

Hummingbird Farm Brand Development Guide

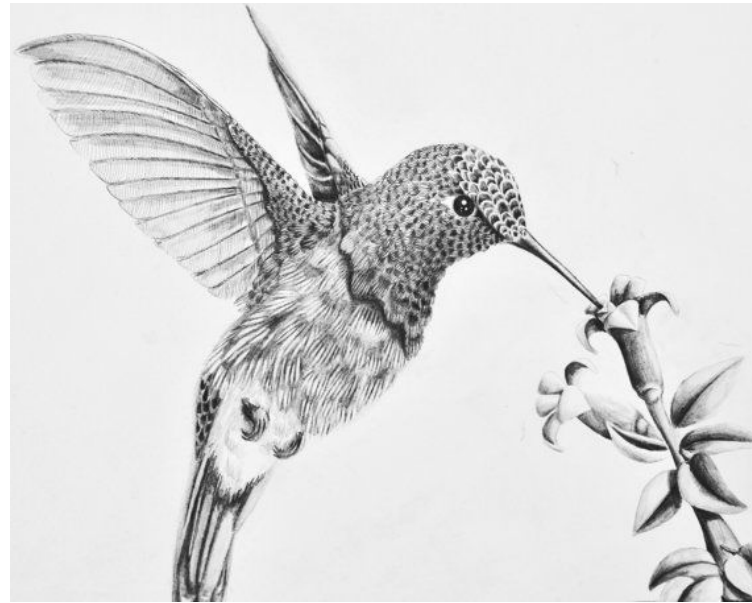


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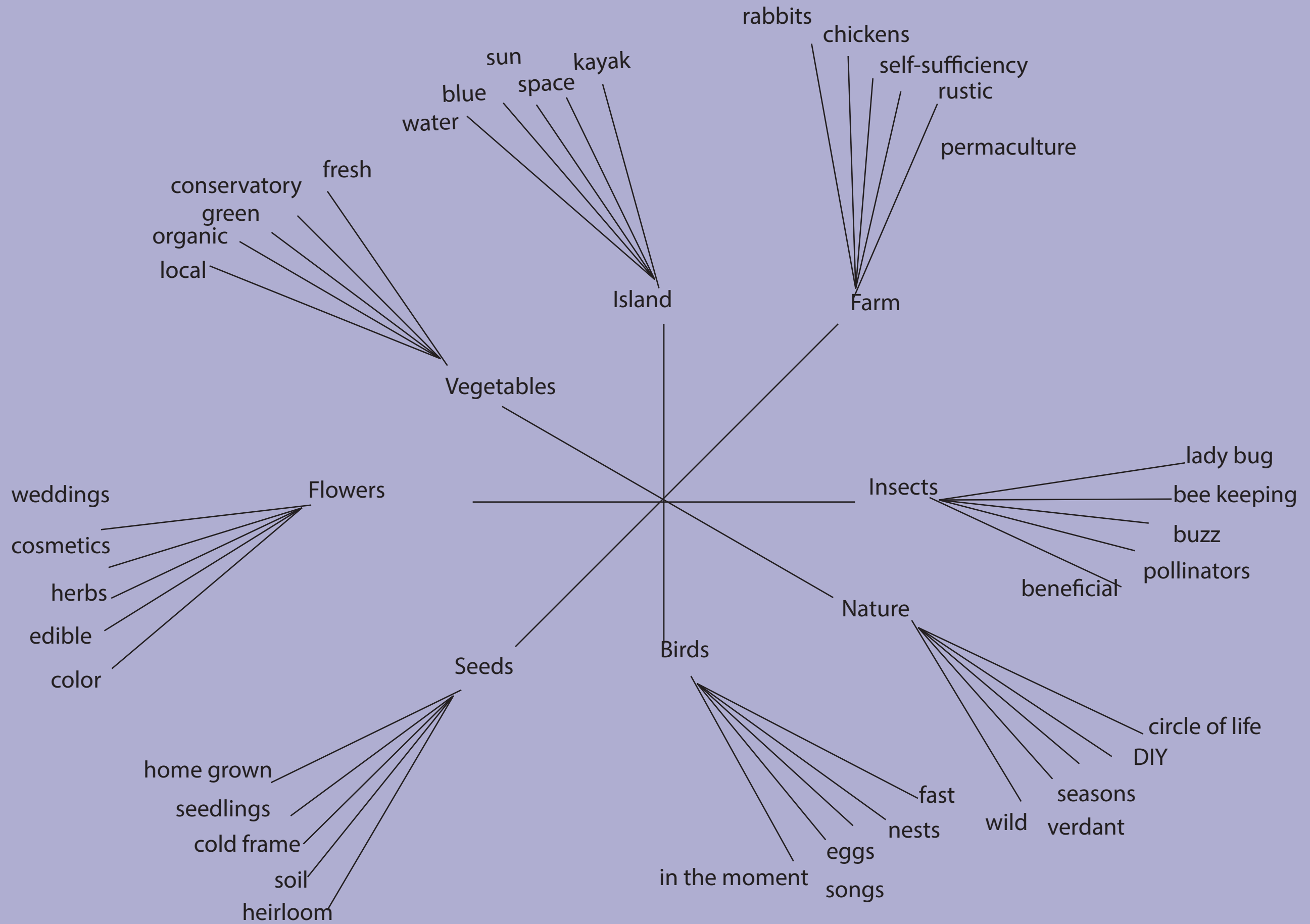
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My startup is a farm that supplies vegetables to local restaurants, sells heirloom seeds, and hosts gardening lifestyle events.





