

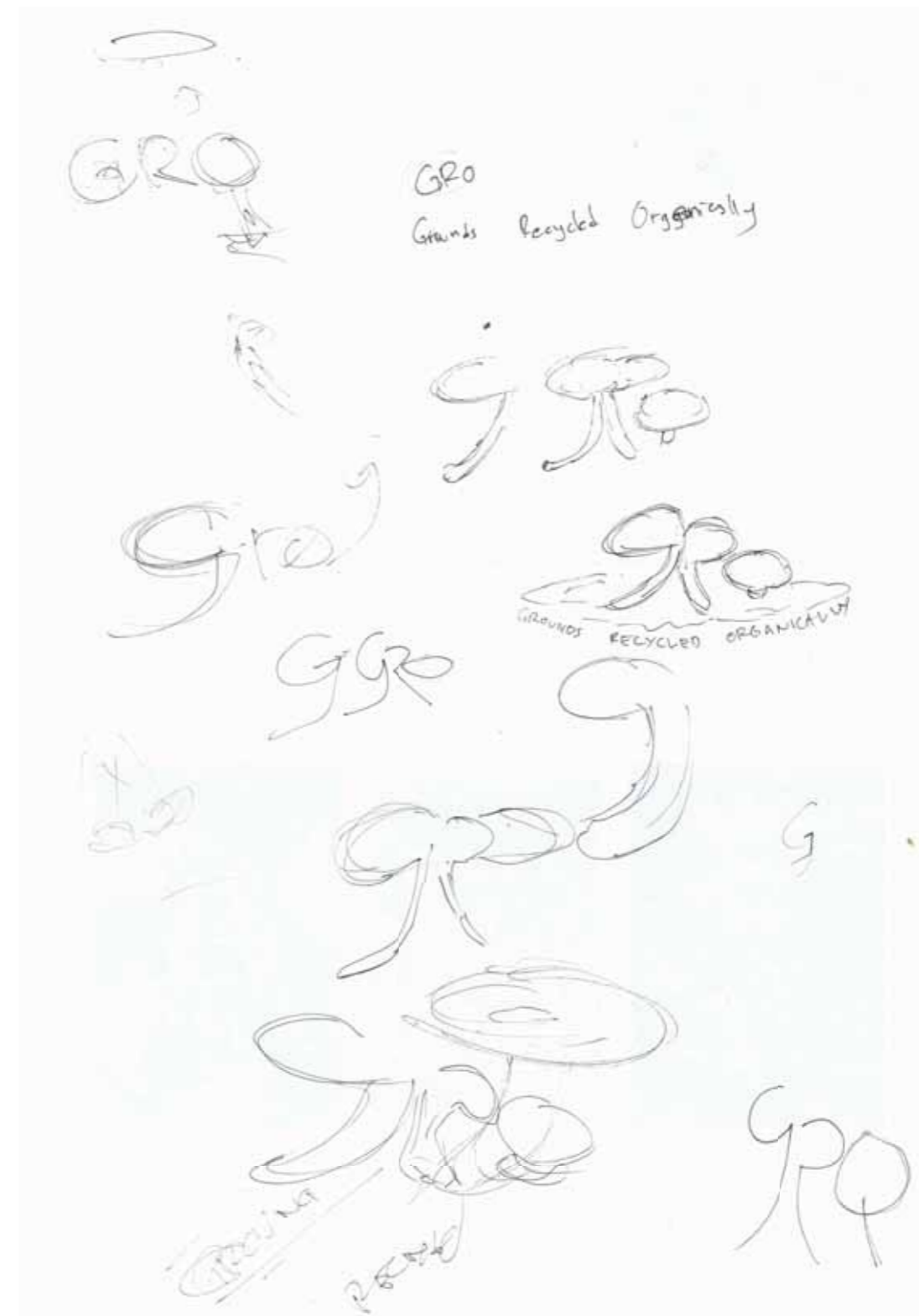
