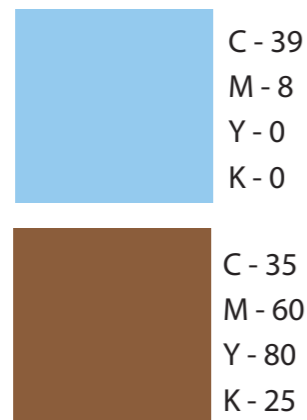




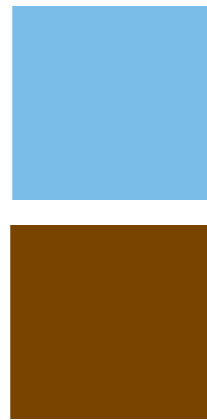
**GRO**  
ground recycled organically



CMYK COLOURS

C - 39  
M - 8  
Y - 0  
K - 0

C - 35  
M - 60  
Y - 80  
K - 25



PANTONE

PANTONE  
292 PC

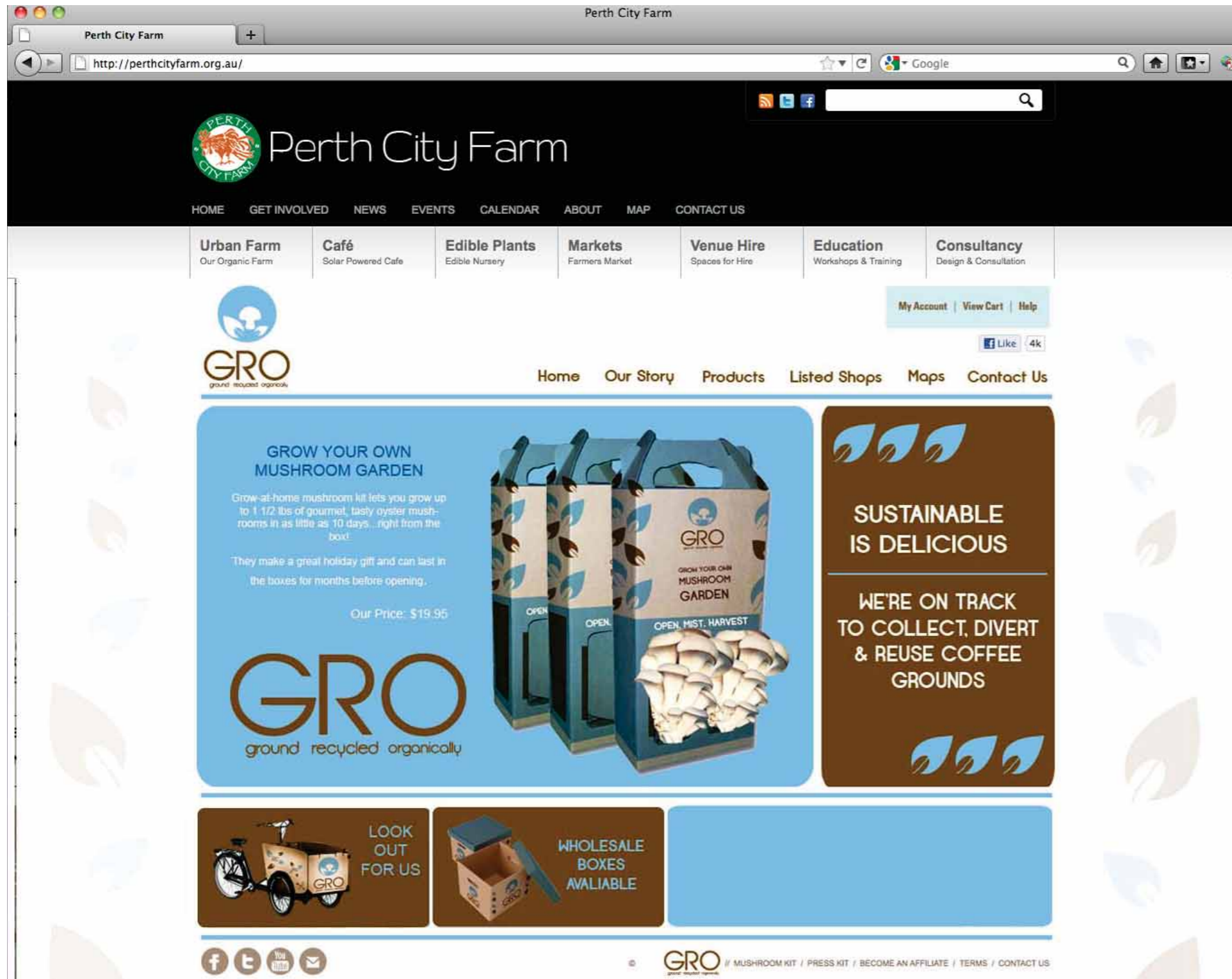
PANTONE  
469 PC



# Logo Design & Cargo Bike Design

By Alana Notte

The brief explained the preliminary thought is that the logo should somewhere include a mushroom and/or a recycling icon, or at least some sort of reference or visual elements which evoke them subconsciously. Using this as a guideline I decided to create a logo that was professional, simple and effective. I took on the suggestion of including a mushroom and from that lead to the idea of creating the coffee beans forming leaves, I thought this was a unique approach and fits in well with what the product is all about. The colour choice was a difficult one as i originally started of with using environmental colours such as many shades of green. As green is a lovely colour I felt it was to common and your branding should stand out among the rest, therefore I went for more earthy tones such as the blue and the brown, still keeping the theme of eco friendly. The Cargo bike design has the logo on the very front and elements from the logo posted on the sides.



# Web Page Design

By Alana Notte

The idea for the webpage was to keep the theme consistent through the entire campaign, So once again elements from the logo which were the coffee bean leaves were used as little icons and wallpaper designs. The web page is a clean, simple design. Although it doesn't have a lot to show on it, I feel its eye catching enough to draw your target audience in and gain their attention to your product.

To the right are two examples of how this web page would look when displayed on common electronics owned by the consumers.



## Packaging:

Design for Retail Compost Bags &  
Design for Wholesale Mushroom Boxes

By Alana Notte

As mentioned in the brief and I quote *"The competitor mushroom wholesaler's logo's and the garden centre's compost bag leave much to be desired. They appear fairly amateurish in design, and do not inspire any confidence in the business."* Looking at the competitors example I would have to agree, therefore I wanted to steer away from the amateurish, boring design and create packaging that stands out and that your proud to promote. The idea was to give the brand its own identity while keeping it simplistic and professional. Like previously mentioned about using elements from the logo, I used the coffee bean leaves in the right side corner to influence the coffee and natural eco side of things, but the main focus was to have the logo as big and bold to draw the consumer. As for the wholesale box I used the same elements and kept it neat with adding a touch of colour to the box lid.



## Packaging: Design for Retail Mushroom Kits By Alana Notte

To the left is a flat pack version of the retail mushroom box kit - there is plenty of room on the box to display the important information in relation to how to grow and take care of the mushrooms etc. To the right are mocked up versions of how the box would look on display. The design of the box was inspired by wine bottle boxes so I thought why not be unique and stand out from the competitors and design a box with two flaps to allow the mushrooms to grow. If you had children they could each take care of a side and watch their mushrooms grow as each day they mist and harvest. The cardboard frame encourages recycling and its aesthetically pleasing nature of the box would hopefully make consumers want to purchase and display it in their kitchens as a decorative item or encourage children for assignments etc. The elements of the leaves create a design that appeals to most people and it becomes a decorative display piece.