

**GRO**

(Grounds Recycled Organically)

**Brand Style Guide**

Designer: Hailey Sims

041001096

# Research

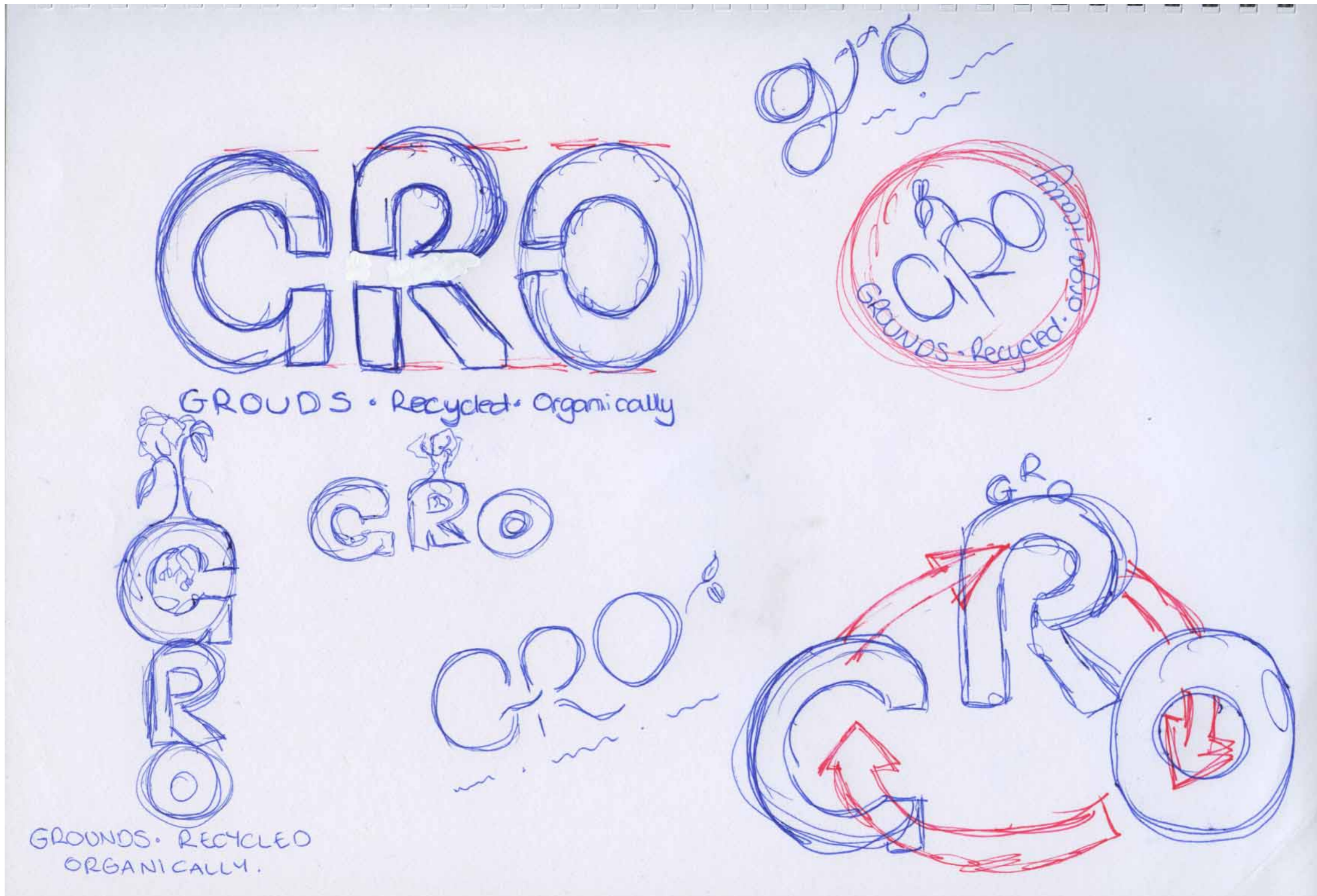




**Grounds**  
To  
**Ground**



# Logo Development



# Logo One



GROUNDS • RECYCLED • ORGANICALLY



4B632E



4B2A2A



GROUNDS • RECYCLED • ORGANICALLY



4B632E



4B2A2A



GROUNDS • RECYCLED • ORGANICALLY



7F9A4D



6E5239



GROUNDS • RECYCLED • ORGANICALLY



GROUNDS • RECYCLED • ORGANICALLY

# Logo Two

**GRO**  
GROUNDS RECYCLED ORGANICALLY

**GRO**  
GROUNDS RECYCLED ORGANICALLY

**GRO**  
GROUNDS RECYCLED ORGANICALLY

**GRO**  
GROUNDS RECYCLED ORGANICALLY

**GRO**  
GROUNDS • RECYCLED • ORGANICALLY

**GRO**  
GROUNDS • RECYCLED • ORGANICALLY



736349



364A20



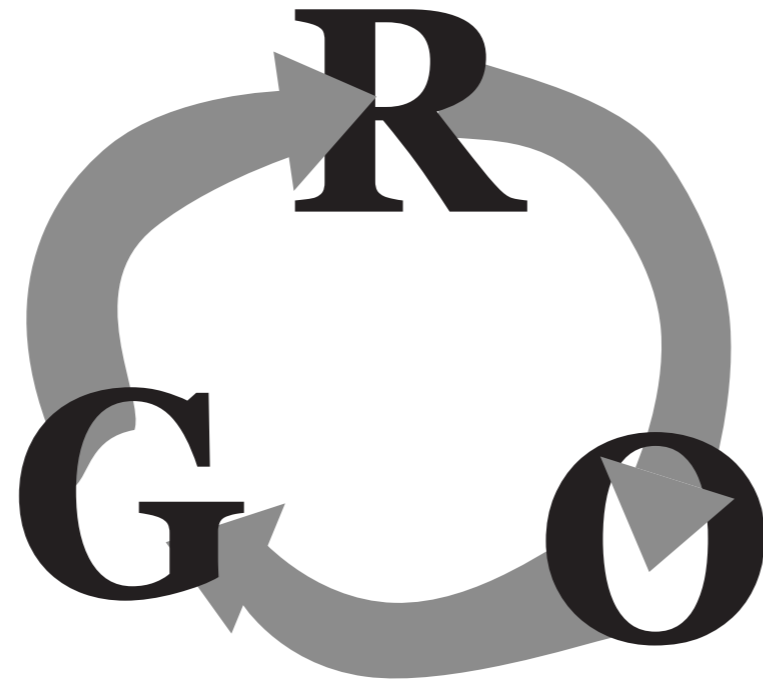
30271B



687C4D



# Logo Three



Grounds Recycled Organically



# First Logo



GROUNDS • RECYCLED • ORGANICALLY



# Project Logo

The logo is a two colour scheme which reduces printing costs on any materials. By doing this it also gives the design uncomplicated look but powerful in the small details.

I have shown the logo in a grayscale version to show the design still works and just in case you wish to advertise in newspapers or other sources. It is also cheaper than printing in colour.

**Logo Font:** Cappuccino Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Description Font:**

Century Gothic (Regular)

abcdefghijklmnopqrstuvwxyz



GROUND<sup>S</sup> • RECYCLED • ORGANICALLY



GROUND<sup>S</sup> • RECYCLED • ORGANICALLY



C - 54  
M- 23  
Y- 88  
K- 4



C - 53  
M- 57  
Y- 78  
K- 44

# Cart/Truck Wrap Design



Truck Design

## Cart Design

For the Cart design i wanted something that says we are organic, so i thought that the logo could be designed to look like it has been spray painted onto a woodern crate giving it the earthy feel.



