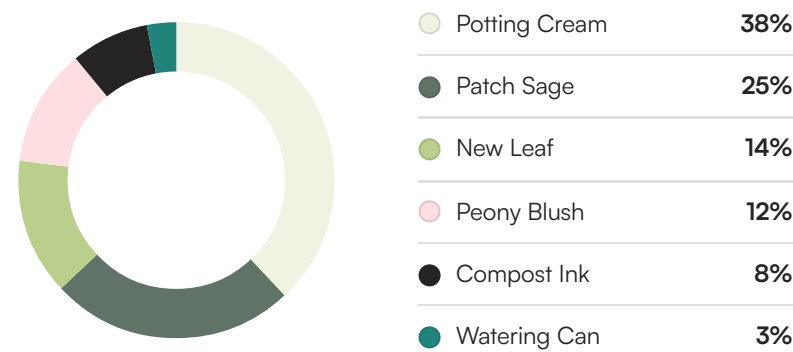
On screen, Potting Cream carries most of the page, softened to # FDFEF7 to halve the yellow cast and sit kinder on backlit displays. Patch Sage is the brand: logo, nav, headings, the green everything is set in. Watering Can is the call to action — buttons, links, anything that asks to be pressed — so the thing to click never hides inside the brand colour.

In print and packaging the balance warms up: more sage ink on kraft and cream stock, New Leaf tissue in the box, Peony Blush on gift moments. Watering Can shrinks but does not vanish — it holds the same job it has on screen, marking the one thing a printed piece wants you to do.

DIGITAL



PHYSICAL



Typography

Satoshi speaks up; Saira Light reads like a botanical tag. Together they sound like Patch.

04

Typefaces

Aa

Plants make life better.

Satoshi

H1, Satoshi Bold	52 / 63 • -0.008 em
H2, Satoshi Medium	32 / 39 • -0.002 em
Subhead, Satoshi Regular	20 / 24 • +0.005 em
Eyeblink, Satoshi Bold caps	12 / 16 • +0.20 em
Weights in use	400 • 500 • 700

Satoshi handles every headline, button, price and nav item, and the wide-tracked caps that label a section. Negative tracking only at display sizes. One H1 per page, no exceptions.

Aa

Water when the top layer of soil feels dry.

Saira Light

Body, Saira Light	12 / 16 • +0.03 em
Caption, Saira Light	8 / 10 • +0.01 em
Weights in use	300

Saira Light sets every word of this document and every word of the site: body copy, care specs, captions and legal lines. One weight, never faked bolder — the lightness is the point. Never below 12 px on screen, and lean into the wide tracking on specs and plant tags.

Hierarchy

STYLE	SIZING	NOTES
Fresh from the greenhouse	Satoshi Bold 52 / 63 −0.008 em	Page titles and hero statements. One per page.
Easy-going plants for busy people	Satoshi Medium 32 / 39 −0.002 em	Section heads and PDP titles.
Delivered to your door, alive and thriving	Satoshi Regular 20 / 24 +0.005 em	Intros, standfirsts, card leads.
PLANT CARE	Satoshi Bold 12 / 16 +0.20 em	Eyebrows and section labels, always in Patch Sage.
Cynthia is an African fig with glossy leaves and easy-going habits. She'd like a bright spot away from cold draughts, and absolutely no drama.	Saira Light 12 / 16 • 15 px web +0.03 em	Body copy. Never below 12 px on screen.
Height includes the nursery pot. Decorative pot sold separately.	Saira Light 8 / 10 +0.01 em	Legal lines and image credits only.

Print & packaging

Where Patch goes to paper, the body face changes — headings never do

On physical branding — packaging, swing tags, printed collateral — the body face is Korolev Light, not Saira Light. Headings do not move: Satoshi carries every headline on paper exactly as it does on screen.

Ad

Water when the top layer of soil
feels dry.

Korolev Light

Body, Korolev Light	12 / 16 • +0.03 em
Weights in use	300
Used for	Print & packaging only

Korolev Light is licensed for print, so it never ships to the web — Saira Light stands in for it there. Same discipline as its digital counterpart: one weight, never faked bolder. Headings stay Satoshi, unchanged from the screen spec.

