

Jess Beach: Gro Project  
0804604



Saucy Onion



Research



Research

Grounds  
GROUNDS  
RECYCLED  
ORGANICALLY



GRO



GRO

GRO

Development

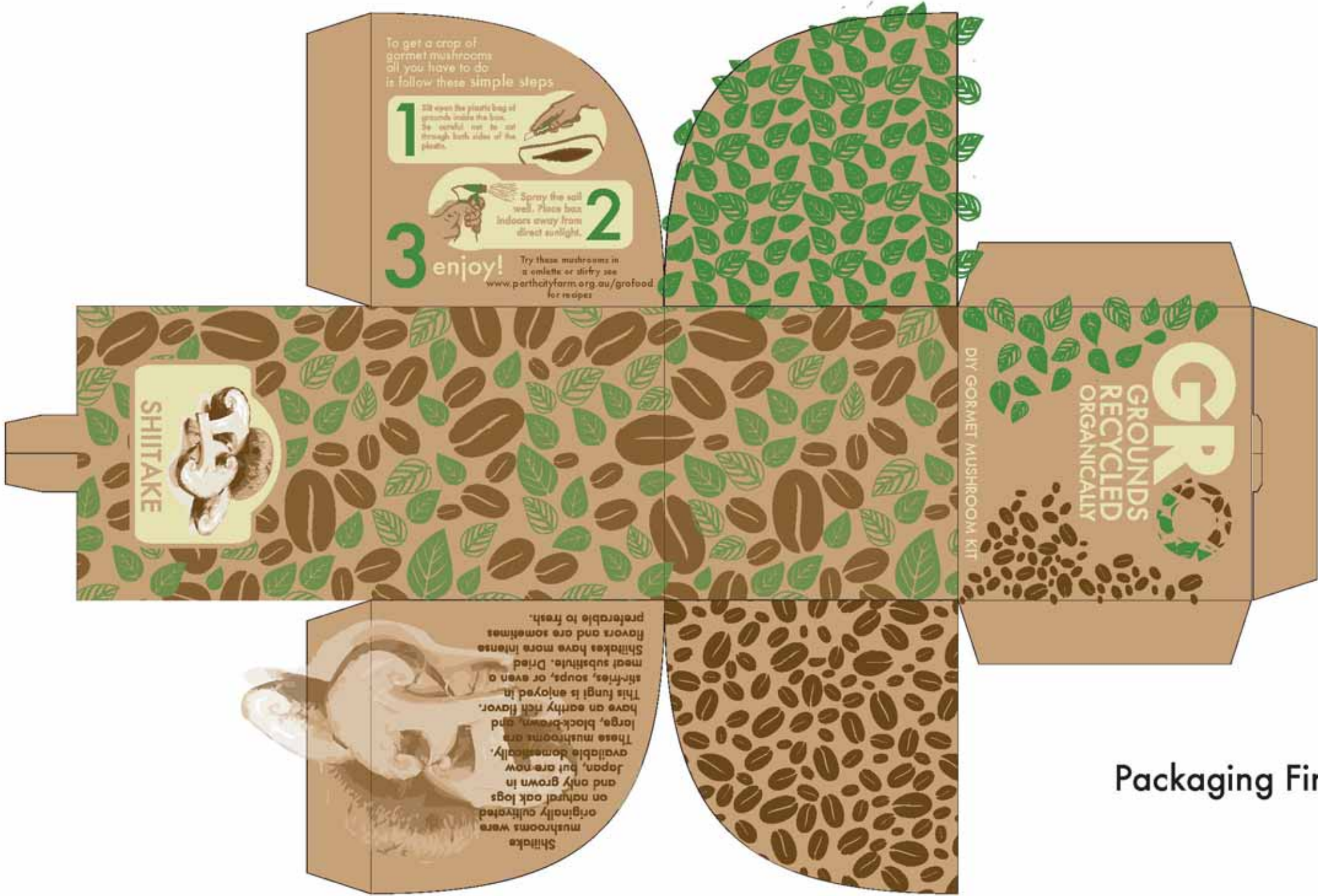
GRO



Development



Packaging Final



To get a crop of gourmet mushrooms all you have to do is follow these simple steps