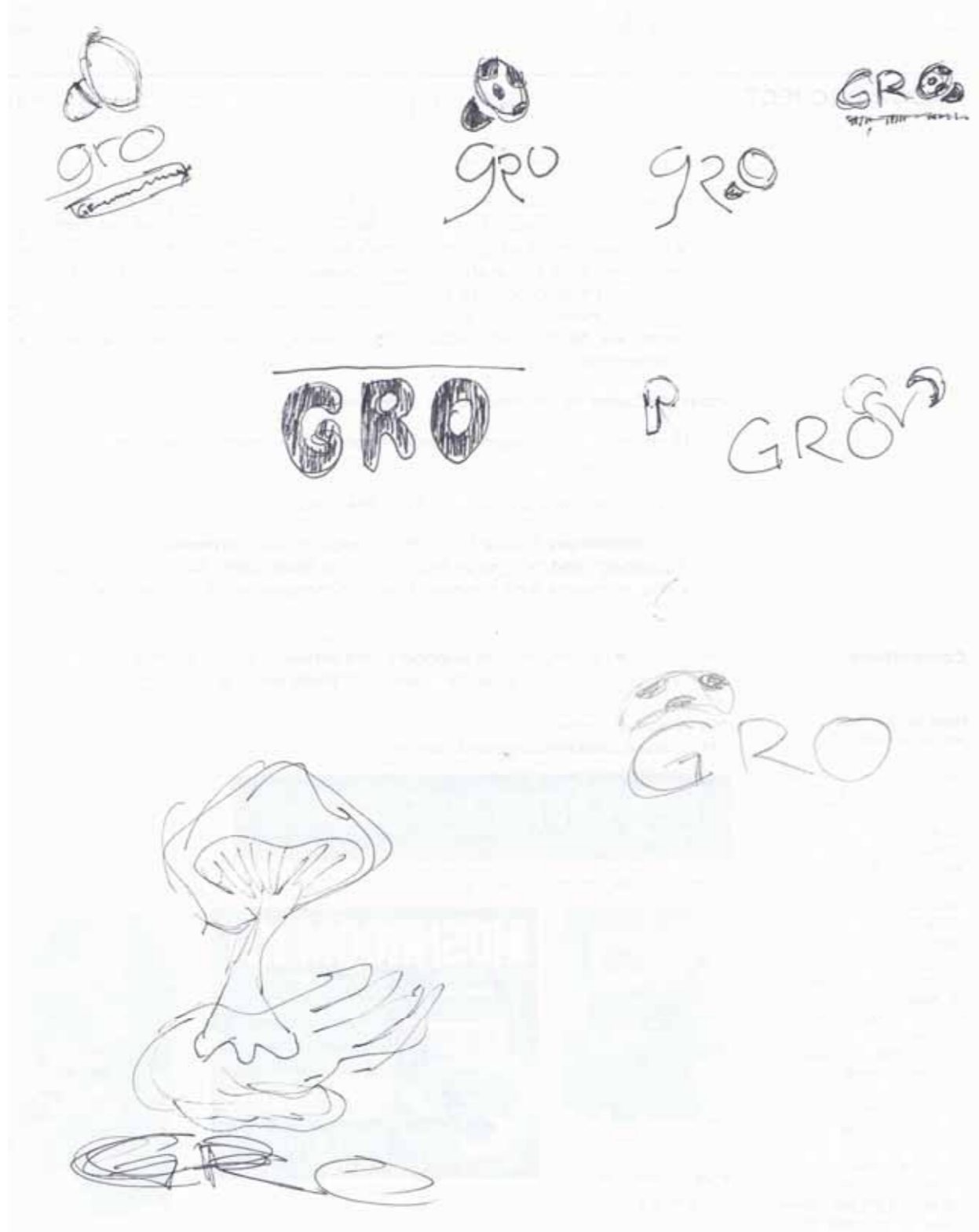
GR0

