

Gethsemane
Gardens

Brand Guide

Celebrating Nature, Community, and Creativity Since 1977

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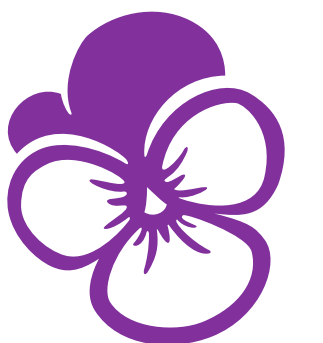
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Where we came from

Founded by Regas Chefas in 1977, Gethsemane Garden Center began as a humble parking lot Christmas tree stand. Today, it has flourished into a thriving establishment spanning two Chicago city blocks—a testament to a story of continuous growth and community dedication.

Gethsemane Over the Years



Scheuer Brothers Tavern, 1910



Wild Pansy Gift Shop, 2024



Gethsemane Gate Sign, 2025

Recognizable features

Iconic Structures and Architecture

- "Yellow House" - the Wild Pansy
- Painted wooden 'Gethsemane' arch over the entry to Annuals yard
- The Island
- Wild Pansy Little Free Library

Store-Wide Details

- Brick pathways
- Black wooden tables
- Green double-decker shopping carts
- Clark Street plant racks

Department-Specific Details

- White awnings in Herbs & Veg and Annuals yards
- Perennial yard's symmetrical aisle
- Greenhouse's painted orange woodwork, ramp entrance, and koi pond
- Custom Annuals containers made by Rob and Thomas
- Tree and Shrubs hut, Japanese maple beds, and rotunda
- Statuary floor displays

General Aesthetics

- Pansy flower motif
- Hand-painted/written signs
- Uniform shirts and hats

What we care about

Our goal is to make Gethsemane into a place where you can meet your neighbors, share ideas, and be inspired to personally create a landscape for your home.

Slogan

Celebrating Nature, Community, and Creativity Since 1977.

Education

We foster a growing community of gardeners through free and paid workshops led by our Greenhouse staff and partners like Windy City Harvest, along with educational materials available in-store and online.

Connection with Nature

We want Gethsemane to be a sanctuary — a place to disconnect from screens and reconnect with nature. More than just a garden center, we see it as a "third space" — neither home nor work, but a welcoming environment where people can spend time freely, much like a park or library.

We encourage visitors to wander through the yards, gather inspiration for their own gardens, and experience the simple joy of being surrounded by plants.

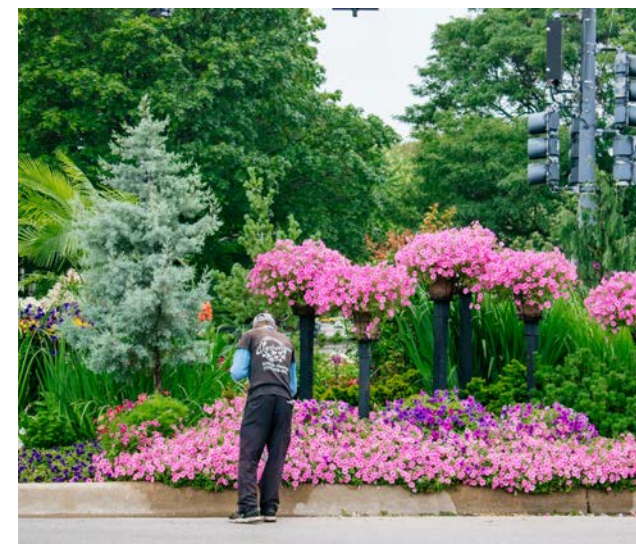
Community Development

We are deeply committed to our community, fostering connections and contributing to local growth in several ways:

- **Hosting Community Events** – Free holiday celebrations to participation in local festivals with the Andersonville and Edgewater Chambers of Commerce.
- **Beautifying Public Spaces** – We help enhance our neighborhood through projects like maintaining "The Island," the landscaped median where Ashland Ave and Clark St converge.
- **Encouraging Learning & Sharing** – Our Little Free Library on Victoria Street, modeled after our Wild Pansy Gift Shop, invites book lovers to connect and exchange ideas.
- **Creating Quality Jobs** – We prioritize hiring locally, providing meaningful employment for our neighbors.



"The Island"



Wild Pansy Free Little Library

What our vibe is

Our tone is **warm, friendly, and informative**. We want to convey expertise without being intimidating, making both seasoned gardeners and beginners feel welcome.

- **Welcoming & Inclusive:** Encourages a sense of belonging and invites customers to connect with the local gardening community.
- **Passionate & Knowledgeable:** Balances expertise with enthusiasm, demonstrating a genuine love for gardening.
- **Playful & Creative:** Infuses a lighthearted charm into copy, making it feel fresh and engaging.
- **Community-Oriented:** Highlights Gethsemane's long-standing role in the neighborhood, emphasizing shared experiences and local pride.
- **Innovative & Resourceful:** Emphasizes creative solutions and a can-do attitude.

Language Usage Guidelines

- Public-facing material should use language that is familiar to the public. (e.g. "Home Decor" is easily understood, while "GC Home" has meaning only within Gethsemane's context.)
- Department names and major locations should be capitalized. (e.g. "Annuals" or "Greenhouse")

DISCLAIMER! This information is for historical context and isn't necessarily to be used in marketing materials.

A place of reflection and resilience

The Garden of Gethsemane is historically associated with themes of rest, reflection, and strength. As the biblical location of Jesus's Agony in the Garden—where he came to accept his eventual betrayal by Judas—it is a symbol of resilience and acceptance.

We embrace these values, creating a sanctuary for plants and people alike—a place for inspiration, connection with nature, and renewal.



Agony in the Garden by Andrea Mantegna, 1457

Plant stewardship and care

Since 1681, the Franciscan Friars have cared for the olive trees in Gethsemane, some of the oldest in the world. This legacy of stewardship mirrors our own commitment to nurturing plants and preserving rare specimens. We strive to inspire our customers to care for their plants with the same dedication.



One of the oldest olive trees known to science, according to carbon dating done by the Italian National Research Council (CNR)

A story of growth

The word "Gethsemane" comes from the Aramaic term gat semānê, meaning "olive press," symbolizing transformation and perseverance. Just as olives are pressed to create something new, gardening teaches us that growth comes from effort and care.

Our brand celebrates this transformation, fostering growth in every sense—plants, people, and community.

