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Corn Story

Family Ilagan has a small sari sari store in their hometown in Santa Maria, Laguna. For 1 year of the store their business is not enough for they need because they were seven of the siblings and six siblings were in school so they were financially inadequate. Mr. and Mrs. Ilagan they start to create a business that they help for them to be support the education of the six children. Before 1960's to 2000's the family De Vera side of Mrs. Ilagan have a farm. For now 2023 they will start the new business Corn.

Corn is soon to launched, a farm that sells corn from the people and also that help their community to the people who have not a job and attract the tourist for the people who loves corn and also to the buyer.

Brand Voice

SOCIAL

Corn bring the people unite they experience and opinion in the field of corn farming it gives information for everyone by interaction with each other.

LIMITLESS

We believe that by their experiencing in the corn farm will be give knowledgeable by trying new techniques how to solve the problem by sharing knowledge with each other.

SIMPLE

We let more people to address their problem about corn farming and give them knowledge, ideas and realization how to run corn farming and we also sell our corn product to see the result of hardship in farming corn that helps us as corn farmers.

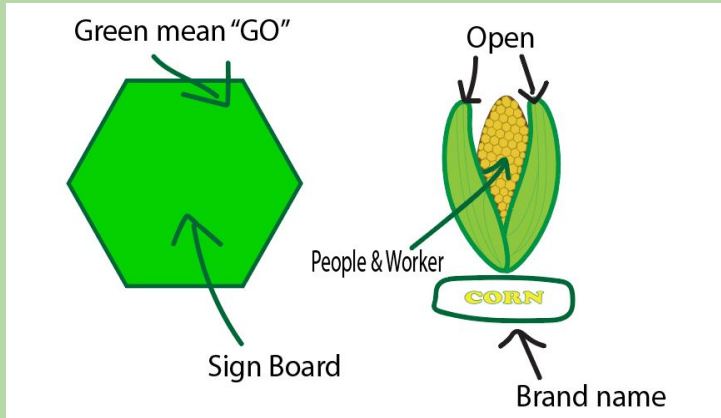
IMAGINATIVE

We live to unleash people ideas, cooperations, knowledge and techniques including our own. That means new way to solve problem by experiencing corn farming to share it to another people who interest in corn farm.

Conceptualization



This logo's idea took into account the color, elements, shapes, typeface, and brand design. The merging components of a polygon-shaped signature mark have been used to represent the greenery, which stands for the idea that customers are always welcome to visit. The symbol for people is the seed (or kernel). Husk represented being available to customers.



