

'GRO - Grounds Recycled Organically City Farms

Branding & Identity
Thursday 10th November 2011

Agnieszka Pelczar | 1018528

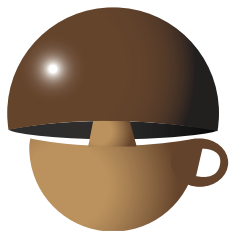


City Farm is an organic community garden, education and network centre. Which promotes healthy urban environments that are productive and diverse.

GRO - Project

- Project Logo
- 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

Logo Concept Development



GRO - Grounds Recycled Organically

Logo Concept Development



Logo Concept Development



GRO

Grounds Recycled Organically



GRO

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Logo



This logo is more organic and features more curves than the previous ones, this is specifically to help enhance the warm and friendly tones of the brand.

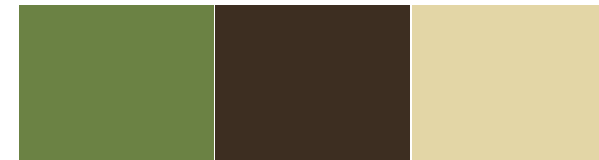
Branding Development



Branding Development



Branding Development

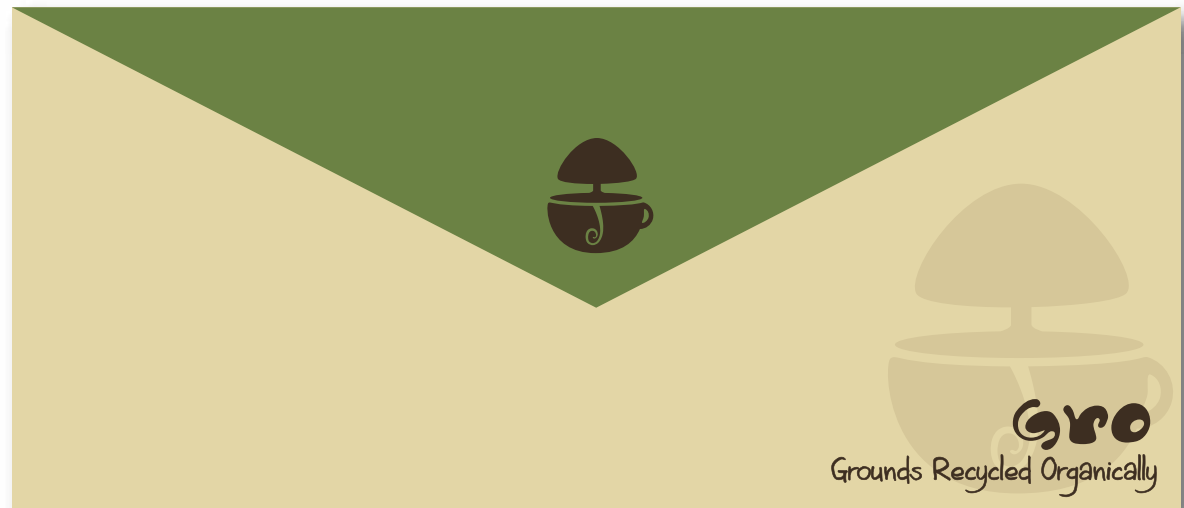


As color is the first thing which a potential customer notices so they have to reflect the brand - eco friendly, sustainable, community minded.

These colors do just that, although they are slightly dark colours they are very warm and friendly, they help sell the message of sustainability and dependability. They are inviting but still bring to mind the association of a environmentally friendly and recycle friendly brand.

Branding Development

The colours and style can be easily used for other branding items as they are quite clean and simple, the message of sustainability and community is clear and easy to communicate.



Branding Development

The screenshot shows the GRO website with a dark green header. The logo features a stylized coffee cup and the text 'GRO Grounds Recycled Organically'. A navigation menu includes 'HOME', 'GET INVOLVED', 'NEWS', 'CALENDAR', 'ABOUT', 'MAP', and 'CONTACT US'. A secondary menu lists 'Urban Farm', 'Cafe', 'Edible Plants', 'GRO Project', 'Markets', 'Venue Hire', 'Education', and 'Consultancy'. The main content area displays a news article titled 'Look what has grown in our coffee waste!' with a photo of a man holding oyster mushrooms. To the right, there is a section for 'Cafe Opening Times'.

Urban Farm
Our Organic Farm

Cafe
Solar Powered Cafe

Edible Plants
Edible Nursery

GRO Project
Organic Recycled Coffee

Markets
Farmers Market

Venue Hire
Spaces for Hire

Education
Workshops & Training

Consultancy
Design & Consultation

Look what has grown in our coffee waste!

Michael presented us with his latest produce from his GRO project – Oyster Mushrooms galore!
MORE [...]