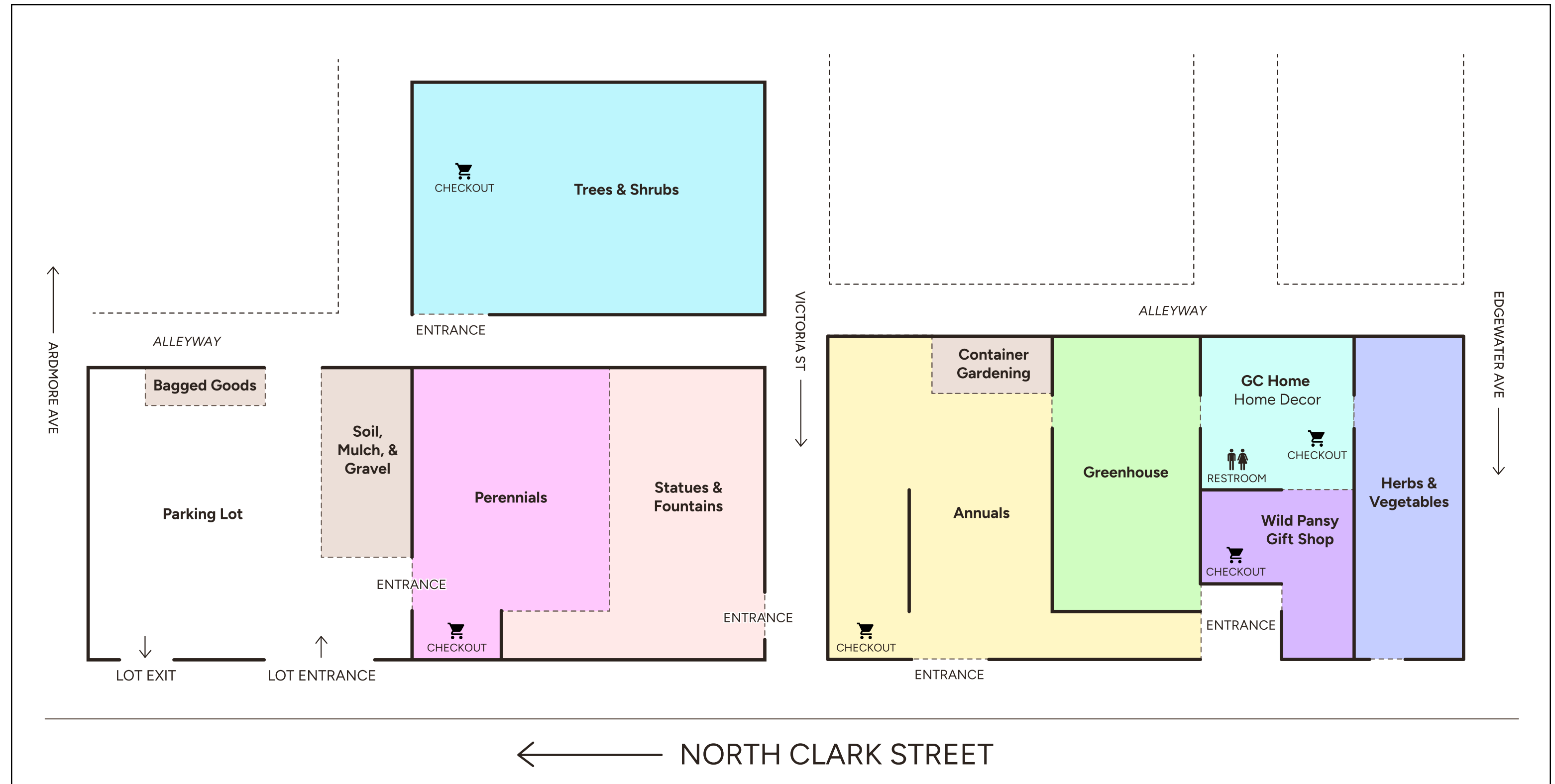


Olive press in Jordan (20th century)

Two whole city blocks worth of gardening goodness

Our store offers a wide variety of gardening and plant products that are found amongst our many departments:

-  **Annuals** | March - October
-  **GC Home (Home Décor)** | Year-round
-  **Greenhouse** | Year-round
-  **Hard Goods** | March-November
-  **Herbs and Vegetables** | April - August
-  **Perennials** | April - September
-  **Statuary** | Year-round
-  **Trees and Shrubs** | March - November
-  **Wild Pansy Gift Shop** | Year-round



Logo Lockup

Our core logo, combining the iconic pansy with our current wordmark that uses a variation of the New Kansas typeface.

The logo should be used on major signage, marketing material, on social, and where there is appropriate horizontal space.



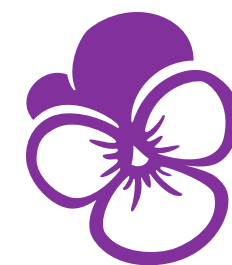
Logomark

The logomark should be used in instances where there isn't sufficient horizontal space for the full logo, the design calls for a more playful tone, or contextually when 'Gethsemane' is otherwise visible or understood.



Brandmark

The pansy can be used in instances where the text in the full logo will be illegible, or as a stand-alone design element, but **should not act as a replacement for the full logo when possible.**



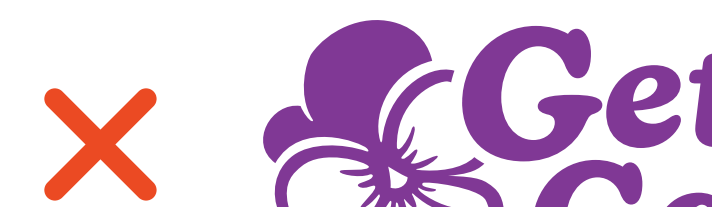
Usage

Size and Spacing

Keep roughly a G's-width of space surrounding the logo to ensure legibility and breathing room.

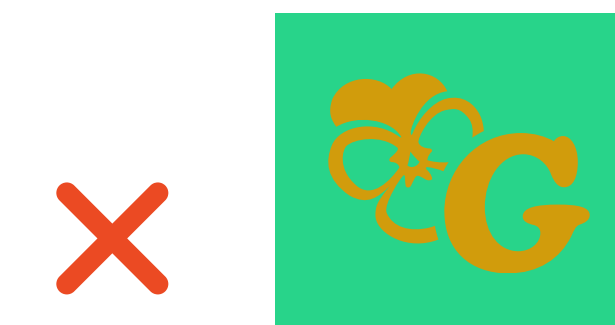


Adequate spacing



Color

The logo should be rendered in Pansy Purple whenever possible, but alternate colors may be used when greater contrast is required.



Headings & Display

The **New Kansas** family is our core display typeface. Designed by Miles Newlyn as a 21st century take on Cooper Blac

Display faces should be used to support brand identity on in-store signage, banners, or labels, particularly where legibility and clarity is of priority.

New Kansas

New Kansas Swash

New Kansas Extra Swash

Body and Captions

Figtree is our choice for longer content that spans more than a few lines. It's a simple sans serif that plays nicely with not only New Kansas, but many other display faces.

Figtree Figtree **Figtree** **Figtree**

Alternate

These typefaces can be used on posters and signage where the messaging/purpose is meant to be eye-catching and engaging, or when New Kansas simply doesn't stylistically suit the subject matter.

