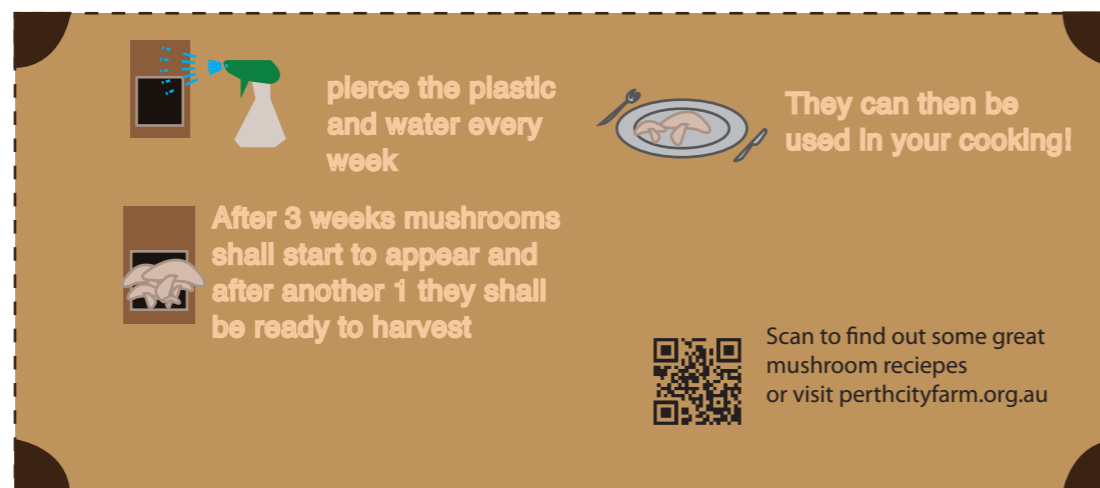


gRO grounds
recycled
organically



For the logo i wanted to have a natural hand written feel and try to stay way from from the cup and mushroom already being used. This logo was chosen because it worked the best with the colours. 'Gro' was chosen to be brown to go wit hte coffee colour. The 'o' has a stroke though it representing a been with out being to obvious.

The orange colour was chosen to help the logo stand out.



This box is around the size of a tissue box. The top can be torn away and has the directions and details on the inside of the card which then can be kept on the fridge for later reference.

The torn away card also includes a QR code (which can easily be made for free) that will link to the website. Details also include the actual website for those who are unable to scan. The QR code can also be placed underneath the box so potential customers can find out more in store before they purchase the product.

The directions are based on feeling good that you bought the product and do not tell you what to do. The pictures that go with each direction is what tells you what needs to be done in a simple way.

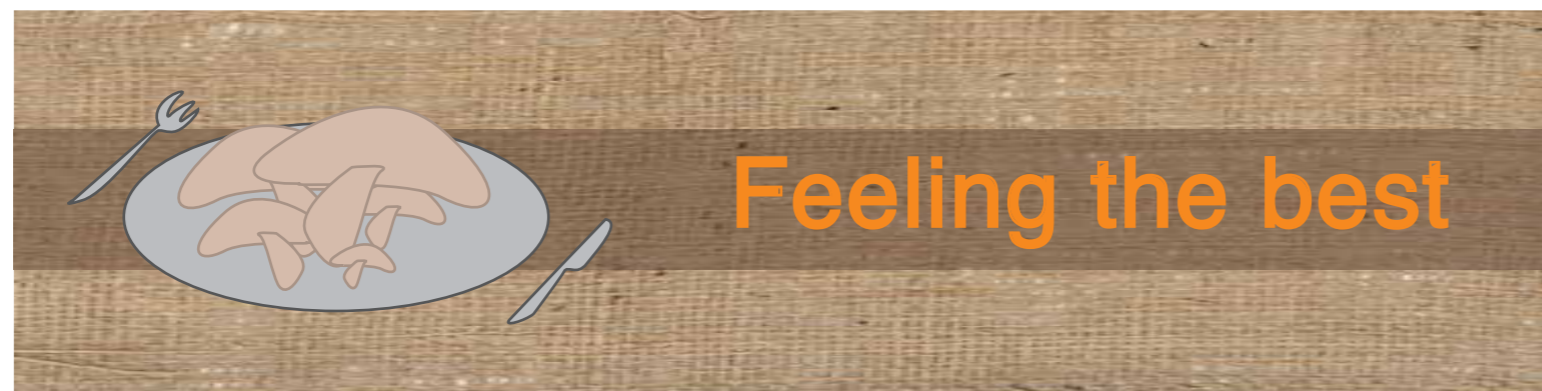
OTHER PACKAGING:

The compost bags are in tightly woven hessian bags. The opening is kept closed but a piece of hessian string of a different color to stand out from the bag. It is woven from one end to another with hanging over string which is just cut and pulled to undo and open the bag.

Delivery box is just a simple 'veggie' cardboard box. It is strong enough to hold the product and does not need a lid. The product will stack into the box eliminating the need for a lid.



This cargo bike has used the orange from the logo to help it stand out in the city or where ever it may travel. The design on the basket just uses the logo with no background so the wooden texture of the basket stands out.



The website banner is animated. It gives you enough time to read the lettering and then goes onto the next. The last banner is stayed on for the longest.

The idea is based off the feel good idea that the product gives you when buying and the simple instruction icons used on the box for the product.

The background is a woven hessian bag texture and gives a natural feel to the banners.



The shape for the sticker is based on the 'o' of the logo minus the stroke as it can fold and break.

The logo has been turned orange for the sticker to stand out and attract the eye. It is placed at eye level to make it easier to see and at the right level to read the other side of the sticker.

It is double sided so customers can read the back learning what "GRO" is. This is also a great spot for a QR code.