In 1990 after working in the corporate world her entire life, Rose decided to embark on a new adventure and retreat to the San Juan Island near the Canadian border. For many years, she had wanted to pursue her dream of living close to nature, feed her family with home-grown produce, and be a full-time gardener. She and her husband bought a 5-acre land and began their country living on the small farm. In 2015, the farm was passed to Rose's daughter Hazel who shares the same passion as her mom. Hazel's favorite spot to conduct her business is by the window with the view of the garden, where abundant pollinator-friendly flowers attract hummingbirds, bees, and butterflies throughout the year. To continue Rose's legacy, Hazel wants to start a business on the farm, where the site serves not only as a retreat for hosting gardening lifestyle events and workshops, but also as a supplier of vegetables to local restaurants and heirloom seeds to anyone in the world.



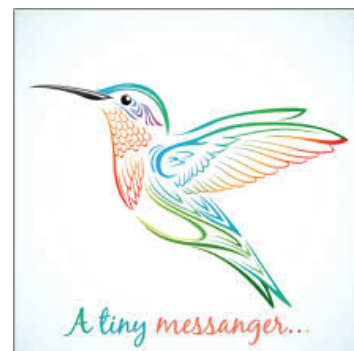


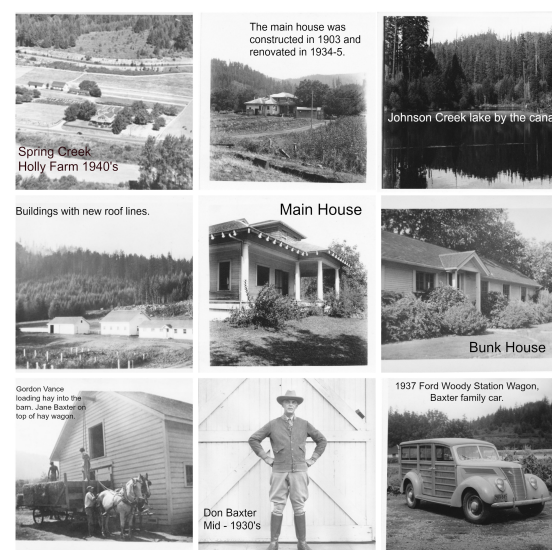
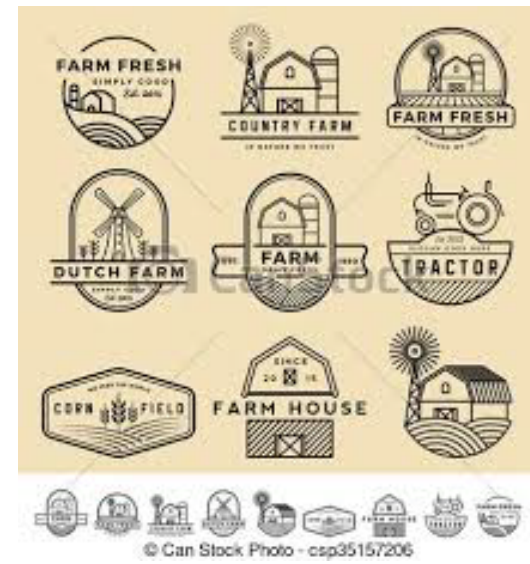
1. Fresh
2. Local
3. Sustainable