GROUNDS RECYCLED ORGANICALLY



Research

Research from the other brands, have a good look of what they've been doing.



Sketches

Hand drawing sketches



Thumbnails

Started from the final idea which is the shape of the mushroom to be included in the logo as well as natural organic looks.



Final shape



Thumbnails

With a little bit of tweaking and final feedback from the client the shape finally chosen



<input checked="" type="radio"/> H: 21 °
<input type="radio"/> S: 34 %
<input type="radio"/> B: 69 %
<input type="radio"/> R: 178 C: 22 %
<input type="radio"/> G: 139 M: 40 %
<input type="radio"/> B: 116 Y: 49 %
B28B74 K: 13 %

With few considerations I finally came up with brown and fresh green as the main colour for the logo. The strong reason behind it, it's only because the dark brown colour representing the coffee colour while fresh green represent the green company and green fresh mushroom.

<input checked="" type="radio"/> H: 83 °
<input type="radio"/> S: 56 %
<input type="radio"/> B: 71 %
<input type="radio"/> R: 142 C: 50 %
<input type="radio"/> G: 183 M: 10 %
<input type="radio"/> B: 79 Y: 90 %
8EB74F K: 0 %

Brown for coffee will also means sophistication, richness, robustness, panache, and productivity.

Green means fertility, tree & plant magic, growth, food, hope.

These colour means also makes me finally decided to use these two colours for the logo concept.

<input checked="" type="radio"/> H: 269 °
<input type="radio"/> S: 2 %
<input type="radio"/> B: 25 %
<input type="radio"/> R: 65 C: 0 %
<input type="radio"/> G: 64 M: 0 %
<input type="radio"/> B: 66 Y: 0 %
414042 K: 90 %

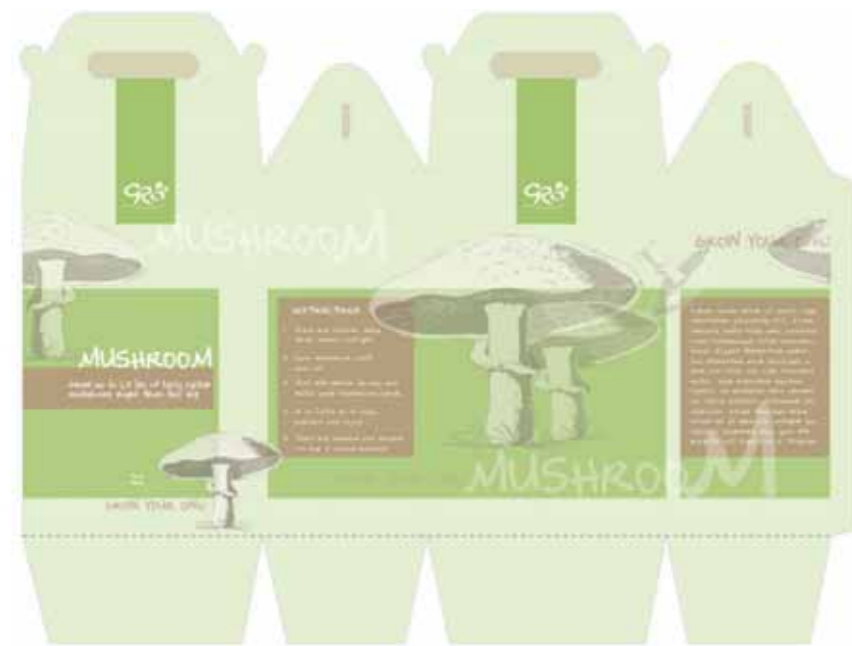
Well, this is only the grayscale version of the logo itself. As the logo will not look good in full black. I recommended to use it in 90% black.



This is the style guide for how the logo suppose to be tu put in the edge.

Logo and Branding

GRO logo has been developed through a few concepts, the final organic was chosen to represent the brief itself. The colour choices has been well considered with some reasons behind it. This GRO logo can be simply used into any range media.



The colour choices of packaging concept are based on the logo colours. Remembering our target market as a kids or elderly as a gift for them. So the concept was playful colours, not so serious.

Compost bag concept design has the same theme with all the others packaging. It comes with 20L or 30L bags.

The size of the fonts has been well considered.



Packaging Kit

GRO logo has been developed through a few concepts, the final organic was chosen to represent the brief itself. The colour choices has been well considered with some reasons behind it. This GRO logo can be simply used into any range media.



This is a website mockup for GRO
 This mockup also designed for simply
 suite to be inserted to CityFarm website,
 as I have been thinking of the colour
 scheme that look similar to CityFarm
 website.

Website Mockup

Website mockup for GRO, simply and attractive. Well considered colour schemes. Easy to follow.



As we spoken before, the design of cargo bike that you guys like is simple and actually with white sticker.

In this particular white sticker, I recommended to use a spotlight sticker, as it is would be easily to catch the eye.
I have decided to put a company phone number as the easiest media to promote GRO.

Another wrap concept, has the same theme with the packaging.

Cargo Bike

Dutch cargo bike wrap design concept



Coffee cafe logo mockup.
This logo will pretty much be use
into the window.
Modern coffee shop design will
be match easily with the logo.

Coffee cafe

Coffee cafe logo mockup