Brand in Action

Boxes on doorsteps, labels on nursery pots, a tee in the greenhouse and Pippa on a high street. The system, out in the weather.

05



Your bag (3)

Spend £9 more for free UK shipping



Rapunzel

Devil's ivy

£15 each

[Remove](#)

- 1 +

£15



Susie

Snake plant

£12 each

[Remove](#)

- 1 +

£12



Chaz

Swiss Cheese plant

£14 each

[Remove](#)

- 1 +

£14



PATCH

30



Hi, I'm
Pippa

Hard to kill, easy to love.



patchplants.com

Outdoor plants

Trees, shrubs, climbers and herbs for balconies, patios and gardens. Filter by light, feature and size.

Filter

Clear all

138 plants

Sort

Recommended

Plant type

- ☐ Flowering 28
- ☐ Tree 19
- ☐ Edibles 13
- ☐ Bamboo & grasses 12
- ☐ Palm 10
- ☐ Citrus 10
- ☐ Clematis 9
- ☐ Hydrangea 8

Show all 12

Style

Special features

Light

Room & space

Care level

Size

☐ Pet & child safe only



Ace

Acer 'Cascadia Crimson'

£60

- 1 + Add



Autumn colour Ace

Acer palmatum 'Orange Dream'

from £30

- 1 + Add



Ace

Acer palmatum - red

from £30

- 1 + Add





Hi, I'm
Pippa



PATCH

Pippa likes ...



