

# Research

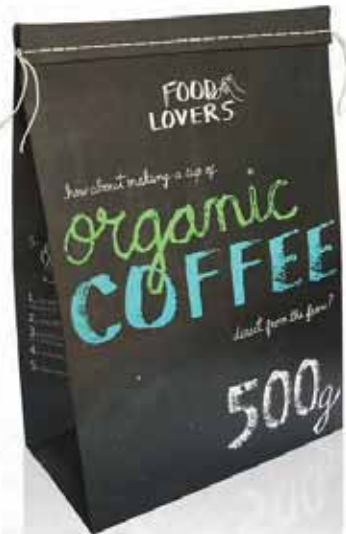
mushroom kits



organic/mushroom.coffee/websites



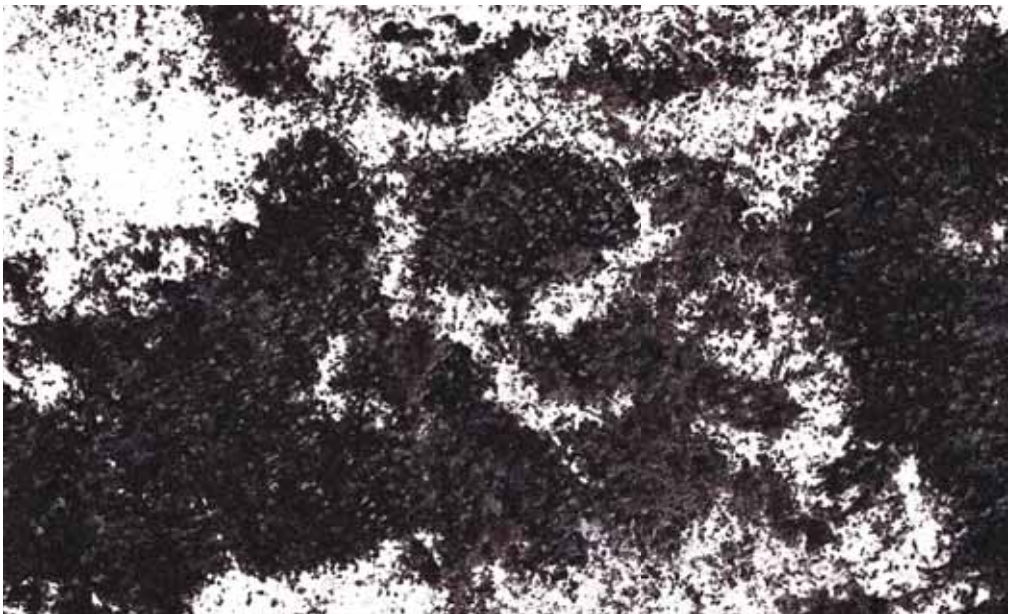
organic/mushroom.coffee/packaging





# Research

imagery



organic product logos





gro

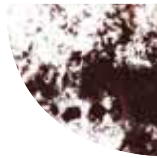
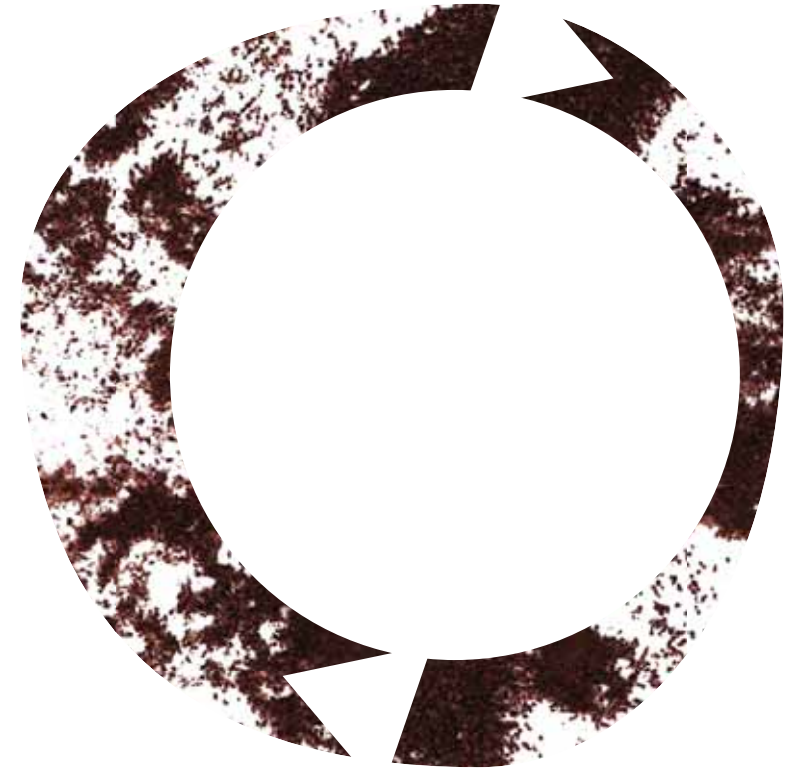
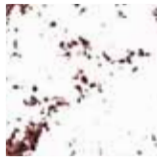