Cooper Black

Bricolage Grotesque

OPTI Dutch

Bowlby One

TRJN DaVinci

Pure Psychedelia

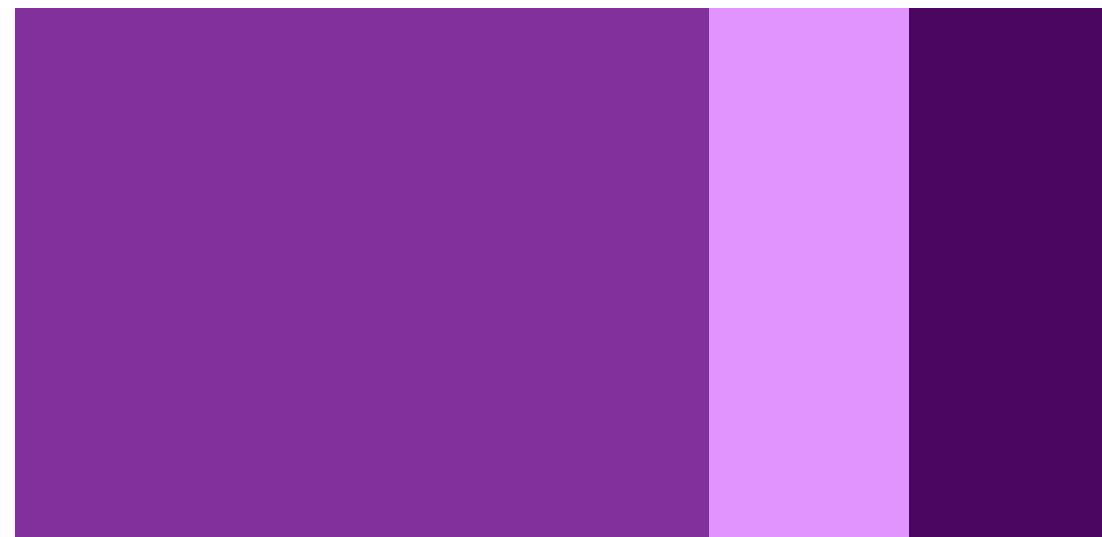
Espiritu Regular

ESPIRITU
EXPANDED

Espiritu Script

DISCLAIMER! The colors as described here mainly denote hue, but various tints and shades can be used depending on project requirements.

Core Palette



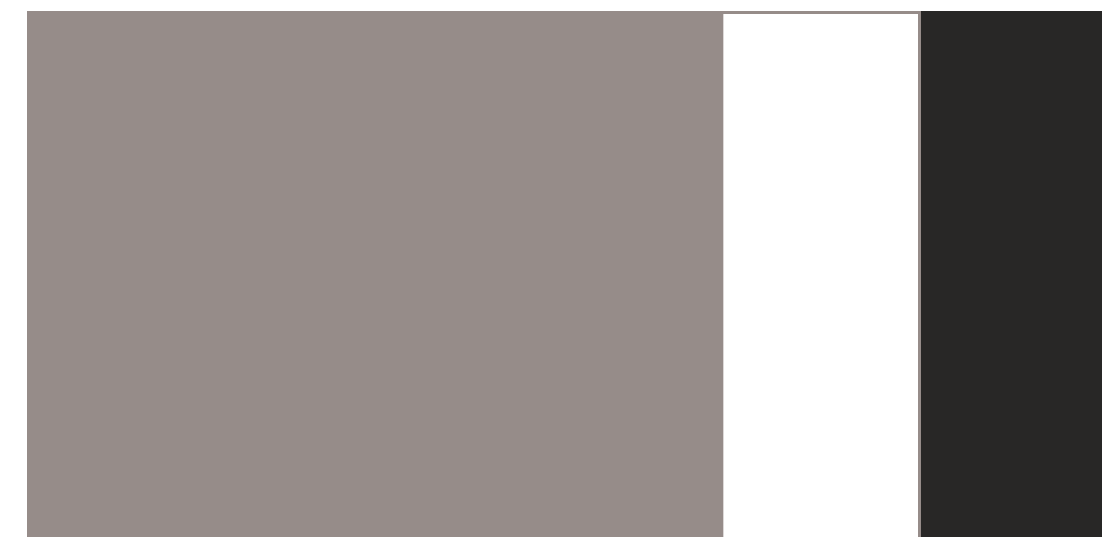
Pansy #81309C
Core brand color. Used for logos, main headings, etc.



Daffodil (Light) #FFF5CC
Accent yellow for emphasis or sublevel information.



Soil (Dark) #332921
Warm, deep brown with lighter variants. Use this over pure black when possible.



Ash #968C89
Multipurpose neutral gray that extends into generic white and black.

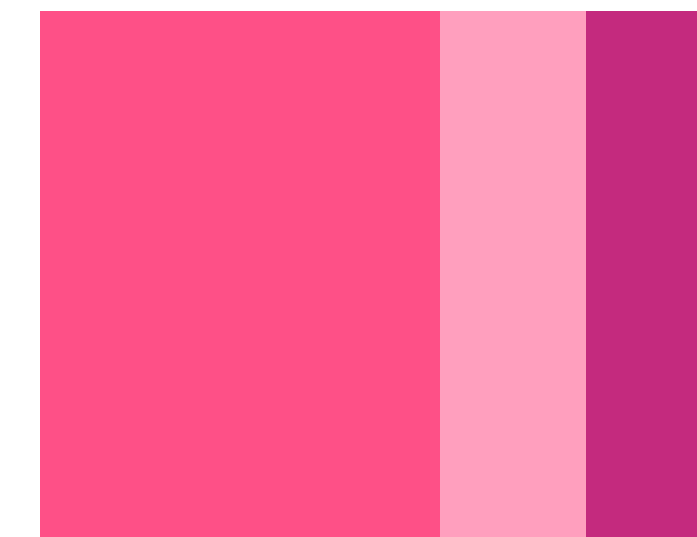
Extended Palette



Leaf (Dark) #4D592B
Flexible green that calls to mind lush foliages.



Poppy #EB4A23
Punchy, electric red-orange that softens into salmon and deepens into brick.



Peony #FE4F87
Fresh, juicy pink. Great for accents.



Lake (Light) #1EBAC6
Saturated blues that suggest the sky reflecting in the waters of Lake Michigan.

Sharing the beauty of plants — it's in our nature.

Photography should be well-lit and warm whenever possible, while still being an accurate representation of the product, plant, or area of the store.

Imagery goals

- 1 Show off our products in attractive, engaging ways (e.g. unique angles that highlight textures and fine details).
- 2 Inspire fellow gardeners with lush displays or unique combinations (tapping into both the classic and trendy).
- 3 Describe what products actually look like in context: at home, in the garden, etc.

Guiding words

- **Vibrant:** Colors should pop, showcasing the rich hues of flowers, foliage, and seasonal décor.
- **Organic:** The images should feel natural and authentic, not overly staged or sterile. Incorporate movement when appropriate, such as leaves swaying, or water sprinkling, to make the imagery feel alive.
- **Warm:** Use lighting and compositions that evoke a sense of coziness and approachability.
- **Inviting:** Photos should feel welcoming, encouraging customers to imagine themselves in the scene.
- **Community-Centered:** Include people interacting with plants and products to emphasize relationships and experiences.



