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Design & Meaning

The Homefarm logo symbolizes the union of our modern urban living environment - its structure and order, with the cultivation, growth, and yield of agriculture. In addition, the logo represents community and connectedness through the use of a plural rather than singular visual motif.

The Homefarm brand name is a compound of two different contexts and orders of scale - the home and the farm. 'Home' paints a picture of a familiar, comfortable, and modest space, whereas 'farm' evokes a work-intensive environment and a vast scale.

We have distanced ourselves from the means involved with growing our own food through industrialization, increased living density, and modern amenities - it is this disparity in scale, context, and experience that Homefarm bridges with its human-centered and lifestyle-driven product solution.



homefarm



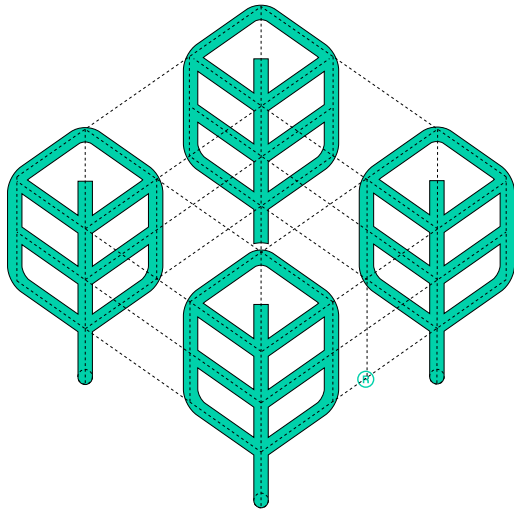
Min. Scale

Primary Lockup (Vertical)



Logo

Wordmark



Logo Construction

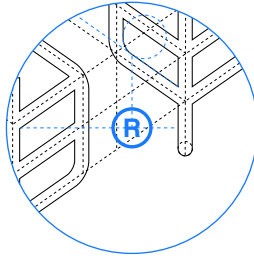
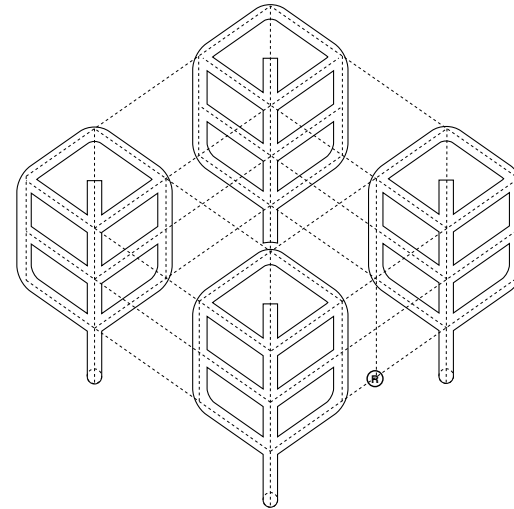
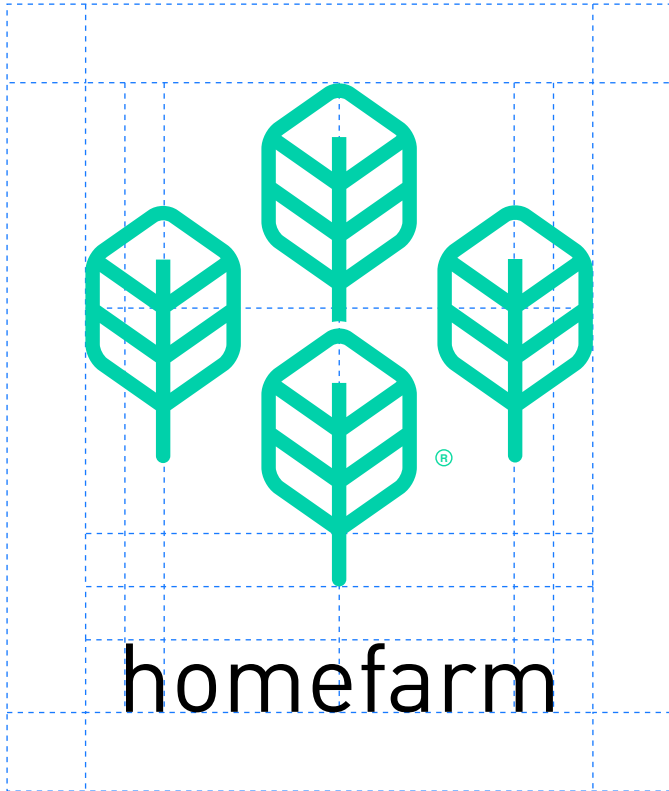


