

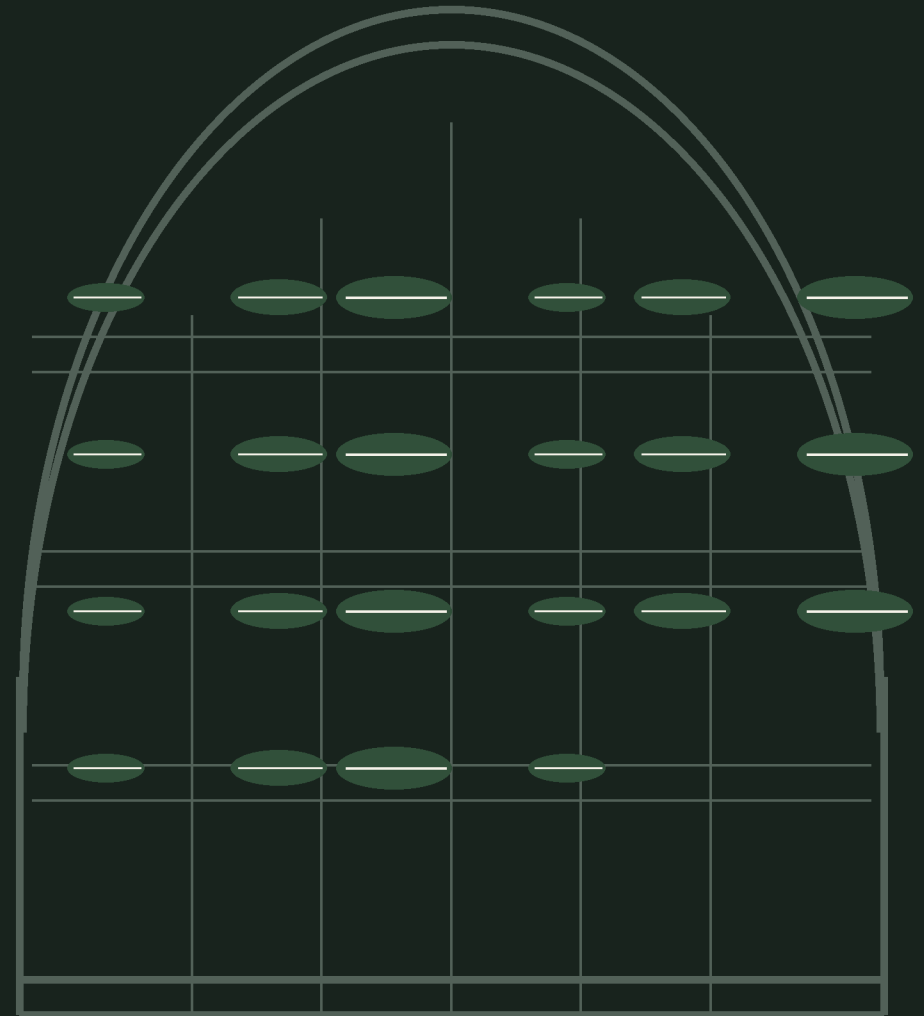


BRAND GUIDELINES / V1.0

Sleepybird

A living glasshouse, experienced at nature's pace.

A visual and verbal identity for a conservatory experience shaped by free-flying birds, old ironwork, humid planting, quiet observation, and the changing light of one complete day.



A place that asks people to slow down

Sleepybird is not presented as a conventional zoo, garden, or attraction. It is a living conservatory experience where visitors notice how birds, plants, weathered architecture, and light change through the day.

BRAND PROMISE

Let the day unfold around you.

Sleepybird gives visitors the time and space to observe free-flying birds in a restored Victorian palm house without spectacle, rush, or artificial staging.

EXPERIENCE PRINCIPLES

Observe, do not perform

Birds remain free and people remain visitors, not the centre of the image.

Old and living coexist

Weathered glass and ironwork are preserved beside dense growth and active research.

BRAND CHARACTER

QUIET

Never empty or lifeless. Calm, attentive, and unhurried.

ALIVE

Movement comes from birds, humidity, planting, and natural light.

HONEST

The concept is clearly presented. Research and conservation are explained plainly.

Time is part of the product

Dawn, bloom, drowse, and lantern are distinct states, not decorative themes.

ATMOSPHERIC

The experience changes with time, weather, season, and the building itself.

Stillness has value

Quiet moments are treated as meaningful, not as gaps to fill with entertainment.

A day out built around natural rhythm

The brand should lead with the visitor experience, then support it with the building story, conservation work, and research. The birds are the focus, but the wider promise is time, attention, and a rare sense of stillness.

POSITIONING STATEMENT

For people looking for a memorable cultural and nature experience, Sleepybird is a restored Victorian glasshouse where free-flying birds, tropical planting, and changing light create a visit that feels different at every hour.

MESSAGE HIERARCHY

PRIMARY MESSAGE

See the glasshouse change through one living day.

Lead with the visitor outcome and the time-of-day experience.