grounds  
recycled  
organically




grounds  
recycled  
organically





experimenting with coffee  
grounds as a texture

g10

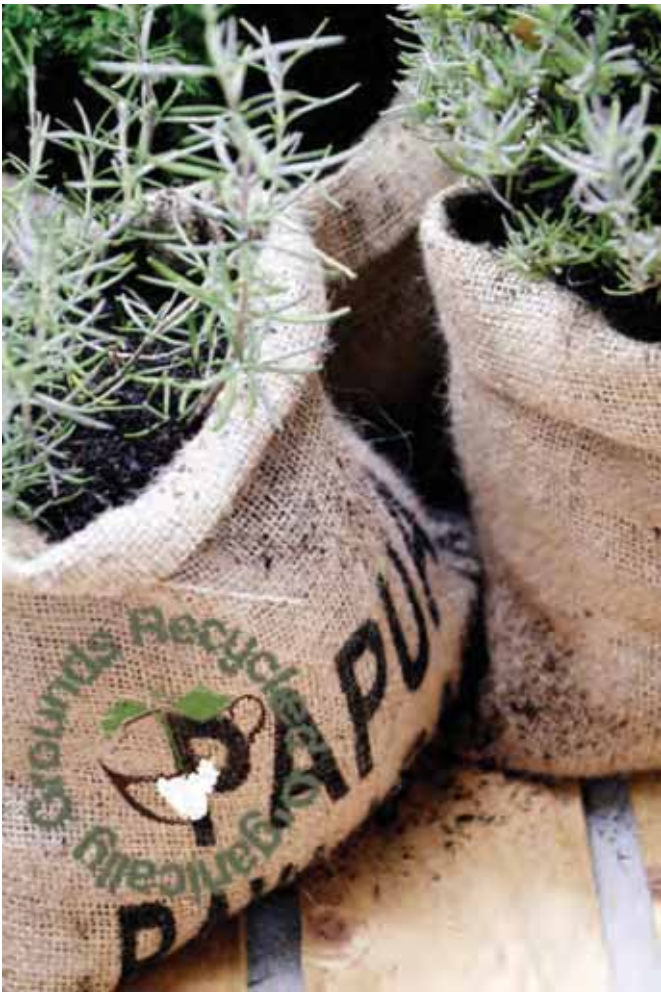




half hexagonal box - side side opens



plant in  
hessian



logo can be stamped  
on recycled sacks?







