



Roses

BRAND GUIDE 2026

Logo · Color · Type · Art direction · Voice



Bright, sweet, in full bloom.

Roses is a Michigan flower shop for adults 21+. Every product is presented like a bouquet: real flavor, bright color, clean craft. This guide sets how the Roses name, logo, colors, type and art appear everywhere, from menu tiles to counter cards and Instagram.



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Logo versions



Primary · Roses Red on Cream/Blush



Reverse · White on Roses Red



Reverse · White on Deep Rose / velvet



One-color · Black (newsprint, fax, single-color print)

Files: logos/PNG and logos/Vector (EPS): Red, White, Black. Pink, Purple, Blue, Green and Yellow versions exist for flavor-matched art only, never as the main brand mark.

Clear space & minimum size



Clear space = X on every side, where X is the height of the lowercase "o" in Roses (about 1/3 of the logo height). Nothing (text, product, edge of the page) enters this zone.

MINIMUM SIZE



Print: 1.0 in wide (0.75 in absolute minimum on shelf strips)



Digital: 120 px wide (180 px on menus and avatars)

ROSE BADGE



The small rose badge is a supporting mark (corners, avatars, seals). Minimum 0.35 in / 48 px. It never replaces the wordmark on a piece.

Logo misuse



Don't stretch or squash



Don't rotate



Don't recolor outside the palette



No drop shadows, glows or bevels



Don't outline or use as a stroke



Don't place on busy photos/patterns



Color palette



Roses Red

HEX #CC011B
RGB 204, 1, 27
CMYK 0, 100, 87, 20

Primary. Logo, headlines, key accents.



Web Red

HEX #BE0119
RGB 190, 1, 25
CMYK 0, 99, 87, 25

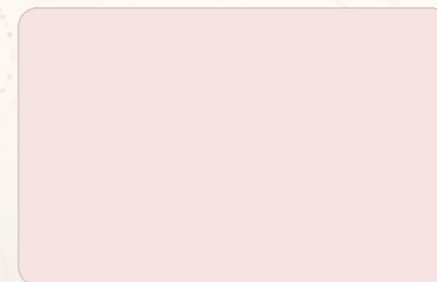
burnroses.com buttons & links.



Deep Rose

HEX #8E0F22
RGB 142, 15, 34
CMYK 0, 89, 76, 44

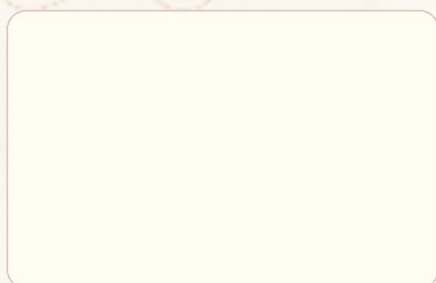
Velvet backgrounds, shadows.



Blush

HEX #F6E4E2
RGB 246, 228, 226
CMYK 0, 7, 8, 4

Marble base, soft panels.



Cream

HEX #FFFCF1
RGB 255, 252, 241
CMYK 0, 1, 5, 0

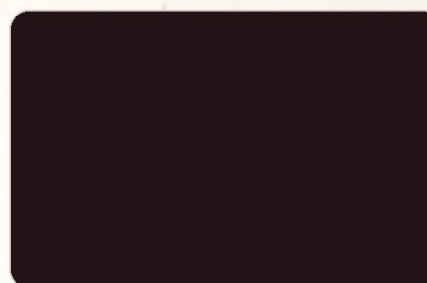
Paper, editorial backgrounds.



Gold

HEX #C9A45C
RGB 201, 164, 92
CMYK 0, 18, 54, 21

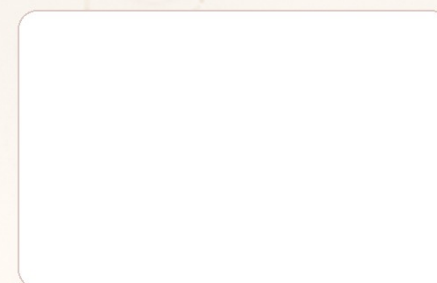
Tiny accents: badge rings, thin rules under headings.



Ink

HEX #221416
RGB 34, 20, 22
CMYK 0, 41, 35, 87

Body copy on light grounds.



White

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

Logo on red or dark grounds.

Roses Red is sampled from the 2023 guide and logo files; Web Red is the live burnroses.com primary. CMYK values are standard conversions; the 2023 guide had no CMYK/Pantone. Ask the printer for a hard proof on first runs.

Signature pattern



ROSES RED

FIELD #CC011B to #8E0F22

PATTERN #FFBEBE at 7–10% opacity

Field: Roses Red into Deep Rose. Pattern: Petal Pink, tone-on-tone.



BLACK

FIELD #1A1616 to #0E0C0C

PATTERN #D6AA60 at 12–16% opacity

Field: Rich Black. Pattern: Gold (or Roses Red at 25–30%). Keep products and logo bright.