Typography

Cooper Black

Aa Bb Cc
Xx Yy Zz

a

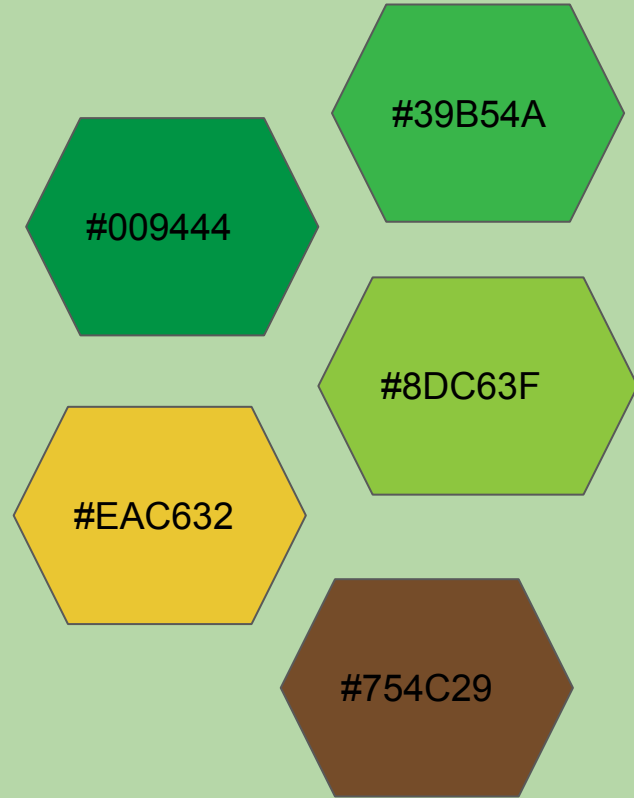
Coolidge

abcdefghijklm
nopqrstuvwxyz
0123456789

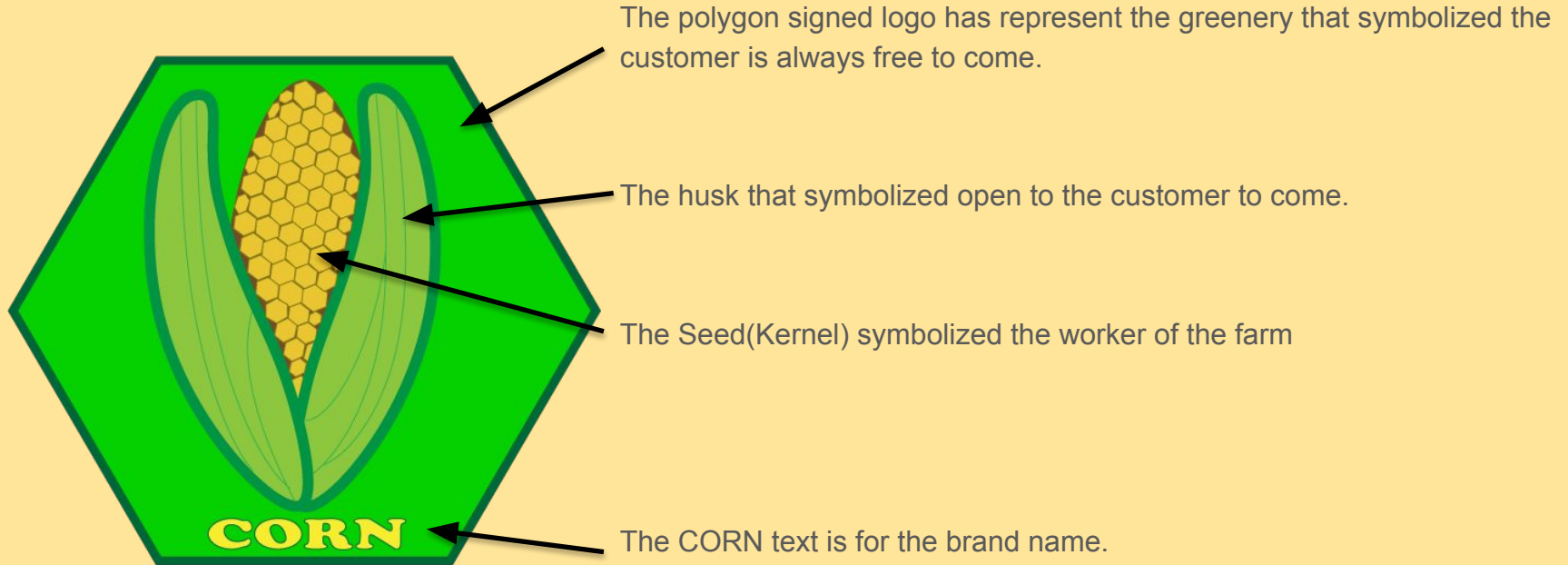
The Cooper Black Regular used for the Brand Name CORN typeface was selected as the primary font because it is a classic, not too forceful, and easy on the eyes. Regular is a widely used and instantly recognizable font that contrasts with the primary typeface because it is lighter. It serves as the tagline's font.

Color

The color scheme used in the design reflects the brand's fresh and natural aesthetic. This color scheme allows the logo to be both minimalist and classic.



Anatomy of the Logo



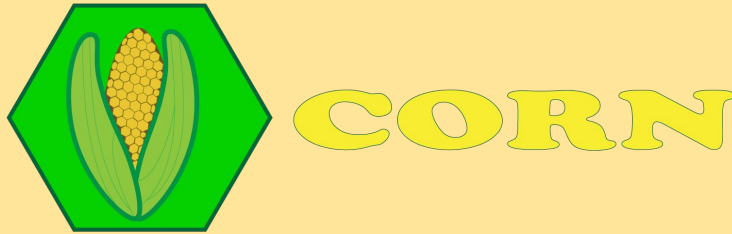
Final Logo Design



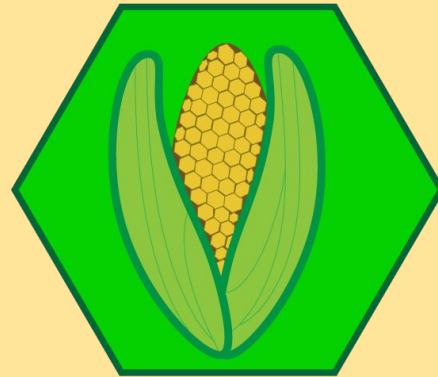
PRIMARY LOGOTYPES

These are the standard logos for all brand communications. It serves as a trademark to make it simple for viewers to recognize the Corn brand. The logo must always be used with care and respect.

