



seed

DESIGN AND BRAND GUIDELINES

SEED SMART GARDEN

“

A BRAND IS NO LONGER WHAT
WE TELL CONSUMERS IT IS,
IT IS WHAT CONSUMERS TELL
EACH OTHER IT IS.

- Scott David Cook, Co-Founder of Intuit

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A dark teal rectangular overlay covers the center of the image, containing white text. The text reads "01.0 SECTION LOGO DESIGN".

01.0 SECTION LOGO DESIGN

01.1 LOGO AND USAGE



The Seed logo is composed of a symbol and the Seed wordmark. Together, they create the core of our identity: our logo.

Or Symbol is composed of an exagon with a leaf cutoff.

The hexagon represents our uniqueness, efficiency and organized structure. It is also a shape that is majorly chosen by nature as well like the skin cell structure and beehives. The leaf makes the relationship of the logo with our product, being a Plant Monitoring System.

The wording has a clear and relatable meaning to nature, but not only that, Seed is also an expression related to technology.

Seed has a number of meanings when talking about programming. Seeding is the initial feeding of a database with data. Seed is also a number or other value that has been generated by software using one or more values and Seed data is a collection of information that is used as training, testing, or as a template.

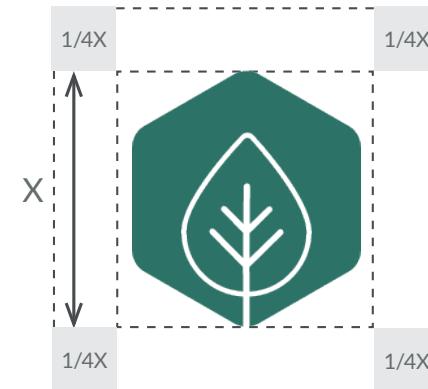
NEGATIVE VERSION	GRY SCALE VERSION	HORIZONTAL VERSION	SYMBOL VERSION
A black square containing a white hexagonal icon with a black leaf inside. Below it, the word "seed" is written in a large, white, lowercase, sans-serif font.	A dark grey square containing a light grey hexagonal icon with a light grey leaf inside. Below it, the word "seed" is written in a large, dark grey, lowercase, sans-serif font.	A horizontal composition featuring a teal hexagonal icon with a white leaf inside on the left, and the word "seed" in a smaller, teal, lowercase, sans-serif font to its right.	A teal square containing a white hexagonal icon with a white leaf inside.

01.2 LOGO CLEARSPACE

FULL LOGO



LOGO SYMBOL



Ensure that the logo has clear spacing around it, as shown here.

A minimum of 1/4 of the size of the logo in space should be used.

The logo should always remain legible when sizing down.

01.3 INCORECT USE



Don't rotate or change the logo in any way.



Don't distort the logo.



Don't add other elements such as border.



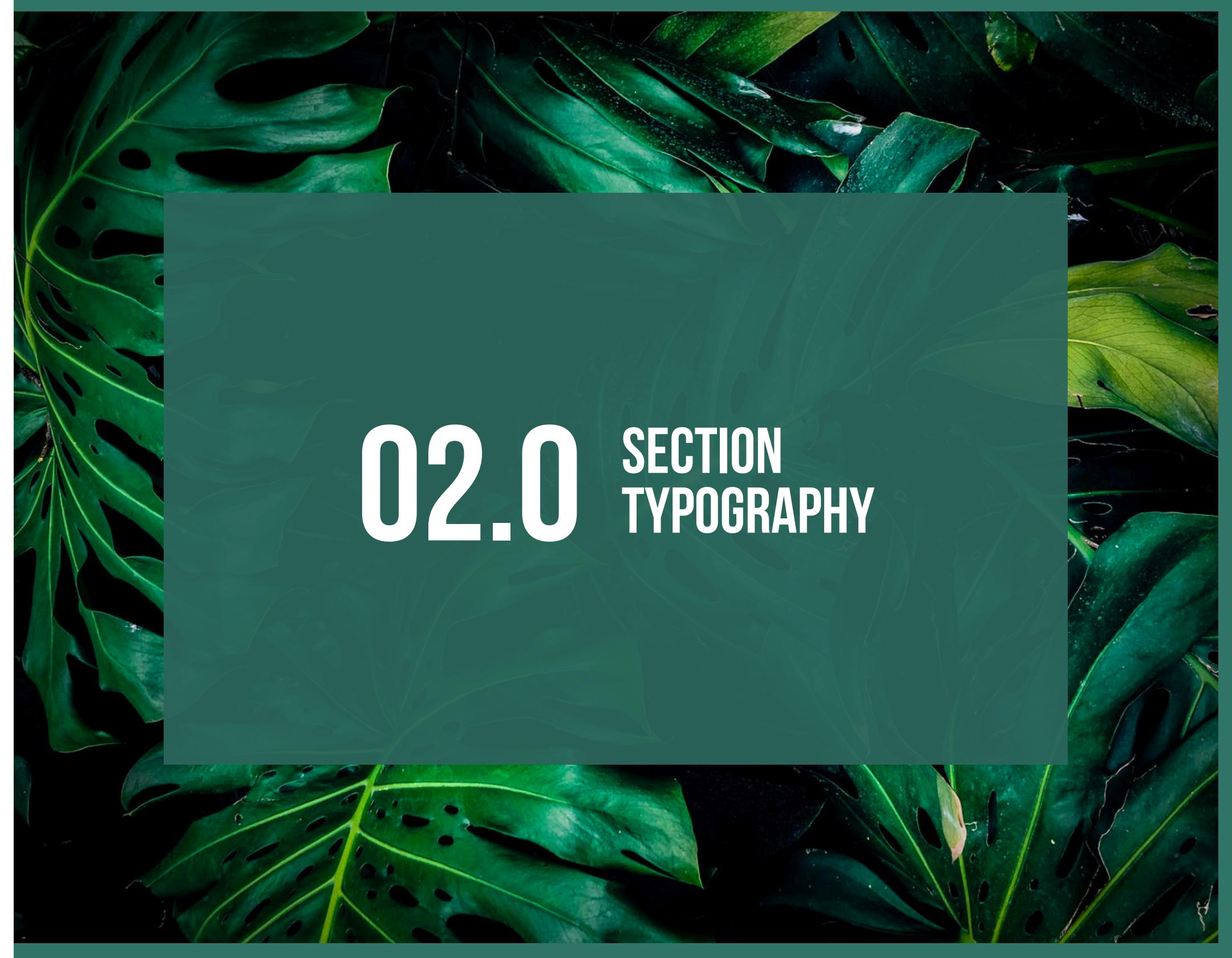
Don't place the logo in incorrect background colors.



