



inEarth

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Sprouting
a Campaign

Cause

Regenerative agriculture is a collection of agricultural practices which help to reverse climate change by restoring ecological balance and soil health. Across the globe, most agricultural crops are grown in a way which leaches nutrients and resources from the soil and pollutes water systems, leading to climate change and dangerous environmental conditions for surrounding communities. Regenerative agriculture incorporates practices such as cover cropping, stopping tillage, livestock grazing, crop rotation, and more. These practices work by turning atmospheric carbon to soil carbon (which is a key nutrient for plants) and reducing disruption of the soil (which would release the carbon to the atmosphere again).

Name

In order to promote regenerative agriculture and reduce atmospheric carbon, we need governments and agricultural regulatory organizations to mandate these large-scale farms to adopt regenerative tech and provide assistance in how to transition to regenerative agriculture. This campaign is a public awareness campaign to educate the public on regenerative agriculture as an approach to reversing climate change and environmental damage. Once more people learn about this campaign, they will begin to take action and convince public officials to enforce regulations on commercial agriculture operations.

Name

The inspiration for the campaign name came from the idea of carbon sequestration, or the process by which plants capture carbon from the atmosphere and transfer it to the soil. Inearth, the campaign name, means to bury or inter. The 'E' in the campaign name maintains focus on the Earth and environment. Although inearth can sometimes have a darker connotation, the optimistic messaging and bright photography work in contrast to keep the campaign hopeful.

Angle

The inspiration for the campaign name came from the idea of carbon sequestration, or the process by which plants capture carbon from the atmosphere and transfer it to the soil. Inearth, the campaign name, means to bury or inter. The 'E' in the campaign name maintains focus on the Earth and environment. Although inearth can sometimes have a darker connotation, the optimistic tone and bright photography work in contrast to keep the campaign hopeful.

Audience

For those who believe in climate change and environmental issues, finding a solution for these problems is generally of high importance. This campaign targets the intended audience's desire to help reduce the pace of climate change and help the environment. The campaign's messaging empowers the viewer to get informed and take action against environmental destruction.



Globally, soil has the potential to sequester

4-5 gigatons

of carbon per year

Location

The physical manifestations of this campaign exist in places that relate to high carbon-emitting industries, such as the transportation industry. The 3D series is designed to wrap the interior of airplane boarding tunnels. This location allows people to feel immersed in a location, while also giving them enough time (standing in line) to read info about the campaign. The 2D series is a set of posters for the interior and exterior of a bus shelter. This is another location where people would be standing around for prolonged periods of time and would be able to read more than just a sentence about the campaign. This captive audience makes these locations better than a billboard, for example.

Rollout

The rollout for this campaign will occur all at once. There is no foreseeable benefit to staggering the rollout or withholding information. It is especially important that all digital materials should be available when print materials are displayed so that if the viewer wants to learn how to take action they can find resources to do so on the website.

Facts

- According to the International Food Information Council Foundation's 2019 Food & Health Survey, **only 22% of respondents had heard of regenerative agriculture**, and 55% said they hadn't heard of it but were interested in learning more
- Agriculture makes up about **50% of all habitable land** on Earth. Of that land, over 75% is used for animal agriculture or feed crops. Less than 25% is used for plant foods (fruits, vegetables, etc.) directly consumed by humans.
- In 2010, an estimated **24% of global greenhouse gas emissions** were caused by the agriculture sector
- Globally, about **70% of freshwater** is used by the agriculture sector
- An estimated 25% of all greenhouse gases emitted since the industrial

revolution originated in soil, released through agricultural practices such as tilling and weeding

half of the annual carbon dioxide (CO₂)

emissions from U.S. agriculture in 2010

Industrial agriculture practices cause myriad health risks for surrounding communities, often low income or POC communities. Regenerative agricultural practices reduce these harms by using

fewer pesticides and herbicides, and

reducing runoff and carbon emissions.



