



**Verti  
Harvest**

# **Brand Style Guide**

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# Our Story



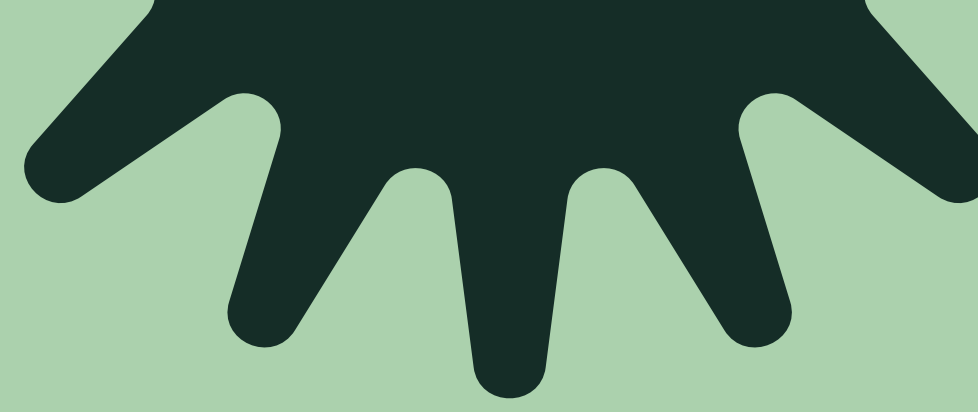
VertiHarvest began after environmental agencies discovered that cities were being disproportionately affected by heat islands, which occur when temperatures rise as a result of having little to no vegetation to create shade. It was also found that people who live in urban areas are less likely to access clean, healthy food due to food deserts.

By creating accessible, low-maintenance food systems such as vertical gardens and green spaces, VertiHarvest makes it possible for those in urban communities to live in a greener, healthier environment.

# Mission

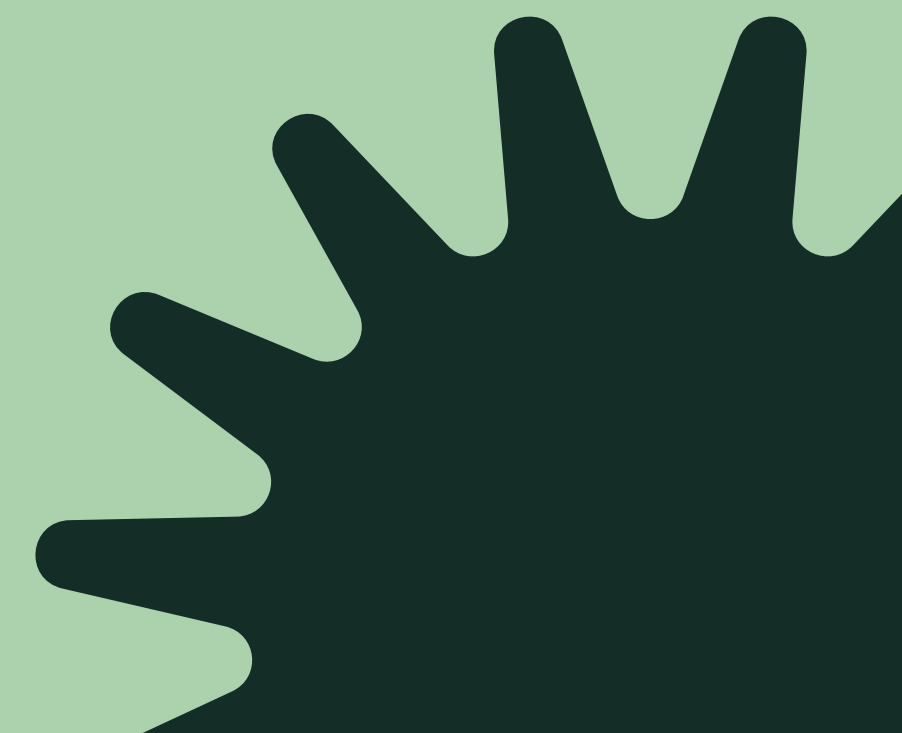
At VertiHarvest, we believe people should have access to a comfortable life. This is our mission:

“Ensuring clean air, fresh food, and fair weather, because everyone deserves to live in a healthy neighborhood.”



It is important that we communicate this mission to all of our stakeholders, as it is a core tenet of what we do.

Remember—community is our cause, chasing a profit is not.



# Purpose



VertiHarvest is dedicated to providing hydroaerponic food systems to those in urban environments to improve air quality, to eliminate heat islands, and to prevent food deserts.