Light watering

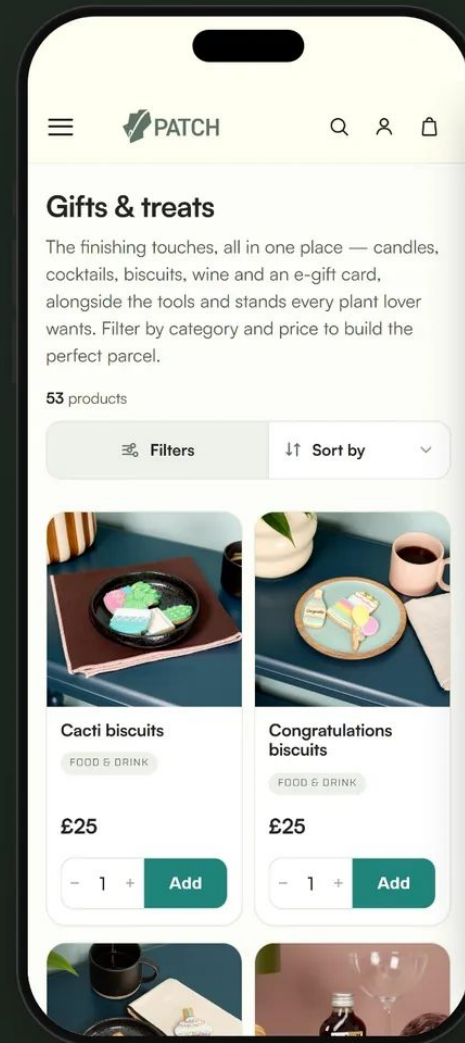
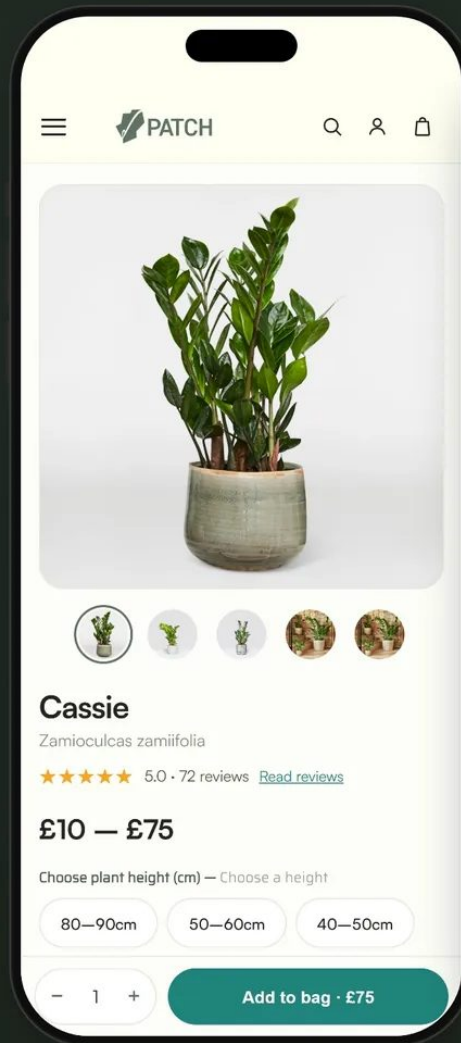
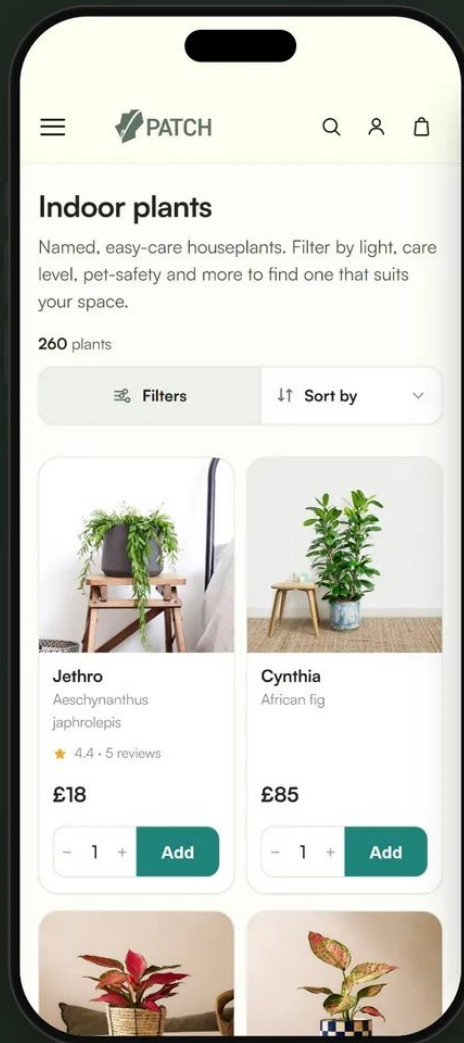
