

Designer: Alex Hwang

**BRAND
STYLE GUIDE**

GRO



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Designer: Alex Hwang
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Logo



Logo on the compost bag



Logo on the Retail
Mushroom kits



Logo on the Wholesale
Mushroom Boxes

Font

Logo Font : BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Package Text Font : Akzidenz-Grotesk

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
ExtraBold ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour



C:23 M:10
Y:75 K:0



C:0 M:46
Y:48 K:0



C:41 M:6
Y:16 K:0



C:51 M:73
Y:79 K:54



C:55 M:70
Y:80 K:68

Concept

This logo concept is
a certification mark.

When restaurants use this mark,
they can show to customers that they
use organic grown mushrooms from
used coffee grounds.

Also, when coffee shops use this mark,
they can show to customers that they
don't waste their coffee grounds but
reuse organically.

A different colour's logo should be used
depending on retail or wholesale box or
compost bag.

Blue is for wholesale box because blue
colour gives a clean and hygienic feeling.

Peach colour is for retail box because this
colour gives warm and friendly feeling.

Lime colour is for compost bag because
this colour shows eco-friendly and organic
products feeling.



Mushroom Garden Kit

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Retail kit



Wholesale kit

For the package, the concept is 100% recycled products even packages.

This package material is recycled paper and around box, it will be covered by paper bellybands. Coffee colour belly bands will reduce box printing cost and also after using this box, customers can easily tear off bellybands and reuse for other uses.

Retail mushroom box size can be smaller than wholsale one or same size. Because, logo mark and long length each colour band sticker can show whether this products are wholesale or retail one. This sticker will be covered trough front, top and back side. It will be easy to store and manage each boxes.

Without tearing boxes or making holes on the boxes, customers still can grow their own mushrooms and after using this box, they can buy and refill only plastic mushroom bag and grow again for all around year.



Compost bag

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For the compost bag, the concept is evoking coffee bags.

There are many compost competitors but this coffee colour design will make it distinguished from others.

It shows this is the coffee grounds and contemporary design style make this product look high quality and trustful compost.

In my opinion, It is possible to put some logos of coffee shop that gave these coffee grounds to GRO for advertising about their eco-friendly actions.



Bicycle trailer wrap design

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For the trailer wrap design, the concept is recycling coffee grounds.

This trailer can be used for delivering coffee grounds from each coffee shop.

Design style is same with other package design, simple and evoking logo as a certification mark.



GRO mark on Coffee shops

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GRO logo can be put on any coffee shop windows or glasses in the shop.

These logo will be enough to grab customers attention and it will be well matched with high end restaurants too.





Work book for GRO

Research about Green products logo



Research about Green products logo



Research about vintage mark style logo.
(Client preferred a mark style logo)



Research about vintage mark style logo.
(Client preferred a mark style logo)



Research about package design

Cencerning about how I can make 100% recyclable.

Because, Back to the root package is not suitable reuse for hole on the box



Research about package design

Concerning about how I can make 100% recyclable.

Because, Back to the root package is not suitable reuse for hole on the box