Oct 25, 2011

Urban mushrooms are sprouting from our cafe's used coffee grounds

Well it was an exciting day at City Farm yesterday. The hard work from our GRO project team has finally paid off with our first flush of mushrooms sprouting from coffee waste. **MORE [...]**

Oct 03, 2011

Cafe Opening Times

Opening Times:
Monday to Friday 7am to 4pm
Saturday 8am to 12.30pm
Contact the Cafe

Cafe Phone: 9325 7230
Our cafe manager - Nic
Cafe News
Cafe & Office CLOSED at Perth City Farm this Friday 28th October

However, the Conservation Council's Art Exhibition is open from 10 until 4pm

The website is the same as the City Farm website but with the GRO color scheme presented here.

This means the website remains part of the City Farm brand but the project itself is very present and could not be

Branding Development



HOME GET INVOLVED NEWS CALENDAR ABOUT

Urban Farm
Our Organic Farm

Cafe
Solar Powered Cafe

Edible Plants
Edible Nursery

GRO Project
Organic Recycled Coffee

Markets
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Venue Hire
Spaces for Hire



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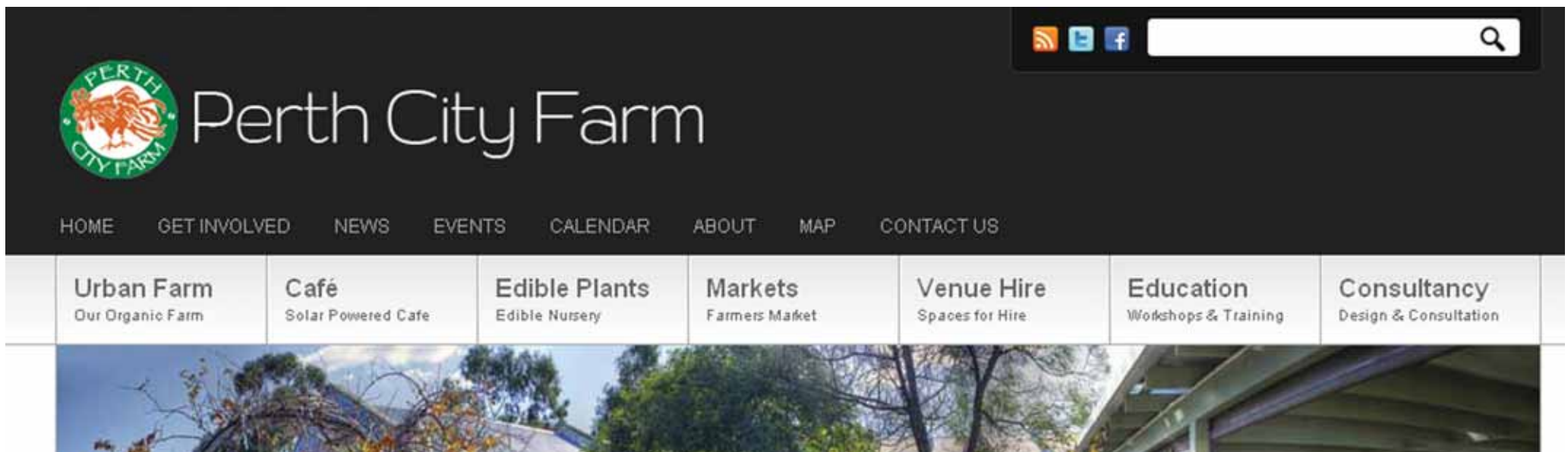
MORE [...]

