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Studio

The Grounded Earth *Collection*



Thoughtfully designed social media templates
inspired by earth textures, meaningful
storytelling and beautifully cohesive branding.



Willow & Pine



Hearth & Honey



Alder House



Larkspur Studio

FOUR WORLDS . ENDLESS STORIES



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Welcome *to* The Grounded Earth Collection



This collection was designed to feel like more
than just a set of templates.

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templates.

Each theme within the pack has been carefully created as its own
miniature brand world, complete with cohesive visuals, thoughtful
messaging and content designed to feel intentional, atmospheric and
beautifully connected.

Each one created to help inspire storytelling-led content for creative
and lifestyle businesses.

INSIDE THE COLLECTION, YOU'LL FIND FOUR UNIQUE THEMED BRANDS



Willow & Pine
“Soft Sage”
Slow living
& wellness



Hearth & Honey
“Warm Teracotta”
Warm café
storytelling



Alder House Books
“Deep Moss”
Atmospheric
literary branding



Larkspur Studio
“Dusted Rose”
Romantic floral
storytelling

Designed to inspire thoughtful, cohesive and emotionally connected content.



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Inside the *Collection*

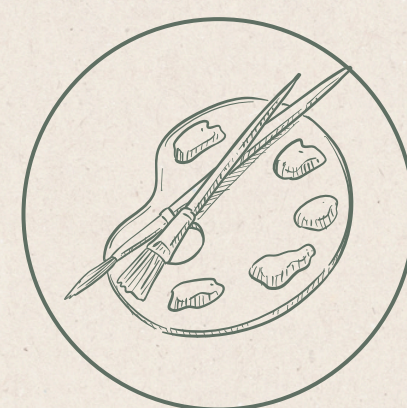


Everything you need to create thoughtful,
cohesive and storytelling-led content.



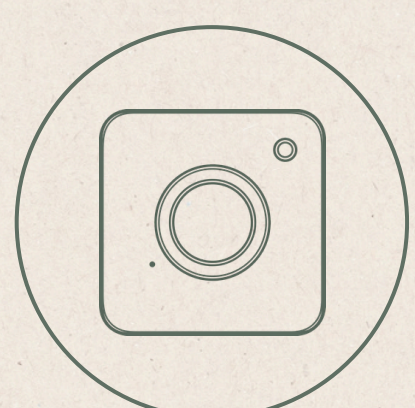
Editable Canva Templates

Fully customisable templates
designed for easy editing
and creative flexibility.



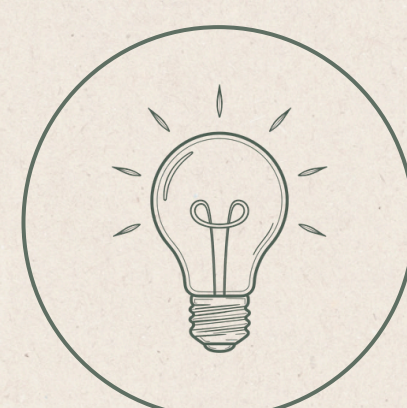
Colour Palettes & Typography

Carefully curated fonts,
colours and textures designed
to work beautifully together.



Social Media Content

Carousel posts, graphics &
storytelling-led layouts
designed to feel intentional &
cohesive.



Brand Inspiration

Four immersive themed
brands designed to inspire
storytelling-led content.



Email Marketing Templates

Beautifully designed email
templates created to
complement each miniature
brand world.



Aesthetic Guidance

Creative direction and visual
consistency tips to help your
content feel connected and
refined.

Designed for

Creative businesses, cafés, florists, wellness brands, makers,
bookshops and storytelling-led businesses wanting to create
beautifully cohesive content.



