

**WHO ARE WE?**

**HOW DO  
WE FEEL?**

**WHY ARE WE  
DOING THIS?**

**HOW DO WE  
COME TO LIFE?**

# 1 – CORE

- 01. Value Proposition
- 02. Core Values
- 03. Key Words
- 04. Personality
- 05. Name

# 3 – DESIGN

- 01. Lead Ideas
- 02. Moodboards
- 03. Direction

# 2 – MISSION

- 01. Unique Selling Point
- 02. Persona
- 03. Target Audience
- 04. Positioning
- 05. Mission
- 06. Brand Message

# 4 – APPLICATION

- 01. Tone of Voice
- 02. Colours
- 03. Typography
- 04. Logo
- 05. Patterns
- 06. Usage in Print
- 07. Guidelines
- 08. Dashboard
- 09. Physical Product

# 00

## Abstract

### Our Benefits

## WHAT IS ROWA?

### An abstract

- » we provide vertical lettuce- & herb-walls for companies
- » it works as a hydroponic system, which means there is no soil needed for growing things but it all works simply with water
- » therefore, one's independent from factors and influences of nature, so there's no bondage to season, light, clima zone etc.
- » compared to traditional agriculture, hydroponics save up to 90% of the water consumption which is needed for gowing greens!
- » growing locally also saves CO2-emissions, and guarantees at the same time 100% freshness
- » through growing your own greens in your office, there are various positive aspects coming along with it
- » benefits...
  - + educational
  - + team building
  - + productivity & fun
  - + image/branding for company
  - + sustainability & future orientation
- » it's either a one time investment (for buying) or subscription-like rental
- » there is going to be an ecological-version (made of recyclable materials) & a premium version, which is rather focused on the design

# 00

Abstract

**Our Benefits**

## THE BENEFITS OF OUR PRODUCT

- » We educate with our product and and bring people without inhibition into contact with technology
- » We create value through a raised awareness about food production.
- » We offer a fully automated solution, which takes away the laborious parts of growing food and leave one back with the beneficial, fun sides of it.
- » We enhance community at work by giving employees something to do together and a thing in common.
- » We reduce the water consumption by up to 90% compared to traditional agriculture.

# ► CORE

01. Value Proposition

02. Core Values

03. Key Words

04. Personality

05. Name

## 01

**Value Proposition****Core Values****Key Words**

Personality

Name

**VALUE PROPOSITION**

Our goal is to provide vertical growing systems to eco-friendly and tech-savy companies in order to bring a fun, interesting & edible factor into everyday lifes of employees.

**OUR CORE VALUES**

- » Progressive
- » Friendly
- » Fun & playful
- » Simple
- » City/Urban
- » Idealistic

**KEY WORDS**

- » Sustainable, locally, awareness, exchange

## 01

Value Proposition

Core Values

Key Words

**Personality**

Name

**PERSONALITY OF OUR BRAND**

- » Constantly in motion, warm-hearted
- » Colourful & airy (light) )^(Colourful with a classic twist)
- » Confident and calm smile
- » Clear line in her appearance and ideas
- » Wise
- » Even Tempered
- » Weather, water, sustainability, sports, food, tech

"

*She's a mid-aged woman, roughly 35 y ; wearing a colourful, airy summer dress with some nice patterns, a friendly & warm face with a confident and calm smile on her face. Arrived by electrical rental car.*

*She appears to be even tempered (calmly), aware eyes going around the room and awake*

*Sort of major & serious; she's got wise things to say (but you still like her!) :) Her hair starts to go slightly greyish on the sides. On her fingers, on can see big, silver rings. Seems to be sporty.*

*She goes straight to the buffet and gets little veggie-snacks. Listens more than she talks. When she talks, she talks about the weather, water, sustainability, food, technological developments, and her dog.*

"

## 01

Value Proposition

Core Values

Key Words

Personality

**Name****MY NAME IS ROWA.**

Rowa is a combination out of *rocket* and *wall* – rocket is on one hand the space rocket, which flies straight vertically towards the space (which is reflected in our vertical systems). Additional, a rocket stands for innovation, being pioneers and trying a new thing. On the other hand, rocket is as well a leafy green which could be grown with our hydroponic system. The element of the wall plays into it, as it's unique to be able to grow things vertically and without having the need for much horizontal space, which is often quite limited.

Rowa can also be a girls name – „the origin of Rowa is the Arabic language. The name's meaning is a lovely vision.“ (<https://www.babynamespedia.com/meaning/Rowa>)





# MISSION

- 01. Unique Selling Point**
- 02. Persona**
- 03. Target Audience**
- 04. Positioning**
- 05. Mission**
- 06. Brand Message**

## 02

## Unique Selling Point

Persona

Target Audience

Positioning

Mission

Brand Message

## UNIQUE SELLING POINT

Our Unique Selling Point lays in a combination between high to premium quality combined with high service. This gives our customers a constant feeling of being worth the investment and gaining benefit out of the rowa-system. Through involvement in the system we shape outstanding relationships to our customers, enhanced through a flawless customer service – so whenever someone is facing any kind of trouble or issues with a system, it won't take any longer than 24 hours and it's fixed, at any point of the year.

Additional, the combination of the benefits below lead to a unique feel of the system ...

- + educational
- + team building
- + productivity & fun
- + image/branding for company
- + sustainability & future orientation

**Price**  
High

**Quality**  
High-Premium

**Configurability**  
Some

**Service**  
High

**Design**  
Medium-High

## 02

Unique Selling Point

**Persona**

Target Audience

Positioning

Mission

Brand Message

**QUOTES & PERSONA**

Summed up the persona interviews with the usage of original call-outs.