Garden style inspiration



Product shown in real life context (sunflowers are tall, so you'd see them from below in person)



Guests organically experiencing the annuals yard



Seasonal touches



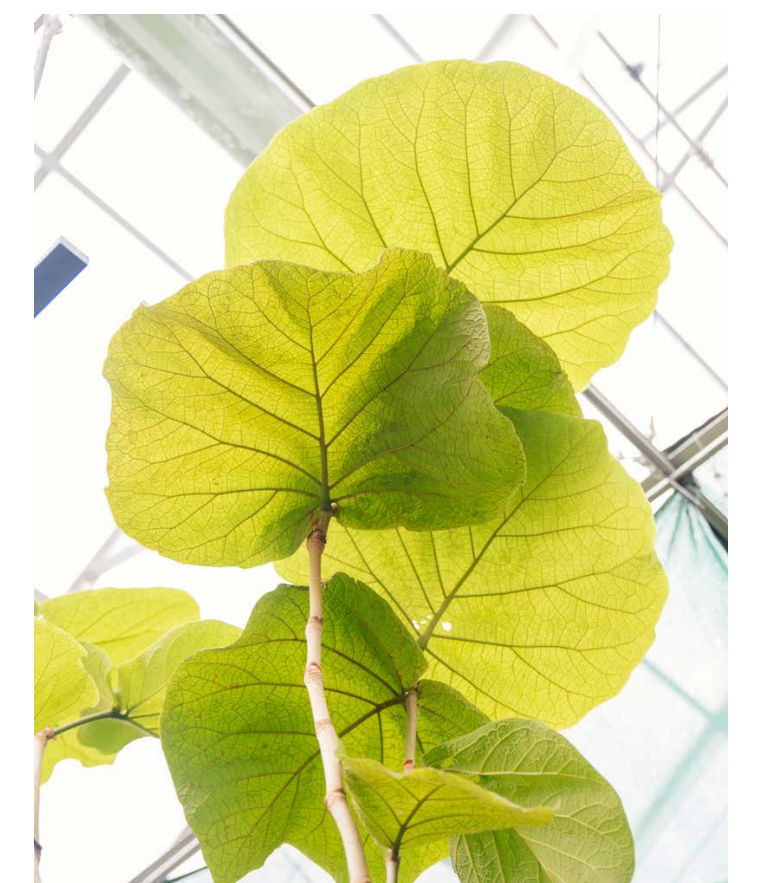
Gethsemane in context of the surrounding community



Inviting depiction of the retail floor



People with plants



Close-ups with texture

Text

Readable content in most cases **should be visible from at least 3 feet away.**

Font sizes will vary based on the size and context of your project, but here's a starting guide for 24 x 36" posters:

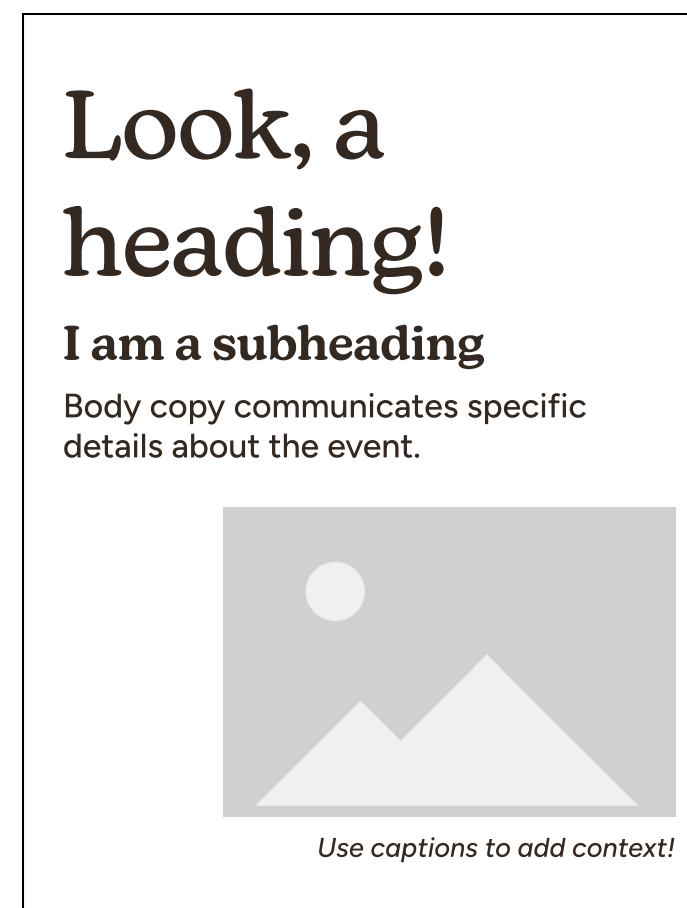
- Titles/Main Headings: 80px
- Subheadings: 40px
- Body Text: 24px
- Captions: 16px

Hierarchy of Scale

The idea that the sizes of pieces of content are directly related to their importance.

Put simply, the largest thing on your poster should be the main idea you want to get across to your audience.

Great hierarchy grabs attention and makes content easier to parse and understand.



Example of hierarchy of scale

Color

Ensuring Adequate Contrast

Contrast ratios describe the difference in value between two colors. Ratios that are >70% are considered legible to a wide audience.

Light Reflectance Value (LRV)

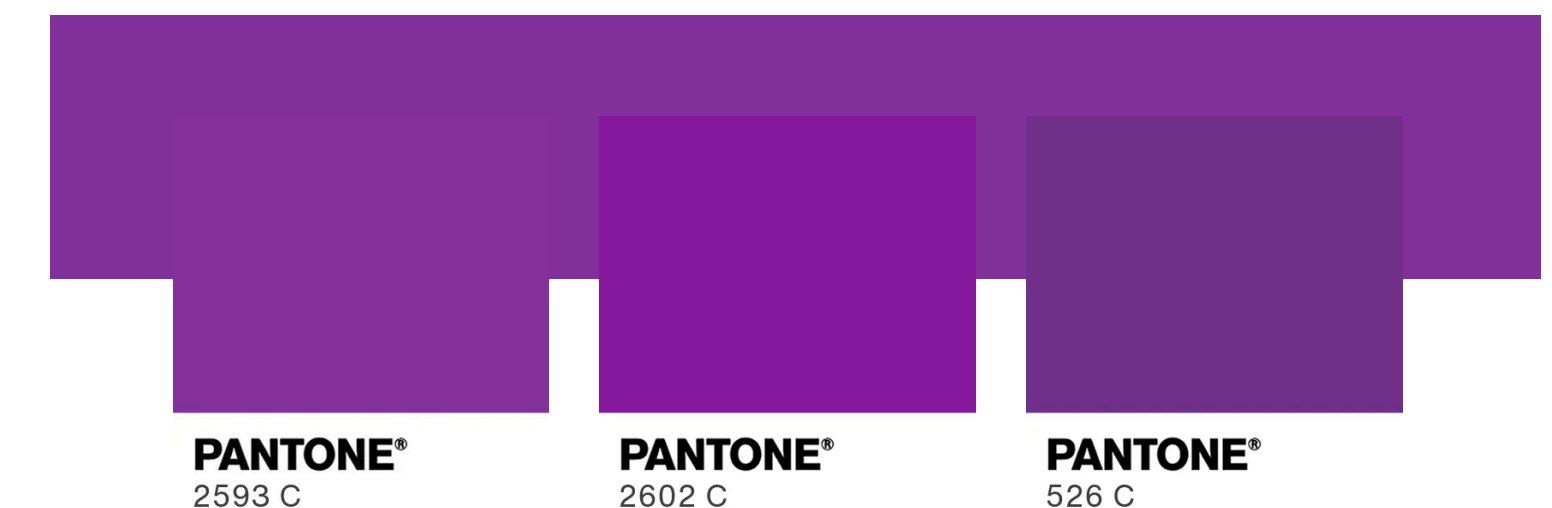
LRV measures the percentage of light a color reflects, a useful metric for ensuring visibility for those with visual impairments.

$$\text{Contrast} = \frac{(B1 - B2)}{B1} \times 100$$

B1 = light reflectance value (LRV) of lighter area
B2 = light reflectance value (LRV) of darker area

Pantone's **2593 C** is very similar to Pansy and has an LRV of 9.4%. We can use this value to assess its contrast when used as a foreground or background.