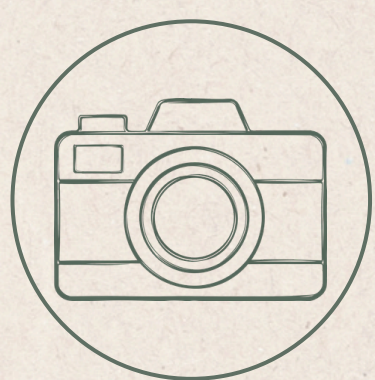


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Editing *your templates*



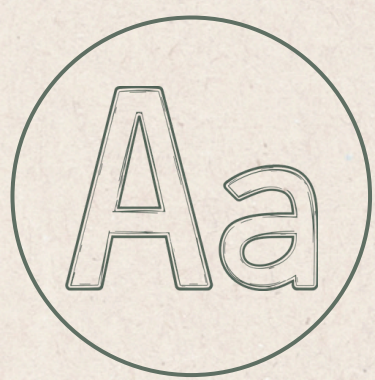
All templates included within
The Grounded Earth Collection
are fully editable in Canva.



01

Replace images

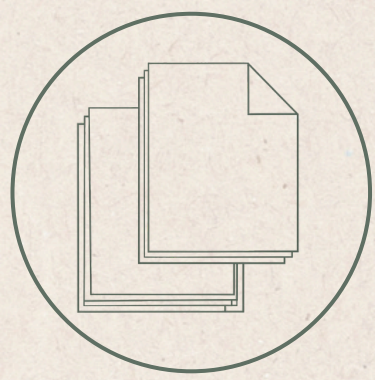
Replace images with your own photography.



02

Edit fonts & colours

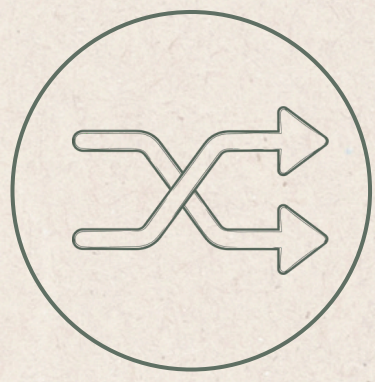
Edit fonts, colours and wording.



03

Duplicate & resize

Duplicate and resize templates.



04

Rearrange layouts

Rearrange layouts to suit your content.



05

Personalise your brand

Personalise designs to reflect your brand.

Simple & Flexible

Simply open the Canva link provided and begin customising your templates.
No advanced design experience needed



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Tips For Cohesive *Branding*



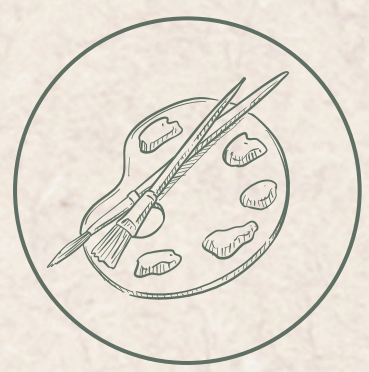
A strong visual identity is about more than matching colours.
It's about consistency, atmosphere and storytelling.

A FEW SIMPLE WAYS TO CREATE A BEAUTIFULLY
COHESIVE BRAND PRESENCE:



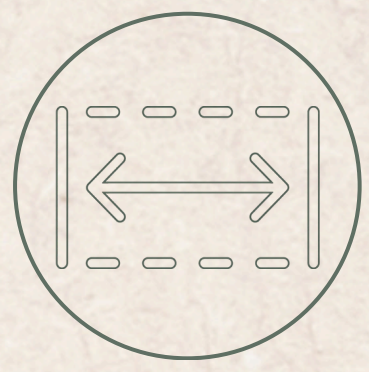
**Keep lighting and tones
visually consistent**

Consistency in lighting and tones helps your content feel connected and instantly recognisable.



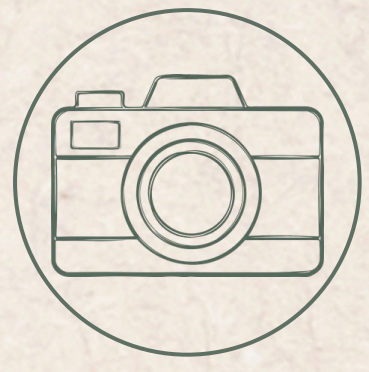
**Repeat key colours
throughout your content**

Repetition of your core colours creates harmony and strengthens your visual identity.