final logo



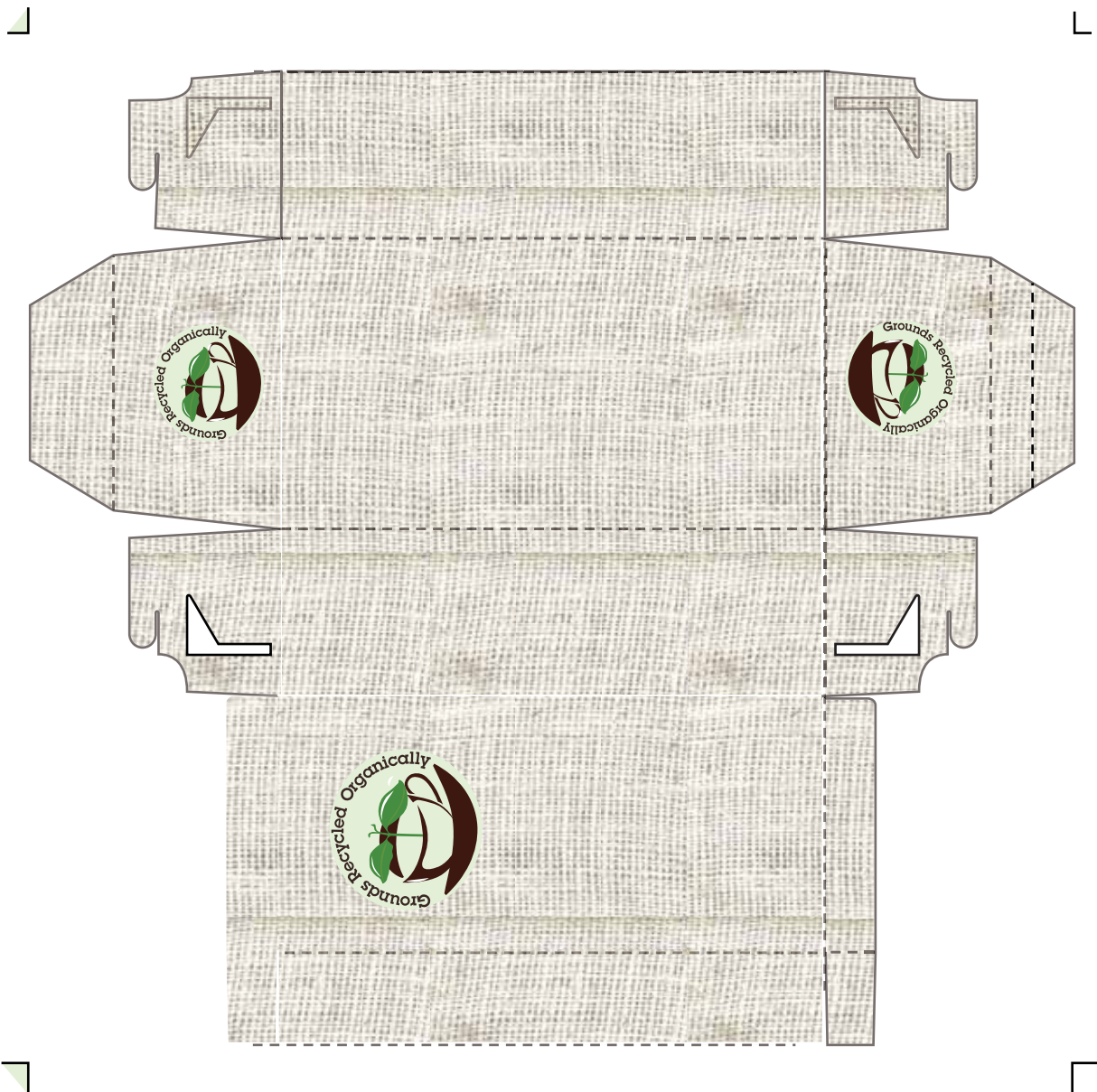