# Other Designs

Front

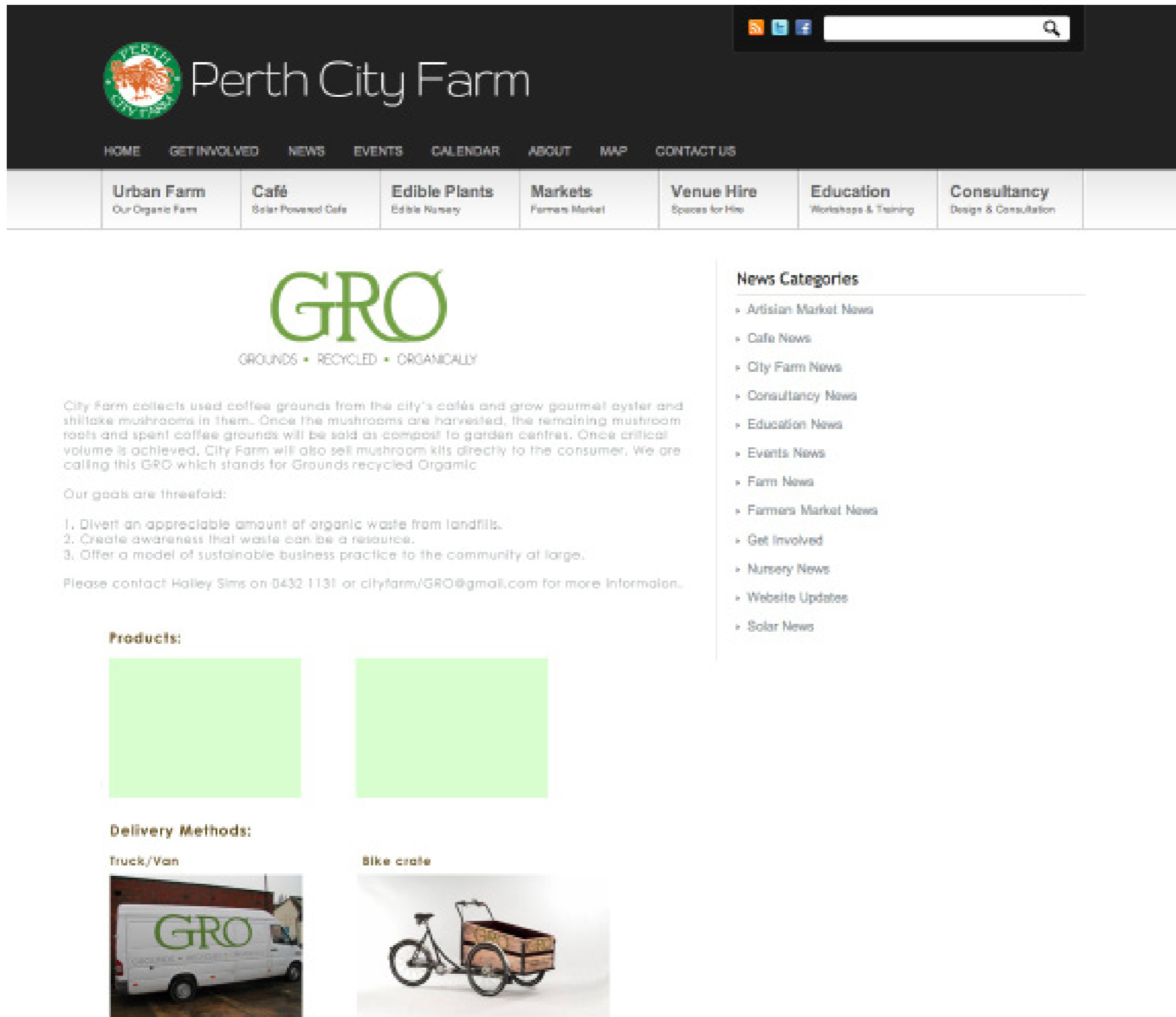


Back



Environmental Friendly  
Business Cards

# Webpage to be inserted into existing Perth City Farm website



Just aiming for a simple layout that describes what GRO is all about and some photos of the product and delivery methods. I have left room for images of the product and they will be inserted once i have designed them.

# BioPak Packaging



BioPak was born out of the desire to provide packaging solutions while serving broader missions of environmental stewardship, social justice and consumer education.

They provide Australian companies environmentally friendly solutions by supplying ecologically compatibility raw materials that do not negatively affect a products economic, social or practical usefulness.

# Compost Bag Information

BioPak supplies a wide range of starch based compostable bags.