FIG. 1



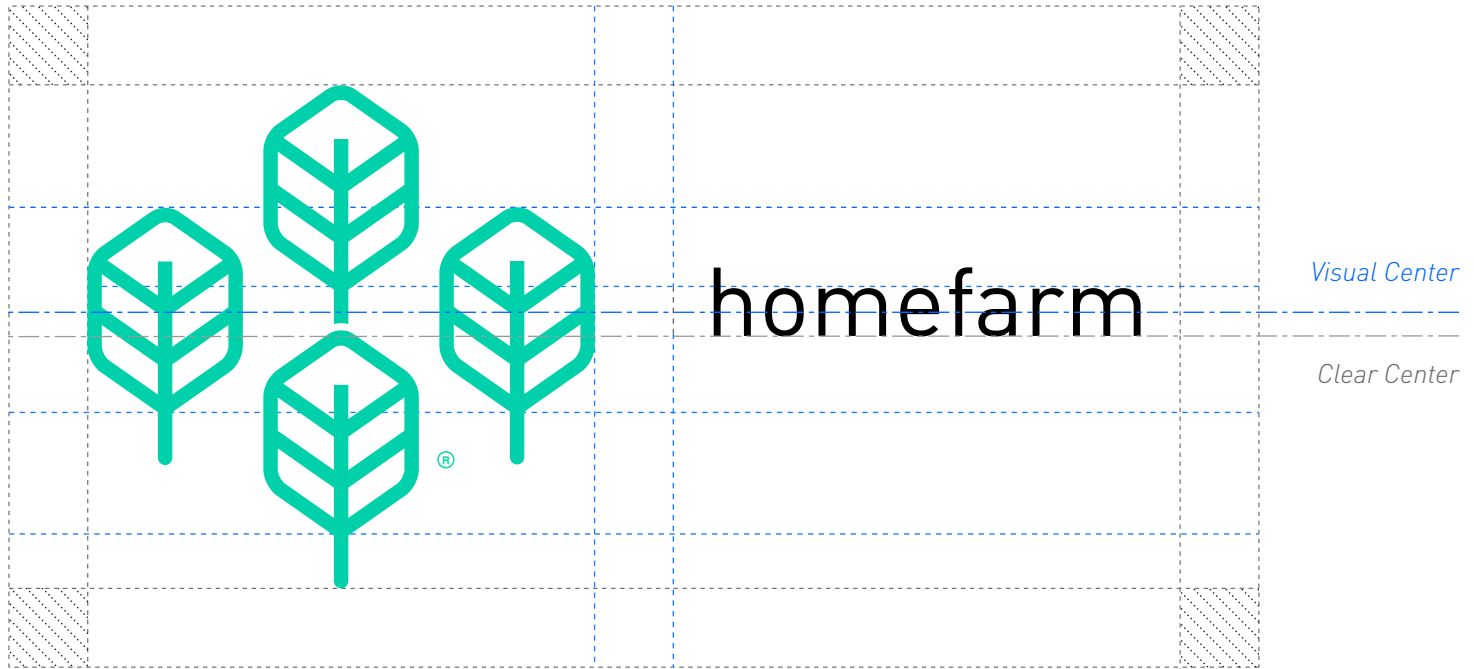
Logo Construction (Wireframe)



