ASH GROVE

Fewer things. Better things. Clothes that earn their place. — this document is how we sound, how we look, and how the two work together.

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BRAND & VOICE GUIDELINES

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01 BRAND STORY & MISSION

Why Ashgrove exists

Most wardrobes are full of things that don't matter. Ashgrove makes the things that do — fewer, better essentials designed to outlast trends and earn a permanent place in your closet.

“We'd rather make one thing you wear for five years than five things you wear for one season.”

WHAT WE STAND FOR

Quality over quantity

We'd rather sell you one great tee than five mediocre ones.

Confidence, not noise

Good design doesn't need to shout. Ours doesn't.

Made to last

If it falls apart in a year, we didn't do our job.

A little joy, on purpose

Essentials don't have to be boring. That's what the confetti's for.

02 BRAND PERSONALITY

If Ashgrove were a person

Every piece of writing, every design decision, every customer reply should sound like it came from the same person. Here's who that person is — and isn't.

We are

+ Direct
+ Warm
+ Confident
+ A little playful
+ Plainspoken

We are not

– Loud
– Corporate
– Trend-chasing
– Apologetic
– Try-hard

Think: the friend who has good taste and never makes a big deal about it — not the salesperson who needs you to be excited.

How we sound

Four qualities, in every channel — product pages, emails, social captions, customer replies.

01

Direct

Say the thing. Short sentences. Lead with the point.

"This sweater is heavier than it looks. That's the point."

02

Warm

Talk like a person, not a brand deck.

"Thanks for the order — it's on its way."

03

Confident, not boastful

State what's true. Skip the superlatives.

"Made to outlast your other jacket."

04

A little playful

Light touches, never goofy.

"New drops. No spam."

Putting tone into practice

Do

- Use short, active sentences.
- Say "you," not "the customer."
- Be specific — fabric, fit, why it's made this way.
- Let silence do some of the work. Not every line needs a CTA.

Don't

- Use superlatives (best, ultimate) without a fact behind them.
- Use exclamation points to manufacture excitement.
- Lean on jargon — "elevated," "curated," "must-have."
- Apologize for prices or policies. State them plainly.

CONTEXT	OFF-BRAND	ON-BRAND
Product description	"Elevate your everyday look with our must-have premium cotton tee — a true wardrobe essential!"	"A heavier cotton tee that holds its shape after fifty washes. No logo. No fuss."
Email subject	"🔥 DON'T MISS OUT — 24 HOURS LEFT! 🔥"	"New knitwear is in. Limited run."
Social caption	"Obsessed with this fit?! Drop a 😍 if you agree!!"	"Same jacket, three years in. Still our favorite."
Sale promo	"MEGA SALE — EVERYTHING MUST GO!!!"	"Last of the season. Once it's gone, it's gone."
Customer service	"We sincerely apologize for any inconvenience this may have caused and value you as our cherished customer."	"That's on us — we'll get a replacement out today."

PRIMARY TAGLINE

"Fewer things. Better things. Clothes that earn their place."

SUPPORTING PILLARS

01	**Built to last**	Durability over disposability — every product earns its place by surviving real wear.
02	**Designed quiet**	Confident design, no logos shouting. The clothes speak for themselves.
03	**Buy less, wear more**	The anti-fast-fashion stance, stated plainly — not as a guilt trip.
04	**Made for real life**	Not runway, not costume — clothes for the life you actually have.

APPROVED SHORT-FORM LINES

SHOP THE COLLECTION

OUR STORY

STAY IN THE LOOP — New drops. No spam.

The wordmark

A stacked, bold-caps lockup with tight tracking. It should read as confident and quiet — the personality, not loud about it.

ASH
GROVE

ON CHARCOAL — CREAM MARK

ASH
GROVE

ON CREAM — CHARCOAL MARK

CLEAR SPACE & MINIMUM SIZE

ASH
GROVE

Keep space equal to one line-height of the mark on every side. Don't render narrower than ~1in / 120px — drop to a single-line "ASHGROVE" below that.

CONFETTI ACCENT

The scattered confetti shapes (gold, red-orange, blue, pink) may appear near the mark in hero and cover contexts only — never at small sizes like favicons, social avatars, or email headers, where the wordmark must stand alone.