**1** Fill open the plastic bag of grounds into the box. Be careful not to cut through both sides of the plastic.



**2** Spray the soil well. Place bag indoors away from direct sunlight.



**3** enjoy! Try these mushrooms in a omelette or stir fry see [www.perthcityfarm.org.au/grofood](http://www.perthcityfarm.org.au/grofood) for recipes

SHIITAKE



Shiitake mushrooms were originally cultivated on natural oak logs and only grown in Japan, but are now available domestically. These mushrooms are large, black-brown, and have an earthy rich flavor. This fungi is enjoyed in stir-fries, soups, or even a meat substitute. Dried Shiitakes have more intense flavors and are sometimes preferable to fresh.



Packaging Final



## HAND-CARRY SHOE BOX



Packaging

# Gro Branding - Logo

JESSICA BEACH STUDENT NO. 0804604  
Phone: 0423655503

Main logo mark



Alternate Logos



## Colours

Simple colours that represent "eco" product, chosen for their flexibility and ability to print clearly on cardboard for the packaging. Logo also works well in black and white.



C - 10	C - 42	C - 77	C - 22
M - 06	M - 64	M - 24	M - 35
Y - 36	Y - 100	Y - 100	Y - 57
	K - 41	K - 09	K - 01

## Pattern

Rather than a single symbol for the logo I chose to create these vector patterns. They represent the recycling of the grounds for the product. These patterns can be used in a variety of ways beyond just the logo. eg. T-shirts, tea towels.



# Gro Branding - Packaging

JESSICA BEACH STUDENT NO. 0804604  
Phone: 0423655503

## Retail box

This box is designed to be printed on Australian recycled cardboard. The box when folded is a simple design with the gro patterns covering it. However when unfolded it turns into a traditional planter box with a scalloped edge. This multifunctional box is simple to display and transport. You can also open and close the box with destruction. This will allow the buyer to reuse the product. Larger volume versions would look the same as this box but scaled up.

## Sizes

Retail box - 1k  
10cm x 10cm x 10cm

Retail box Large - 2.5 kg  
15cm x 15cm x 15cm



Fig 1. The box when closed



Fig 2. The box when open



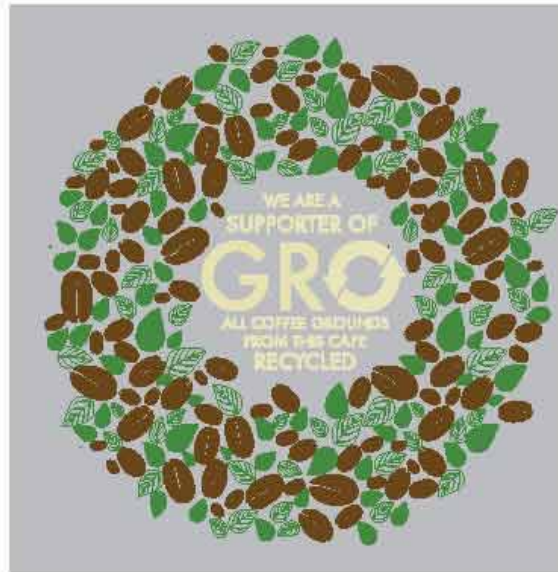
Fig 3. Colour template of box

# Gro Branding - Window sticker & Cargo Bike

JESSICA BEACH STUDENT NO. 0804604  
Phone: 0423655503

## Window Sticker

This sticker is designed using the patterns and logos of the Gro brand. It can be used by participating cafes to advertise their involvement. Areas of grey are actually clear, see picture to the right for example.



## Cargo Bike

This bike is branded with the GRO pattern and logo. I have kept the design on the bike as simple as possible as it is expected these bike would have heavy use.



## Mulch Bag