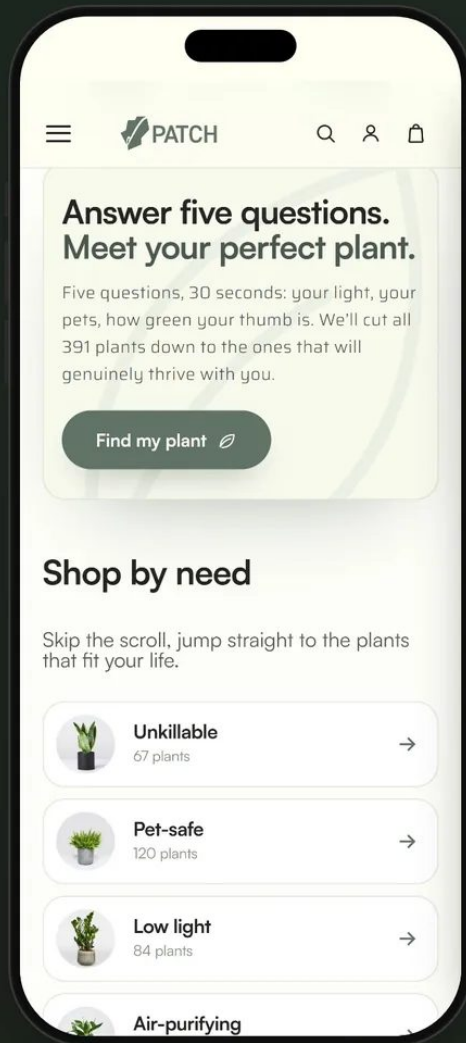


Most light conditions



Humidity

PATCH





Pippa likes ...