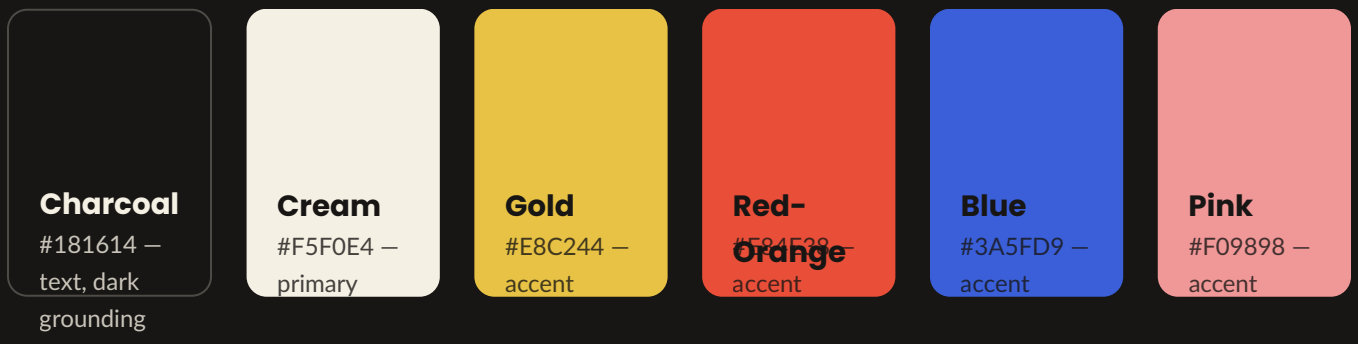
DON'T

- ✖ Stretch, condense, or rotate the mark
- ✖ Add shadows, outlines, or gradients
- ✖ Recolor it in an accent color
- ✖ Place it on busy photography with no safe area

07 COLOR & TYPE, IN BRIEF

Just enough to stay consistent

Full tokens, type scale, spacing, components, and motion specs live in the companion ASHGROVE Design System. Here's the brand-level summary.



Charcoal and cream carry the brand. The four accent colors appear as confetti — small doses of energy, never as full backgrounds.

TYPE

Display: a bold geometric sans (DM Sans) for headlines and the wordmark. Body: the same family at regular weight, generous line-height. Confident sizing, no condensed or script faces — ever.

Built. Not just planned.

These ran live, designed in claude.ai/design from the system on the previous page and built out as real campaign creative for the feed and for Stories/Reels. Same wordmark lockup, same two-line headline rule, same gold CTA. The square crops to a tighter, punchier message; the vertical format gets room for a full lifestyle moment.



FEED — 1080 X 1080



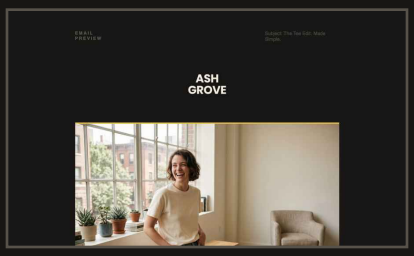
STORY / REEL — 1080 X 1920

Full-resolution exports for both formats live in the Canva project and in claude.ai/design. Use these two crops as the template for every new drop — swap the photo and the product line, keep everything else fixed.

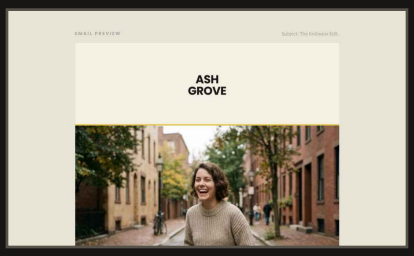
09 EMAIL NEWSLETTERS

The newsletter, opened.

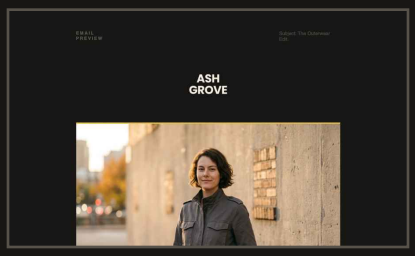
Three sends, one system: a category edit for Tees, Knitwear, and Outerwear, each built and sent through Klaviyo. Charcoal or cream field, centered wordmark, a single gold rule, one photograph, one line of copy. The subject line does the selling; the email just has to look like ASH GROVE.



SUBJECT: THE TEE EDIT. MADE SI



SUBJECT: THE KNITWEAR EDIT.