Oct 25, 2011

Branding Development

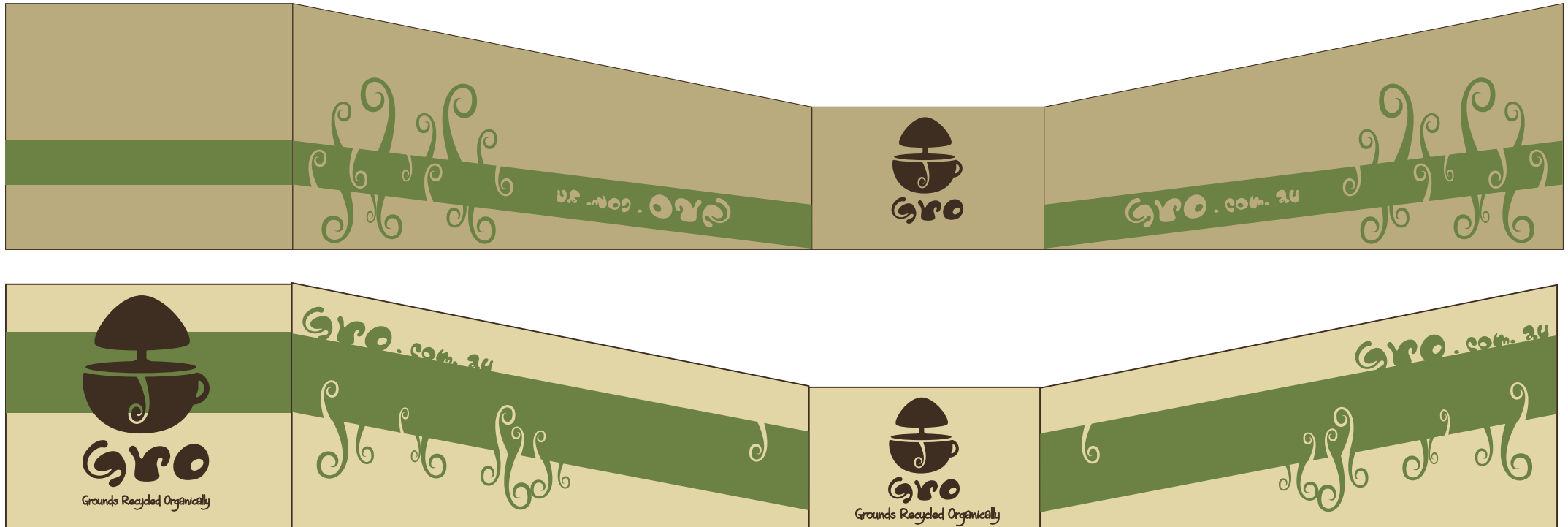


The screenshot shows the header of the GRO website. On the left is the GRO logo, which consists of a stylized coffee cup with a mushroom-like shape above it, and the text 'GRO' in a bold, rounded font. Below 'GRO' is the tagline 'Grounds Recycled Organically'. To the right of the logo are social media icons for RSS, Twitter, and Facebook, followed by a search bar with a magnifying glass icon. Below the logo and search bar is a horizontal navigation menu with the following items: HOME, GET INVOLVED, NEWS, CALENDAR, ABOUT, MAP, and CONTACT US. Below the navigation menu is a dark green bar with eight columns of text, each representing a different service or area: Urban Farm (Our Organic Farm), Cafe (Solar Powered Cafe), Edible Plants (Edible Nursery), GRO Project (Organic Recycled Coffee), Markets (Farmers Market), Venue Hire (Spaces for Hire), Education (Workshops & Training), and Consultancy (Design & Consultation). A decorative white swirl is on the right side of this bar.



The screenshot shows the header of the Perth City Farm website. On the left is the Perth City Farm logo, which is a circular emblem with a rooster in the center and the words 'PERTH CITY FARM' around the perimeter. To the right of the logo is the text 'Perth City Farm' in a large, white, sans-serif font. To the right of the logo and text are social media icons for RSS, Twitter, and Facebook, followed by a search bar with a magnifying glass icon. Below the logo and search bar is a horizontal navigation menu with the following items: HOME, GET INVOLVED, NEWS, EVENTS, CALENDAR, ABOUT, MAP, and CONTACT US. Below the navigation menu is a light grey bar with seven columns of text, each representing a different service or area: Urban Farm (Our Organic Farm), Café (Solar Powered Cafe), Edible Plants (Edible Nursery), Markets (Farmers Market), Venue Hire (Spaces for Hire), Education (Workshops & Training), and Consultancy (Design & Consultation). Below this bar is a wide banner image showing a view of trees and a building under a blue sky.

Branding Development



Originally the cargo bike decal was darker but upon experimenting with it a little it became clear that it had to stand out, it could not afford to just get lost, as already it was competing against itself due to the wheels blocking a portion of the cargo bike.

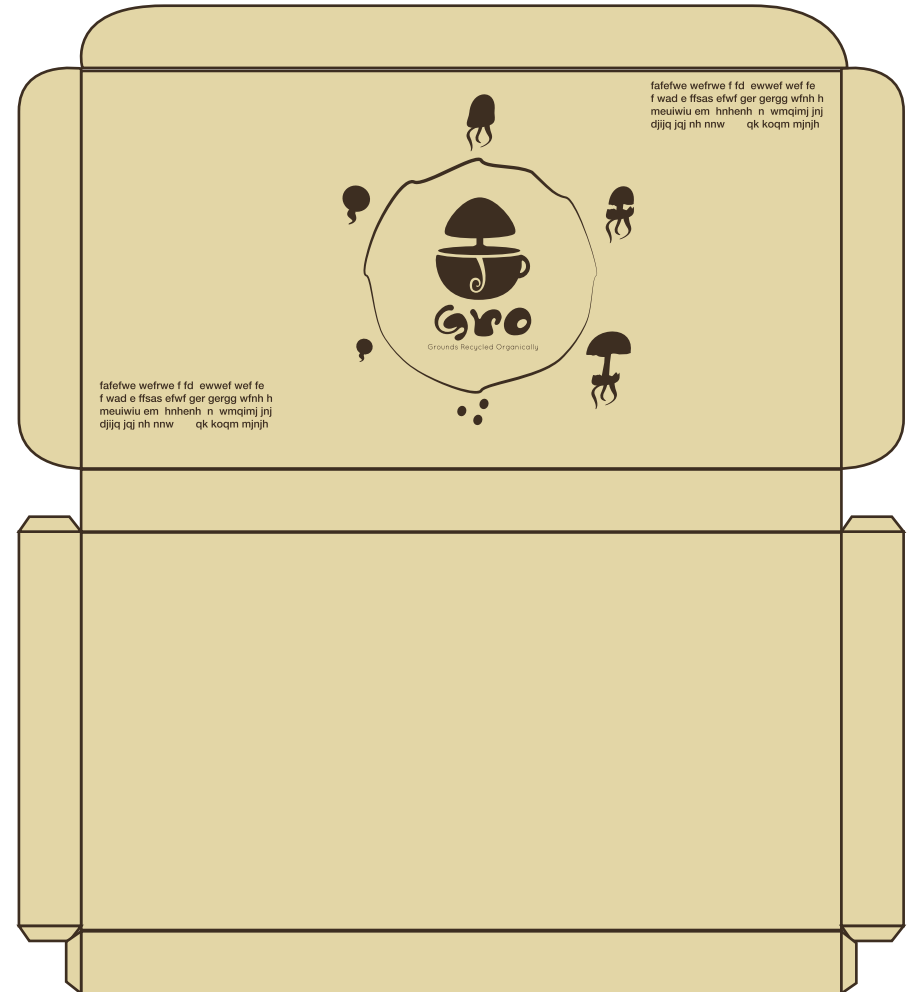
The decal shows a unique take on the brand identity using the curly graphic to a higher extent than the rest of the branding, this is to make it stand out when its out and about and not get lost in the crowd.