Light watering

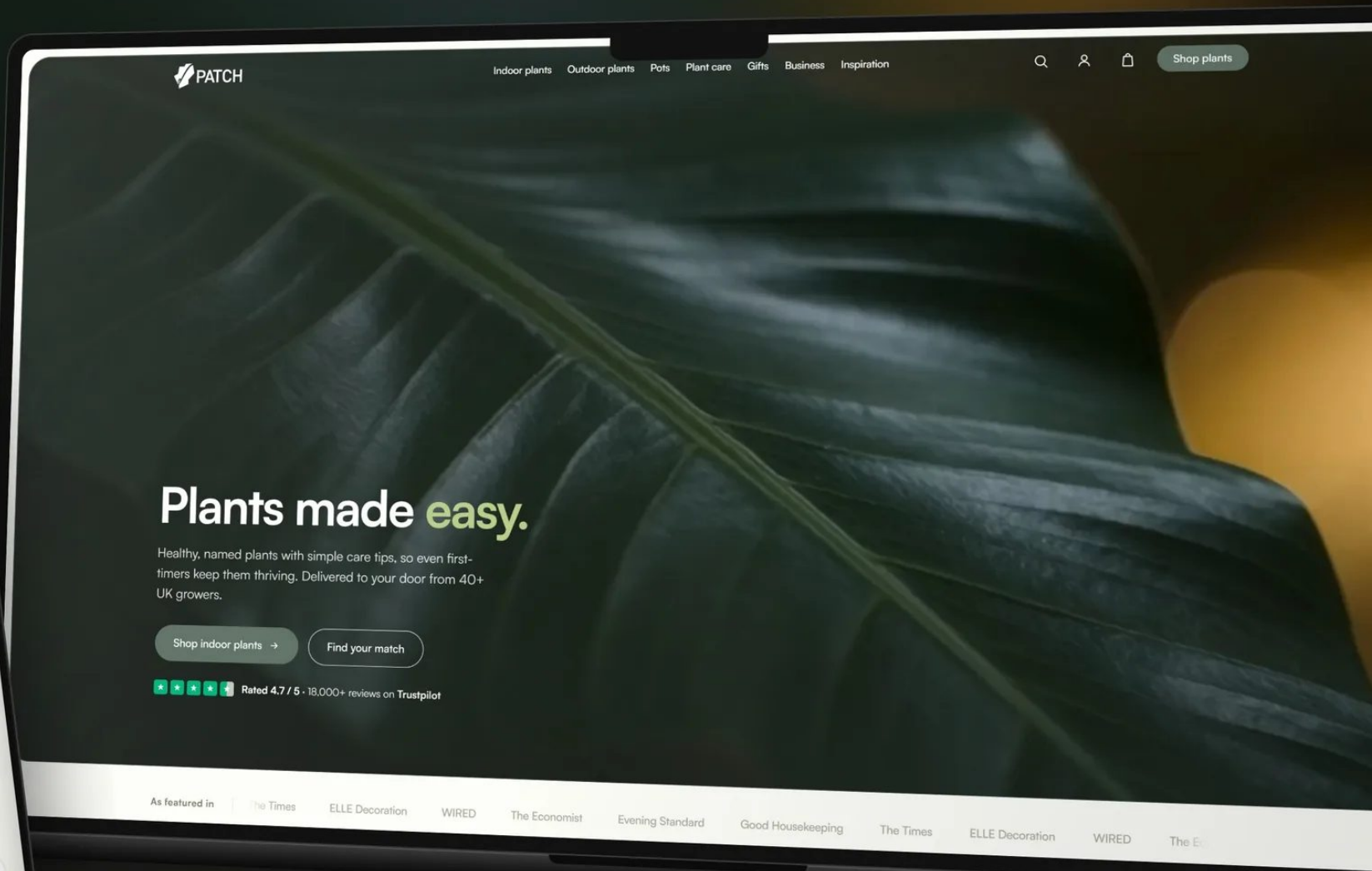
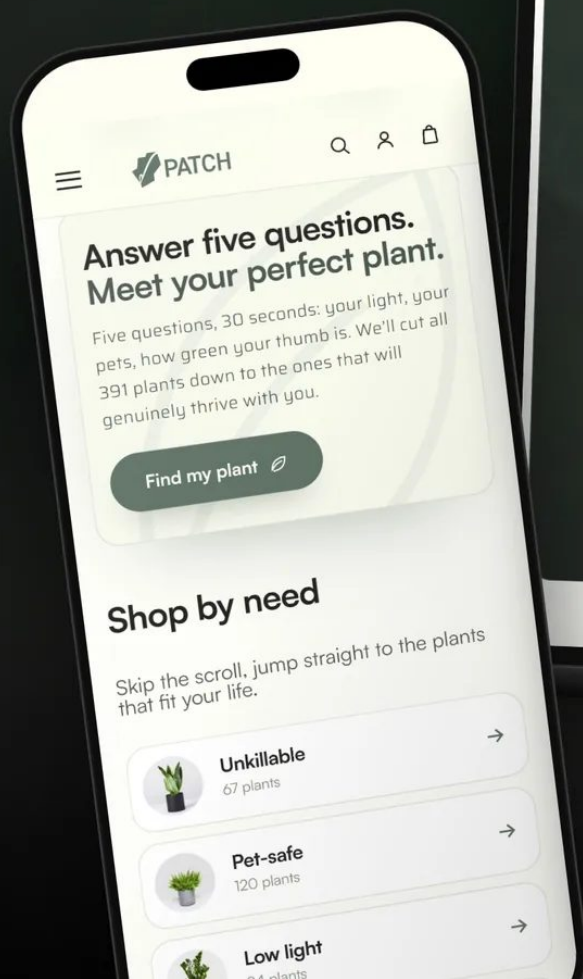