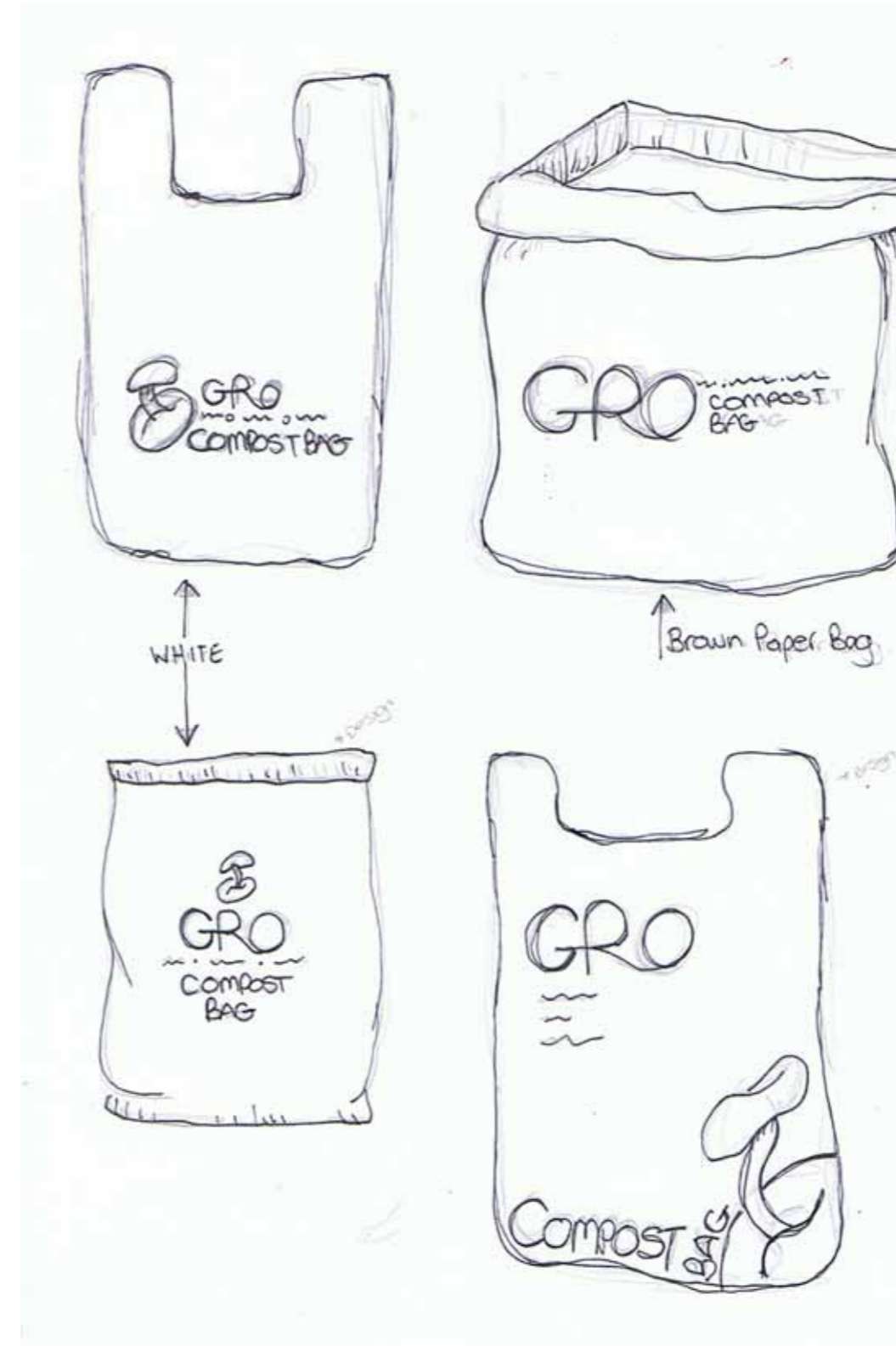
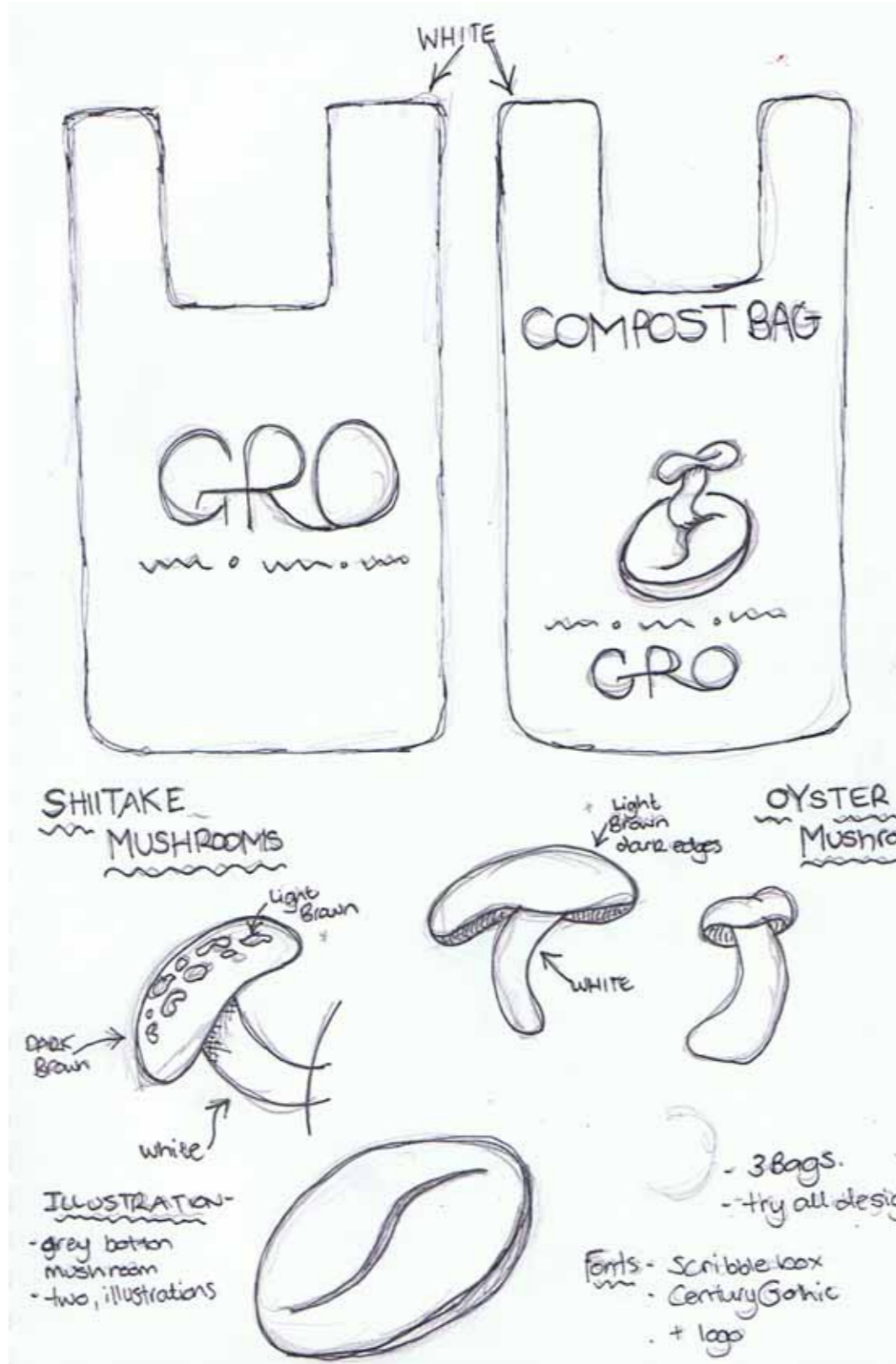
**Made from certified compostable bioplastics, BioPak bags safely turn into healthy compost in just 12 weeks. They can also be discarded within domestic food-waste bins, collected by some councils. The bags ultimately turn into carbon dioxide, water, and non-toxic raw materials. One feature of the compostable starch based bags is that they “breathe” without leaking. This unique benefit allows heat and moisture to evaporate, which keeps food “fresher” longer. Try using biodegradable /compostable bags for storing your fruits and vegetables. Store your vegetables to maintain freshness, and then use the same bag to line your composting pail. We call it “use and use again”.**