Our goal is to ensure that everyone has access to shade, sustenance, and fresh air. We are passionate about bringing agriculture into spaces where people least expect it. Our products are created to be simple for those who may not have experience with agriculture, much less with hydroponics.

Foodies, plant moms, and urban planners alike are our neighbors, and we want everyone to feel connected with our products.



# Brand Tone



While communicating as a brand, we use a unique tone of voice.

**Bold:** We are loud and proud. Our dreams are big, and so are our personalities at VertiHarvest.

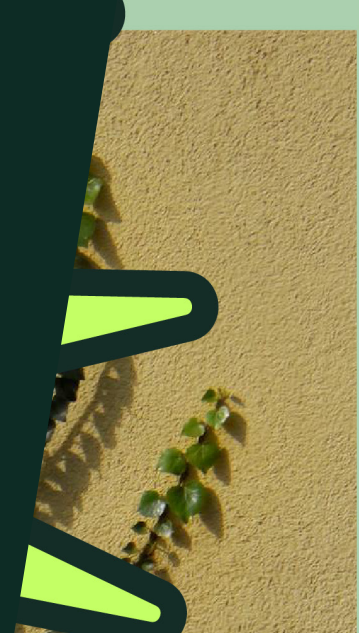
**Trendsetting:** VertiHarvest seeks to stand out from the crowd.

**Casual:** We speak to our customers as friends, not numbers.

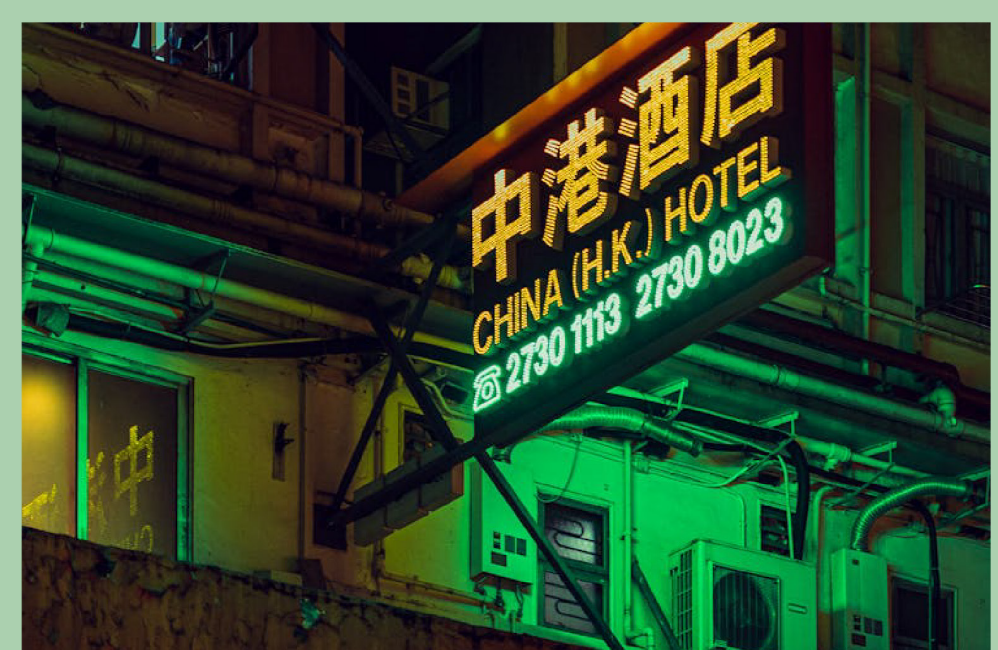
**Caring:** We care about the planet, the community, and our customers.



# Moodboard



light,  
fun,  
fresh!