Vertical Lockup Construction



Vertical Lockup Clear Space



Horizontal Lockup Construction & Clear Space

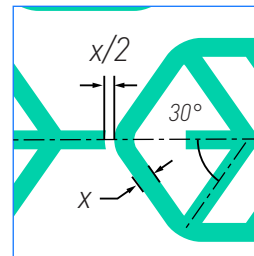


FIG. 2

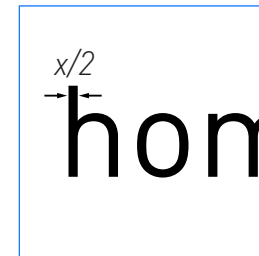
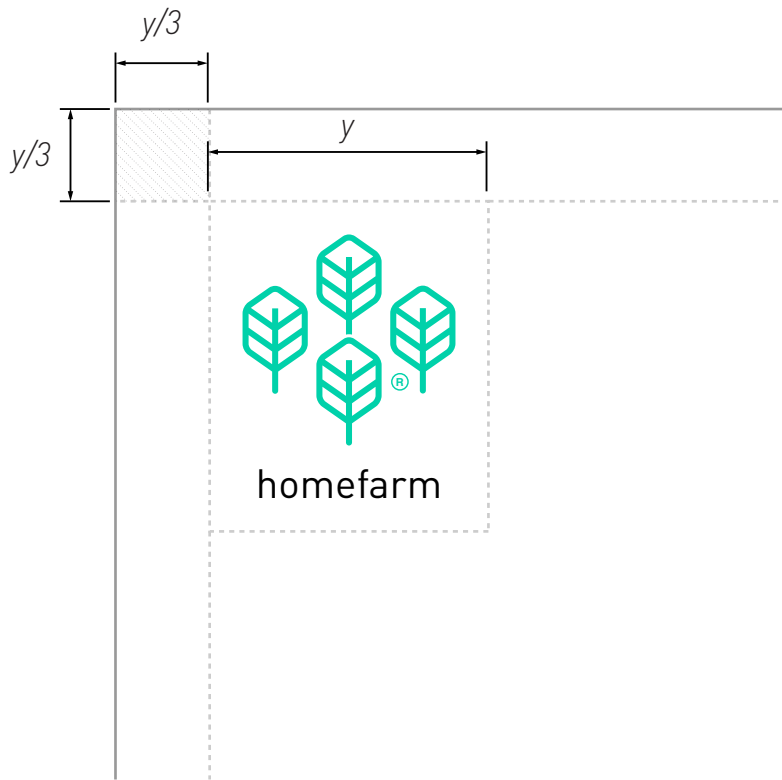
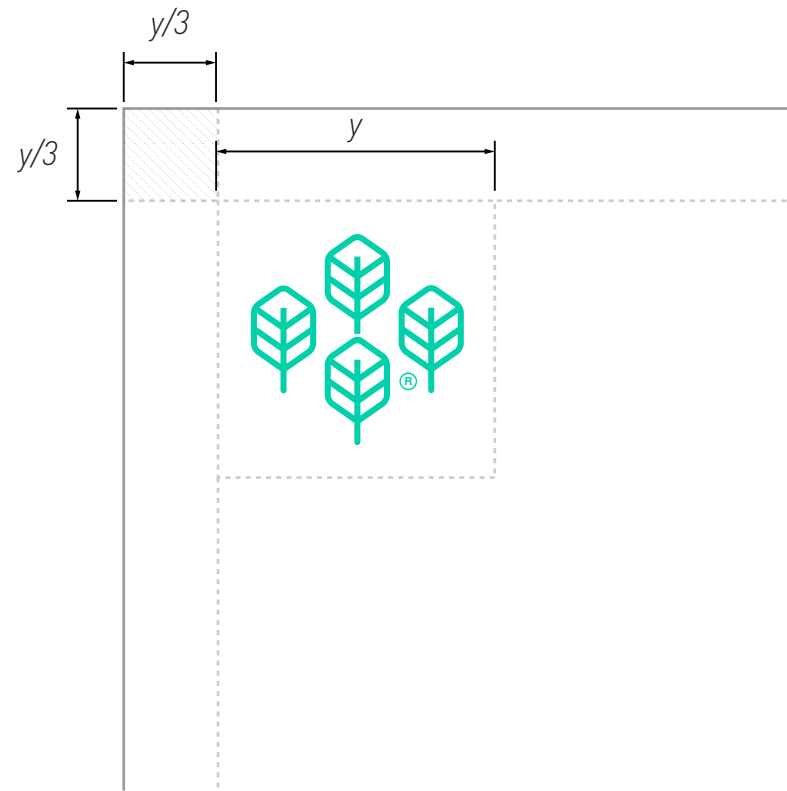


FIG. 3



Document Clear Space (Vertical Lockup)



Document Clear Space (Logo)



Homefarm Green

Color Hex: #00D1AA

RGB: (0,209,170)

CMYK: 1.00 , 0.00, 0.19 / 0.18

Pantone: 3385 C



Homefarm Green (Gradient)

Color Hex: #006559 / #00D1AA

RGB: (0,101,89) / (0,209,170)

CMYK: (1 , 0 , 0.12 , 0.60) / (1 , 0 , 0.19 , 0.18)

Pantone: 568 C / 3385 C

DINPro Light (Subdivision Lockup)

abcdefghijklmnopqrstuvwxy
z
1234567890

DINPro Regular (Homefarm Wordmark)

abcdefghijklmnopqrstuvwxy
z
1234567890

Maven Pro Light 300 (Paragraph Text)

abcdefghijklmnopqrstuvwxy
z
1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce facilisis tellus metus, sed tempor ipsum semper quis. Duis quis finibus purus. Sed posuere nec nunc vel malesuada. Aliquam erat volutpat. Integer erat lorem, scelerisque et tristique non, pretium eget nulla. Maecenas et tincidunt odio. Vivamus massa odio, tempor ac placerat eget, lacinia dapibus diam. Donec non mattis elit, ac placerat nibh. Aliquam erat volutpat. Nullam at vehicula lacus. Cras maximus est sit amet lectus tempor aliquet.



