



FARM VISUAL DIRECTION



MOOD BOARD CONCEPT

AUTHENTICITY

To strengthen the credibility of the FARM Programme, authentic photographs are used when communicating. To create an emotional connection, photos are depicting humans that are impacted by agrochemicals in their daily lives. Imagery can be composed of portraits, in-action shots or agricultural landscapes. In an ideal scenario, photos are provided by the child projects on a regular basis, narrating visually the evolution of their projects and enhancing story-telling.

COLOR RANGES

To define the visual direction of the FARM Programme, the color palette is based on the mood board imagery. By extracting the tones and shades from the agricultural and environmental photographs, the palette fits into the reality of the topic:

- yellow for the crop fields,
- brown for the soil,
- red for the tractors and chemicals
- blue for the sky and plastic pollution
- green for the plants and trees.



COLOR PALETTE

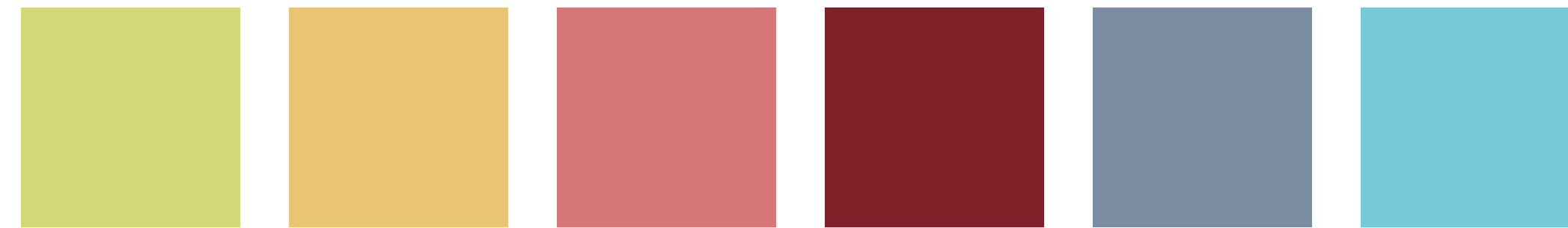
An elegant palette fitting both print and digital needs.
The neutral and earthy tones are contrasted with vibrant colors to cover a broad spectrum of creative assets.



#2B585B #0D250D #79A48B #6D5734 #BA9C75

PRIMARY COLORS

Highlight the connection to nature, which is at the core of the project. Primary colors are visible on main branding assets.



#D2D876 #EAC573 #D87777 #7F1F28 #7B8DA3 #76C9D6

SECONDARY COLORS

Highlight key elements and provide dynamism to illustrative content through contrasted and diverse color accents.

LOGOTYPE

CONCEPT

The logotype is composed of building blocks for the icon and the acronym letters. The name of the programme is placed next to the building blocks.

The icon symbolises elegantly the flourishing impact of the financial investment into the programme. The leafs and teal tones connect to nature and agriculture while the negative space forming a circle at the center is a metaphor of the coin, which suggests the concept of finance in a discreet way. Having several leafs blossoming implies connectivity and a sense of togetherness.

The usage of a pristine and sleek humanistic typography is reflecting warmth and diversity. As a connecting factor, the dot on the “i” is made of a similar shape as the leaf of the icon.



Financing
Agrochemical
Reduction and
Management

LOGOTYPE VARIATIONS



CHILD PROJECT VARIATIONS

The logotype can be adapted for each location.
The country name is highlighted with the brand main color
and a different typography.

LOGOTYPE VARIATIONS



ICON ONLY

For specific use cases where the name of the programme is not required.



NO BACKGROUND

The icon can be used without its background when used as a pattern or as an illustrative element.



ACRONYM ONLY

The full name of the programme can be removed for specific use cases (small spaces, safe zones...).



TYPOGRAPHY

Agenda

by Greg Thompson

The pristine, sleek humanistic Agenda Sans is a typographic all-in-one solution.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Agenda Sans Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Agenda Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Agenda Sans Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Agenda Sans Black