For example, paired with white (LRV ranging from 82–94%), the contrast ratio ranges from 88.53% to 90%.



Pantone Colors compared to Pansy Purple

Social Media



Our core social media platforms are Instagram and Facebook, though we do also post content on YouTube and Pinterest.

Goals:

- directly engage with consumers through commenting, sharing content, and answering questions
- bring attention to the brand
- promote gardening education

Instagram | @gethsemanegardencenter
We try to stick to a couple of typefaces for stories and reels. Here they are with some approximate typeface dupes:

- 'poster' - Fraunces, Cooper
- 'elegant' - Didot Italic
- 'literature' - Adobe Caslon, Sabon

Instagram Post sizes

| Feed Post | Story Post |
|--------------------|---------------------|
| 1080 x 1350 pixels | 1080 x 1920 pixels |
| aka | aka |
| 4 x 5 aspect ratio | 9 x 16 aspect ratio |

Linktree

Simply a list of useful links that lives on Instagram. Links out to other socials and pages on the website we want to highlight.

Facebook | facebook.com/GrowGethsemane
Much of the content will be the same as Instagram. Our audience on Facebook skews a bit older than other socials.

Elsewhere on the Web

It's critical to be aware of how Gethsemane is represented on the web and keep sources up-to-date, particularly in the winter when extended shopping hours go into effect.

Platforms to be aware of:

- Google My Business
- Bing Places
- Trip Advisor

Email



We use Mailchimp for our email marketing. It interfaces with our website through a popup email capture form that uses a Mailchimp 'customer journey' to send a newsletter sign-up thank you email.

Email Marketing Goals

- communicate new products, events, and other offerings
- push traffic to the website
- promote gardening education

Typefaces

Mailchimp has a limited range of typefaces to work with and many web fonts are not supported by email clients anyway, so you may choose a display typeface that fits the mood/ tone of the email's contents.

Web Safe Fonts

- Arial (sans-serif)
- Verdana (sans-serif)
- Tahoma (sans-serif)
- Trebuchet MS (sans-serif)
- Times New Roman (serif)
- Georgia (serif)
- Garamond (serif)
- Courier New (monospace)
- Brush Script MT (cursive)

Marketing Performance Benchmarks*

| | Average for Gethsemane | Average for Home and Garden Industry |
|---|------------------------|--------------------------------------|
| Open Rate How often our emails are opened (this is inflated by Apple's MPP). | 47.8% | 35.7% |
| Average Click Rate How often users clicked a link in our emails. | 1.4% | 2.3% |
| Unsubscribe Rate How often users unsubscribe after receiving an email. | 0.25% | 0.3% |

*Updated 02/10/25

About



<https://www.gethsemanegardens.com>

Our website is built using the Wordpress CMS (Content Management System) and is hosted with Bluehost.

Website Goals

- communicate information about departments and their merchandise
- host educational resources
- relay news about events and workshops
- sell select products (currently gift certificates, workshop sign-ups, and winter poinsettias)

Key Integrations

- WooCommerce - handles online ordering, payment, shipping, etc.
- Google Analytics - monitors page traffic and keyword searches.
- Mailchimp - email newsletter sign-up

Typography

General Size Guidelines

- Page Headings ~40px+
- Section Headings ~24px
- Body copy (paragraphs, descriptions) ~16px

Line length should be kept around 50-75 characters, or about 10-15 words per line (this will vary depending on the typeface and font size).

h1 New Kansas 48px

h2 New Kansas 40px

h3 New Kansas 32px

h4 FIGTREE 20px

p Figtree 16px

link [Figtree 16px](#)

caption Figtree 14px

Color & Usage

For core design elements we use a limited subset of the palette.



Main

Accent

Neutrals

[Click here](#)

Main CTA

[Click me too](#)

Secondary CTA

Web Accessibility

Web Content Accessibility Guidelines (WCAG) require a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to achieve Level AA compliance.

We change with the seasons.

As a garden center, our business responds directly to nature. Because our inventory and the look of the yards change so drastically season-to-season, our visual design should respond to and play in that space.

| | | |
|----------------------|----------------------------------|---|
| <u>Spring</u> | March April May | Arrival of pansies, busy planting season, Spring Fling |
| <u>Summer</u> | June July August | Slow down of planting season, closing of Herbs and Vegetables, clearing out of old merchandise at Sidewalk Sale |
| <u>Fall</u> | September October November | Pumpkin Patch, Holiday Open House, Halloween and Thanksgiving |
| <u>Winter</u> | December January February | Christmas, New Years, closing of Annuals, Perennials, and Trees and Shrubs, post holiday quiet season |

We're experts on Chicago's unique environment.

Here in the greater Chicago area, we experience a range of USDA Hardiness Zones from 6a – 5b, requiring some unique garden planning considerations. The presence of Lake Michigan and the density of the urban landscape retain more heat than the surrounding areas, causing downtown Chicago to be a half zone warmer.

Cold Winters

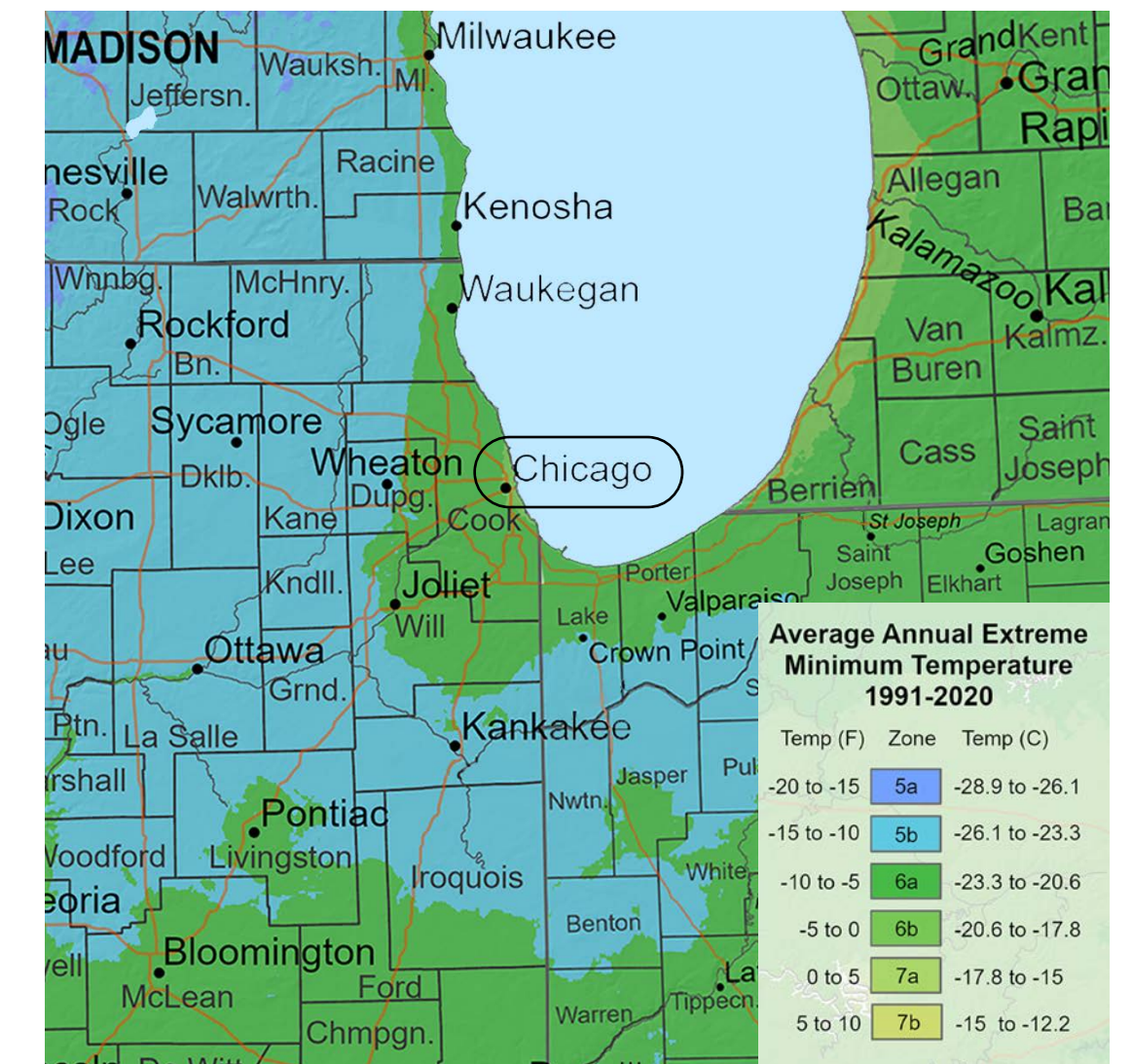
Many tender annuals and some perennials won't survive Chicago's frost. Use frost-hardy or replaceable varieties and mulch to protect perennial roots.