Branding Development

The website name and logo have to be on top (on the sides) and on the front so as to not be blocked by the wheels.

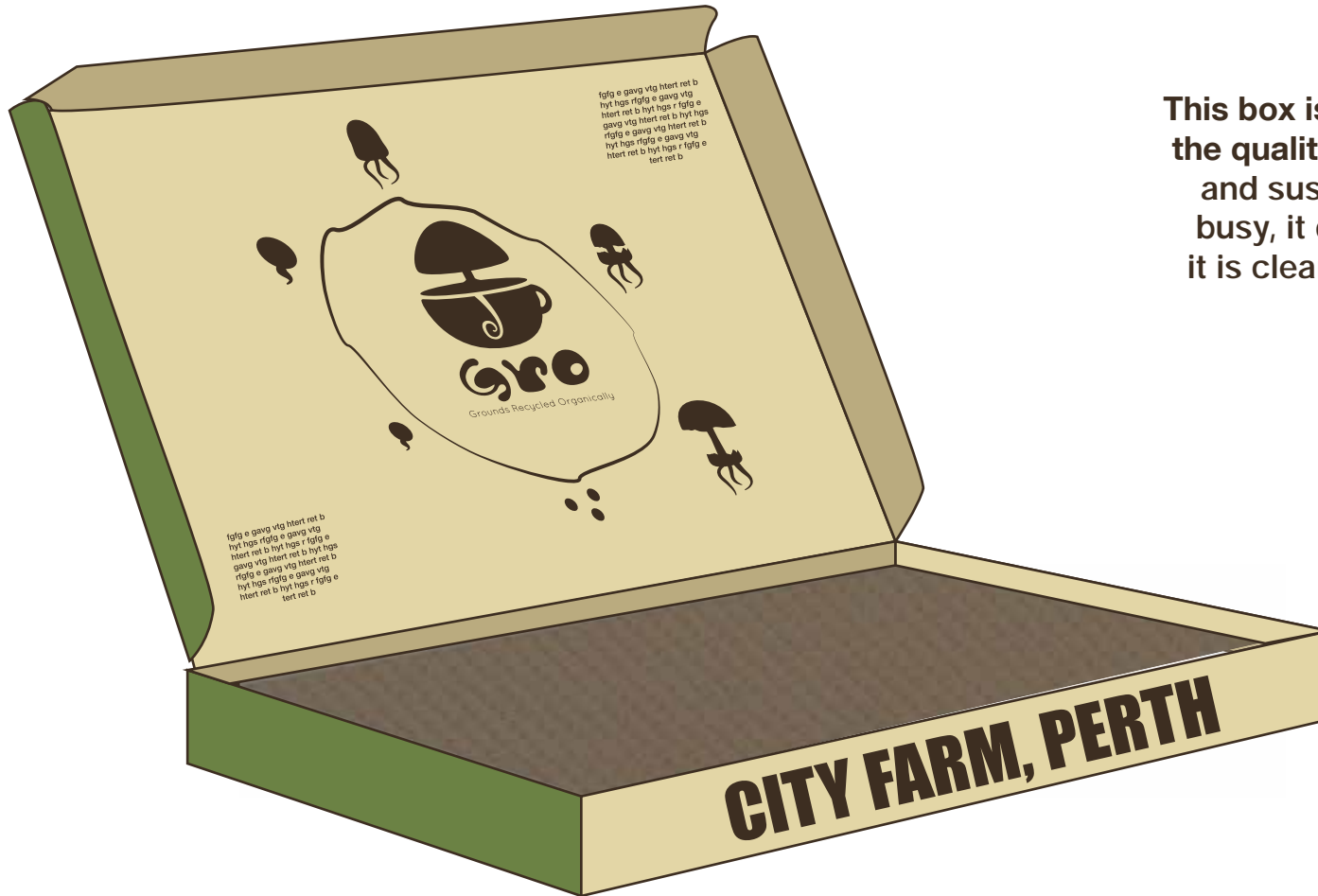


Branding Development



This box, especially the inside is designed to show the growth cycle of a typical mushroom as well as including instructions on how to grow them.