SHOWING  
UP IMPER-  
FECTLY IS  
BETTER  
THAN NOT  
SHOWING  
UP AT ALL

# Logos

## ICON



## LOGOTYPE

Verti  
Harvest

## VARIATIONS



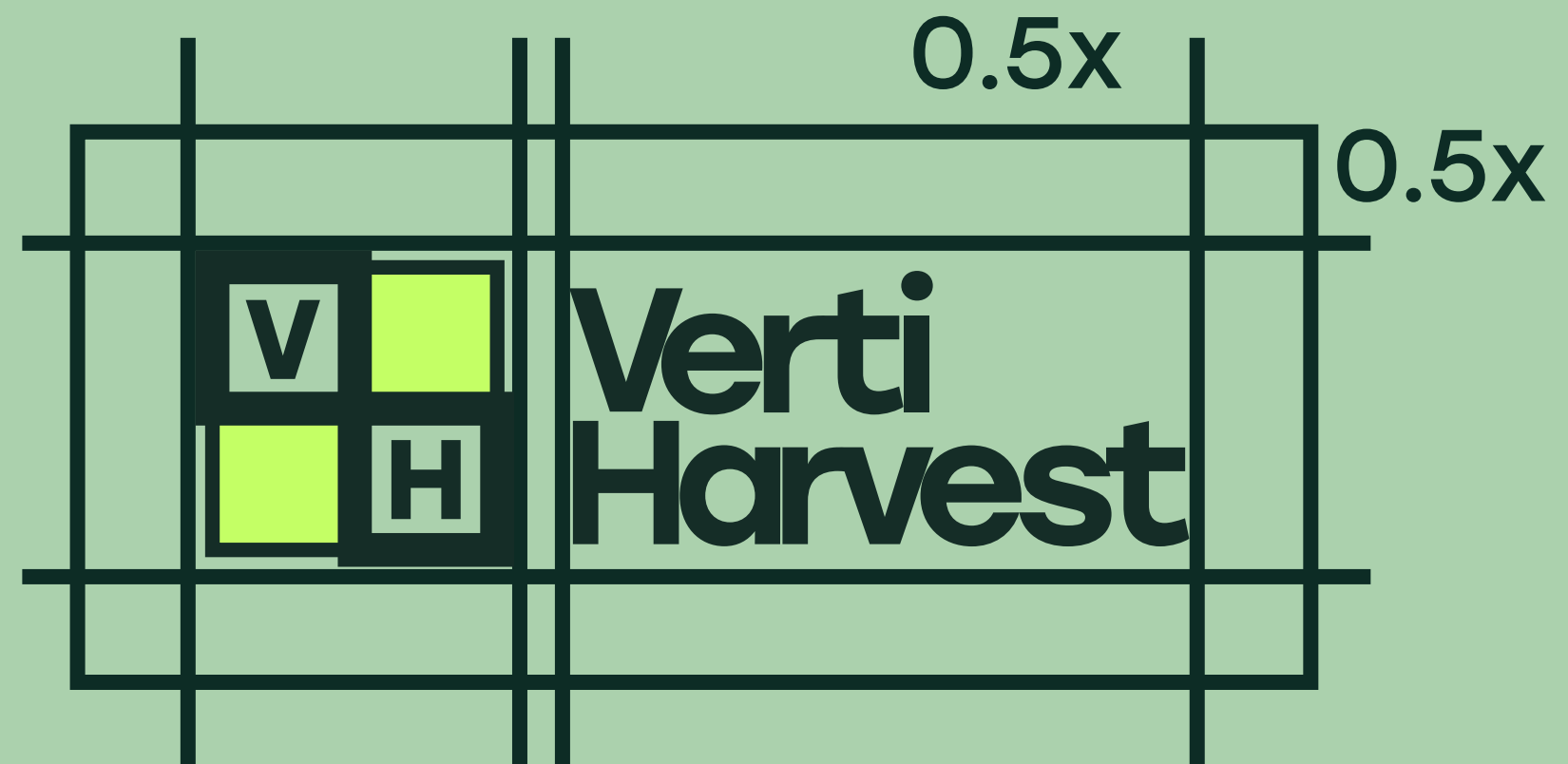
# Logo Usage



## MINIMUM SIZE

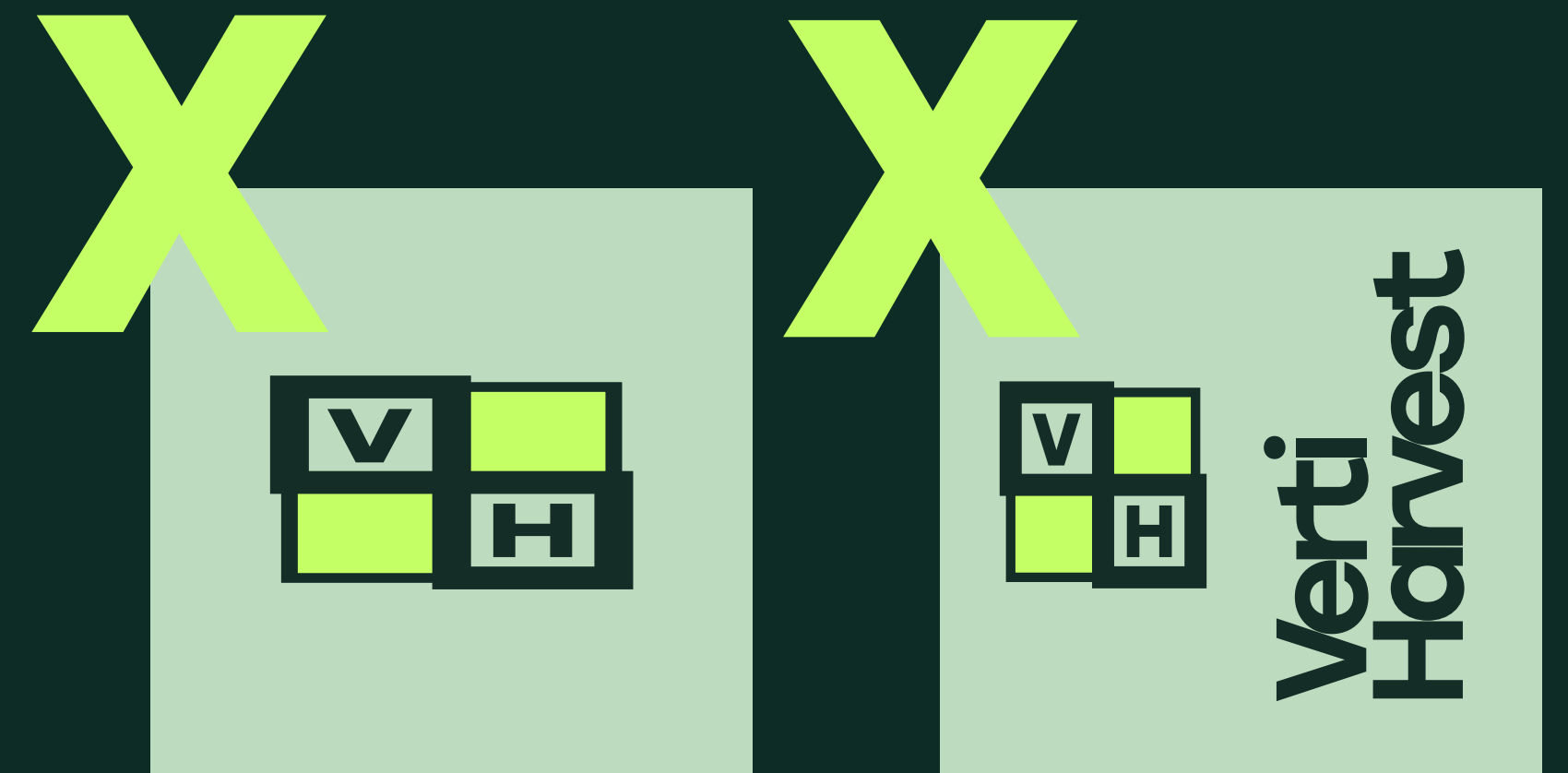


## CLEAR SPACE



Use of our logo requires careful application. Please make sure to consider the contrast between the background and the logo.

Do not stretch or alter the logo in any way.



# Color Palette



**Pantone: 5535 C**

**RGB: 20,43,37**

**CMYK: 54,0,14,83**

**Hex: #152d27**

**PHTALO**

**SULFUR**

**Pantone: 374 C**

**RGB: 194,255,99**

**CMYK: 24,0,61,0**

**Hex: #c4ff65**

**Pantone: 559 C**

**RGB: 169,209,171**

**CMYK: 19,0,18,18**

**Hex: #abd1ad**

**BAYSIDE**

**DAISY**

**Pantone: 9063 C**

**RGB: 235,242,235**

**CMYK: 3,0,3,6**

**Hex: #ebf2eb**

# Typography



Stolzl is a legible sans serif typeface with lots of character that can be used for headings and body text.

**Bold, Medium, Regular**

**a b c d e f g**  
**h i j k l m n o**  
**p q r s t u v**  
**w x y z**

**Stolzl - 90 pt**

**Stolzl - 80 pt**

**Stolzl - 70 pt**

**Stolzl - 60 pt**

**Stolzl - 50 pt**

**Stolzl - 40 pt**

**Stolzl - 30 pt**

**Stolzl - 20 pt**

Do not go below 20 pt on web-based graphics. Certain print materials may require a lower text size, however.

# Iconography



We use Basil Icons from Craftwork Design Company to ensure easy navigation and user experience.

These simplified yet dynamic icons make for a stylishly comfortable viewing experience.



# Photography



Our photography style is warm, bright, and bold.

We use bright exposure, high saturation settings to achieve a cohesive brand image through photography.



# 2D Applications

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Below are examples of appropriate branding usage in a city setting, including a vendor cart, a banner ad, and a metal planter.



# 3D Applications

This watering can and set of compostable plant pots will be given to new customers as part of a starter kit.



# 4D Application

The 4D application for VertiHarvest consists of a 30-second advertisement that shares our mission with the world.

an estimated 18.8 million people are living in food deserts across america.

many of them live in low income, urban areas.