Short Growing Season

With frost dates typically ranging from late April to early October, maximizing sunlight for vegetables and annuals is essential. Starting seeds indoors or using cold frames can help extend the growing season for full-sun crops.

"Long Day" Growing Zone

Refers to northern regions (USDA Zones 3–6) where long-day onions thrive due to extended daylight, essential for proper bulb formation — the farther north, the better for these onions.



Chicago-area hardiness, taken from USDA's 2023 maps

Celebrate growth, warmth and color.

For Gethsemane, the arrival of pansies marks the shift from winter to spring and the beginning of the gardening/growing season (the busiest time of year for the business).

We celebrate the season with an annual **Spring Fling**, an open house event typically held the third weekend in April. Guests are invited to participate in workshops, partake in refreshments, and enjoy the yards in glorious full bloom.

Product Focus

Seeds, starter plants, and gardening essentials like containers, soil and other tools. Spring containers and spring annuals like pansies, ranunculus, nemesia, pussy and curly willow branches, potted bulbs (tulips, hyacinth, daffodils)

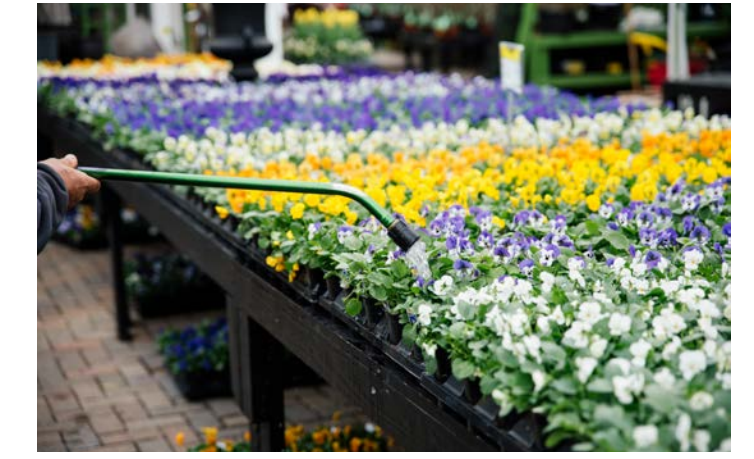
Inspiration and Past Examples



Cut paper collages by Henri Matisse



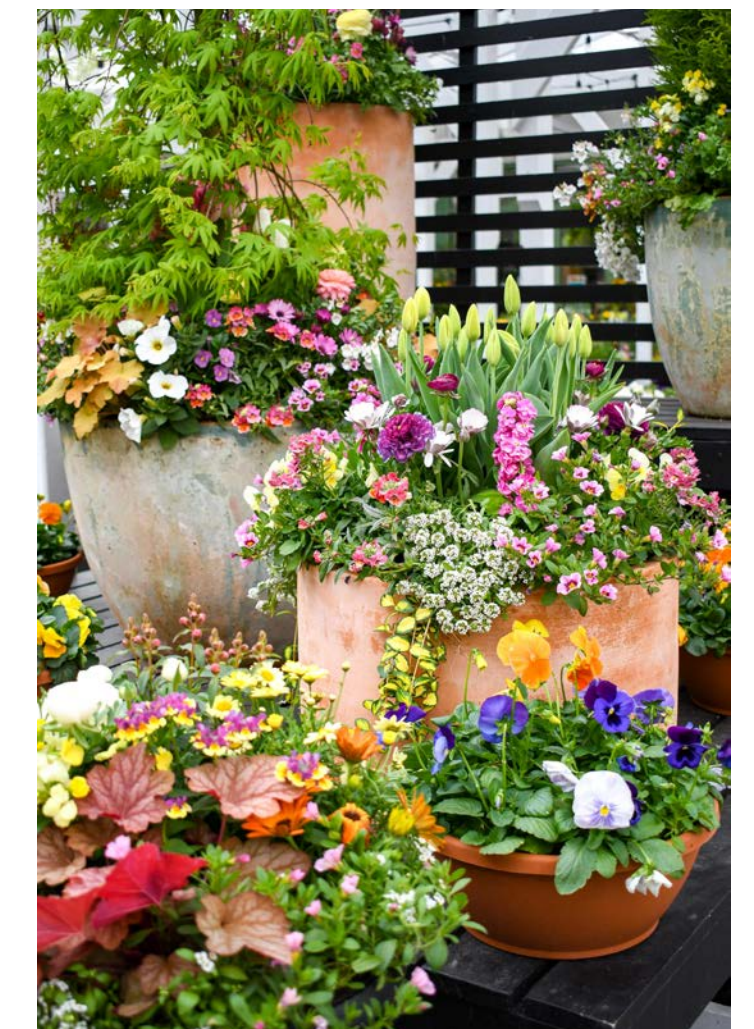
Inviting image of the yard



Gardener caring for product



Highlighting a key product



Attractive combo of container annuals

Luxuriate in the fruits of your labor.