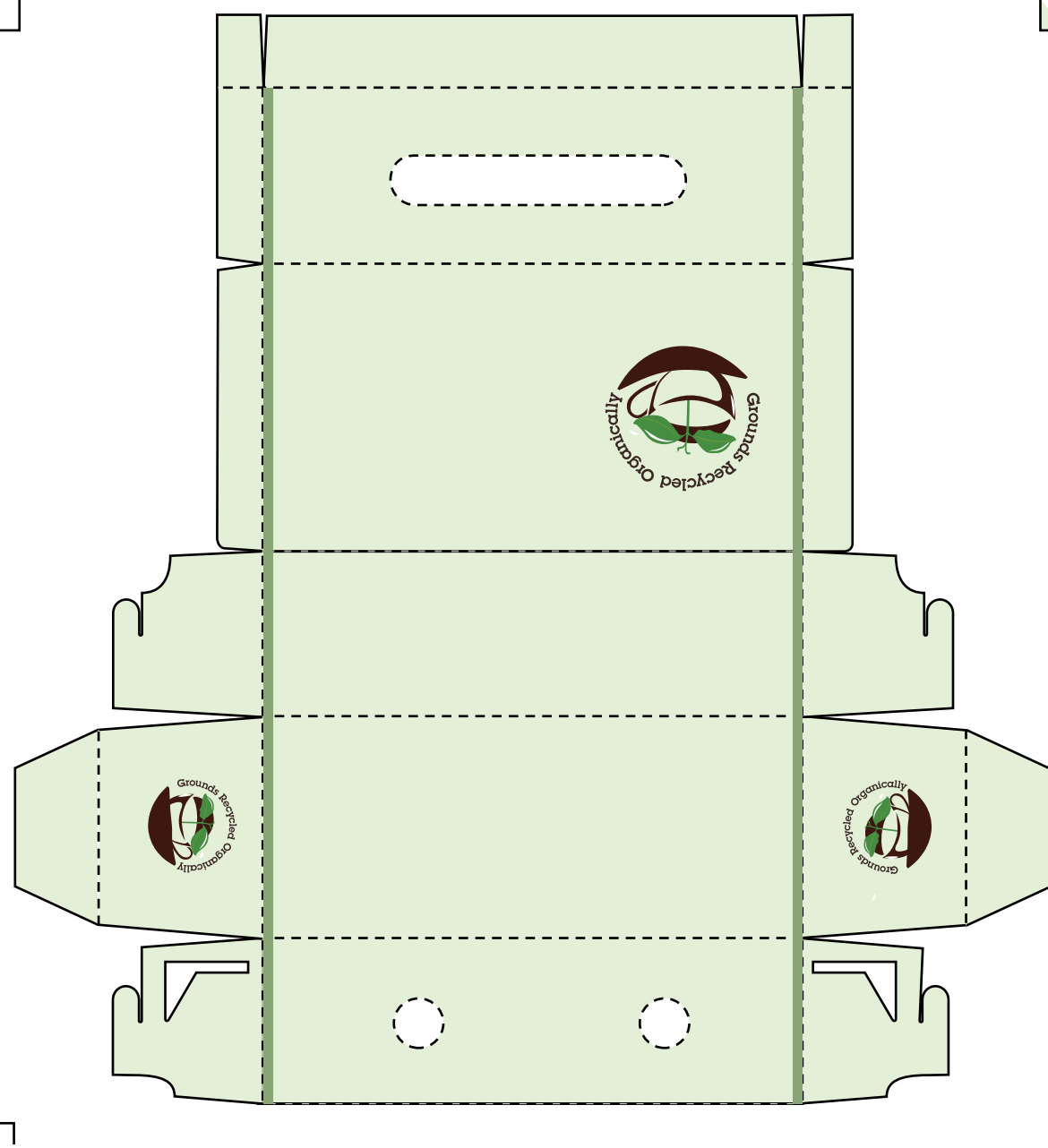
outdoor advertising



