

GRO

Grounds Recycled Organically



Daniela Pruiti Ciarello

Dear Brendan,
first of all I would like thank you for giving me the opportunity to design Graphics Style for GRO.
It is a great pleasure work on this interesting project.
Following proposal.

According with what we have discussed in the first meeting, the objective of the project is to to create a logo and graphic style that will portray the GRO philosophy.

Your Logo was designed after a thorough research using "Unique Eye - Catching Proposition" to come up with your unique corporate identity which can give you an edge over your competitors.



**Environmentally focused,
forward thinking,
professional supplier.**

Based on the information provided within the brief, transport this logo into
Cart/Truck Wrap Design

Webpage to be inserted into existing Perth City Farm website.

Packaging Design for Retail Compost Bags

Packaging Design for Wholesale Mushroom Boxes

Packaging Design for Retail Mushroom Kits

The deliverable for this project is to use my own photographs, produce some illustrations that can be combined with the picture selected and manipulate through Photoshop. Select colour schemes, use mono or duo tone.



Keywords



coffee grounds

grow gourmet oyster

compost

environmentally focused

forward thinking

professional supplier

recycling

Feel Good

organic community garden

education

healthy urban environments

promotes environmental awareness

tree-planting



Brainstorming

DIVERT AN APPRECIABLE AMOUNT OF ORGANIC WASTE FROM LANDFILLS.

CREATE AWARENESS THAT WASTE CAN BE A RESOURCE.

OFFER A MODEL OF SUSTAINABLE BUSINESS PRACTICE TO THE COMMUNITY AT LARGE.



City farm goals

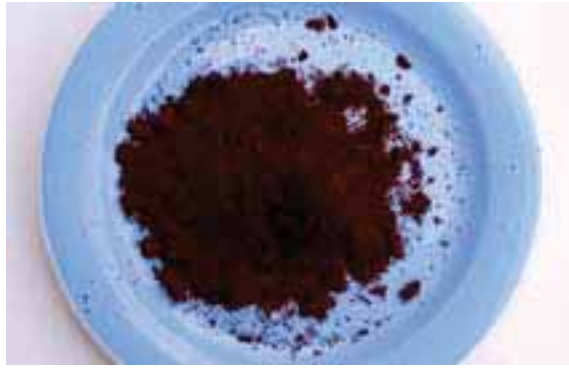


Research



**GROUNDS
RECYCLED
ORGANICALLY**

Research



Coffee grounds.



Your garden will love you.



Research



Ingredients and tools

.....and a good husband with two lungs of steel



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ORGANICALLY**



GROUNDS
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*“Simplicity is the
ultimate sophistication”*

Leonardo da Vinci



GROUNDS
RECYCLED
ORGANICALLY



**GROUNDS
RECYCLED
ORGANICALLY**

Logo design- Packaging Design for Retail Compost Bags -Wholesale Mushroom Boxes

Aim: Aim: Create unique and an eye-catching logo that stands out and that sticks to the mind.

The primary intention of the author is to arouse the curiosity of the viewer.

The logo was created by experimenting with coffee grounds, using fingers to create the writing, so that the viewer can perceive the sense of touch.

The speech bubble shape was found by chance during the trial stage and when combined with the typeface and the texture, it has become the strength of the logo.

The author wants the viewer to grasp the immediately recognizable philosophical element of the GRO through the coffee.

The choice of colors was decisive to enhance the recycling aspects of the logo as the use of the color green invokes the collective imaginary of nature, growth, fertility, freshness, healing, safety. The color brown represents the coffee grinds, the earth etc.



Packaging Design for Retail Compost Bags - Wholesale Mushroom Boxes - Growing kit

Corrugated cardboard was chosen because it maintains a tactile sensory - touch. It could also symbolise the ebb and flow of the land used to cultivate the beans and/or mushrooms.

If recycled corrugated cardboard was used it could also symbolise the wave of change transforming a discarded material to a material given another use - which could enhance the GRO logo - one of renewal and growth.

For maximum readability the instructions and information will be printed on a band - belly band that will be pasted on the carton.

Furthermore, the vision of a piece of white paper pasted on a cardboard suggests arts and crafts, consequently all people that love doing art and craft will be attracted by the packaging.

For hygienic and functional reasons, the author thought that plastic was the most suitable material and desiring to maintain continuity between the products the corrugated cardboard printing effect on the bag has been used on the plastic.

Simple design, minimal words is aimed at guiding the viewer's attention to the logo and therefore brand recognition.



Boxes to collect the coffee grounds



The author has also created a box drawer to be kept on the café counter next to the coffee machine to ease in recycling the coffee grounds and visible to the customers.



Logo is compatible with the wood surface of the cart – nature, earth, environment.

For a future extension of the project, the author thought a development of the logo in low relief, using sand to recreate the texture of coffee grounds.

Cart/Truck Wrap Design



Webpage to be inserted into existing Perth City Farm website - Iphone app.

THANK YOU

