



Brand Guidelines

Introduction

We love to have fun and to inspire our customers. But we need some guiding principles to effectively tell our story.

CORE PROMISE

Internal only. Not customer facing.

Treetopia exists to inspire your colorful expression

You're one-of-a-kind, crazy creative, and rock your own style.

You put pops of personality into everything you do. Your creations. Your clothes. Your home. And your celebrations. We get you, and we've got you covered. Whether you're classy, sassy, sweet, or funky, Treetopia trees are the perfect canvas to express yourself. Make your holidays, and every day, as colorful as you are.

SELLING MESSAGE

Internal only. Not customer facing.

**Your personality,
your expression,
your tradition.**

WE SOUND...

Friendly, inclusive

Slangy, punny

Inspiring, enthusiastic

Helpful, positive

Clever, playful, edgy

Quirky, unique

Energetic, lively

WE DON'T SOUND...

~~Cliquish~~

~~Cliché~~

~~Salesy~~

~~Negative~~

~~Irreverent~~

~~Freaky, offensive~~

~~Frenzied~~

SO WHAT'S OUR TONE?

Inspiring

Your go-to place for tons of unique ideas and inspirations for your colorful celebrations year-round.

Genuine

Show our true colors with top-quality unique designs that'll make you shine.

Witty & Smart

Oh, did we mention that glitter is our spirit animal? Just sayin'.

Friendly

Conversational and light-hearted (like a coffee date vs a dinner date)

Inclusive

Get the party started and invite everyone to join in for some good fun and good vibes.

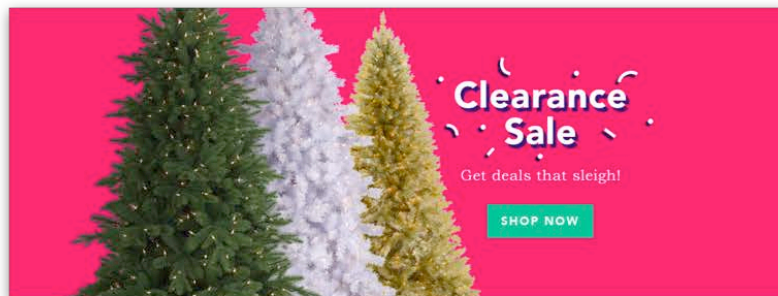
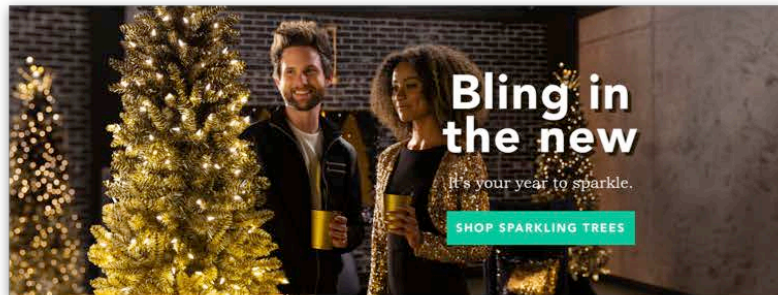
Bubbly & Enthusiastic

Like your own personal cheerleader, we're cheering you on to your colorful expression.

Quirky & Playful

We're obsessed with color. We love being punny. And we're here to help make the holidays you-nique.

Web marquees



EMAIL

Treetopia
 COLORFUL GREEN WREATHS & GARLANDS DECORATIONS SALE

Christmas with a twist
 So unique. So colorful. So you.

[SHOP COLORFUL TREES](#)




Shine On
 Unleash your inner sparkle.

[SHOP SPARKLING COLLECTION](#)



Treetopia
 COLORFUL GREEN WREATHS & GARLANDS DECORATIONS SALE

CYBER MONDAY MADNESS
SAVE UP TO 50%
 with free shipping sitewide

Ends Monday, November 26

[SAVE NOW](#)




Keep it real-ish
 Green thumb not required.

[SHOP GREEN TREES](#)



Treetopia
 COLORFUL GREEN WREATHS & GARLANDS DECORATIONS SALE



Happy holidays from the Treetopia crew!

Colossal Christmas Clearance
SAVE UP TO 60%
 FREE SHIPPING SITEWIDE

[SAVE NOW](#)

Sale ends Wednesday, December 26

CONNECT WITH US

