



# Pampa Fértil

## Pampa Fértil

The new generation of argentine soil.

### Project

Brand redesign – Year: 2019.

### Team

Epimedia Estudio.

### Deliverables

Logotype, Brand Universe, Stationery.

### Context

Pampa Fértil is an Argentine family business, with a history of more than 30 years in the market of agricultural supplies.

Its main activity is the production, conditioning and commercialization of a wide variety of forage seeds, wheat, oats, barley, sorghum, soybeans.



### Challenge

To be part of the generational change, giving a modern perspective that it is an agile, solid, growing company, with a great human team and with a vision of the future based on values that have guided them since they were born.

### Approach

A brand redesign was carried out to point the business evolution, modernizing the trademark symbol according to the generational change but maintaining the bases of the brand values.



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