

The background of the entire slide is a repeating pattern of stylized teal leaves and branches. A large white rectangular area with a thin teal border is centered on the slide, containing the text.

terra * love

CONSERVING MOTHER NATURE'S BREW

typeface exploration

Rockwell
controlled, assuring

Akzidenz-Grotesk Light
futuristic, clean, sleek

AKZIDENZ-GROTESK SMALLCAPS
LOCALIZED, IMPORTANT

Akzidenz-Grotesk
bold, noticeable

terralove

terra-love

terra-love

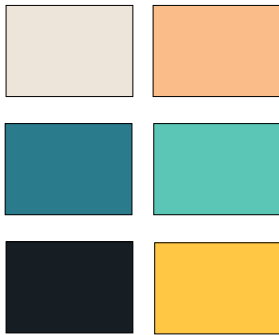
terra 🌼 love

terra 🌸 love

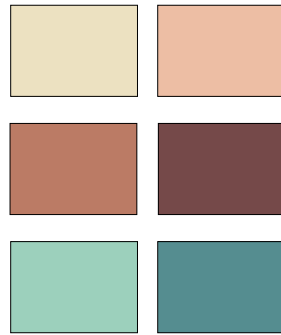
terra 🌻 love

palette exploration

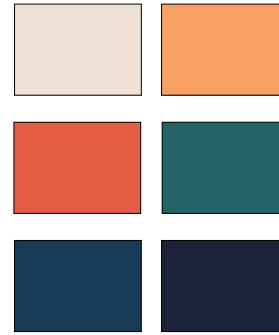
pop



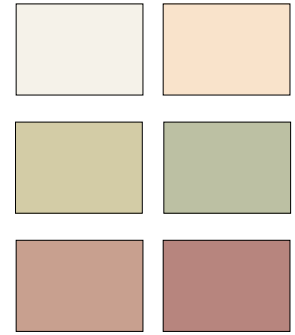
natural



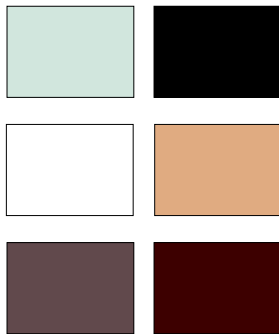
bold



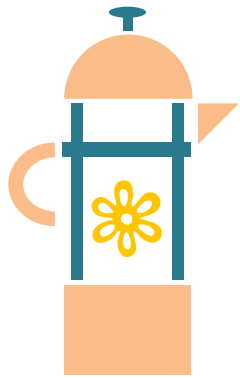
refined



original



logo exploration



campaign



terra ☼ love

cares
for everyone.


it's not just
coffee.



terra ☼ love

shares
a seed per cup.


it's not just
coffee.



terra ☼ love

starts
with you.

it's not just
coffee.



campaign



mockups