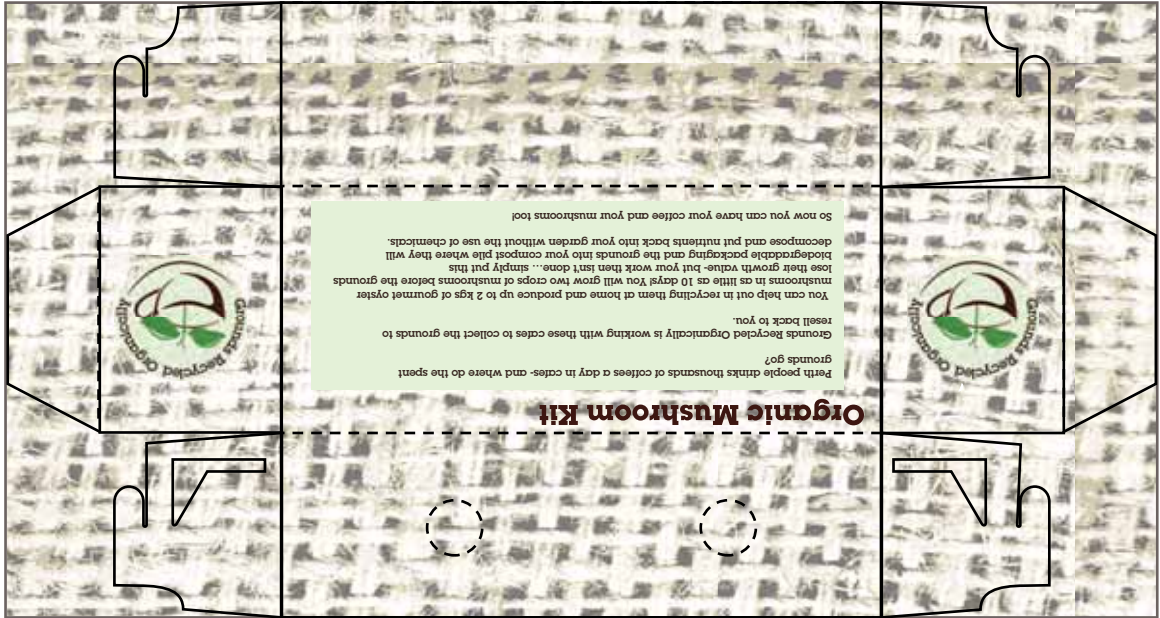


original half hexagon template- did not work effectively with the way i wanted the handle as the closure.

changed to rectangular box.