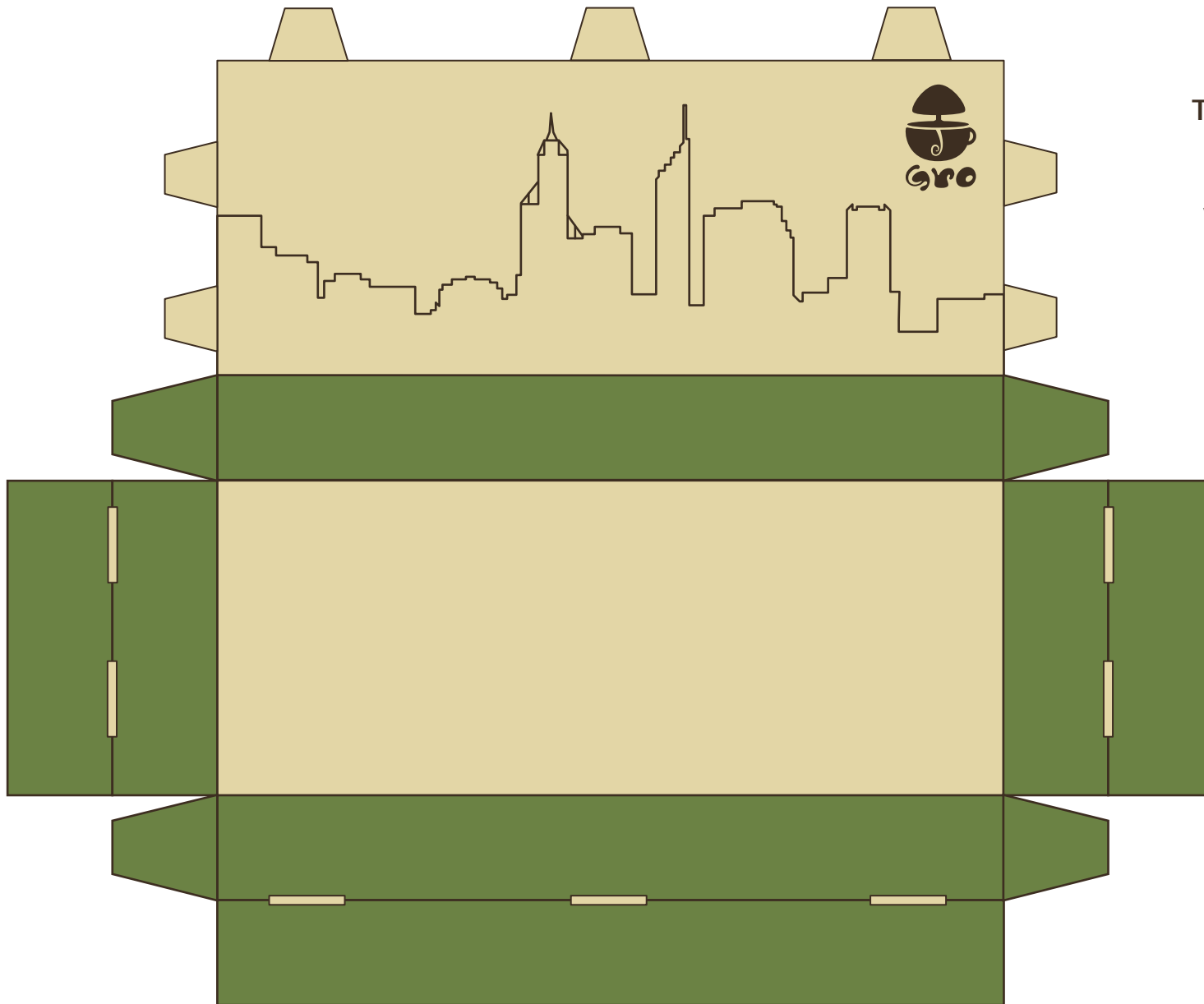
Branding Development



This box is simple and clean, reflecting the qualities we associate with nature and sustainability. It should not be busy, it doesn't have to prove itself, it is clean, it is eco friendly. It's even

The shelf is the most competitive market for any packadge, it needs to get its message across quickly, and so the packadge reflects the whole of the brand is; community, friendly,

Branding Development



This box is more community minded (and could always be changed to reflect any other place which GRO ventures to) it shows it's origin: it's local, proudly so.