BioPak bags will not decompose until they are introduced to micro-organisms in a compost environment. Extended heat can make the bags feel soft and may eventually cause splitting. We recommend using the bags with 3 months of purchase and to store in a dry, cool area away from direct sunlight.

**Choose between STOCK (certified to AS4736 )biodegradable bags available in quantities as low as one case, or request a QUOTE for custom biodegradable bags made to your specifications.**



# Compost Bag Design Sketches



# Illustrations For Designs



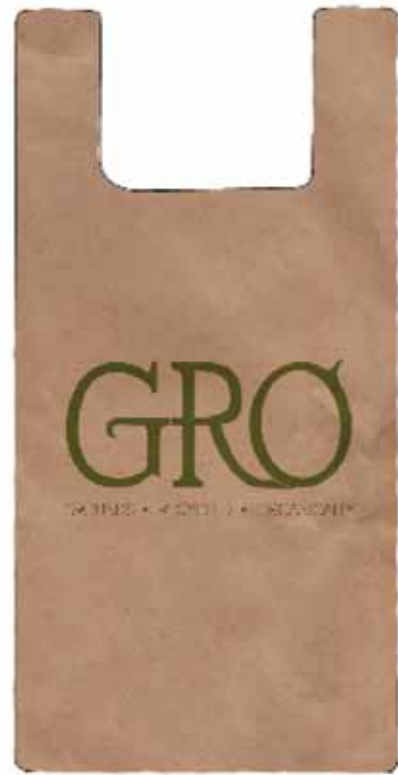
Oyster Mushroom



Shiitake Mushroom



# Compost Bag Designs



# Compost Bag Designs



# Compost Bag Final

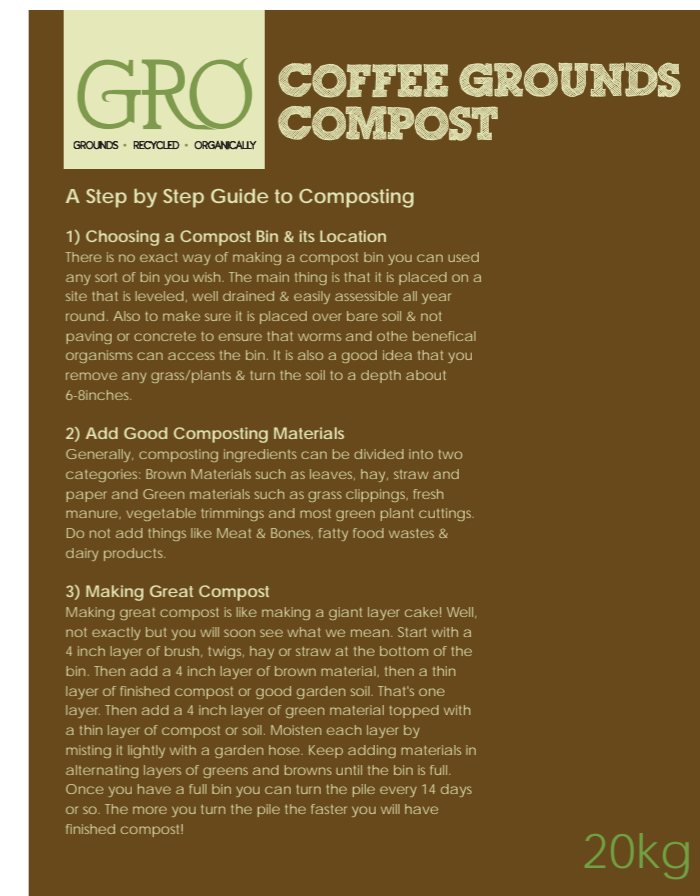
Front.



I realised that the i had not been designing the right Packaging Design.

These are the final product and are proper Compost Bag Designs.

Back.



# Box Packaging Information

BioPak now offers Australian and New Zealand business with a bespoke pulp moulding service. With our innovative design solutions and access to specific expertise in pulped products and tooling coupled with the ability to cater for customized production runs as small as 10 000 units, this service promises to change the way that consumer and protective packaging is developed.

## Why Moulded Pulp?

Making the right environmental choices is something companies and consumers are now very focused on. Flexible Pulp can be moulded to fit any shape Pulp packaging is highly versatile across a huge range of product sizes and types The tooling process is very quick and simple

## Effective

Pulp moulded products and packaging are highly durable Moulded fibre products are temperature resistant and; They absorb vibration and impact effectively.

## Economic

Material inputs are stable – no volatility around resin or corrugate prices Tooling is cost effective Products are space efficient for shipping and warehousing.

## Materials

Boipak use post consumer recycled corrugate and post consumer waste paper as the main ingredient of our products. They also work with bamboo pulps and have successfully made 100% bamboo pulp products and blended mixes of recycled corrugate and bamboo pulp. Their bamboo pulp comes from mills which source the bamboo from sustainable plantations. We work hard on ensuring our other inputs and processes are as sustainable as possible.

## Water

A basic input and abundantly available but nevertheless a resource which most facilities waste. Water is collected from the production facility roof and stored in tanks until it's required. This may not satisfy 100% of the water requirements (although water usage is still low), they feel it is a strong step towards self sufficiency and sustainability.