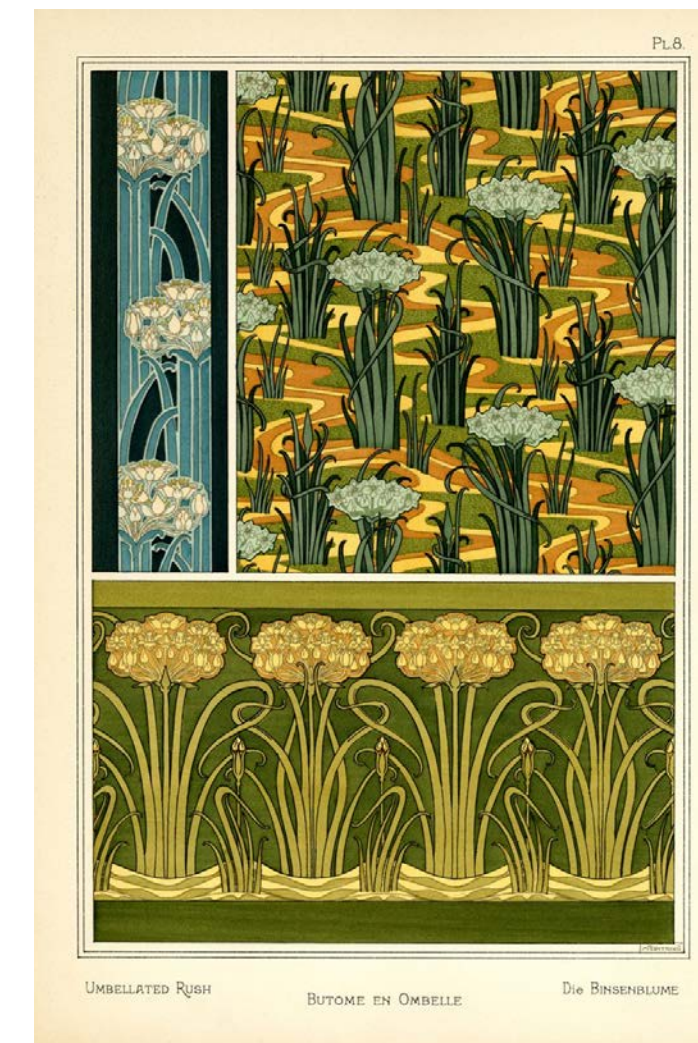
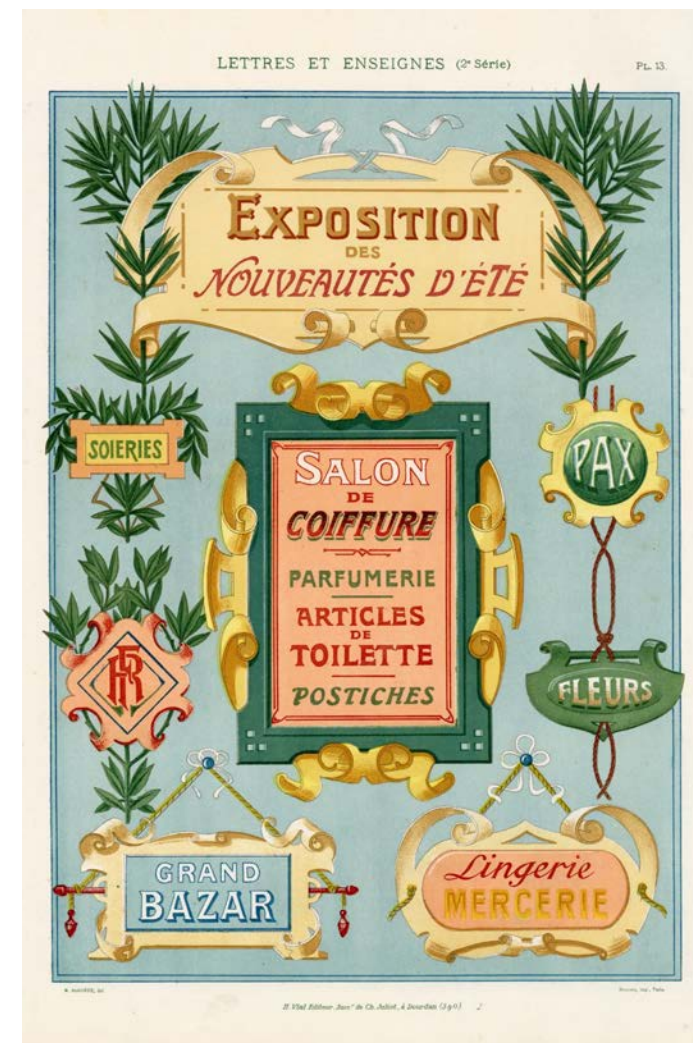
Summer sees business start to slow down, and the Herb and Vegetable yard usually shuts down just after Father's Day. Gardeners have established their gardens and are now busy enjoying them, while occasionally replacing plants that didn't make it or adding a finishing touch here and there.

The weekend after Labor Day we celebrate the end of summer with the annual **Sidewalk Sale**, a blowout sales event that purges old plant and gift inventory in preparation for arriving fall and winter products.

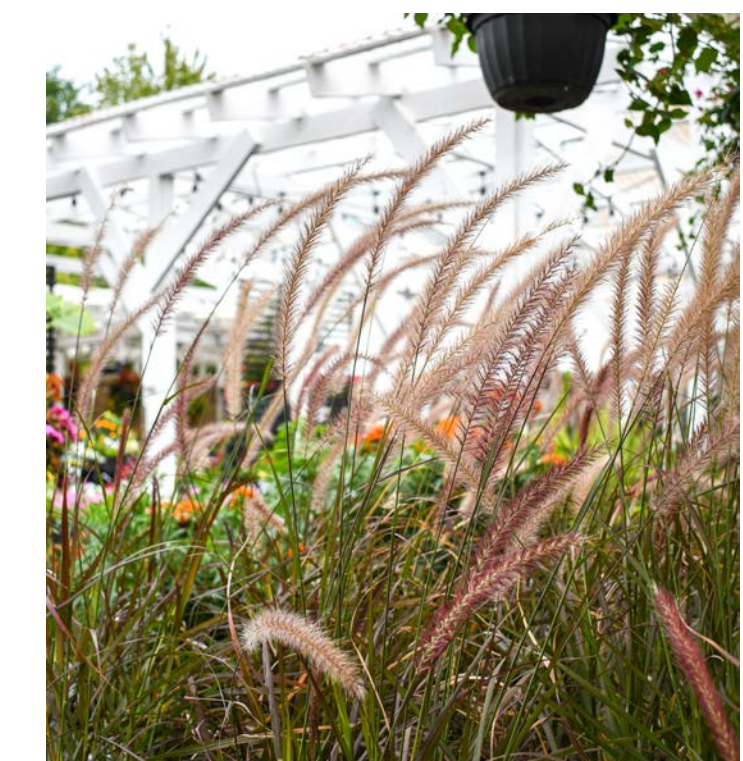
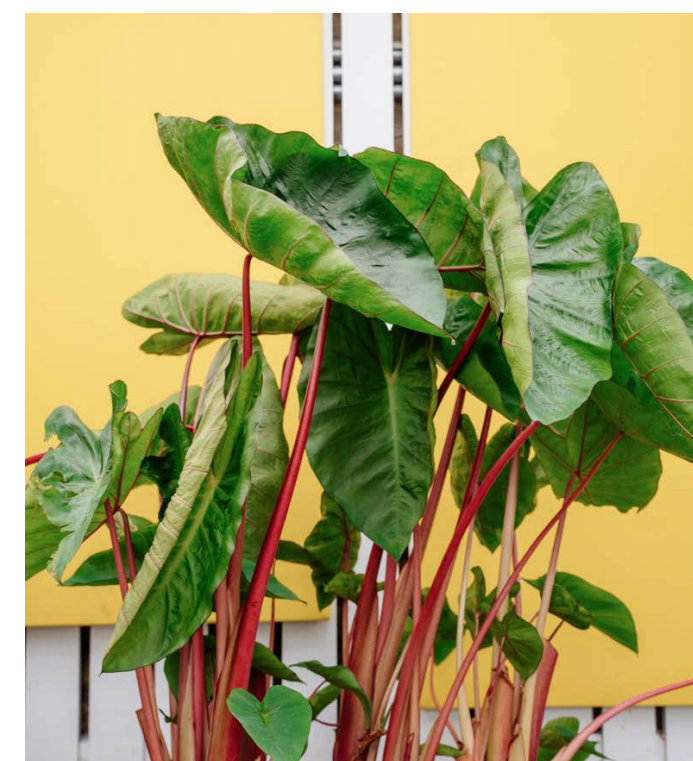
Product Focus