Most light conditions



Humidity

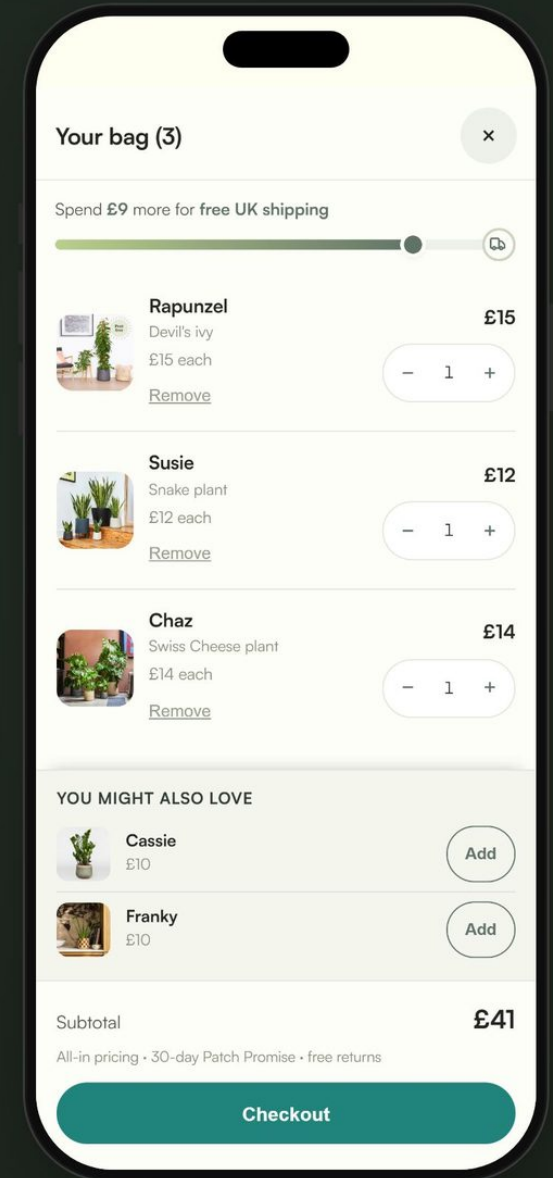
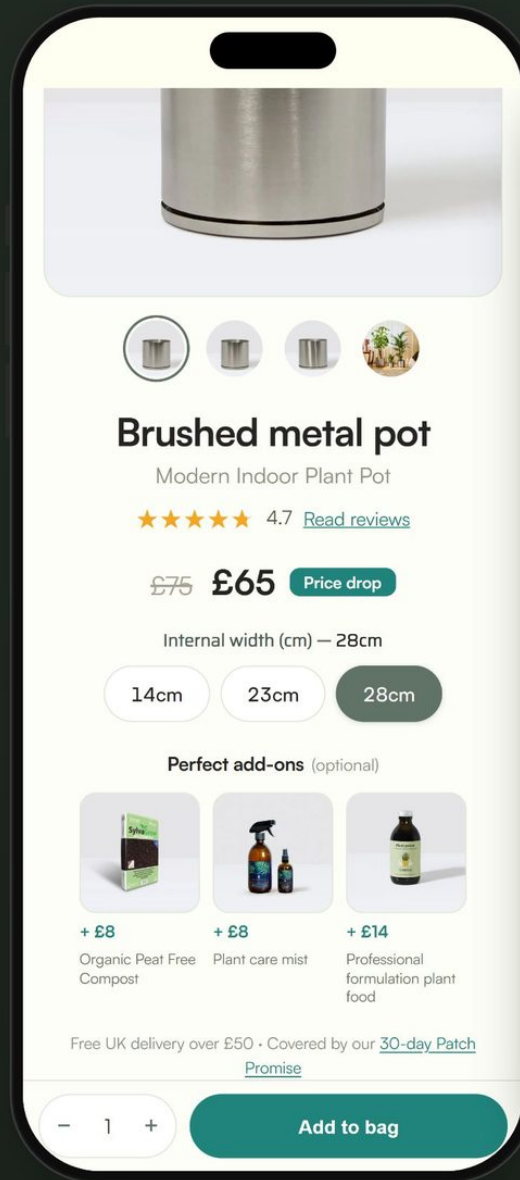
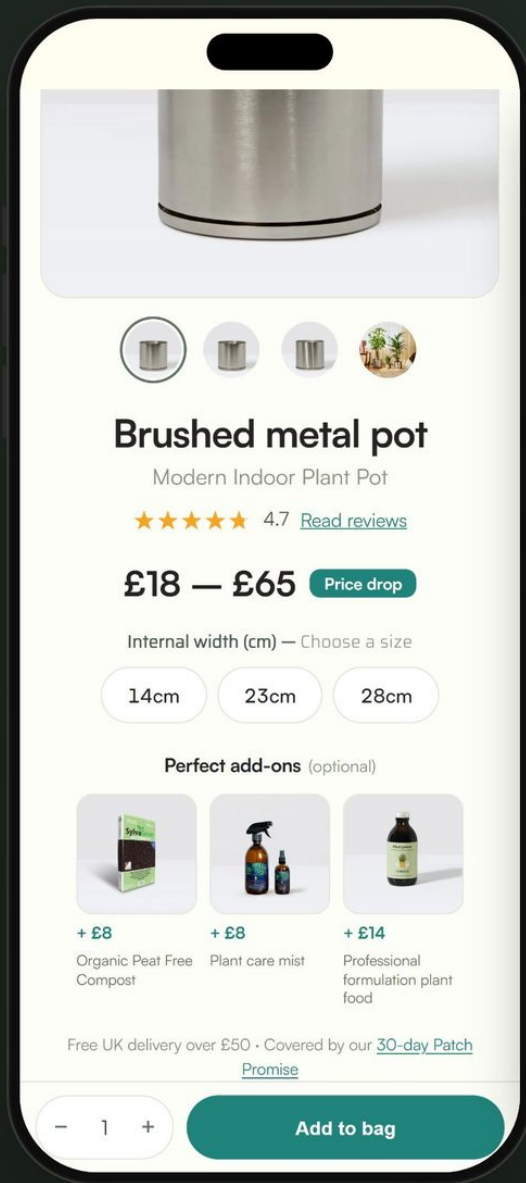
PATCH





Open me.
I've been
waiting.

PATCH









THANK YOU