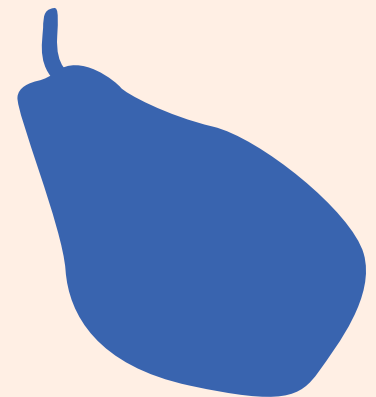
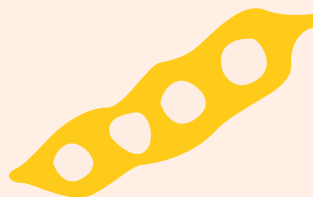
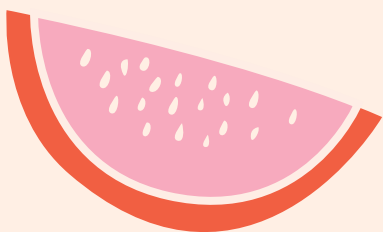
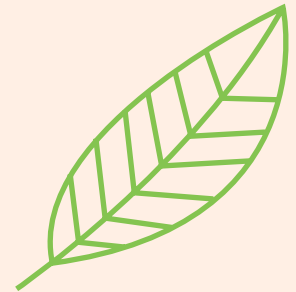
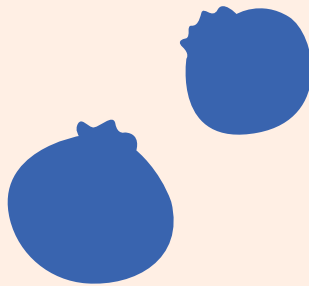
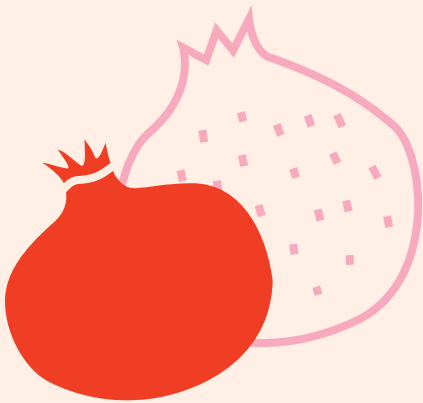
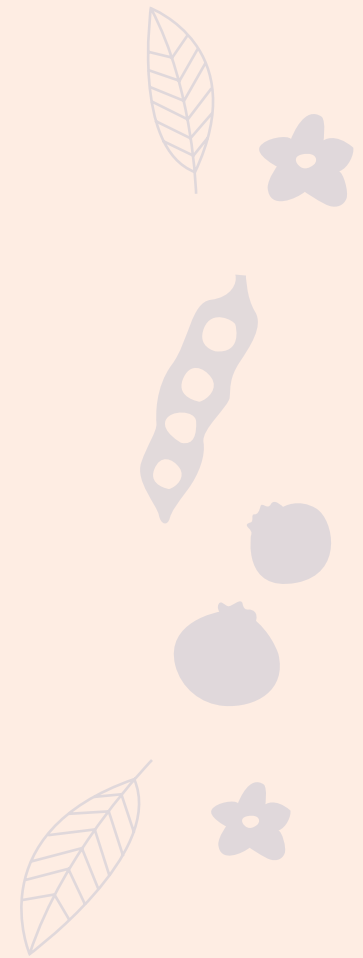


# FARMSTER



# Table of Contents



# Visual Identity

## The Brand

Farmster is an app-based service that delivers locally-sourced, fruits, vegetables, meat, and dairy products. The new app supports small, family farms, rather than large, corporate industrial farms.

Farmster delivers food sourced from local farms so that you can know that, with each bite, you are directly supporting the people in your community.

## Brand Aesthetic

Farmster's visual identity centers around a playful, modern look. As a company that delivers locally-sourced farm goods, the goal was to emphasize the vibrancy of fresh produce and the spirit of supporting one's community with bright colors and flat design.

The overall aesthetic of Farmster reflects the trendy and progressive qualities of the brand itself. By combining serif fonts, flat produce icons and a bright color palette, a kind and approachable aesthetic is created. This flat design icons reflect the natural and simple qualities of locally-sourced produce.

TONE WORDS: PROGRESSIVE, PLAYFUL, KIND

# Stylescape

When creating the stylescape for Farmster, I focused on the tone words “playful,” “progressive,” and “kind.” I looked for images that reflect the vibrance of fresh food and the inclusivity of community. Additionally, I examined the branding of food media companies such as Bon Appetite, Misfit Market, and Chobani. These brands often use trendy, flat design, bright colors, and a combination of clean sans serif fonts with chunky, serif fonts.

Farmster’s target audience is progressively-minded male and females ages 21-45. People who enjoy food both to eat but as a way to support local business and farmers. In order to appeal to this audience, Farmster’s branding evokes farmer’s market and plant-based food aesthetics, from tote bags to minimalist illustration styles. It is easy-going, playful, and socially conscious.



# Color Scheme



#EE3E24

RGB 238, 62, 36  
CMYK 0, 74, 85, 7



#F6AABE

RGB 246, 170, 190  
CMYK 0, 31, 23, 4



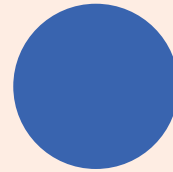
#FFCB1A

RGB 255, 203, 26  
CMYK 0, 20, 90, 0



#83C450

RGB 131, 196, 80  
CMYK 33, 0, 59, 23



#3964AF

RGB 57, 100, 175  
CMYK 67, 43, 0, 31



#FEEDE3

RGB 254, 237, 227  
CMYK 0, 7, 8, 0

The color scheme was inspired by bright, playful colors found in produce and organic produce branding. These colors support the brand's idea of getting back to the basics - local food from local farmers. Similar color schemes are used in natural food packaging, with brands such as Chobani, as well as food media companies like Bon Appetit. These colors appeal to a youthful and progressive audience who enjoy good food and supporting their community.

Farmster's primary colors are blue, used in the brand's logo, and the neutral tan background. Green and red may serve as accents apart from the brand's pattern design, but these colors should not be used together.

# Typefaces

LOGO

FUTURA, MEDIUM, ALL CAPS,  
61 PT, TRACKING 160, BLUE

Header

FUTURA, MEDIUM, 40 PT

## Body Copy

MINION VARIABLE CONCEPT,  
SEMIBOLD, 12 PT, DARK GRAY

The logo should be blue when on tan or white surfaces. In cases where the background is colored, such as on signage, the logo should be white for readability. The logo should always be in all caps.

The header may alternate accent colors from the color palette but should never be yellow.

In special cases, font sizing can be adjusted to fit larger or smaller designs. It is important to retain the scale ratio of 3:2:1 between the logo, sub heading, and body copy. Semibold body copy should be used predominately, but bold and regular body copy may be used when necessary.

# Logo Identity

The Farmster logo is clean and refined, yet contains organic qualities through the leaf icon. At the logo's primary size of 61 pt, the leaf's line weight should be 5 pt, and must be scaled proportionally. The logotype should be displayed on white background using blue text and colored backgrounds using white text. On the app's platform, website and merchandise such as t-shirts, the logotype should be used alone. However, on materials such as delivery boxes, the logo with surrounding icons should be used; the icon and logo must be white. Colored produce icons may be used for decorative purposes on items such as posters, billboards, or merchandise such as tote bags.

FARMSTER 

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# Mockups