Don't rezise elements of the logo.



Don't change the colors of the logo.



02.0 SECTION TYPOGRAPHY

02.1 PRIMARY FONT

Playfair Display

by Claus Eggers Sørensen

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

123456789£\$?!<>{}[]#¢™®

02.2 SECONDARY FONT

Lato

By Łukasz Dziedzic

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789£\$?!<>{}[]#¢™®

02.3 TYPE HIERARCHY

Typography has the power to convey as much emotion and strength as an image, while reinforcing and supporting our brand identity.

Usage

Ensure legibility when type is set against a coloured background.

In content body, capitalize only the first word in a sentence.

Never use all caps inside paragraphs.
Only use them in titles and captions.

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

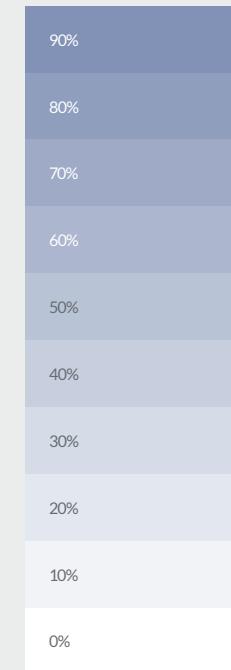
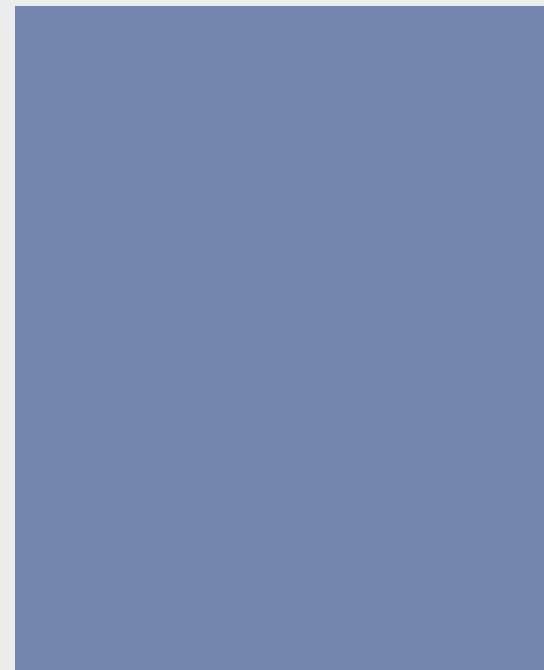
Lead Paragraph

