






The colours for the full colour logo show green for new life and brown for coffee grounds and the ground.

			
C 45 M 0 Y 45 K 0	C 50 M 70 Y 80 K 70	C 35 M 60 Y 80 K 25	C 0 M 0 Y 0 K 0



The grey scale is for news papers etc, when you are limited to black and white.



In a few of the designs the font is white against a burnt umber colour. The white acts like a mushroom jumping out of the ground.



### Cargo Bike

The cargo bike is an important part of the transportation of the beans. So the outside is a dark brown so with wear and tear the outside won't show the dirt and grime but will stay pristine.



### Compost Bag

The compost bag design is simple showing the economically safe bag while still retaining its style.



### Mushroom Boxes

The mushroom box is simple but stays with the brown outside so it shall retain its pristine look



## Flat Package Design

The design is simple and shows the use of coffee as an important theme. The mushrooms falling beside the coffee cups show the two important parts of the process.



### Window Logo

Again the window sticker is dark giving the logo lift and providing the eye-catching want.



### Web Banner

The web banner is simple in its design. With a pattern of coffee cups and mushrooms showing what City farms do for a living.