1. Hummingbird Farm

2. Rose Farm
3. Island Farm







TYPE SKELETONS

Hummingbird Farm

Hummingbird Farm

Hummingbird Farm

Hummingbird Farm



Hummingbird Farm

MONOTYPE CORSIVA EXPLORATIONS

HUMMINGBIRD FARM

Humming  *Farm*



 *hummingbird*  *farm*

*S W E E T
H U M M I N G
B I R D
F A R M* 

 *HummingBird*  *Farm*

 *hummingbird*  *farm*

  *hummingbird*  *farm*

hummingbird  *farm*

hummingbird  *farm*



 *hummingbird*  *farm*

 *hummingbird farm*

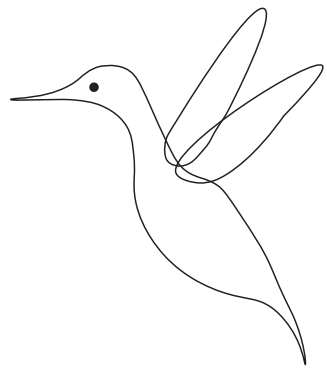
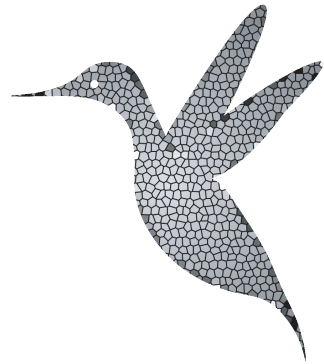
 *hummingbird*  *farm*