File Name: homefarmLogo_greenGradient.eps
Color: RGB/CMYK
Usage: Spot Color for Print, On-Screen, Process Color Uses



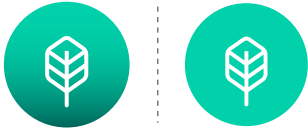
File Name: homefarmLogo_green.eps
Color: RGB/CMYK
Usage: Simple Color Applications - gradients not possible (Embroidery)



File Name: homefarmLogo_black.eps
Color: Black
Usage: Simple Monochromatic Uses - gradients not possible (Embossing, Glass Details, Embroidery)



File Name: homefarmLogo_blackout.eps
Color: Black
Usage: Simple Monochromatic Uses On Background darker than 40% Grayscale (Embossing, Glass Details, Embroidery)



File Name: homefarmButtonLogo_circleGradient.eps / homefarmButtonLogo_circle.eps

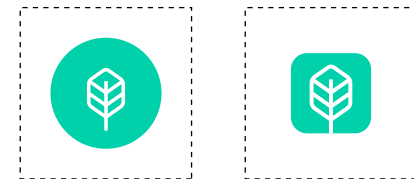


File Name: homefarmButtonLogo_squareGradient.eps / homefarmButtonLogo_square.eps



File Name: homefarmButtonLogo_roundSquareGradient.eps / homefarmButtonLogo_roundSquare.eps

