

C O R P O R A T E I D E N T I T Y  
P H A S E O N E

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**G R E E N G R A N A R Y**



C O R P O R A T E I D E N T I T Y  
P H A S E O N E

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# I N T R O D U C T I O N

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## GREEN GRANARY

### PHASE ONE INITIAL CORPORATE IDENTITY

This is phase one of the Green Granary corporate identity (ID). There are five (5) proposed design directions, each having a different personality associated.

The five proposed design IDs are:

1. Fresh Fun
2. Corporate Homegrown
3. Friendly Flourish
4. Combo Flourish
5. Button Flourish

#### THOUGHTS ON DESIGN

The design exploration lays the foundation for the Green Granary to communicate its point-of-view and to build its brand and assert its leadership in the community.

In this phase, there is no exploration on color, but more towards the look and feel of the corporate identity and system, and how it fits with Green Granary's future. The objective was for longevity, classic, simple, memorable. All characters of a strong identity. Although color was used to illustrate design 1's extension of the brand image onto nomenclature, the other variations eliminated color entirely. Further exploration and color palatte's will be covered in the next round of design.

The proposed designs have achieved various goals and presents you with five distinct design directions which will help get to the next stage. Each of these explorations have different personalities and are suited to be implemented across various marketing communications – from corporate stationery, menus, t-shirts, labels, brochures, postcards and advertising, to the web and even interior design, and providing a meaningful coherence and relevance.





  
GREEN  
GRANARY

# 1. Fresh Fun

*Color was incorporated into this design direction to illustrate the usage when expanding the graphics for other nomenclature (see next page). By using a more natural leaf in contrast with a graphic leaf-like element, creates a signature pattern which can be used throughout all communication marketing materials. Also, an offbeat typeface was used, which rekindles old pastimes, unlike slick and clean modern type. The graphic leaf-like shapes can also be used in background patterns on menus and other areas and can be used separately without the company name.*





# 1. Fresh Fun

*By using color, additional business ventures can take on a similar look-n-feel to the corporate ID. This is illustrated below, by changing one graphic with color and adding the nomenclature below the Green Granary company name.*





GREEN GRANARY  
ESTABLISHED 2010  
Gbakery

## 2. Corporate Homegrown

*The Corporate Homegrown direction focuses on expanding the business and making it look and feel like a larger, more established company. Specific elements were selected that suggest an old-time feel to it, such as adding 'established 2010' and using typefaces with a retro twist to it. The outline "G" is a fall-back to the old days with a branding iron feel, yet contemporary on the other hand. Take away the words "Green Granary" and you're left with something that you can use as a background 'branding' motif throughout all marketing materials. Further adding to a homegrown cowboy days, is the added nomenclature type that is handwritten (shown on next page).*

**GREEN** **G** **GRANARY**  
ESTABLISHED 2010



## 2. Corporate Homegrown

*In the studies below, the handwriting adds to the diversity and extensive flexibility of this design direction. By offsetting the clean and 'branding' look of the main company name and graphic branding motif, using handwriting suggests a more hands-on and homegrown feel. The contrast is fabulous.*

**GREEN GRANARY**  
ESTABLISHED 2010

**GREEN GRANARY**  
ESTABLISHED 2010  
*café*

**GREEN GRANARY**  
ESTABLISHED 2010  
*bakery*

**GREEN GRANARY**  
ESTABLISHED 2010  
*market*



### 3. Friendly Flourish

*I thought about your business with location in mind. This design takes a more friendly, softer and less corporate approach, using all lowercase letterforms while adding a fun flourish which gracefully underlines the business name. A graphic, such as a parsley leaf adds an accent and separator, in addition to identifying distinct flavors to the different business units (see next page). Also, with flourishes, it reminds me of the lace doilies that bakeries tend to use. That goes for other flourish design directions that follow.*

green granary

The text 'green granary' is rendered in a lowercase, elegant serif font. A decorative flourish, consisting of a series of loops and curves, underlines the text. A parsley leaf graphic is positioned above the 'n' in 'granary', acting as a visual separator and accent.



### 3. Friendly Flourish

*These are the additional nomenclature for the proposed business units. The top direction is the main identifier, while the other versions reflect the café, bakery and market examples. Other businesses can be added if needed, while the graphic changes accordingly. Color can also be used to clarify the different businesses, or, if used as one-color, a background color wash can be incorporated.*



green granary



green granary  
café



green granary  
bakery



green granary  
market



## 4. Combination Flourish

*This is a cross-design exploration of 2 and 5, incorporating the outline "G" for the central focal point. Depending upon how you go about your business, this approach can be a very traditional one with a contemporary twist. I did not explore this approach further with nomenclature, but this can be added if you decide that you like this direction. The holding shape can be used to contain the corporate identity treatment or without, as shown below. This design exploration suggests a musical flair, should you add that to the café.*





GREEN  
EST. 2010  
GRANARY  
BAKERY

## 5. Button Flourish

*This design approach is classic, yet contemporary. The focal point is the modified "G" in a button shape, which can be used by itself and outside of the flourishes as an accent. As far as branding goes, added businesses aside from the main company can be added on an arch above the main "G" button (see next page for examples). Color has not been worked out as of yet, but can very well be black & white on a nice recycled paper. Using the button as an accent or backgrounds, such as on doilies and cookie sleeves or even on cake boxes or coffee cups.*





## 5. Simplistic Button Flourish

*The additional business units can be displayed and locked up as seen in the examples below. Alternately, a unique holding shape can be used or die-cut as labels or even for business cards. This holding shape can be reserved for the main corporate ID, but not limited to it.*