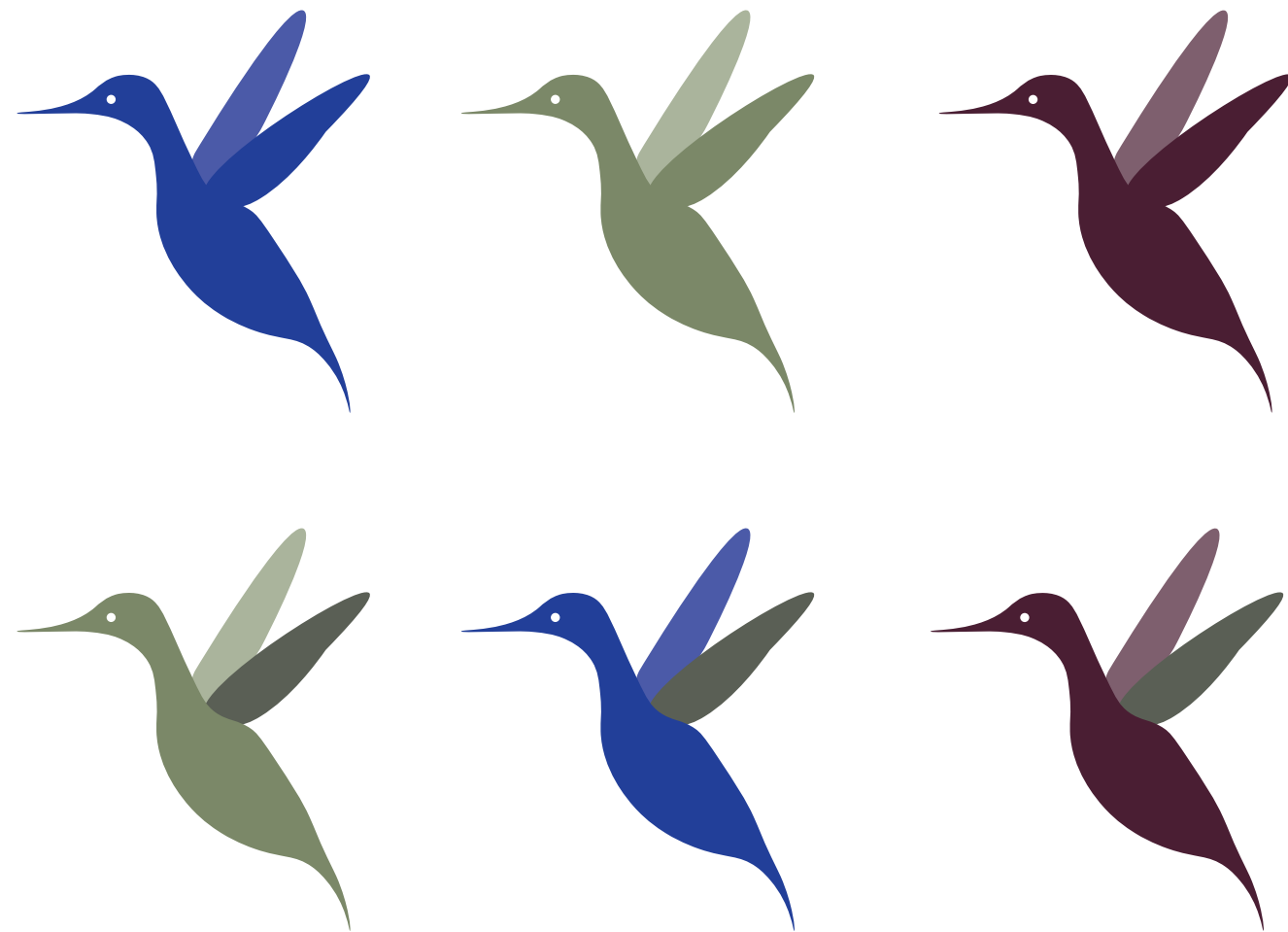
 *hummingbird*  *farm*

 *hummingbird*  *farm*

 *hummingbird*  *farm*







Hummingbird Farm

Your Island Gardening Supplier
 Locally Owned Since 1990

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Locally Owned Since 1990

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Locally Owned Since
1990

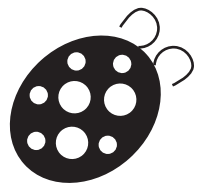


Locally Owned Since
1990





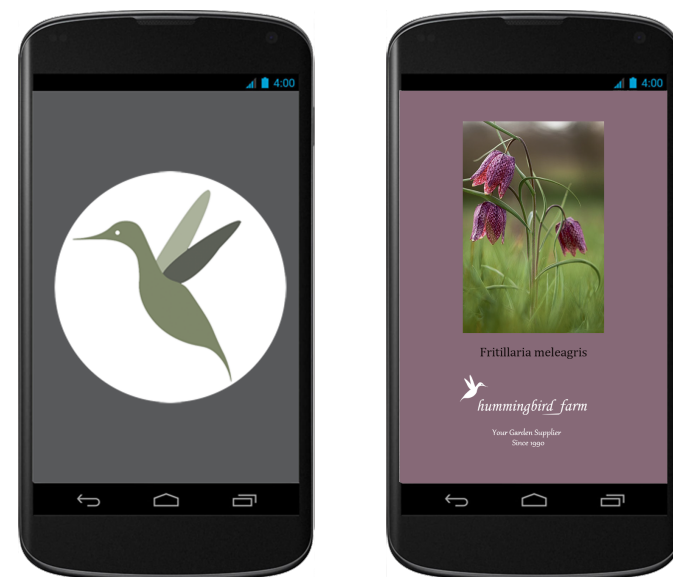
The hummingbird logo comes in a series of variations. Depending on the context of use, the logo image is interchangeable between styles, and can be easily integrated as part of the logotype whatever fancies your mood. Flowers can be left out for a simpler look or can be replaced by other nature drawings shown here, lady bugs, bees, and other flowers, if you wish to “accessorize”.





1. Letterhead and business card

2. Tote bag



3. Mobile app screen

4. Product packaging



Tulips

hummingbird_farm

Your Garden Supplier
Since 1990



Giant Snowflakes



hummingbird_farm

Since 1990







1 Woodland Lane
San Juan Island, WA 98250

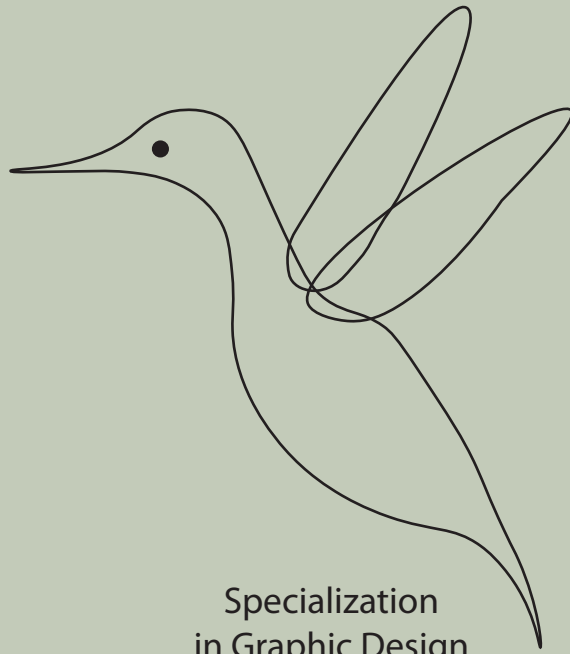
Contact us
telephone: 425-738-3414
www.hummingbirdfarm.com



1 Woodland Lane
San Juan Island, WA 98250

425-738-3414
www.hummingbirdfarm.com





Specialization
in Graphic Design
Capstone Project

Coursera/CalArts

2019