Branding Development



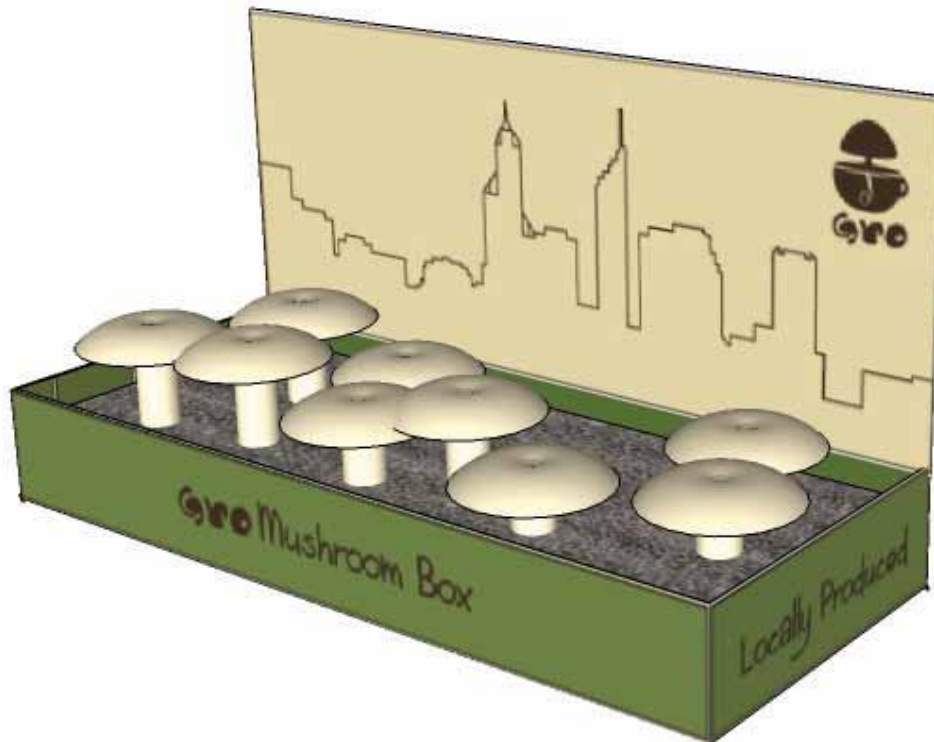
This box is also longer than its other counterpart, it could sit on the window in anyone's kitchen, it's not intrusive but is able to fit into everyone's lives.

One of the reasons someone might say no to buying a mushroom box is that it's big or cumbersome, but this is not the case here.

It can fit anywhere, a living room table, a garden, or in sitting on the

Branding Development

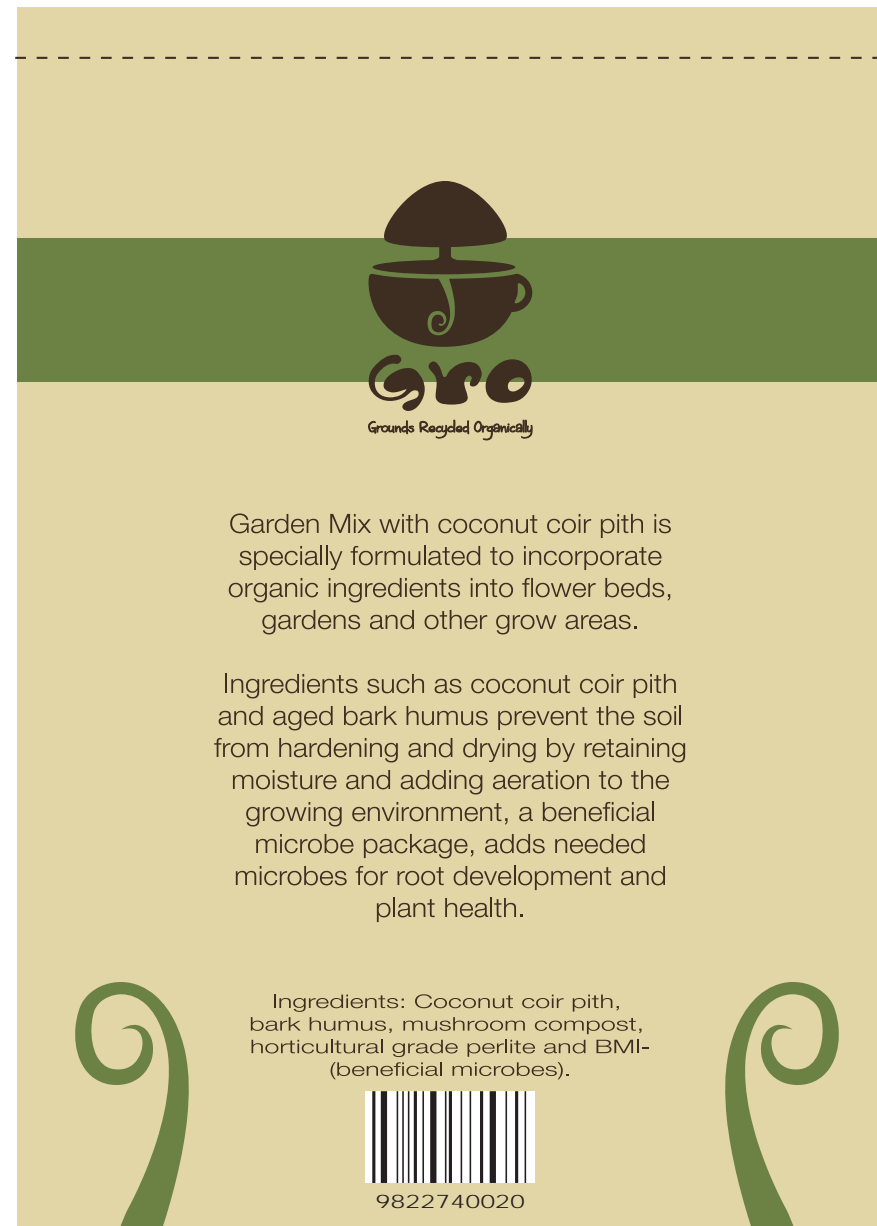
The mushrooms growing against the cityscape is a constant reminder of their community focus, but it isn't just any community. It is the customers community. It is sustainability and growth for Perth.