1.



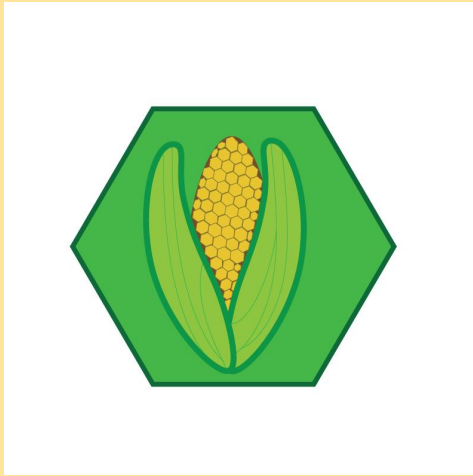
2.



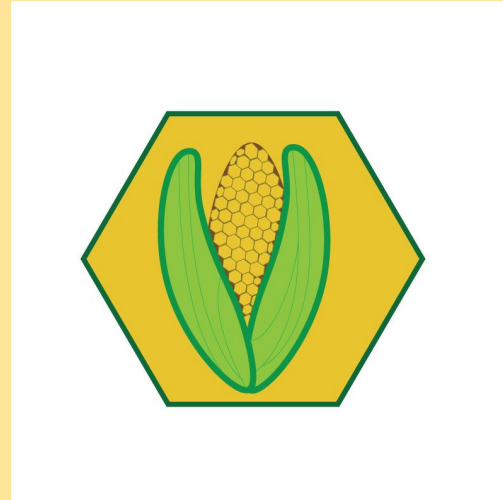
ALTERNATIVE LOGOTYPES

There are also a typographic-only mark (1) and an icon mark for the Corn Brand. (2). These should be utilized in instances when legibility on small screens becomes a problem.

1.



2.



BLACK AND WHITE VERSIONS

When using the Corn logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used. Simplify the mark by using all black.

BLACK VERSIONS

1.

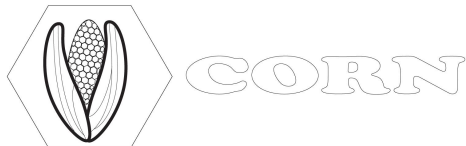


2.



WHITE VERSIONS

1.



2.



CLEAR SPACE

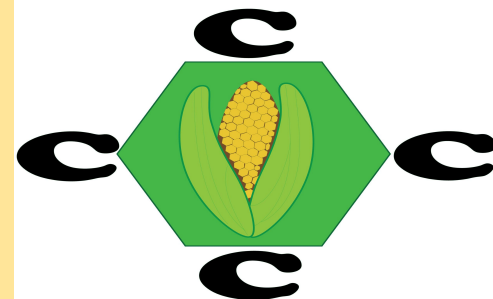
The logo should always be surrounded by a field of clean space to maintain its prominence and intelligibility. By separating the logo from competing graphic components like text and pictures that can draw attention away from the logo, clear space enhances the logo's visibility.

The size of this space is determined by the height of the letter C in the logo, as indicated. No additional visual components, typography, guidelines, or images are permitted inside this empty space.

1.



2.

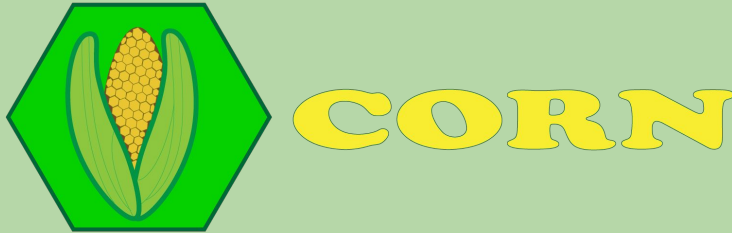


MINIMUM SIZE

The smallest dimensions for the Corn logo are referred to as the minimum size. Below is a list of the logo's minimum sizes for each arrangement.