**Use whitespace
intentionally**

Whitespace gives your content room to breathe and makes your message feel more intentional and elevated.



**Focus on imagery that
reflects your brand
atmosphere**

Use imagery that captures the feeling and story behind your brand for a stronger emotional connection.



**Let your content feel
thoughtful, not
overcrowded**

Quality over quantity. Thoughtful content always leaves the strongest impression.

Thoughtful Branding

The strongest brands feel intentional, recognisable and emotionally connected.





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A Peek *inside*

Just a few examples from
The Grounded Earth Collection

Brand Example

Hearth & Honey

An artisanal café creating slow moments, seasonal flavours and a warm space to gather and stay awhile.

Brand Personality

- Warm
- Welcoming
- Artisanal
- Authentic
- Thoughtful

Tone of Voice

Friendly, down-to-earth and genuine. Hearth & Honey speaks through marketing like they would to their regulars warm, relaxed and authentic. They celebrate the beauty in simple things, good food, and great company.

Example Messaging

“Good coffee. Warm hearts.”

“Made fresh. Made with care.”

“Take a seat, stay awhile.”

Target Audience

People aged 25+ who appreciate quality, creativity and connection. They value meaningful experiences and love supporting small, local and independent businesses.

- Enjoys café culture and slow mornings
- Values handcrafted, seasonal and local products
- Loves warm, welcoming spaces
- Seeks connection and community

Visual Direction

Warm natural light
Terracotta, clay and caramel tones
Raw, tactile and imperfect textures
Artisanal details and hand lettering
Lifestyle, food and behind-the-scenes imagery

PLEASE NOTE

Hearth & Honey is a fictional business designed to showcase the template and inspire ideas.

IDEAL FOR

Cafés & Coffee Shops . Artisan Food Brands
Bakeries . Lifestyle Brands . Hospitality
Small Businesses & More

The Grounded Brand Kit

FOUR COHESIVE THEMES FOR YOUR BRAND

Soft Sage

Calm, minimal and quietly grounded

Perfect for wellness brands, slow living businesses, and anyone who wants their brand to feel soft, natural and considered.

COLOUR PALETTE

#F4F1EC

#D9C2C7

#A8B29A

#7AB46D

#5A5E4D

TEXTURE

GENTLE SHADOW
Adds depth and quiet movement

SOFT LINEN
Natural, breathable foundation

FLOWING SAGE
Soft colour with organic texture

FONTS

Heading

The Seasons

Subheading

Cormorant Garamond

Accent

Allura

Body

Montserrat

A soft, balanced combination designed to feel calm, natural and easy to read, bringing structure and warmth to your brand.

DESIGNED TO WORK TOGETHER

Mix textures colours and fonts from "The Grounded Brand Kit" to create a brand that feels cohesive, natural and uniquely you.

“Warm Teracotta” brand example

The “Soft Sage” brand theme

MORE THAN JUST TEMPLATES

Each brand world includes its own carefully curated aesthetic guide, helping you explore colours, typography, imagery and visual direction before you even begin creating content.