**Growing a
Brand**

logotype

primary



secondary

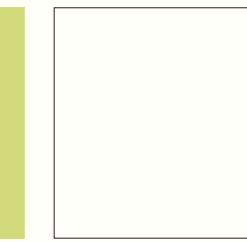
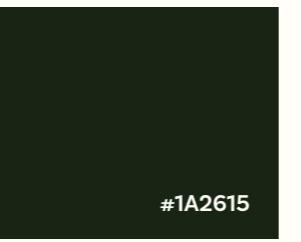


Root systems are what allow agricultural crops to sequester carbon into the soil, so the logo focuses on this imagery. Soil is difficult to convey through a small logo, so roots are a better choice. Roots outlined with a circle is a simple logo, recognizable in almost any application.

The logo only be a solid color, either against a solid color background or a photo with high contrast to the logo color. The logo should never be stretched or squeezed, and should always maintain a size in which the campaign name is legible and the logo mark is discernible.

colors

primary



secondary



Because this is a sustainability and agriculture campaign, the color palette needs to evoke a natural, lush feeling. Graphic branding elements focus on a green and brown color scheme, with a pop of yellow as needed for striking contrast. Confining designs to this palette keeps the brand cohesive because they are similar to the colors throughout much of the agriculture imagery.

If we continue with resource-intensive conventional farming methods, the UN estimates that the

world's topsoil will be completely depleted of nutrients by 2070



typography

header

Basic Sans Bold

header

Basic Sans Light

The typeface used for this campaign is called **Basic Sans**, a modern sans-serif designed by Daniel Hernández at Latinotype.

Visually, the typeface is simple with a slight youthful touch added by some of the unique curves of certain letters. This typeface will appeal to the young and liberal-leaning target demographic, and render well in front of agricultural imagery.

imagery

landscape



macro



aerial

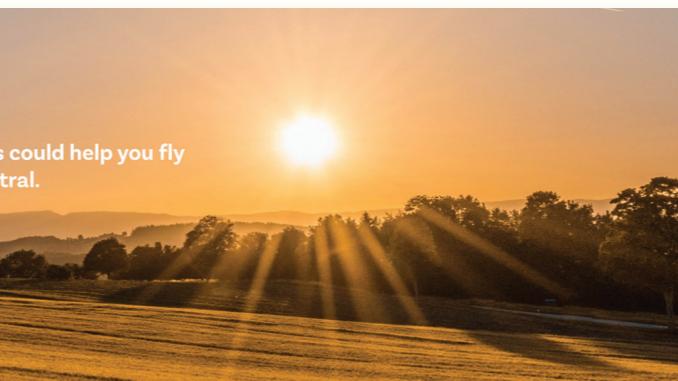


The imagery for this campaign focuses on striking photos. These might include close-up images of soil and small plants as well as landscape or aerial shots of fields. These natural images will help orient the viewer to the specific context regarding agriculture and the protection of our environment.

An aerial photograph captures two green combine harvesters working in a vast, golden-yellow field. The harvester in the foreground is angled towards the bottom left, kicking up a large, billowing cloud of dust. Another harvester is visible further back on the right. The field is divided into several long, narrow strips by dark, parallel tracks from previous passes. In the distance, a small cluster of farm buildings and trees is visible under a clear, pale sky.