Branding Development



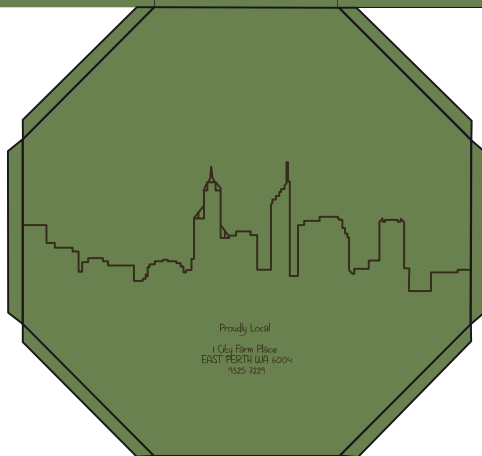
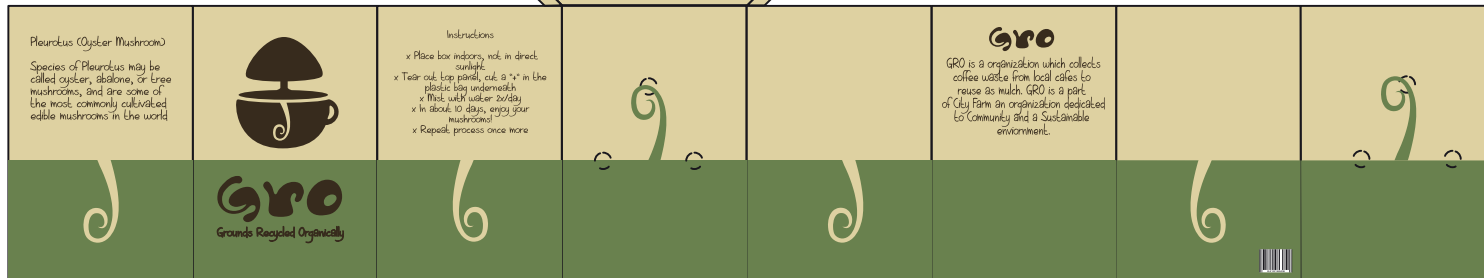
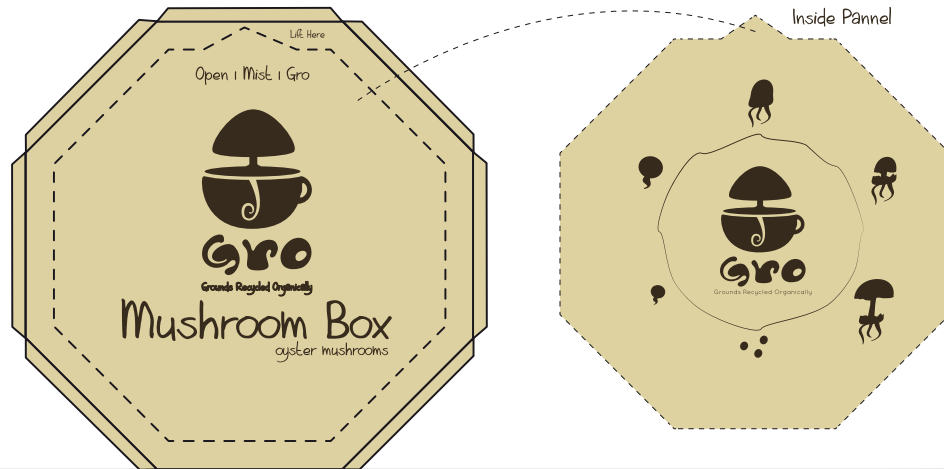
The compost bags need to be familiar, no one wants to mess around with it more than they need except maybe hardcore gardeners, for most people it's a necessity not a luxury; the design reflects its simplicity while still making it clear that it's environmentally friendly product. The swirl graphic is both a root and a growing blade of grass, it is durability and growth.