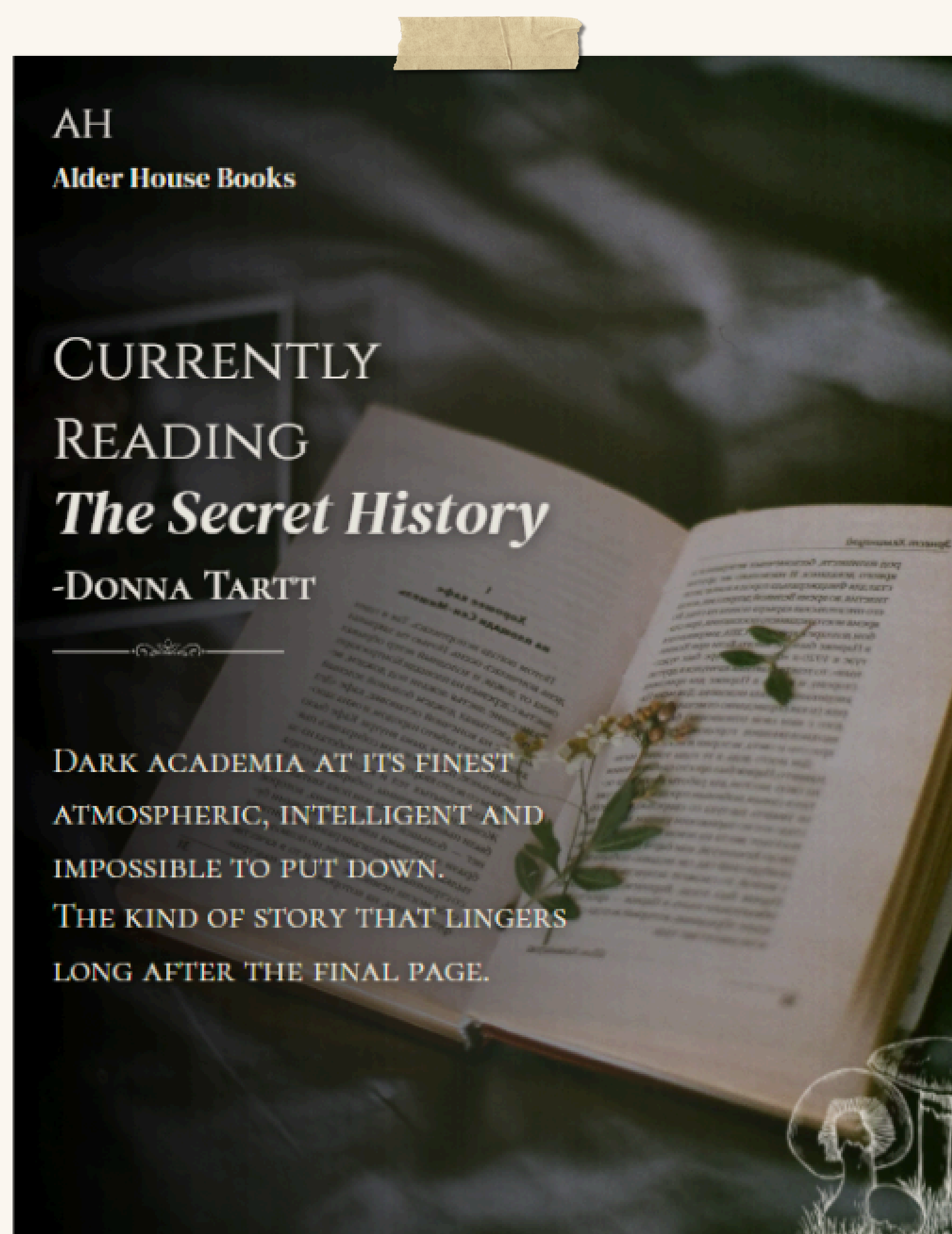
Designed to inspire rather than restrict, these guides are there to help you build a brand that feels cohesive, intentional and uniquely yours.



