

CASE STUDY

March 2025

“Business is Blooming!”



HAZEL'S FLOWERS & GIFTS

RIVER +  
COMPASS



## Meet Hazel

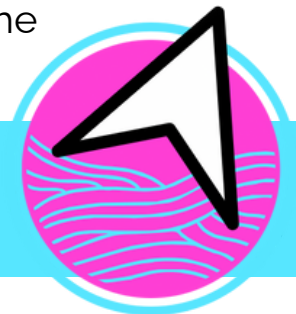
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Hazel Thomas is the sole owner of Hazel's Flowers & Gifts located in MidTown Columbus, Georgia. She has been in business since 1989 and was recently honored by the City for her 35 years of entrepreneurial success.

## Marketing Adventure

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We discovered that Hazel's Flowers & Gifts is very fortunate to have thriving and recurring clients. She retains them with excellent customer service and by executing traditional advertising and promotional campaigns. She recognized the need to capture her audience's attention and agreed to partner with River + Compass on a marketing adventure. In just 12 days we transformed the brand into one to be recognized in the community for another 35 years.



# Provided Materials

BUSINESS  
CARDS



*Hazel's Flowers & Gifts*  
1868 Midtown Drive  
Columbus, GA 31906  
(706) 569-7998

*We Specialize in:*  
Gourmet Baskets \* Gift Baskets \* Fresh Flowers  
All Types of Parties, Weddings and Funeral Work  
Rose Petals \* Plants \* Corsages \* Cards  
Bears \* Balloons \* and much more

**SHOP HOURS:** Mon., Tue., Thurs., Fri. 9:30am - 4pm \* Wed. 9:30am - 1pm  
\* Saturday call for appointment.

FLYERS



*Hazel's Flowers & Gifts*  
(706) 569-7998  
1868 Midtown Drive  
Columbus, GA 31906

**Valentines Day is  
Friday, February 14th  
Free Delivery on orders pre-booked  
by Wednesday, February 5th**

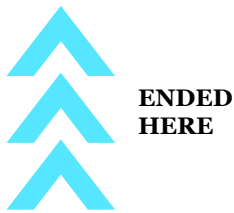
Call us today about our Fabulous  
Valentines Promotions

Hazel provided River + Compass with HFG marketing material along with photos of her floral arrangements. After a follow up campfire session, we agreed that it was sufficient to provide her documents with a modern facelift.