Branding Development



Branding Development



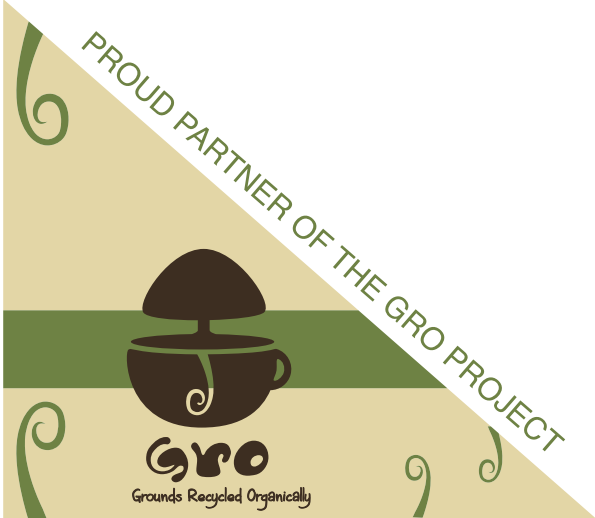
Branding Development



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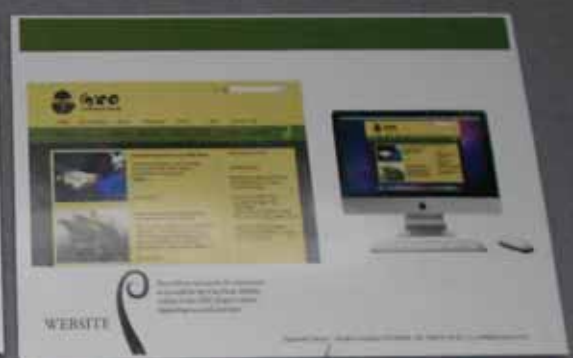
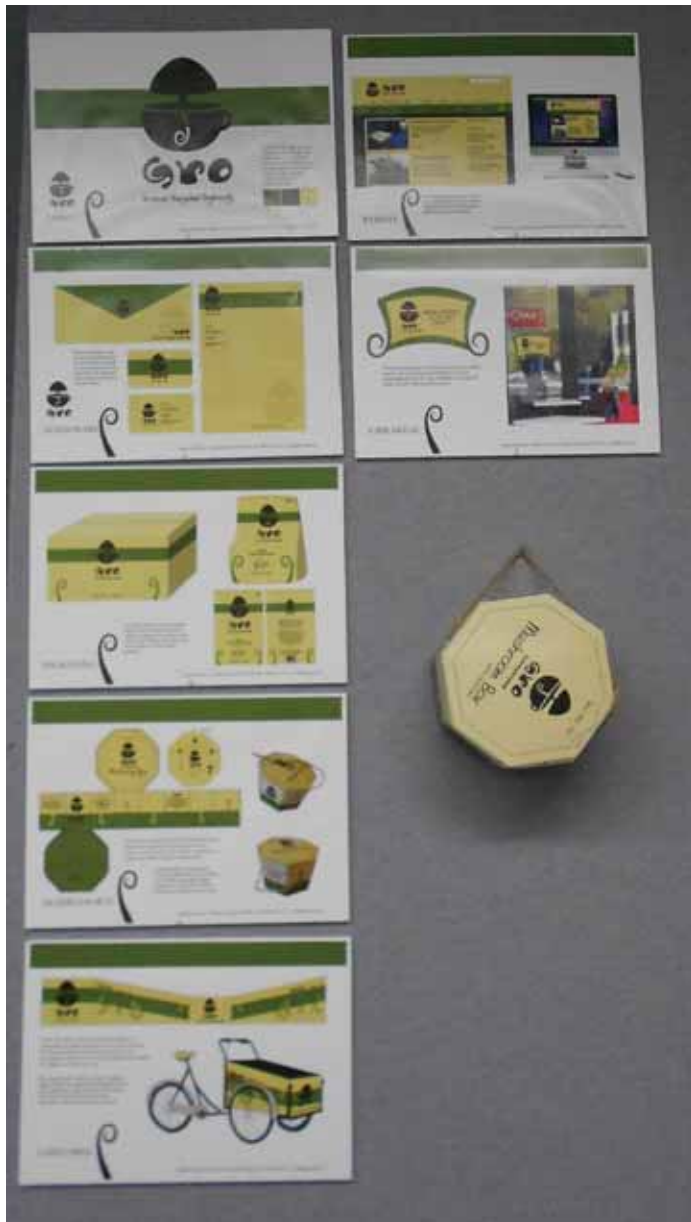


Branding Development



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Thank You!

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