CREAM / BLUSH

FIELD #FCF0EE to #F6E2E0

PATTERN #CC011B at 5–8% opacity

Field: Cream into Blush. Pattern: Roses Red, very light. The Blue Slush post look.



Using the pattern

Colorway	Pattern opacity	Scale
Roses Red field	7-10% (tone-on-tone)	1 rose = about 1/3 of the height
Black field	Gold 12-16% · Red 25-30%	1 rose = about 1/3 of the height
Cream / Blush field	Red 5-8%	1 rose = about 1/3 to 1/2 of the height

- The pattern is a texture, never the subject. It should read on a second look, not the first.
- Keep products, the logo and headlines on calm areas: soften or fade the pattern behind them (a soft light pool works best).
- Never place the pattern under small text, prices, legal lines or QR codes.
- One pattern per piece, at one scale. Do not rotate, recolor per rose, crop into single roses or mix with other patterns.
- Use the official round rose badge in a color that suits the field: cream or gold on red, gold on black, red on cream/blush.
- No arches or frames. Fruit only as small accents near the product.

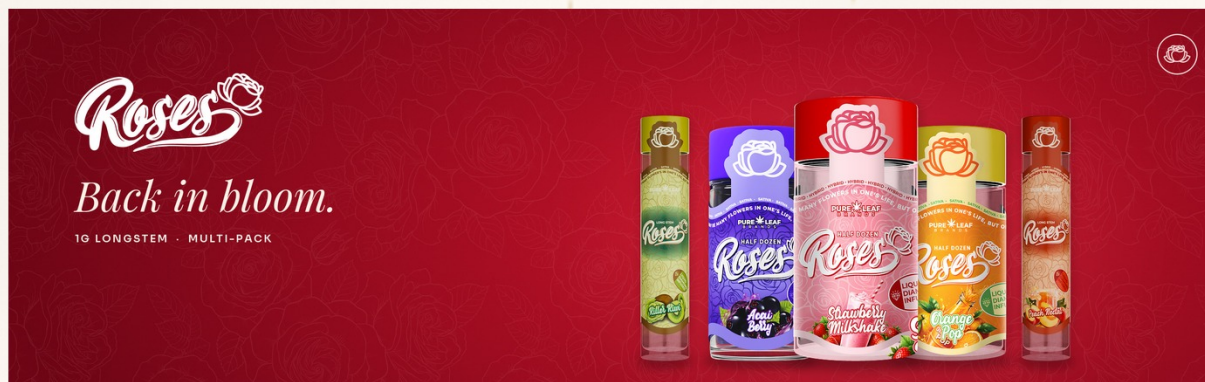


DO: subtle tone-on-tone, light pool behind products



DON'T: pattern too strong, small type over busy roses

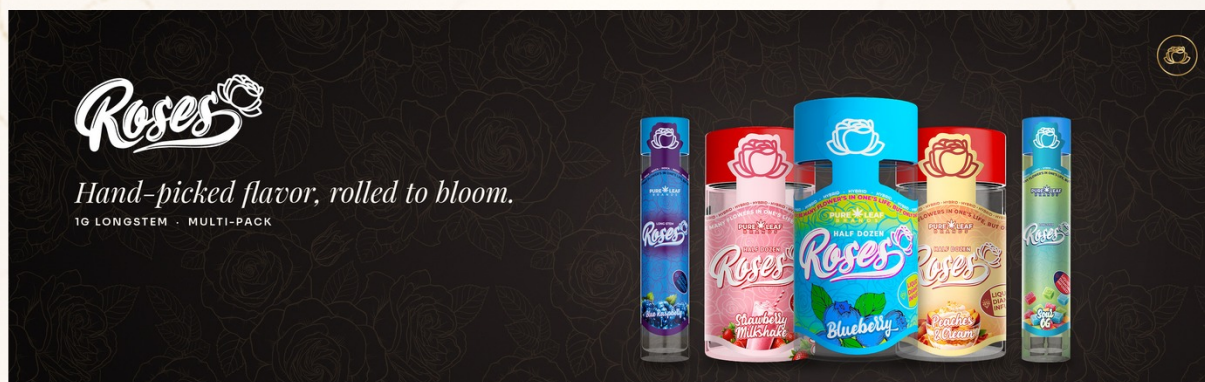
Pattern in use



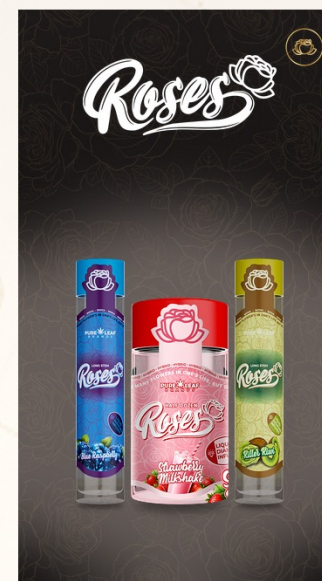
Banner · Roses Red colorway (theme W)



Social square · Cream/Blush



Banner · Black colorway, gold pattern (theme X)



Story · Black, gold

Typography



Bebas Neue

HEADLINES · ALL CAPS · TRACKED +2-5%

Menus, banners, signage headlines. Google Font, free. Site primary font.