ICONOGRAPHY

MINIMAL AND ACCURATE

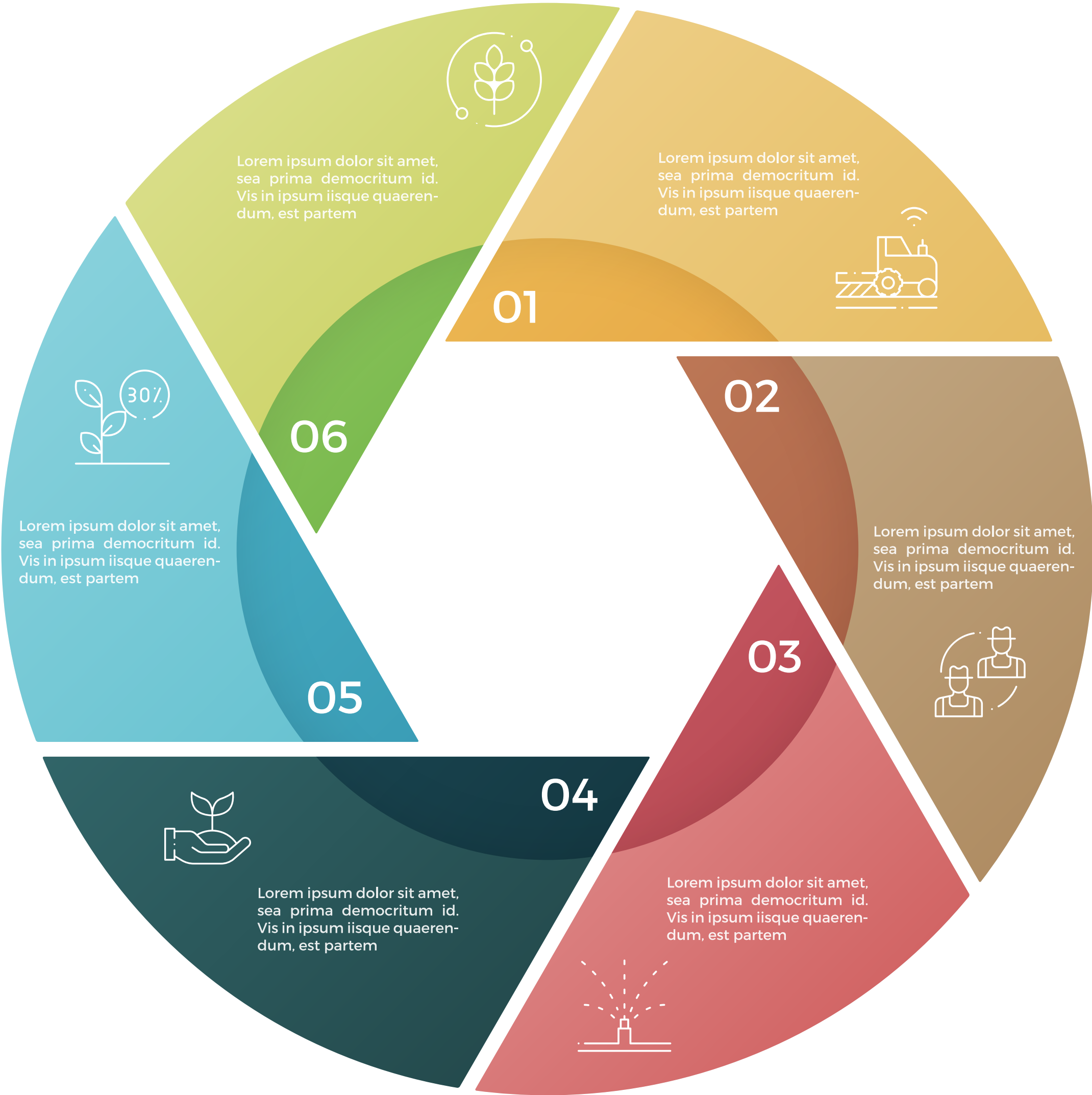
As FARM is an international programme, it is crucial to opt for an icon set that is recognisable and understandable by every individual, regardless of their cultural background. The minimalistic outlined look suits well the key brand elements and expands the visual style to illustrative content. Icons should be accurate and represent detailed actions of the world of farming and finance, at the heart of the FARM Programme.



INFOGRAPHICS

EXAMPLES

To visualise the usage of the brand colors and icons on a graphical element, this slide contains an example of a content piece, with placeholder texts. The next slide showcases more examples as well.





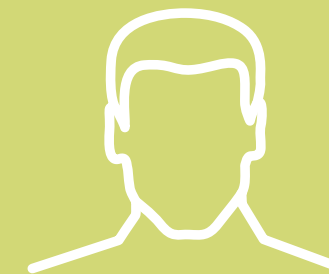
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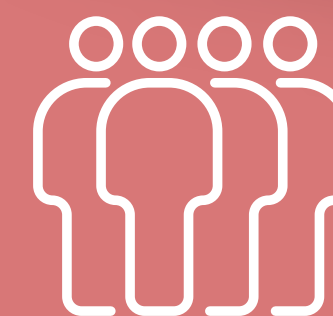
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SOCIAL MEDIA

MIXED BRAND ASSETS

On social media, brand assets are mixed to create impactful visuals and compositions. Authentic photographs are combined with the humanistic Agenda typography and a vibrant color palette connecting to nature. The logo icon can be used as a mask or as a pattern to build layouts and strengthen the brand presence.



ALTERNATIVE CONCEPTS

MULTIPLE POSSIBILITIES

During the research phase, alternative visual directions for the logotype were considered.

I believe creating the optimal brand can be achieved through conversation with key stakeholders, as well as, several review and feedback sessions.



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THANK YOU

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