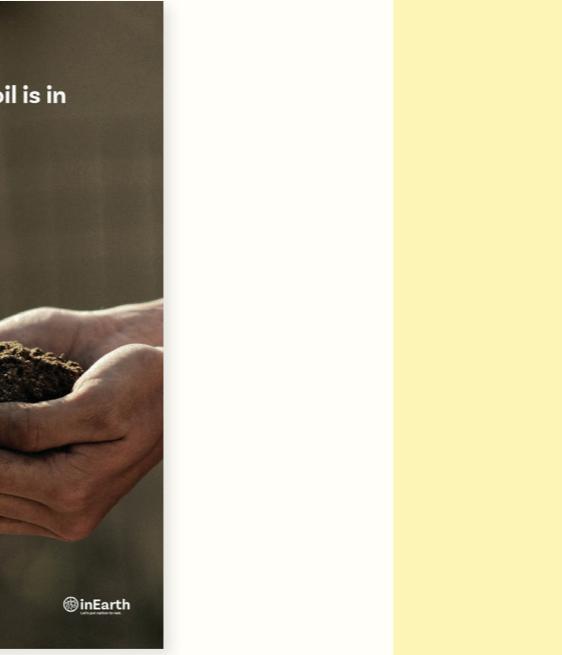
Harvesting an
Experience

Experiential Series



The 3D series consists of 3 immersive airplane boarding tunnels. The interior and ceiling of the tunnel are covered with a continuous photograph of a farm to make the viewer feel like they are in a rural landscape. Along the tunnel floors are informational panels which include the statistics and environmental benefits of regenerative agriculture. The floor panels tell a story when read one after another. The story starts at the terminal end of the walkway so that a passenger in line slowly reads about regenerative agriculture as they make their way through the tunnel. Sequencing and orienting the panels from airport to airplane makes sense because a person exiting the airplane walks quickly through the tunnel but someone walking to an airplane has more time to read. At the end of the tunnel is a larger tagline, so that if the person boarding the plane is in a hurry they at least know the purpose of the posters.

Visual Series



The 2D series consists of posters for a bus shelter. A bus shelter has somewhat of a captive audience so viewers have time to read more about the campaign than a single tagline. To accomplish this, posters facing the inside of the bus shelter have more information and longer text, given that someone standing in the shelter would have more time to read. Posters facing the sidewalk or outside of the shelter have short text to make it easier for someone quickly passing to read. The posters feature agricultural photos with information about the campaign and the website link to learn more or play the game.



Regenerative agriculture repairs damage to the environment by improving

**soil health,
water purity,
and biodiversity**

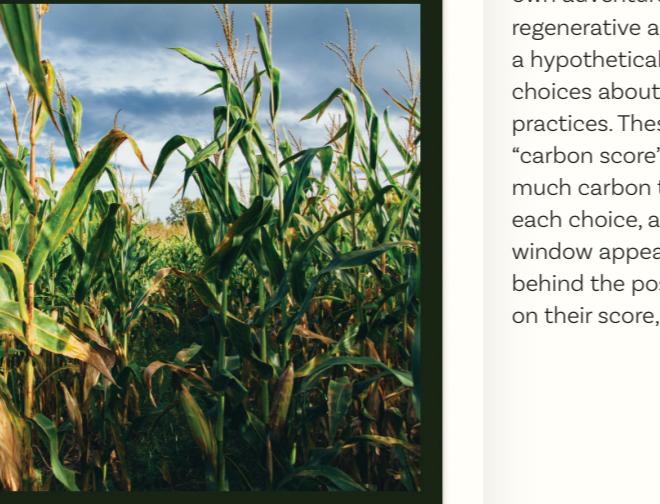
Interactive Series

 inEarth

play learn act

Congratulations, you've successfully harvested this season's corn! To prepare for next season you will:

- A. Plant cover crop
- B. Leave field empty
- C. Plant more corn
- D. Till field



The campaign website consists of 3 main pages. The first page, titled "Play," features a sort of a "choose your own adventure" game to learn about regenerative agriculture. The player has a hypothetical farm, and makes various choices about their farm and their practices. These choices affect their "carbon score" which translates to how much carbon their farm sequesters. After each choice, an informational popup window appears to explain the reasoning behind the positive or negative impact on their score,

play facebook
act instagram
learn twitter

Game Question Screen

The campaign website consists of 3 main pages. The first page, titled "Play," features a sort of a "choose your own adventure" game to learn about regenerative agriculture. The player has a hypothetical farm, and makes various choices about their farm and their practices. These choices affect their "carbon score" which translates to how much carbon their farm sequesters. After each choice, an informational popup window appears to explain the reasoning behind the positive or negative impact on their score,

 inEarth

play learn act

Congratulations, you've successfully harvested this season's corn! To prepare for next season you will:

- A. Plant cover crop
- B. Leave field empty
- C. Plant more corn
- D. Till field



Correct! Planting a cover crop will help restore nutrients to the soil that were lost throughout the season and prevent soil erosion.