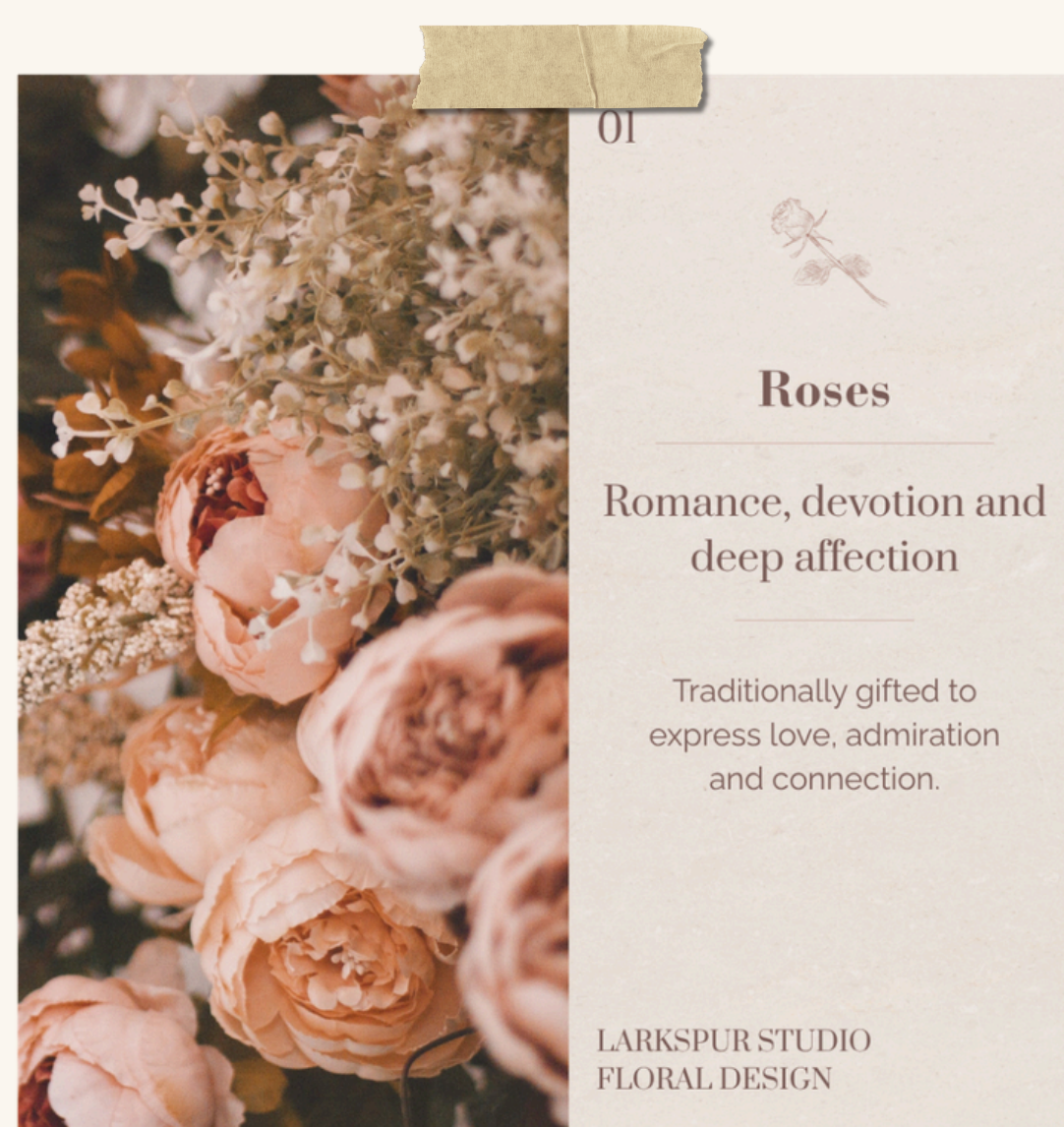
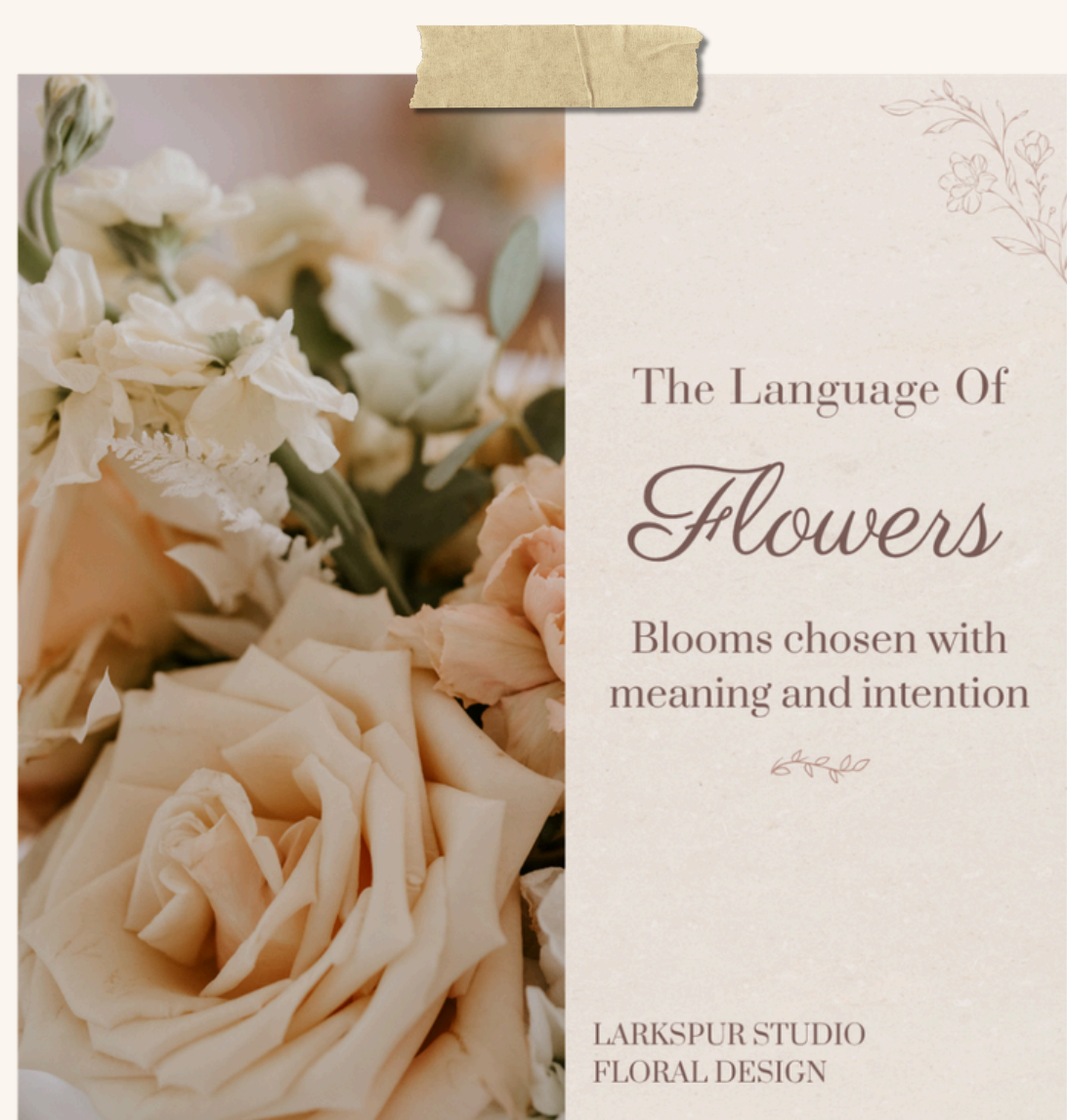
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A Peek *inside*