Actual Scale In-App / Mobile





do not skew or change proportions



homefarm



do not change the wordmark color



homefarm



do not outline or change the fill of the logo



homefarm



do not change the color of the logo



homefarm



do not transform or rotate the logo



homefarm



do not add shadows or effects to the logo



homefarm



do not change the location of the 'R' mark



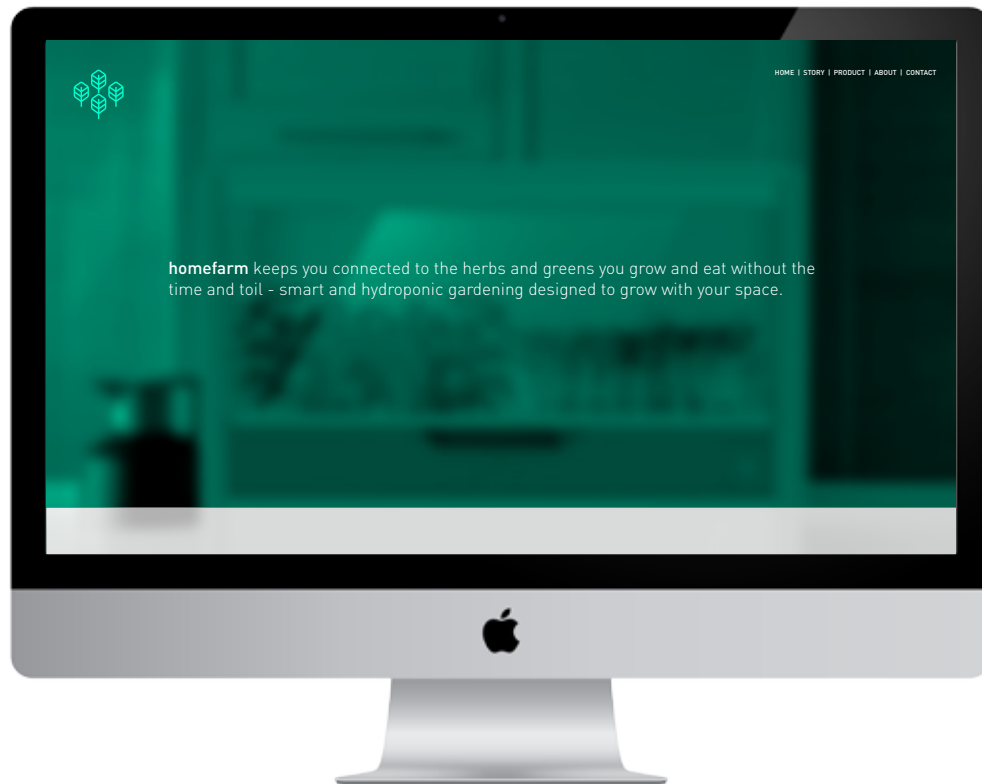
homefarm



do not alter the lockup or location of the wordmark



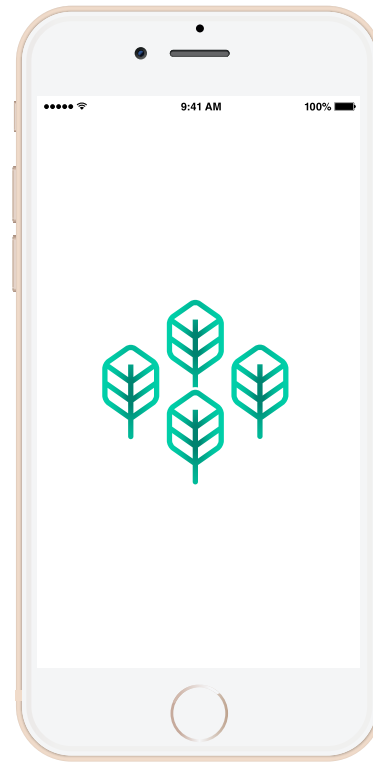
homefarm



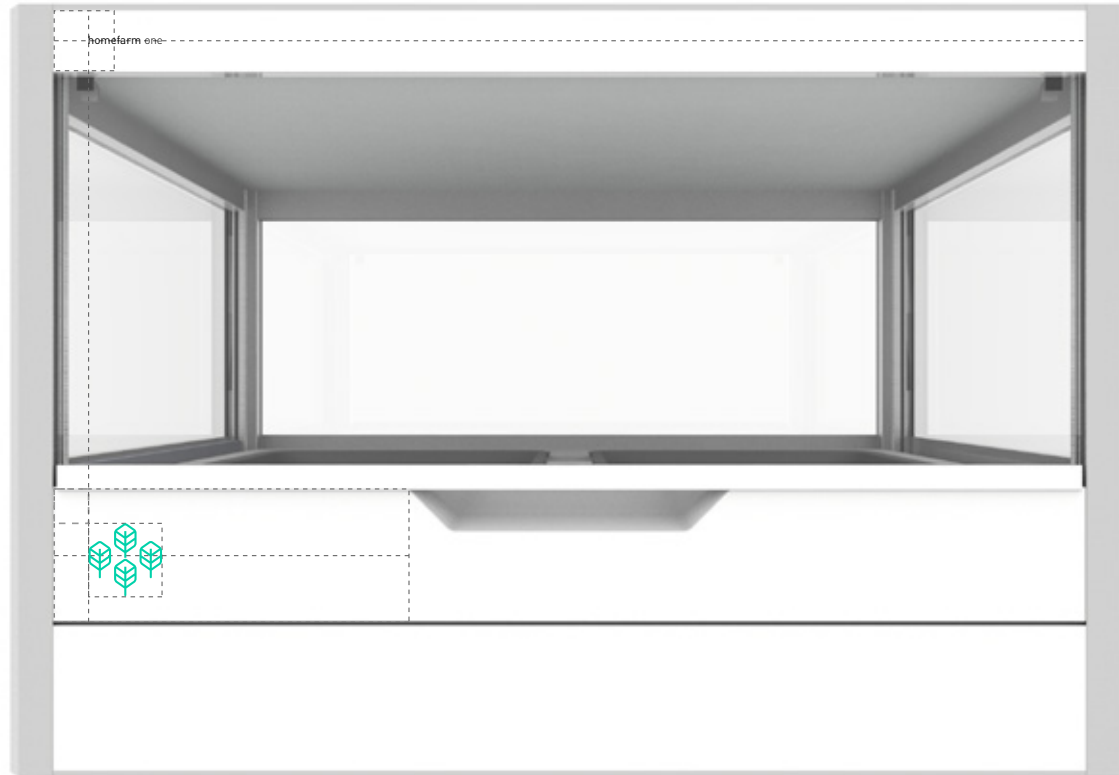
Website Front Page (Draft)



Home Screen App Icon



App Load Screen Logo



Grow Unit Graphic Layout (Draft)