Next →

play facebook
act instagram
learn twitter

Game Answer Screen

E-card builder (front)

inEarth

play learn act

Public Action E-Card Design Tool

Photo

Save our soil.
Demand government compensation for responsible farming.

Front headline

Save our soil.

Front subtitle

Demand government compensation for responsible farming.

Additional text

Next →

The final page, titled "Act," is an e-card design tool for users to send messages to local politicians and agricultural organization leaders to encourage changes in agricultural laws, subsidies, and regulations. The user can choose from a selection of images and add their own text to both the front and back of the card. On the back of the card the user can enter their desired political figure or choose one from a list of suggestions. They can then add an email that the website will send the card to, instead of mailing a physical postcard.

E-card builder (back)

inEarth

play learn act

Public Action E-Card Design Tool

Stamp

We want to protect our environment.

As a state representative, you have the power to enact regulations on the sale and use of harmful agricultural additives such as fertilizer, herbicide, and pesticide. These chemicals pollute the local watershed, contribute to the release of greenhouse gases, and threaten the health of our soil. We urge you to take immediate action to condemn excessive use of these chemicals and reward farmers who are practicing regenerative agriculture. If we want to protect our environment for future generations, we need to act NOW. Do your part and serve your community. Thank you.

Sharice Davids
753 State Avenue
Kansas City, KS 66101

Email

← Back Send →



Information

 **inEarth**

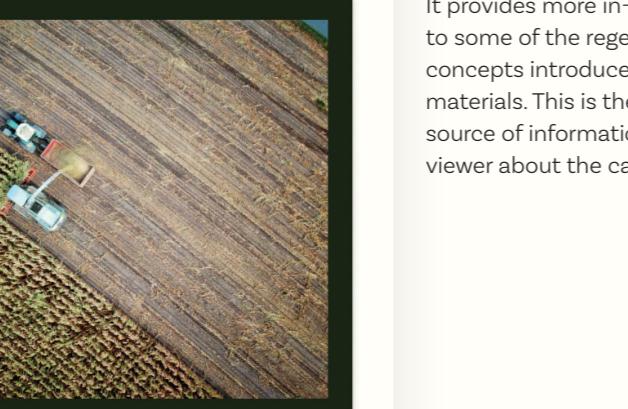
play learn act

What is regenerative agriculture?

Regenerative agriculture is the practice of growing crops in a way that helps to reverse climate change by restoring soil health. Across the globe, most agricultural crops are grown in a way which leaches nutrients and resources from the soil and pollutes the water systems, leading to climate change and dangerous environmental conditions for surrounding communities. Regenerative agriculture incorporates practices such as cover cropping, stopping tillage, livestock grazing, crop rotation, and more. These practices work to increase the amount of time crops are planted (and thus turning atmospheric carbon to soil carbon) and reduce disruption of the soil which would release the carbon to the atmosphere again.

How is regenerative agriculture important in reversing climate change?

Regenerative agriculture is the practice of growing crops in a way that helps to reverse climate change by restoring soil health. Across the globe, most agricultural crops are grown in a way which leaches nutrients and resources from the soil and pollutes the water systems, leading to climate change and dangerous environmental conditions for surrounding communities. Regenerative agriculture incorporates practices such as cover cropping, stopping tillage, livestock grazing, crop rotation, and more. These practices work to increase the amount of time crops are planted (and thus turning atmospheric carbon to soil carbon) and reduce disruption of the soil which would release the carbon to the atmosphere again.



Smith farm in Beloit, KS adopted regenerative practices in 2017. So far they've seen a 50% decrease in fertilizer usage. By reducing fertilizer usage they're protecting the health of their community and consumers.

play [facebook](#)
act [instagram](#)
learn [twitter](#)



The second page, titled “Learn,” includes resources to learn more about carbon emissions and regenerative agriculture. It provides more in-depth explanations to some of the regenerative agriculture concepts introduced in other brand materials. This is the brand’s primary source of information to educate the viewer about the campaign and its goals.

