



GRO  
grounds  
recycled  
organically

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G.R.O assignment

Grounds  
Recycle  
Organically

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When designing the logo I knew the kind of style I wanted it to be. I thought because this program is all about recycling and looking after the earth and using all the resources we can, it would be best to make it look organic and earthy. I decided to use a tree with coffee beans attached because I thought this represented the company well, it shows that they use the coffee beans to make grow new life. I didnt want to have a mushroom on my design because i didn't want the design to be too obvious it still had to have a sense of mystery about it so people would be intrigued by what the design is about. Then I placed the name and slogan underneath in a simple way so it didnt take your eye away from the picture design of the logo.



C 77%  
M 24%  
Y 100 %  
K 10%



C 29%  
M 60%  
Y 100%  
K 16%



The wholesale and retail boxes were to be very similar because they could be sold individually or together. I wanted to use the picture design of my logo as the dominate picture because it was what would be recognisable to the customers. The main logo would be on the front and would be the largest part of the design but the picture would cover the boxes. I wanted to keep this fairly simple with not to much else going on in the design but the logo, that is the most important part of a design, to make sure the logo stands out and can be recognised from any distance. With the retail box there is instructions down the side these are in the same colours as the logo so they tie in with the whole design and keeping the colours to a minimum of only two. I think this is successful because from any way you look at the box you will be able to see the logo and once the company is more well known it will become a recognisable design.





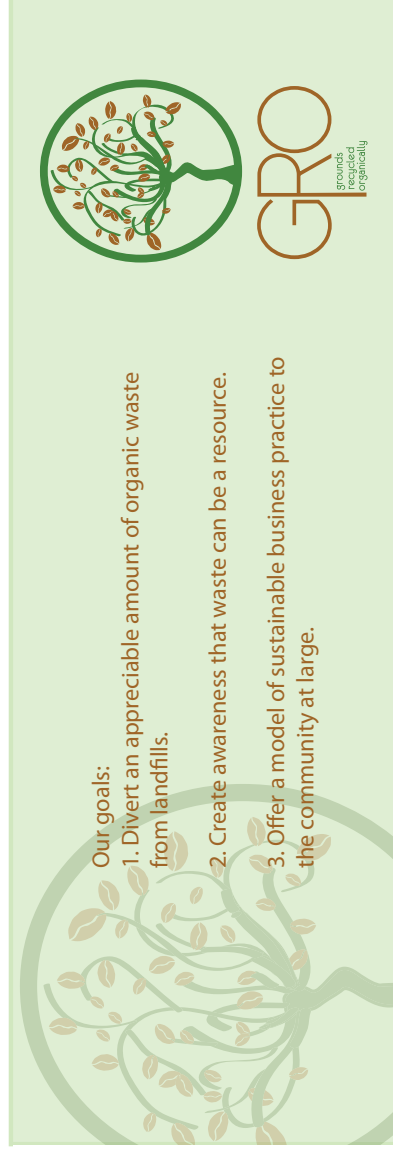
The window sticker design was to be simple but effective and eye catching. I believe I achieved this because I used the logo but just enlarged the picture so it would catch the eye of the people and bring people in. I think my design would be appealing to the public because its a very organic design and simplistic.

For the cart I thought it would be best if it wasn't white so when moving the product it won't matter if the spoil spills over the edges. I decided to make the design very similar to my retail boxes because I want a consistent design throughout my whole set of items. It is best to keep things similar because then customers will get used to that design and will become well known for that type of work.




The compost bag is simple because they will get dirty and covered in the product. I kept the design the same again because I think this is the best way of promotion and marketing of a company.

The web banner I wanted to keep simple but still have some information on there to tell people what the company is about. They have three goals for their company and I decided to place that on there to show people what the company is all about. I decided to place the logo to the side as a water mark because I thought it is a good background and fills some space so it wasn't so bare. Again I stayed with the same two colours because thought this is the best way to keep things simple and less things to look at, so the promotional is purely on the products being sold.



Our goals:

1. Divert an appreciable amount of organic waste from landfills.
2. Create awareness that waste can be a resource.
3. Offer a model of sustainable business practice to the community at large.



**GRO**  
Grows  
naturally  
organically

