



FRESH LEAF FARMS



FROM EARTH TO TABLE

BRAND STYLE GUIDE PITCH PRESENTATION



FRESH LEAF FARMS



-BRIEF DESCRIPTION OF CLIENT

BILL AND JIMMY PHILPOTT STARTED PLOTTING FOR A PRODUCE FARM IN EARLY 1984. BORN AND RAISED IN ASHEVILLE, IT WAS IMPORTANT FOR JIMMY TO BE PART OF THE COMMUNITY AND HELP EDUCATE OTHERS ON HEALTHY LIVING, GARDENING, AND COOKING.

-DESCRIBE CLIENT NEED AND GOALS

NEEDS A LOGO THAT REFLECTS THE COMPANIES VALUES AND A MAGAZINE AD TO HELP ATTRACT BOTH FAMILIES AND LOCAL CHEFS.

THE GOAL IS TO PROVIDE RESTAURANTS AND THE LOCAL PUBLIC WITH QUALITY ORGANIC PRODUCE AT AFFORDABLE PRICES.

-WHO IS THE TARGET AUDIENCE

MEN AND WOMAN AGES 21-55 WITH A PASSION FOR HEALTHY LIVING.

RESEARCH & INSPIRATION

COLOR - FONT - TYPE - LAYOUT



Fresh Leaf Farms	Barteldes Small
<i>Fresh Leaf Farms</i>	Milk Script
Fresh Leaf Farms	Mantra
<i>Fresh Leaf Farms</i>	Gloss Drop
FRESH LEAF FARMS	Terracotta



