

The farm

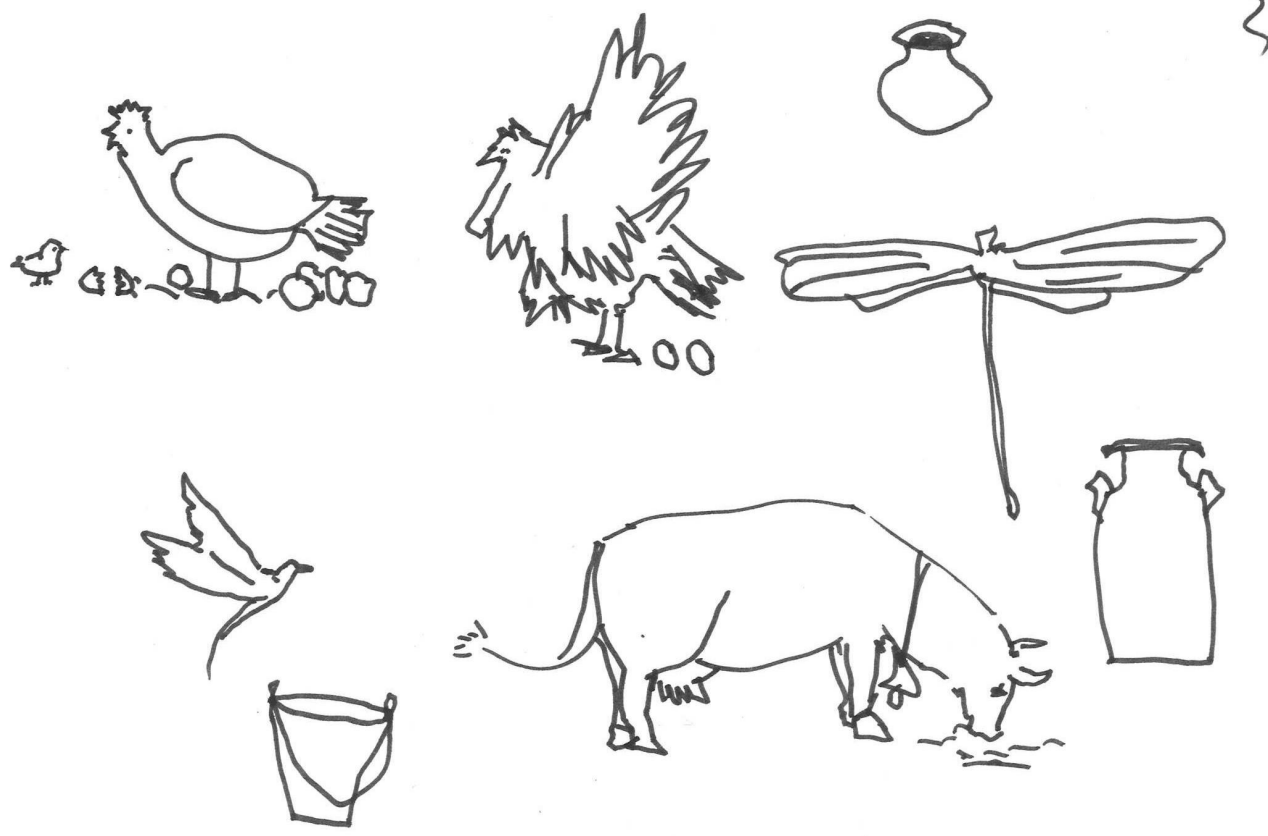
Branding concept

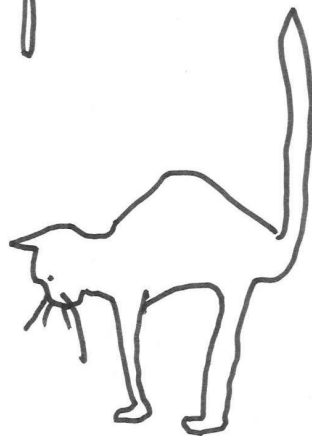
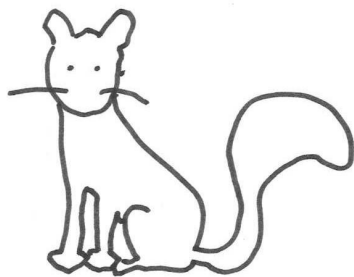
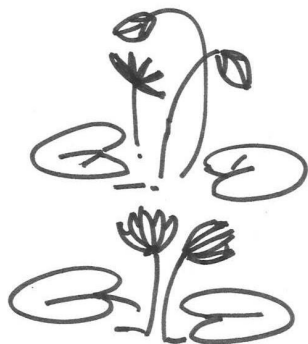
“Story of a farm”

The farm is a place of abundance. It has a farmland, a lake, cattle, a stable, coconuts, cots and even a turkey. However, it's more than just one of these. It's a lot!

Based on this, the logo design is created using every element that exists on the farm or shares the essence of the place. It's full of little things that tell the epic like story of the farm.

Design stages







The Logo



Concept exploration

the
udder
side

ALL THE REALLY
GOOD IDEAS
I EVER HAD
CAME TO ME
WHILE I WAS
MILKING A COW.

GRANT WOOD



the
udder
side



the
udder
side

WHAT DO YOU
CALL IT WHEN WORMS
TAKE OVER THE WORLD?



GLOBAL
WORMING.



the
udder
side



WHAT KIND
OF TREE
HAS HANDS?

A PALM TREE.

the
udder
side

WHAT DO
YOU CALL
TWO YOUNG
MARRIED
SPIDERS?

NEWLY WEBS.



ALL THE REALLY
GOOD IDEAS
I EVER HAD
CAME TO ME
WHILE I WAS
MILKING A COW.

GRANT WOOD



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“Next chapters”

The logo elements will be used to convey unique things about the farm using various collaterals.

The tone will be light and funny. It will ensure that it gives a feeling of not only a basic life on the farm but a relaxing one.

“Thank You”