EVERY FLAVOR, IN FULL BLOOM.

Playfair Display

Editorial accents · Bold & Italic

Taglines, one-line accents, brand guide titles. Use the italic for format lines.

Freshly cut. Perfectly rolled.

Sora

Body · Labels · Small print

All body copy, fine print and UI. Medium/SemiBold for small caps labels. Site body font.

1g Longstem · Multi-pack · 21+

Roses wordmark

Custom lettering (artwork only)

The script "Roses" is drawn art, not a font. Never type "Roses" in a script font to imitate it.



Signature elements



Blush marble

Soft blush stone, low-contrast veins, faint gold threads. The default ground.



Soft light

A gentle glow behind the hero product, like daylight in a flower shop. No frames or lines over products.



Signature rose pattern

Line-art roses at 4 to 9% opacity. Texture, never a focal point.



Rose badge

Small round seal in a corner. Supporting only.



Product renders & photography



- Always composite the REAL jar and tube renders (transparent PNG masters). Never AI-generate, redraw or "improve" a product.
- Upright or gently tilted (max 12°). No warping, perspective stretching, melted labels or plastic sheen.
- One soft contact shadow under each product; light from the upper left. No hard drop shadows.
- Hero product sits in the center; supporting products step down in size toward the edges, like a bouquet. Never frame products with arches or lines.
- Use the highest-res master available. Do not upscale small jars above 100% on print; flag them instead.
- Labels must stay legible: no text, stickers or badges over the label art.
- Lifestyle photos: bright, natural daylight, blush and cream surroundings, hands allowed. No consumption, smoke, lighters, or under-21-looking talent.



Instagram art direction



THE LOOK

- Light blush marbled or red velvet, soft daylight, the subtle rose pattern, a small rose badge and Roses Red type.
- Vary the look piece to piece: blush marbled, red velvet, cream editorial. Never the same layout twice in a row on the grid.
- Fruit and flavor art only as small accents near the product, never as the subject.

NEVER

- Rose-shaped fruit, fruit sculpted into flowers, or flower-shaped food.
- Cartoons, mascots or anything that could appeal to kids.
- Dark, moody, smoky or neon looks.
- Drink glasses, cups or cocktails as props (the flavor art on our labels is fine as-is).
- Prices, deals, "buy/shop/order now", or any purchase call. Always "21+".





Brand voice

Bright and sweet.

Roses talks like a friendly florist: warm, light, a little playful, always polished. We describe flavor, color and craft, and we let the bouquet do the talking.



WE SAY

- Fresh, picked, in bloom, arranged, bouquet, stem
- Flavor names exactly as on the label
- Short, confident lines; one idea per line
- "Multi-pack" and "1g Longstem" for formats



WE DON'T SAY

- "Thorny", or anything sharp, dark or edgy
- Potency, THC %, terpene or effect claims
- Medical or wellness promises
- Slang for consumption; prices on social
- "Roses are red..." puns; other brand names

SPELLING

- Roses (never "Rose's"); @burnrosesmi; burnroses.com
- Nerds · Piña Colada · Apples & Bananas · Space Jam Runtz
- Multi-pack (hyphen, lower-case p) · 1g Longstem
- Strain type exactly as printed on each label



Headline bank

Fresh cut, every drop.

Hand-picked flavor, rolled to bloom.

The arrangement everyone asks for.

Back in bloom.

Today's arrangement.

A bouquet for the shelf.

Long-stem flavor.

Picked for the counter.

Every flavor, in full bloom.

Bring home a bouquet.

Flavor, arranged.

Freshly cut. Perfectly rolled.

The flower shop is open.

In season, all season.



Do's & don'ts

DO

- Use the real product renders at full quality
- Keep generous space around the logo and product
- Use Roses Red, blush, cream and gold, not random brights
- Mix formats: 1g Longstem with multi-packs
- Proof every flavor name against the label
- Put "21+" on every public piece

DON'T

- Parent-company or other brand names in our copy
- THC, potency, terpene or effect claims
- Blurry, upscaled or pixelated product images
- Rose-shaped fruit, cartoons, drink glasses, arches over products
- Dark, moody or smoky looks; "thorny" wording
- Prices, deals or purchase calls on Instagram



Compliance quick check

- Every public piece: "21+" (signage also: "For use by individuals 21 years of age or older only. Keep out of reach of children.").
- Instagram: no prices, deals, menus, "buy/shop/order/DM to purchase", no links to a shop. Product display is fine; no consumption.
- No content that appeals to minors: no cartoons, toys, candy-store looks or under-25-looking people.
- No health, wellness, potency, THC or terpene claims anywhere in brand art.
- No retailer names on brand-wide assets; retailer-specific pieces are made separately on request.
- Giveaways and promos follow their own approved rules; don't add pricing to evergreen art.
- When in doubt, send it to the owner before it goes out.



burnroses.com · [@burnrosesmi](https://www.instagram.com/burnrosesmi) · 21+