## Energy

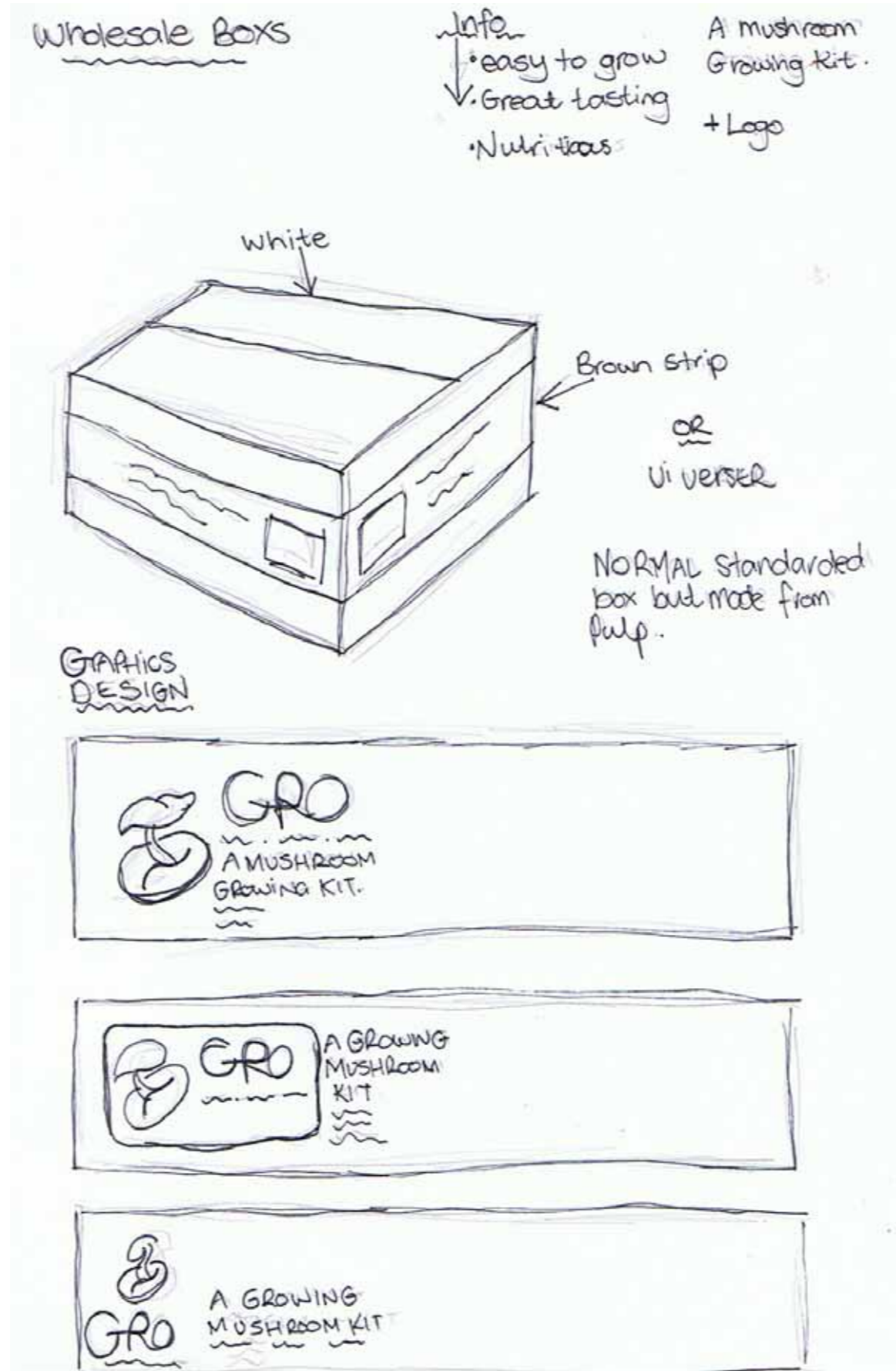
After pulp has been moulded, it has to go through a drying process before it can be pressed into a finished product. Many factories use drying machines fuelled by coal or diesel. At the BioPak production facility, they opted for more open space so that they could use outdoor areas for natural drying. Using recycled paper and recycled cardboard, we pulp, mould and after-press the materials into new formats such as protective packaging, retail packaging and industrial packaging. They can even make finished consumer products.

By applying their moulded fiber technology to an innovative approach to packaging design, they can help you meet your sustainability targets, whilst enhancing their brand with a high end product.

Their finished products are readily recyclable themselves, making the process a truly cradle-to-cradle cycle.



# Wholesale Box Design Sketches



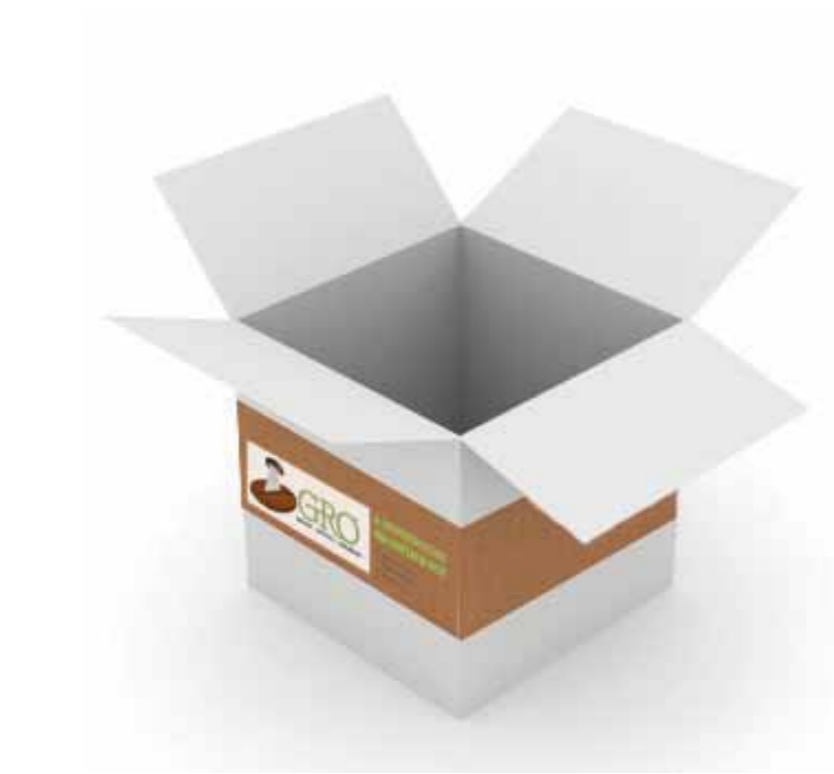
# Wholesale Box Designs

## Brown Box with White Border



# Wholesale Box Designs

## White Box with Brown Boarder



## Brown Box

# Wholesale Box Final



Both packages will be made out of Pulp recycled materials. For the Wholesale Package, I wanted a design that was simple, easy to read and had plenty of room for the retail mushroom boxes.