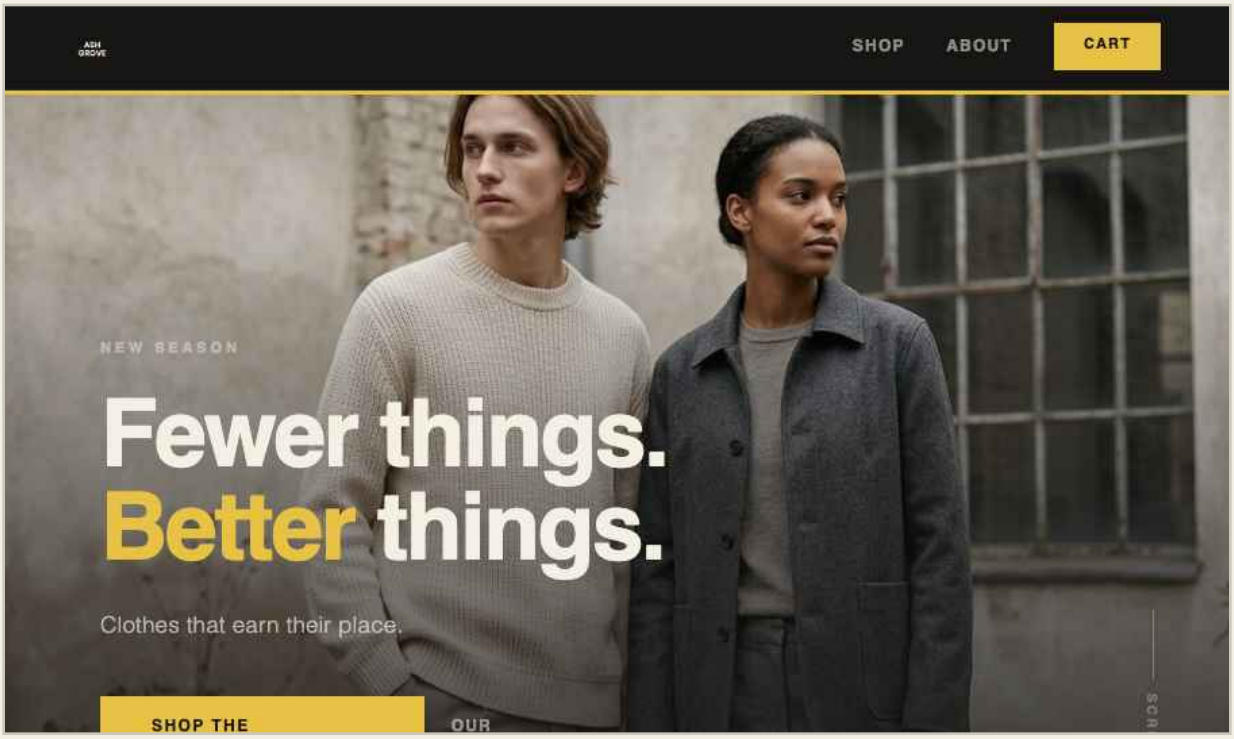


SUBJECT: THE OUTERWEAR EDIT

Each send reports back through Klaviyo's campaign metrics — opens, clicks, and revenue per recipient — so the next edit can lean into whichever category and image style actually moved people.

The site, live.

The landing page carries the same dark header and gold accent as everything else: full-bleed editorial photography, a two-line headline with one word in gold, and a single primary call to action. Nothing on the page competes with the product photo.



HOMEPAGE HERO — ASH-GROVE.COM

Same wordmark, same color and type rules, same photography style as the emails and the ads above — one brand, recognizable in every channel without needing the logo to do all the work.

How a Reel should move

Three beats, every time: a hook, a look at the product, an end card. Dashed lines mark the zones Instagram/TikTok reserve for captions and UI — keep all text inside them.



HOOK — ONE LINE, NO LOGO YET

SHOW IT — CAPTION STAYS LOW, INSIDE THE SAFE ZONE

END CARD — WORDMARK, ONE CTA, NOTHING ELSE

Frame rules

- One idea per frame — don't explain and sell in the same beat.
- Burned-in captions stay inside the dashed safe zones (top ~0.45in / bottom ~0.6in of a 1080×1920 canvas).
- End every Reel on the wordmark plus exactly one CTA.

Avoid

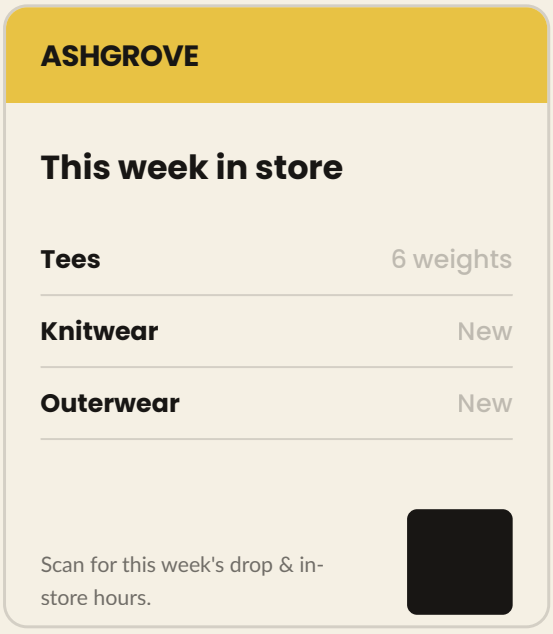
- Trending-audio call-outs or meme formats that fight the brand voice.
- Text or logo placed where profile name, caption, or like button overlap.
- More than one CTA across the whole Reel.

Printed in-store materials

Print runs quieter than digital — one dominant headline, one accent color, generous margin. The wordmark anchors the piece; it doesn't compete with the headline.



WINDOW / WALL POSTER — ONE HEADLINE, ONE ACCENT



COUNTER FLYER / LEAFLET — SCANNABLE, LOW-TEXT

Do

- Make the headline the single largest element on the page.
- Keep a generous, even margin from the trim edge.
- Use no more than one accent color per piece.

Don't

- Set body copy under ~10pt at poster scale — it won't read from a distance.
- Mix more than two accent colors on one piece.
- Place the wordmark over a busy area without a contrast block behind it.

Before you ship it, check

A quick pass for anyone producing Ashgrove materials — copy, social, email, partner assets.

- [ ] Does the copy sound like a person, not a brand deck?
- [ ] Is the wordmark used at the correct size, with proper clear space?
- [ ] Are accent colors used sparingly — not as full backgrounds?
- [ ] Would this still make sense without an exclamation point?
- [ ] Does it serve "fewer, better things" — or sneak in language like "best ever" or "huge sale"?