Chickadee
Creek
Farm

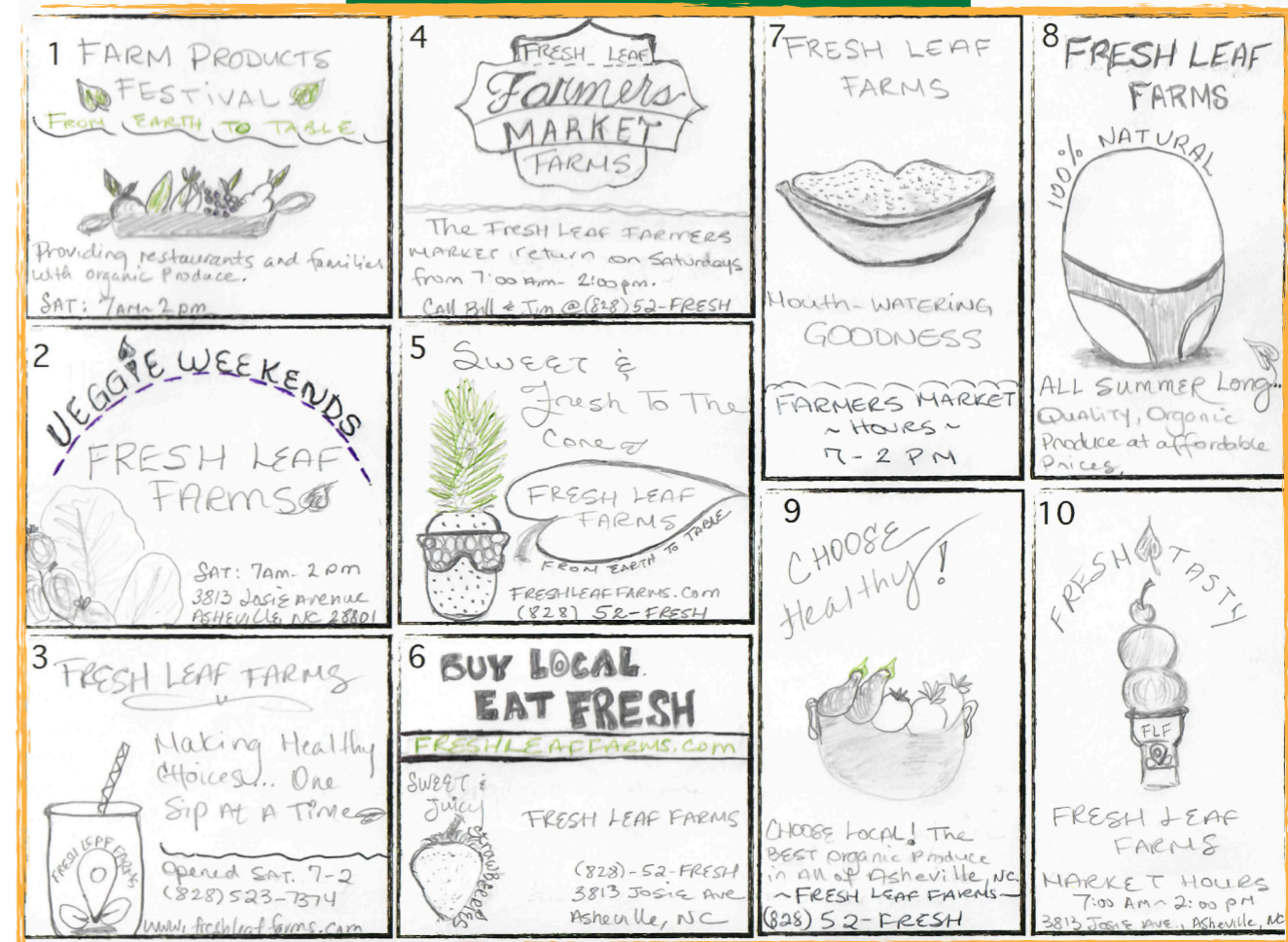


CHOSEN CONCEPT SKETCHES

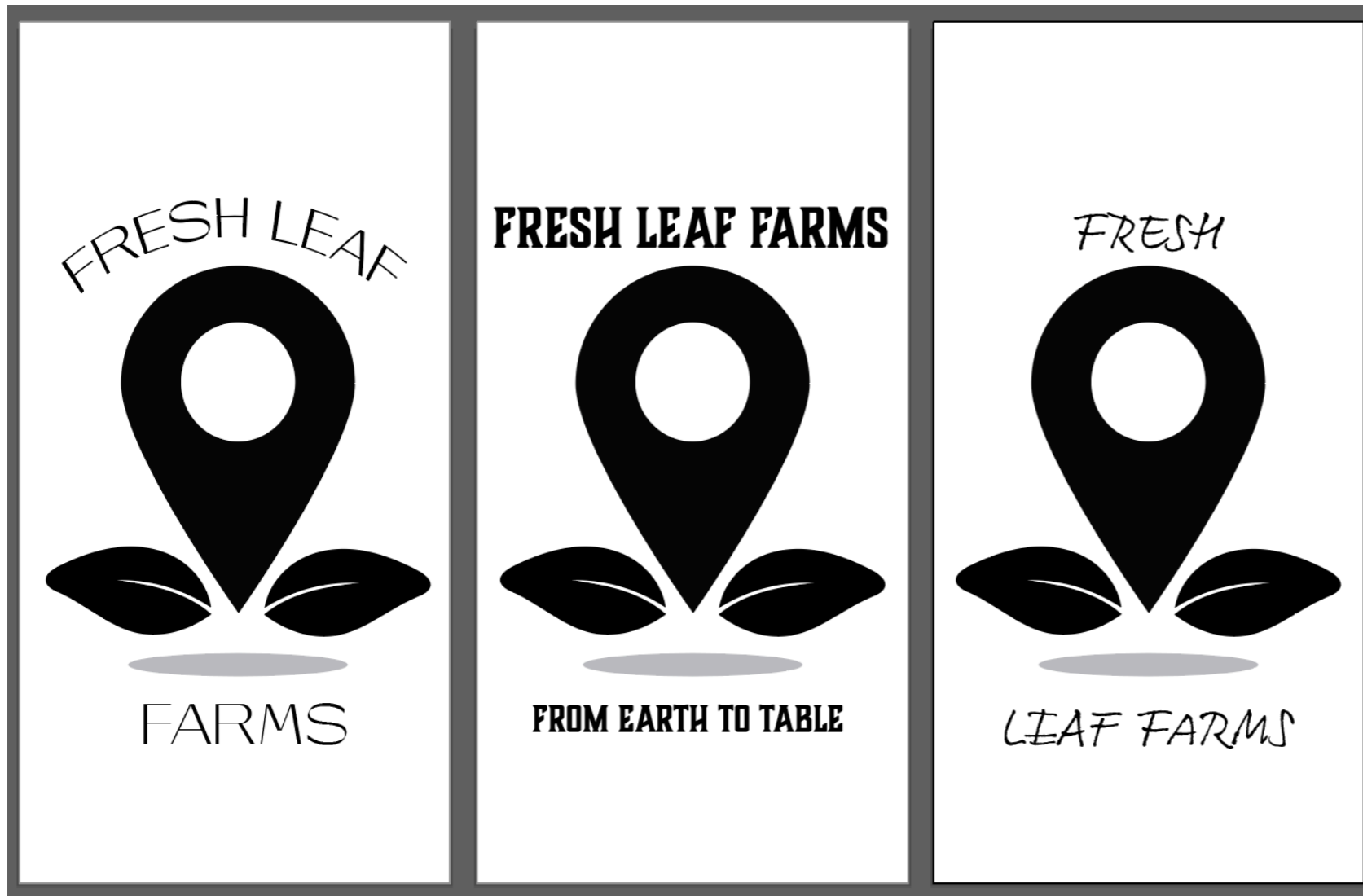
Logo Concept Sketches



AD Concept Sketches



LOGOS



STYLE GUIDE

COLOR CODES: (INCLUDE: CMYK, RGB, HEX #)



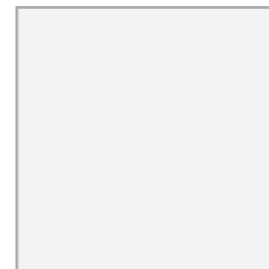
CMYK: 0%, 35%, 85%, 0%
RGB: 251, 176, 64
HEX #: FBB040



CMYK: 88.63%, 29.02%, 100%, 19.22%
RGB: 9, 117, 59
HEX #: 09753B



CMYK: 0%, 0%, 0%, 100%
RGB: 35, 31, 32
HEX #: 231F20



CMYK: 0%, 0%, 0%, 5%
RGB: 241, 242, 242
HEX #: F1F2F2

TYPOGRAPHY

(ALL FONTS USED IN BRAND IDENTITY)

BOUCHERIE BLOCK BOLD - NAME OF COMPANY (LOGO)


Antarctican Headline Bold - Name of Owners

Lato - Content on Business Card

BUSINESS CARD

BOTH VERSIONS OF BUSINESS CARD SUBMITTED TO CLIENT

FRESH LEAF FARMS



FROM EARTH TO TABLE

PHIL & JIMMY PHILPOTT
OWNERS

828-52-FRESH (37374)


WWW.FreshLeafFarms.Com

3813 Josie Ave.
Asheville, NC 28801

Farmers Market Hours: Sat. 7-2 PM
Specializing in farm fresh organic produce.

Icons on the left side: phone, globe, location pin.

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MAGAZINE ADVERTISEMENT

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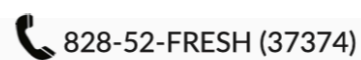
IF WE CAN DO THIS
WE CAN DO ANYTHING



Choose Local! Providing restaurants and the public with quality, organic produce at affordable prices. The best organic produce in all of Asheville, North Carolina.

Phil & Jimmy Philpott
3813 Josie Ave.
Asheville, NC 28801

Farmers Market Hours:
Sat. 7:00 a.m. - 2:00 p.m.



MERCHANDISE MOCK-UPS



Grocery Tote Bag - Fresh Leaf Farms

Water Bottle - Fresh Leaf Farms



FINAL CLIENT PRESENTATION

LOGO - BUSINESS - CARD - MAGAZINE AD



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