Regular Paragraph



03.0 SECTION COLOR PALETTE

03.1 PRIMARY COLOR PALETTE



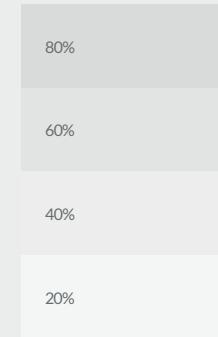
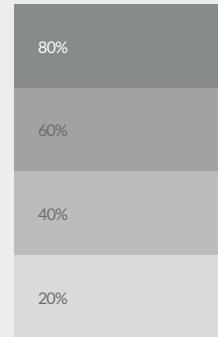
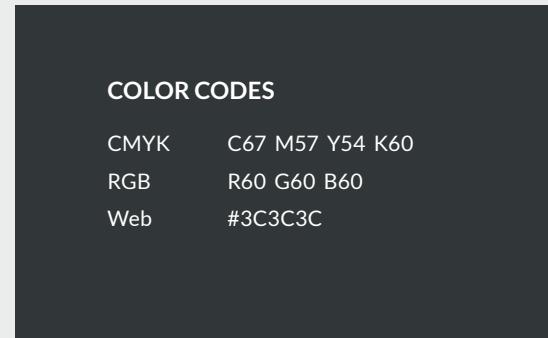
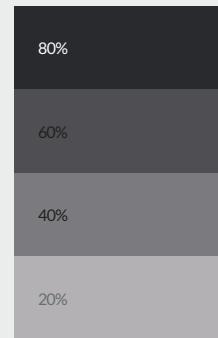
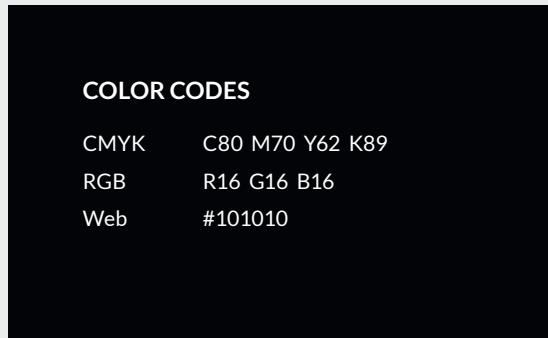
COLOR CODES

CMYK C79 M32 Y57 K20
RGB R48 G115 B103
Web #307367

COLOR CODES

CMYK C60 M43 Y15 K2
RGB R116 G134 B174
Web #7486AE

03.2 GREY COLOR PALETTE





04.0 SECTION INSPIRATION

The image displays two side-by-side screenshots of website designs for plant stores.

Left Screenshot: A dark-themed website for "PRICKLES & CO - THE BOUTIQUE STORE FOR PLANTS". The header features a large image of succulents and the store's name. Below the header are three categories: CACTI, PLANTS, and SUCCULENTS, each with a small image and a "Shop Collection" button. A "ABOUT US" section contains placeholder text and a photo of a person in a greenhouse. A prominent dark teal banner at the bottom offers a 10% discount. A contact form for special requests is at the very bottom.

Right Screenshot: A light-themed website for "green.". The header has a "Rubber Tree Plantation" logo. The main content features a large image of a Ficus Elastica plant with the title "Ficus Elastica" above it. A detailed description of the plant follows. Below this, a section titled "Our Products" shows five different potted plants, each labeled "Salad" and "\$2.00". The overall design is clean and modern.

Brand guidelines for Seed Smart Garden

www.seedsmart.com

The Seed Smart Garden app and website provide a comprehensive platform for managing and growing plants. The interface is clean and modern, featuring a variety of plant categories and detailed care instructions.

Top Left: Add Plant screen showing categories: FERNS, SUCCULENTS, HERBS, TROPICAL. Examples include SAM SMITH (LANTANA), MACEY GRAY (Echeveria), MISSY ELLIOTT (SALVIA OFFICINALIS), MICHAEL BUBLE (FICUS LYRATA), FREDDY MERCURY (SANSEVIERIA TRIFASCiATA), and ADELE (FICUS ELASTICA).

Top Middle: My Plants screen for MACEY GRAY (Echeveria). It shows a potted plant image, watering frequency (3 days every 7 days), and health (75% 4 week streak). It also includes a note: "Echeveria like full sun. However, try to avoid these two things: drastic sunlight changes and summer afternoon full sun."

Top Right: Dashboard titled "Your Plants". It features two cards: "Frederick Tomato Plant" (a young tomato seedling in a terracotta pot) and "Frederick Tomato Plant" (a close-up of a spider plant's leaves).

Bottom Left: A detailed dashboard for "John Snow". It includes a summary of overall equipment efficiency (100%), plant efficiencies (42% availability, 34% performance, 24% quality), total output (line graph showing a peak of 700k in May), and actual vs std cost per roll (bar chart).

Bottom Right: A detailed card for a Venus Fly Trap. It shows it is carnivorous, currently in Stage 2 of 4 (Sprouting), with dimensions of 1-4 in and a growth period of 10-12 wk. It also includes a propagation guide: "The usual method of propagation is by leaf cuttings during the spring. Cut off mature leaves with one inch of their stalks. Firmly plant the stalks into sand or soil." Below the card is a numbered sequence (1, 2, 3, 4) likely representing the propagation steps.

05.0 SECTION ICONOGRAPHY

05.1 ICONOGRAPHY

LINE ICONS



COLOR ICONS





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www.seedsmart.com