Just a few examples from The Grounded Earth Collection



Social media examples from the “Deep Moss” theme



Carousel example from the “Dusted Rose” theme

The brand worlds featured throughout this collection have been created as examples of how the templates, palettes and creative guidance can work together in practice. They are designed to inspire ideas and help you visualise possibilities, not limit them.

Feel free to mix, match and experiment. A palette created with a bookshop in mind could work beautifully for a florist, café or creative studio. The best brands are the ones that feel uniquely yours, so use these guides as a starting point and make them your own.



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Perfect
for



Designed for creative businesses wanting thoughtful,
cohesive and storytelling-led branding.



Florists

Cafés &
Coffee Shops

Bookshops

Storytelling-led
Brands



Wellness &
Lifestyle Brands

Handmade
Businesses

Creatives &
Artists

Small
Businesses



Terms of Use

You may	Please do not
● Edit and customise the templates for your own business or client projects ● Use the designs across your social media and marketing content ● Personalise the templates to reflect your own brand ● Duplicate and adapt layouts to suit your content needs	● Resell, redistribute or share the templates ● Share download links publicly ● Claim the original designs as your own ● Use the templates to create competing digital template products

Due to the digital nature of this product, refunds are not
available once downloaded.

THANK YOU FOR SUPPORTING INDEPENDENT CREATIVE WORK

Happy creating