SECONDARY MESSAGE

Free-flying birds inside a restored Victorian palm house.

Explain the place and what makes it distinctive.

PROOF MESSAGE

Real research, conservation, quiet observation, and responsible habitat care.

Support the promise with specific, visible practices.

APPROVED CORE LINES

▮ A day inside the glasshouse.

▮ Come for the birds. Stay for the stillness.

▮ Let the day unfold around you.

▮ Four sessions. One living place.

A resting bird beneath the glasshouse arch

The recommended identity combines a small bird at rest with the curved iron geometry of the palm house. It should feel observational and established, not playful, cartoonish, or like a wildlife charity badge.



RECOMMENDED LOGO SYSTEM

PRIMARY LOCKUP

Bird mark, wordmark, and descriptor used together for signage, ticketing, and main brand use.

WORDMARK

Use lowercase "sleepybird" in the approved serif. Do not alter spacing or capitalization.

MARK ONLY

Use the resting-bird-and-arch mark for favicon, social avatar, stamps, and compact wayfinding.

ONE-COLOUR

Use Palm Ink, Canopy Green, or white. Avoid multicolour treatments inside the mark.

USAGE CONTROLS

CLEAR SPACE

Use the bird body height around every side of the complete lockup.

MINIMUM SIZE

Full lockup: 150 px digital / 38 mm print. Mark only: 28 px / 9 mm.

BACKGROUND

Use quiet solid fields. Add a dark overlay before placing the logo on photography.

DO NOT

Stretch, rotate, add shadows, use cartoon birds, add cages, or replace the arch with a generic leaf.

Colour follows the day, not a trend

The foundation is warm paper, deep botanical ink, and canopy green. Dawn blue, drowse grey, and lantern amber are supporting states used to mark time and mood. Rust is a rare signal for flowers, historic details, and emphasis.

PALM INK

#18231D

Primary text, dark fields, signage

CANOPY GREEN

#2F6B41

Primary brand colour, active states

WARM PAPER

#F6F3EA

Main editorial background

GLASS MIST

#DDE6DF

Quiet sections and information fields

DAWN BLUE

#A9BBC7

First-light sessions and cool states

DROWSE GREY

#7C817B

Stillness, low-light afternoon

LANTERN AMBER

#C88A3D

Night sessions and warm highlights

BOTANICAL RUST

#C23A18

Rare accent, flowers and calls to notice

TYPOGRAPHY

EB Garamond

Quiet enough to notice.

Use for major headlines, quotations, session titles, and editorial storytelling. The serif gives the brand history and calm without making it feel formal or precious.

Inter

VISITOR INFORMATION

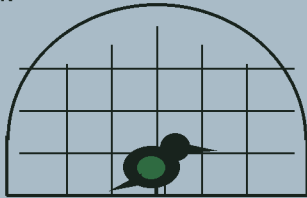
Clear directions, times, ticket details, accessibility notes, research labels, captions, and digital interface copy.

HEADINGS: EB Garamond Bold / BODY: Inter Regular / LABELS: Inter SemiBold

Documentary, botanical, and unhurried

The visual system should make people feel that the place exists beyond the frame. Use real-feeling moments, consistent architecture, small candid visitors, and birds behaving naturally. The brand never turns the glasshouse into a stage.

DAWN



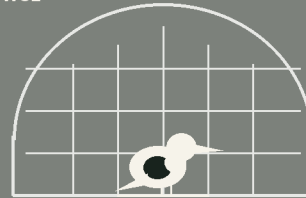
Cold blue light, condensation, bare branches, small groups in coats.

BLOOM



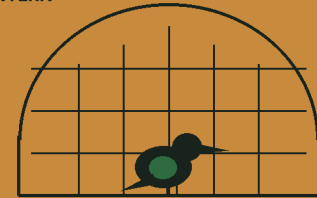
Bright canopy, flowering plants, birds in motion, visitors looking upward.

DROWSE



Flat quiet light, shallow focus, seated stillness, a bird at rest.

LANTERN



Low amber light, silhouettes, pale night flowers, slow movement.

IMAGE DIRECTION

USE

- ▮ The same black cast-iron frame and arched roof
- ▮ Naturalistic daylight and visible humidity
- ▮ Birds free in the full volume of the house
- ▮ Visitors small, candid, and not facing camera
- ▮ Botanical details, tools, notebooks, and real maintenance

AVOID

- ▮ Cages, enclosures, or glass barriers around birds
- ▮ Staged portraits, phones held up, or faces as the subject
- ▮ Oversaturated jungle fantasy or glossy travel advertising
- ▮ Cartoon birds, wildlife mascots, or generic leaf logos
- ▮ Heavy filters, lens flare, HDR, neon colour, or fake signage

VOICE

OBSERVANT

Notice what is changing.

CALM

Invite, never oversell.

SPECIFIC

Name the time, place, species behaviour, and conditions.

HONEST

Keep invented people illustrated and the concept clearly labelled.