I have used little graphic and used a two colour scheme to reduce printing prices. By doing this it gives the package a simple & clean design which is easy to read.

Along with listing what mushrooms are in the package, I have also done a small graphic of a Oyster Mushroom coming out of a coffee bean. To let retail sellers know Visually what mushrooms are in the box.



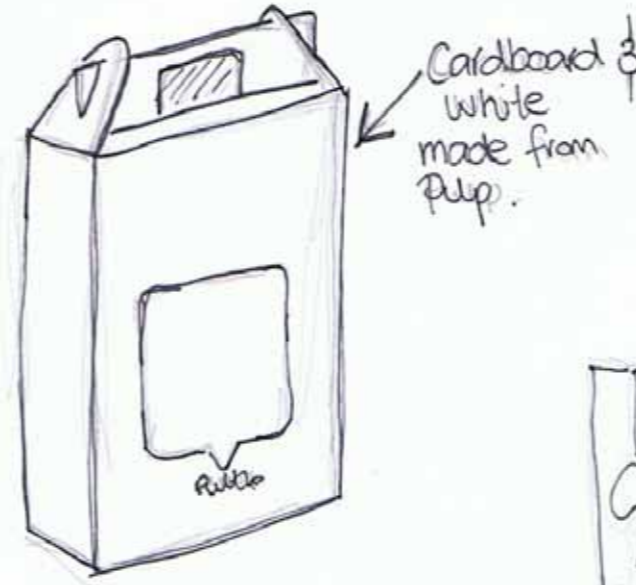


# Retail Box Design Sketches

## Retail PACKAGING

### INFO:

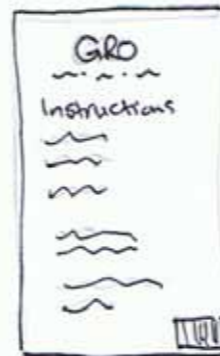
- Logo (Front)
- How to use (on back)
- Barcode
- Mushroom Graphic to show which one which.



F



B



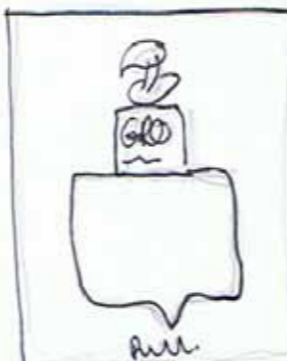
F



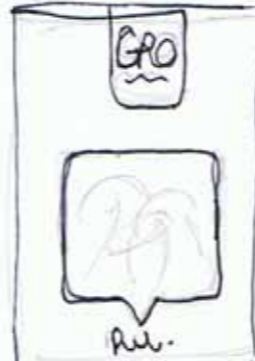
B



F



F



# Retail Box Final

# Package Template



Retail Package.  
Back top  
Front to the right



The Retail Mushroom Package is a normal Mushroom growing box as i felt this type package is the best for the mushrooms to grow.

I used a simular design as the wholesale box to link the two packages together while still making it stand out from the rest of the competition.

Front & Back Design on Package



The compost bags would cost roughly \$180 per carton but the Pulp packing you will have to contact them directly:

**Suite 2104 Level 21, Westfield Tower 2 101 Grafton Street - Bondi Junction - 2022**

**Tel: 02 8060 9000 - Toll Free: 1300 BIOPAK (246725)**

**Email: [info@biopak.com.au](mailto:info@biopak.com.au)**

**ABN: 48 119 998 711**

**(Mailing all around Austria)  
& for more information: <http://biopak.com.au>**

# Shop



The Merchant on Freo's Main Street



Putting the logo in a Cafe is an excellent way to let people know about your product and what it is for.

Along with the GRO logo, it will also display the City Farm web address so customer can get to the website to find out more information.

The logo will look pleasing in any standee coffee shop as it is simple and easy to read.

I choose to place the logo on the windows of these coffee shops as they are in popular areas and can be easily read when you enter the shop.



Graphics that are placed on cafe's windows