RIVER + COMPASS

# Brand Messaging

- COMMUNITY PARTNER
- ESTABLISHED 1989



# Brand Tone

**PERSUASIVE**



# Brand Visual



# Typography

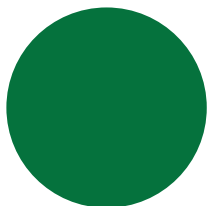
*Amoresa Aged*

COPPER

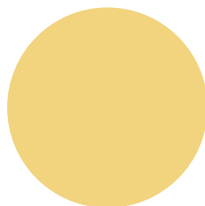
GOTHIC 29 BC



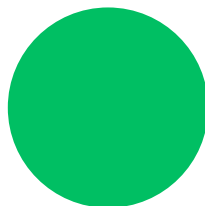
# Brand Palette



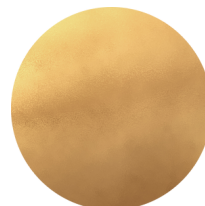
#05723D



#F2D47F



#00BF63



GOLD



Brand Identity

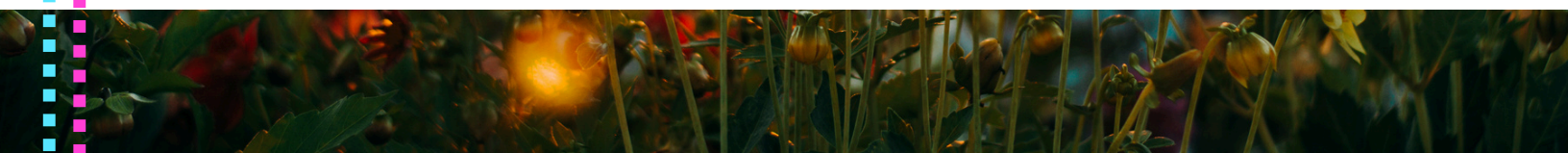
# Logo

# RIVER + COMPASS

Following the establishment of the new brand identity for Hazel's Flowers and Gifts, River + Compass created a series of wordmark logos for Hazel to choose from. The one below was selected and will be considered as the signature logo. This logo signifies the rebirth of Hazel's Flowers and Gifts!



**An emblem logo was created to serve as a profile picture for social media. It will also be used to add flare to flyers. This logo ties in HFG's full brand identity.**



# Business Cards



The original business cards were updated with a simple but elegant design. It is versatile to her diverse audience which includes businesses that provide memorial services and organizations that host events.



River + Compass designed a two-sided business card that integrated all aspects of her business identity.

Side one is a simplified version of the original. Side two includes her new brand message. Both sides persuade her audience by mention of the business's longevity.



# Flyers



River + Compass designed a two-sided flyer in postcard form. It will be utilized for both handouts and direct mailings. Side two has reserved upper white space to write in addresses and include a postage stamp. Because it is in postcard form, envelopes are not necessary which will eliminate that as an expense.

**Hazel's Flowers & Gifts**  
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Columbus, GA 31906

**Valentines Day is  
Friday, February 14th**  
Free Delivery on orders pre-booked  
by Wednesday, February 5th

*Call us today about our Fabulous  
Valentines Promotions*

**Hazel's & Gifts  
Flowers**  
- EST 1989 -

- BALLOONS
- BASKETS
- BOUQUETS
- GOURMET CANDY
- PETALS
- PLANTS
- STUFFED ANIMALS

1868 MIDTOWN DR | COLUMBUS, GA | 31906  
706.569.7998 | M-F 9:30-4

**HAZEL'S FLOWERS  
AND GIFTS  
EST 1989**

HAZEL CONTINUES TO SERVE THE COLUMBUS, GEORGIA AREA AS A LOCAL BUSINESS OWNER AND FLORIST, FOR OVER 35 YEARS. SHE IS A STELLAR COMMUNITY FIGURE WITH MANY CONNECTIONS TO ENSURE THE SUCCESS OF YOUR EVENT.

**Thank You**

FOR TRUSTING IN ME TO MAKE YOUR SPECIAL OCCASIONS MEMORABLE.

WITH LOVE,  
HAZEL

The flyer design gives her audience examples of HFG arrangements. It also has additional information about her commitment to make events successful.

# Return Address Labels



RIVER +  
COMPASS

River + Compass designed return address labels to serve dual purpose also as stickers placed on floral arrangements. The design was provided to Hazel in download format to be printed as needed in house.



# Investment

## HAZEL'S FLOWERS & GIFTS

15-Minute Campfire Session	.....	Complimentary
Brand Identity	.....	Complimentary with deposit
15-Minute Campfire Session 2	.....	Complimentary
2-Sided Business Card Design	.....	\$30
2-Sided Flyer Design	.....	\$30
2 Logo Designs	.....	\$40
Return Address Label Design	.....	\$15
100 2-Sided Business Cards	.....	\$30
100 2-Sided Postcards	.....	\$40

**\$185  
Value**



RIVER +  
COMPASS



On behalf of River + Compass, I would like to personally thank Mrs. Hazel Thomas for allowing us to rebrand Hazel's Flowers and Gifts. It has been an honor learning her company and providing service to strengthen the HFG brand. I pray the marketing assets offer her plentiful opportunities to reach her marketing goals. We hope to partner again soon!

Best,

# Thank you!



EBONI THOMAS, MBA  
BRAND MARKETING COACH



RIVER + COMPASS

