



Grounds

Recycled

Organically



Research

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Research of Type

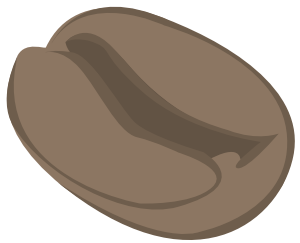


Image ideas

GR ☉ GRO

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GRO

Logo



Grounds

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Logo



Colour Scheme



GR. 



Colour Scheme



Colour Scheme



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Colour Scheme

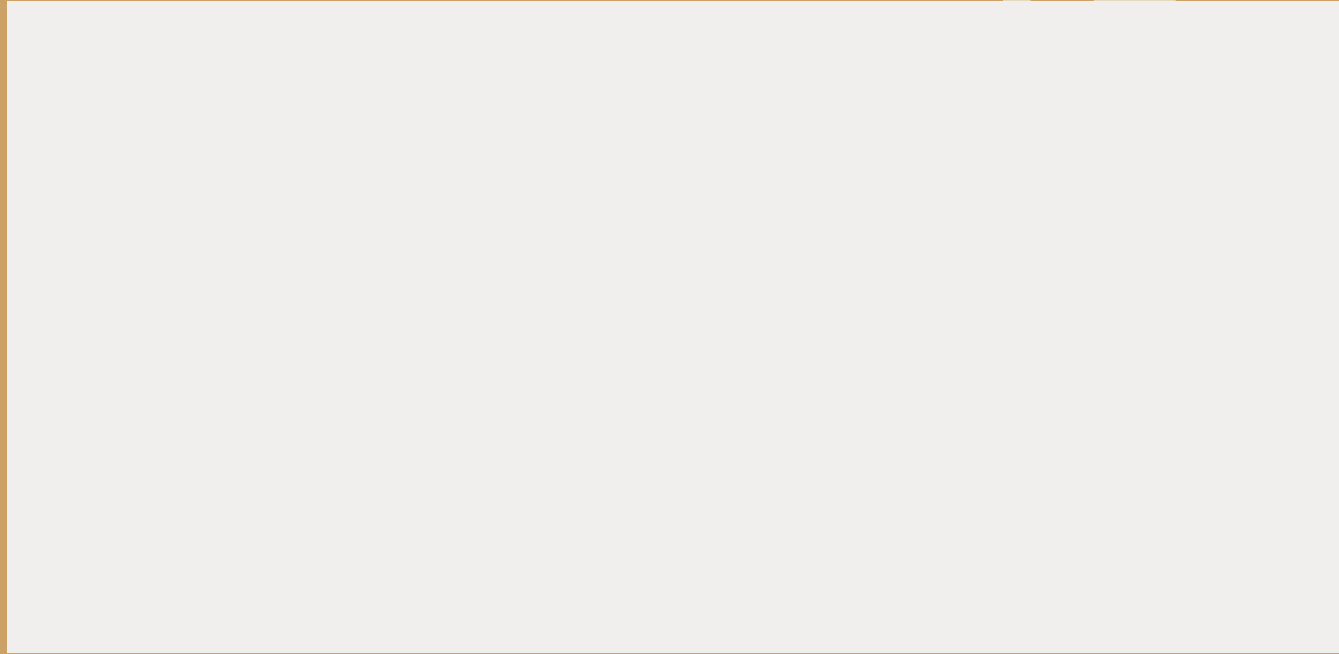


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WedSite



Compost Bag



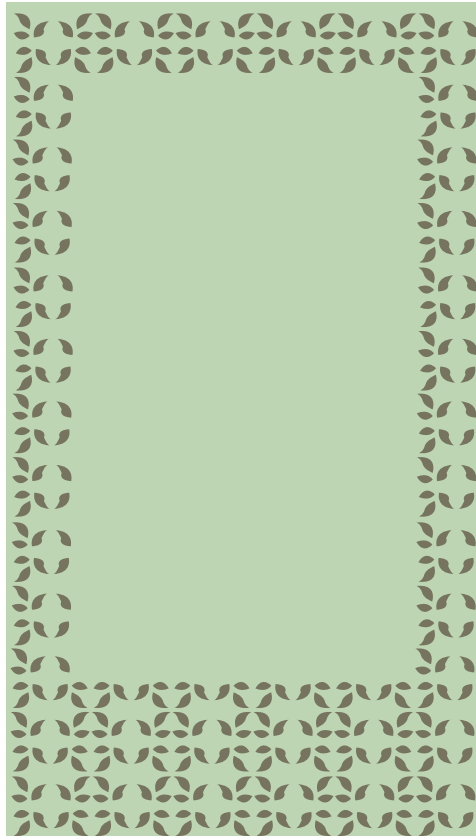
WedSite banner



Pattern



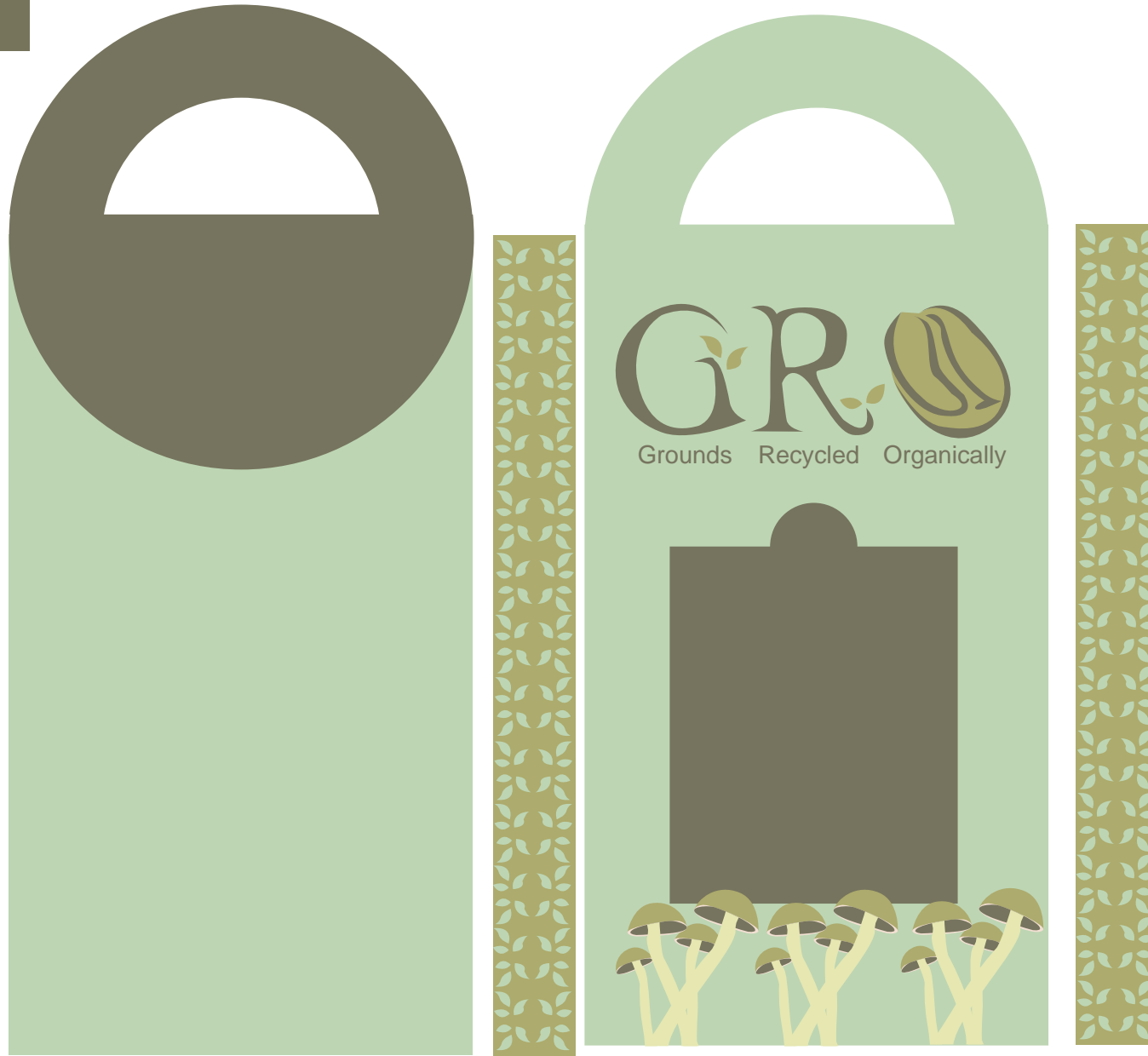
Packaging ideas



Packaging Ideas



WedSite banner



Packaging



Organically

Bulk mushroom box



Packaging



Compost Bag

Logo



For the logo I used a font, which had an organic feel. I changed the "O" into a coffee bean to represent the use of coffee with the company. The leaves represent growth. This ties in with both the products of the compost and the mushrooms.

The colour scheme is a soft plate of natural greens. This goes with the theme of growth and organic.





Website banner

For the website banner I used just a simple background, and the logo. I placed a vector drawing of the mushrooms next to it.

This could be used for many things, such as stickers or a simple newspaper advertisement. Its simplicity makes it easy to place or use.



Cart Wrap

The cart wrap is just the simple logo and background colour. Simple and easy to see. The cart itself will draw attention to passers by. Making it an advertising tool.



Bulk mushroom boxes

For the bulk mushroom boxes, I thought instead of printing them, using a sticker to place on the side. I also thought that the sticky tape that you use could be customized with your logo.



Compost Bag

For the compost bags I thought you could print your information on hessian bags. They are environmentally friendly and they give a nice organic look to the product.



Packaging for mushroom kits

For the mushroom kits I used the same colour choice from the beginning. And I did a simple box design but is still unique and unusual to find in the stores.. I placed a handle on the top for easy carrying. The front I have placed a little square which can easily be popped opened due to the little holes conveniently placed for easy access to the mushrooms.



Coffee Shop Sticker

For the coffee shop sticker, i just used the simple banner in a circle form with the mushrooms placed on top. This could be placed in the corner of a window or door. It could also be placed in a display window. This way people would notice it when ordering their food.