Summer containers, herbs and vegetables, summer-blooming tropicals, summer annuals like Geraniums, begonias, vinca, celosia, cosmos, marigolds, petunias, zinnias, grasses, impatiens, lobelia, salvia

Inspiration and Past Examples



Art Nouveau poster designs by Louis Rhead



A chill in the air signals the end of planting season.

As temperatures start to cool, the yards and the gift shop begin to see more decorative and holiday products. The plant focus shifts to cold-hardy annuals that will last as long as they can into the season.

Mid-November we kick off the holiday season with our annual **Holiday Open House**, that features a gift certificate raffle and a live jazz band.

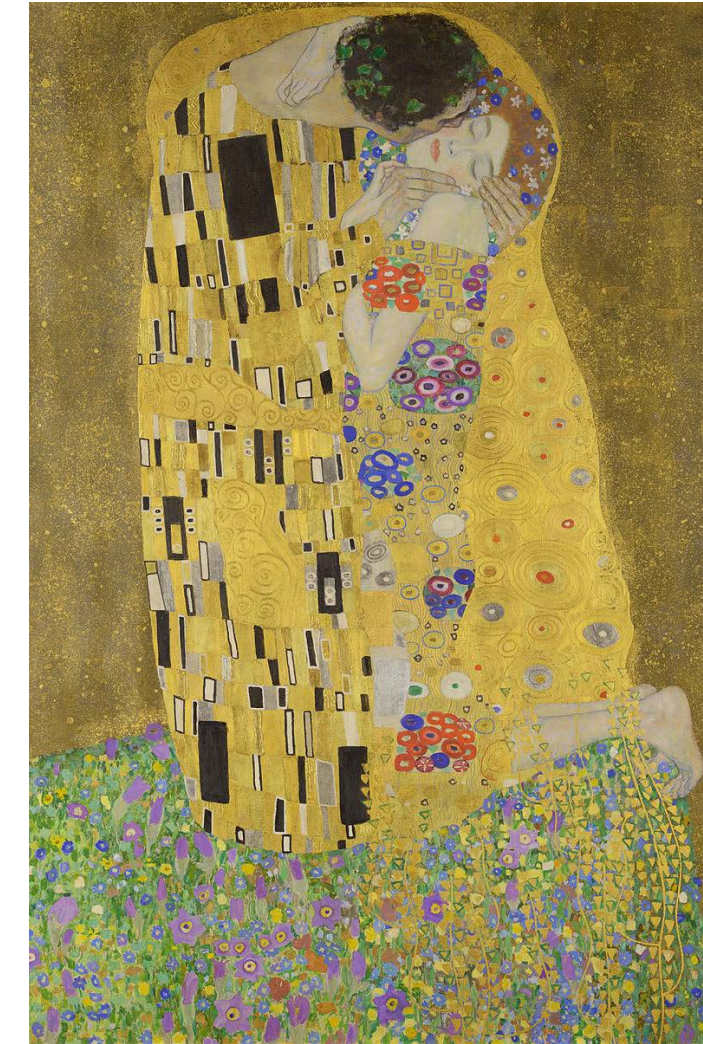
Product Focus

Fall annuals containers, pumpkins, mums, ornamental gourds, ornamental cabbage and kale, celosia, marigolds, mona lavender. Pansies also make a comeback during this time. Inside, fall-themed Halloween and Thanksgiving decor

Inspiration and Past Examples



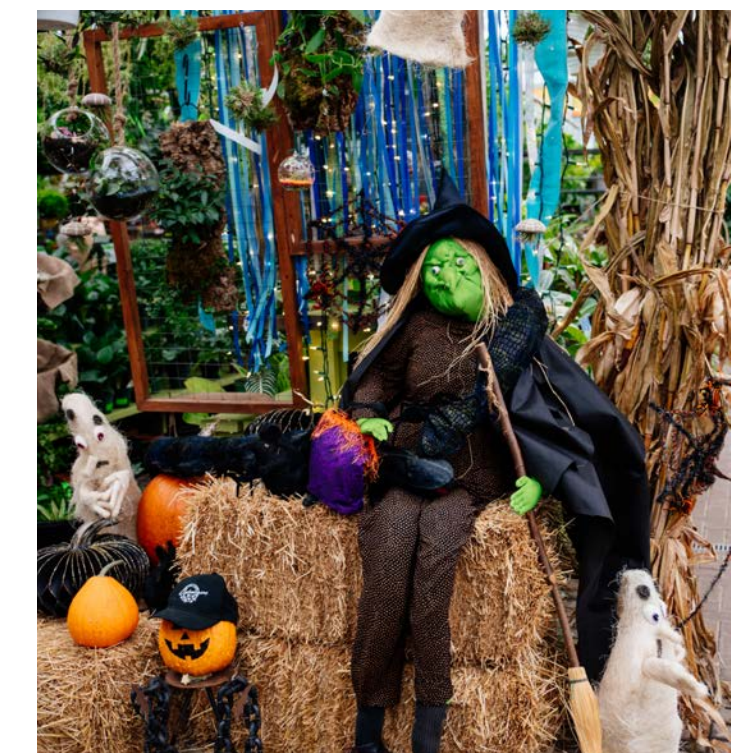
Art Nouveau poster designs by Louis Rhead



Symbolist painter Gustav Klimt



Past photography examples



Through the snowy forest you spot a warm glow.

Winter kicks off after Thanksgiving when poinsettias and Christmas trees arrive. Heavy emphasis is on Christmas tree and gift sales leading up to the holiday.

Gethsemane is closed for **Christmas Day** and **New Year's Day**. Shortly before the holidays all of the outdoor yards drop staff and close with the exception of Statuary. The store settles into winter, preparing for the spring again.

Product Focus

Christmas trees, poinsettias, handmade wreaths, garland, winter decor, ornaments, and gifts.

Inspiration and Past Examples



Cover design for the New York Herald by Louis Rhead, 1895



Showcasing engaging display



Inviting depiction of Greenhouse entrance



Close-up of unique product



Attractive imagery of products displayed in yards



Photo-op banner arch

Accessibility

- [Web Content and Accessibility Guidelines \(WCAG\)](#)
- [Design Work Plan Signage and Color Contrast](#)
- [Lighthouse Group Effective Color Contrast](#)

Signage

- [Chicago City Signage Guidelines and Permits](#)