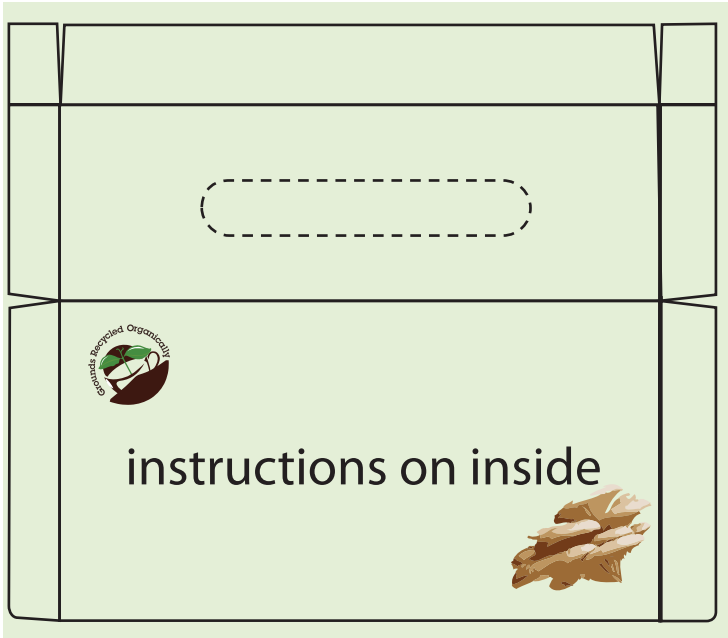
outer



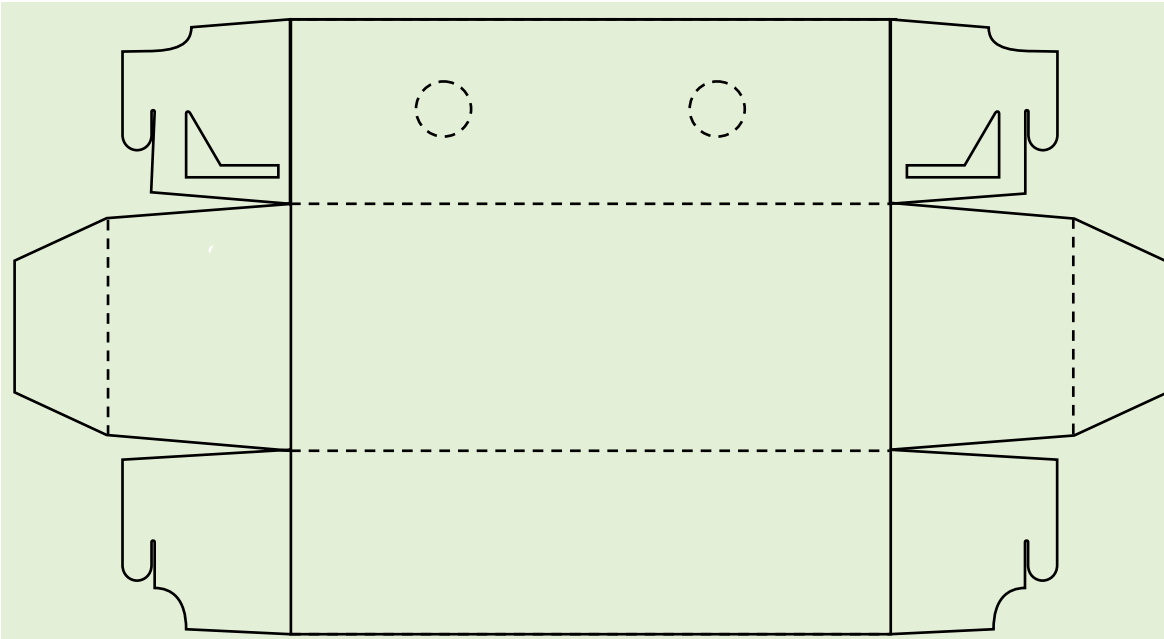
outer



inner- lid

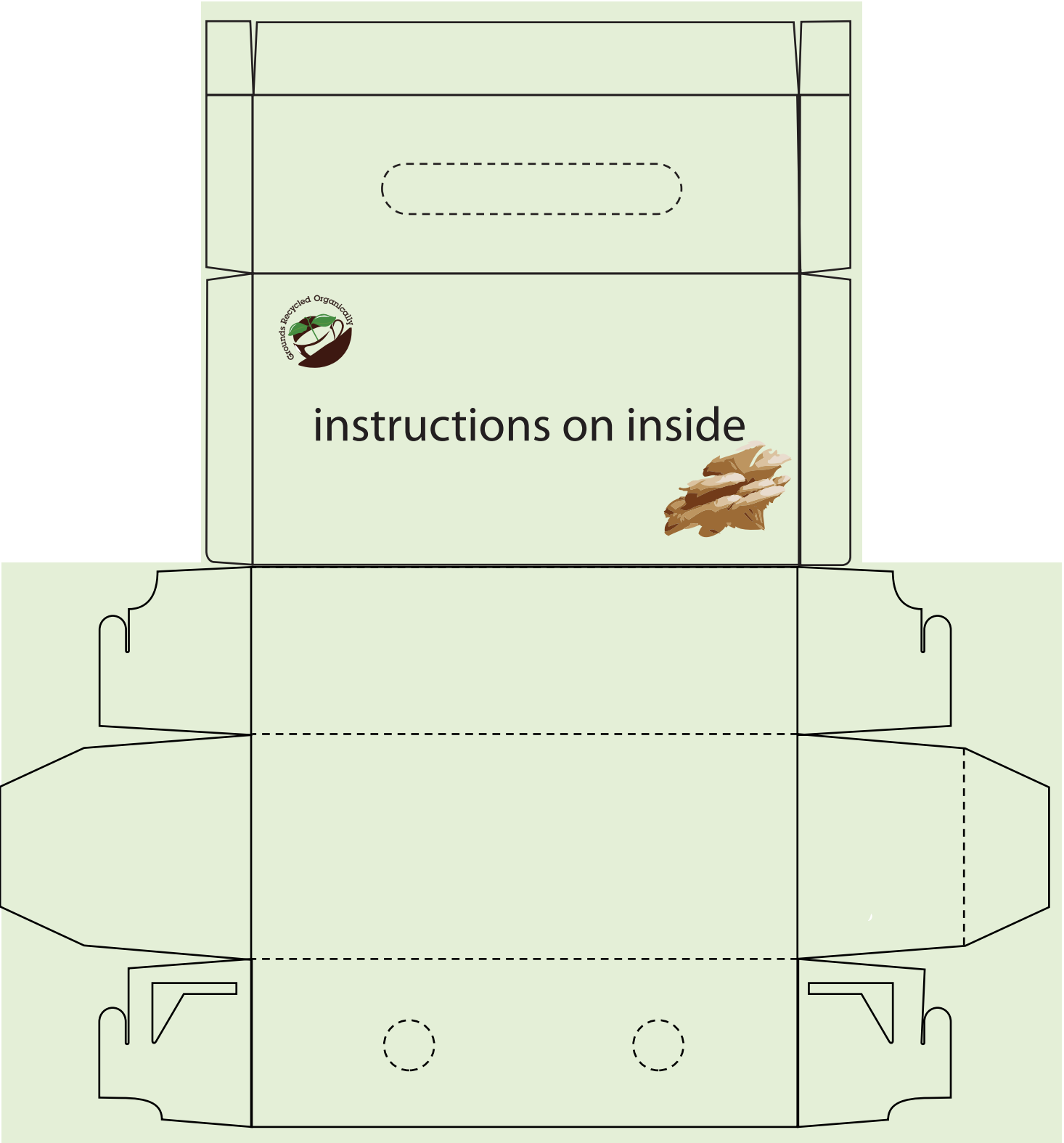


inner - everything here is hidden





final template





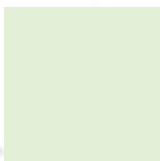
# GRO Indentity design

Chantelle Burke ph: 0402 457 997  
smurke.inc@gmail.com

## Logo



Logo Colours



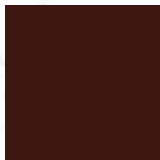
C: 10.33  
M: 0.2  
Y: 18.18  
K: 0



C: 69.02  
M: 21.57  
Y: 100  
K: 5.88

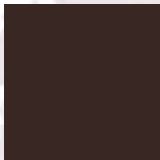


C: 75.95  
M: 22.43  
Y: 100  
K: 8.06



C: 46.59  
M: 79.5  
Y: 79.1  
K: 71.25

Type colour



C: 23.3  
M: 39.75  
Y: 39.55  
K: 85.62

After experimentation with the concepts of using the imagery of coffee grounds and arrows to literally represent recycling, I have kept with the simple notion of a circle and the text and saucer creating the 'cycle'.

Clear colours induction environmental responsibility and make this logo clear and easy to indentify.

## Type

ITC Lubalin Graph Standard Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Grounds Recycled  
Organically

47pt font size on logo

Grounds Recycled Organically 11pt font size on copy



# Placement

Cargo bike



I have kept the hessian theme on the cargo bike- rather than an actual basket.

For the cafe I like the emphasis on grow, and while it didn't necessarily have to be the coffee plant growing- maybe this could incorporate mushrooms into this.

Cafes



Web banner

**GRO**  
your own  
mushrooms



Just  
add  
coffee





# Packaging

## Coffee Grounds Compost 30lt bag



I have chosen a hessian theme to give the product a more natural and earthy feel. That is an organic, sustainably produced product.

If hessian sack are sourced from local coffee beans roasters they could prove to an economical packaging. This is also a biodegradable product and consumers could be encouraged to put these bags on their garden as either weed matting or as a way to stop garden drying out and thus reducing water use.

## Retail gift box

While it isn't necessarily practical for the mushroom kit to be made from hessian, I have used the texture on a brown cardboard box and kept the theme with the hessian handle-also making it look more gift-like.



front



back



planted