For print: 1 minimum
For web: 100 pixel minimum

1.



For print: 0.25 minimum
For web: 30 pixel minimum

2.



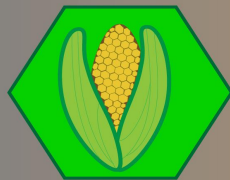
CORRECT LOGO USAGE

Green, yellow, orange, or any other color from the primary or secondary color palette can be used as a background for the logo. Here are some instances where the logo was used in these circumstances.

The logo can be incorporated into images, but there needs to be sufficient contrast for the logo to be readable. When utilized on fictitious surfaces, the logotype should often be used in white. Except when the background is sufficiently light to display the font in color.



CORN



CORN



CORN



CORN



CORN

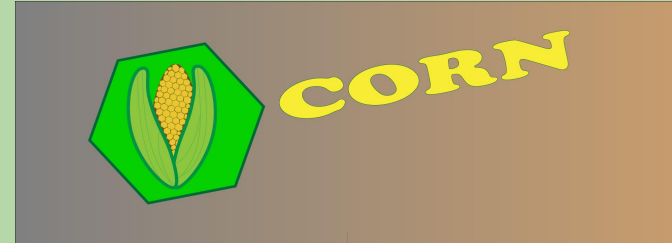
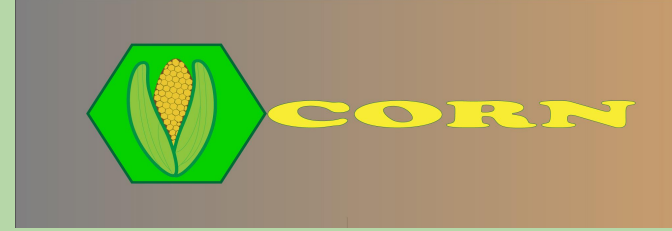


CORN

INCORRECT LOGO USAGE

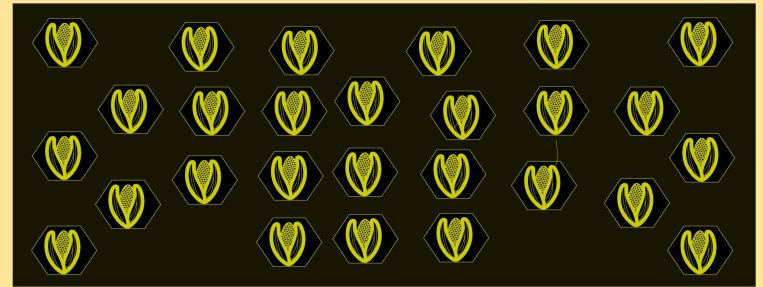
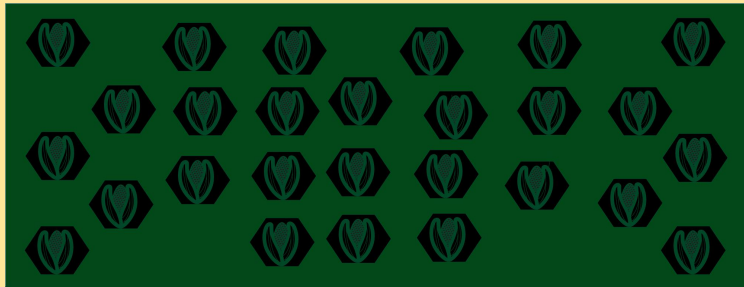
The Corn logo should not be adjusted or edited in any way. Here are some examples of what not to do:

1. Do not change the color of the logo.
2. Do not place elements in the logo.
3. Do not condense, expand or distort the logo unproportionally.
4. Do not adjust the placement of the logo icon
5. Do not place the logo on top of an image with poor contrast and readability.
6. Do not rotate the logo.
7. Do not crop the logo.
8. Do not remove the background.



GRAPHIC PATTERNS

The Corn icon pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



CORN GRADIENTS

1.



D9E021

FBB03B

2.



009245

998675

Signage



Hat



T-Shirt



Long Sleeve



Sack Bag



Sack of Corn



Delivery Vehicle



Clothes



Hat



Gloves