„I like working in a quiet space“

„I get distracted by people“

„I think the space and my mood clearly affect my quality of work.“

„I'd like to buy more plants for home, but I might kill them... I just forget to water them & also to look after them.“

„It would be super cool to grow my own things“

„My dream is to at some point in live have a little house with a garden, where I can plant and grow things“

„Currently, I haven't got enough time and it's just too much effort growing own things.“

„I need more space on my desk!“

„It's crucial to me where I work – my productivity is clearly connected to my workspace.“

„I'm super bad at taking care of things.“

„I tried to grow mints for teas, but I'm lacking the knowledge. And maybe they haven't got enough light.“

## 02

Unique Selling Point

Persona

Target Audience


Positioning

Mission

Brand Message

## QUOTES &amp; PERSONA

## Andrea Brymora, Community Manager at TeaGreen



*"I love my job and especially my team!"*

**Age:** 36  
**Work:** Community Manager  
**Family:** In a steady relationship  
**Location:** Hamburg, Germany  
**Character:** Fun, friendly, clever

### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Realistic	Idealistic

### Goals

- To enhance the work atmosphere for her colleagues, so they can reach maximal productivity.
- Would love to get a lot of greens, she thinks it calms people down and it is a good exchange to just computer, computer, computer.
- Wants to motivate her colleagues to enhance the social atmosphere at their workplace and have more exchange with each other.

### Frustrations

- People didn't feel enough responsibility in the past and therefore, they had a lot of dying plants in the past.
- Would like to cook herself more often, because usually, she does not cook at home, and therefore has to get take-away, which she doesn't really like.
- Barely never talks to the people of the departments she's not mainly in charge of.
- The challenges this user would like to avoid.


### Bio

Andrea is a community manager at TeaGreen, an innovative tech startup in the health scene, based in Hamburg. She's been working in several CoWorking-spaces and also big companies before. Therefore, she's got a very strong network and is always up to date about what's best for her colleagues. She's very open-minded and innovative, therefore she won't miss any chances to improve their space and find new ways of enhancing community and productivity.

### Motivation

Quality	80%
Fear	20%
Growth	70%
Power	40%
Social	90%

### Daily routine



### Preferred Channels

Traditional Ads	30%
Online & Social Media	80%
Referral	50%
Guerrilla Efforts & PR	10%

# 02

Unique Selling Point

Persona

**Target Audience**

Positioning

Mission

Brand Message

## TARGET AUDIENCE

- » tech-savvy early adopters › start-ups, trendy companies in urban areas
- » quickly growing companies who move/are in representative, fancy office spaces
- » companies, who want to enrich their employee's everyday life and into teambuilding/community forming

### Firmographics

- » mid-sized companies, estimated between 20–100 employees, growing
- » urban areas; maybe branches of bigger companies.  
Target market: First Germany and surrounding, so Berlin, Hamburg, Munich, Frankfurt, Leipzig, ...
- » Industries:
  - // service sector finances, insurance & real estate
  - // technology & telecommunication
  - // computer industry, software sector
- » established, post-materialists  
(self-actualization, pleasure) › want to invest for added value & experience

## 02

Unique Selling Point

Persona

Target Audience

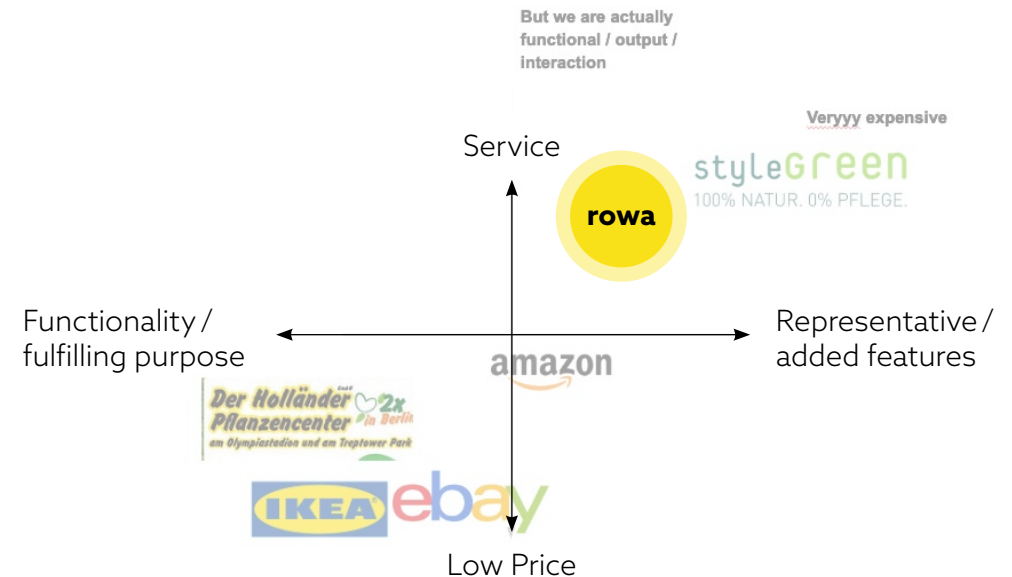
Positioning

Mission

Brand Message

## POSITIONING

- » currently there are either very high-end solutions (high quality, high price, high result) or then very basic ones (medium quality, low price, low result).
- » no products on the market which are decorative and actually have an edible output
- » some which are focused on purely the output, some which are focused on purely the aesthetics – nothing in between where it would be about medium-output and investing some care.
- » Key: Be a strong, trustworthy brand and reliable customers. Have a outstanding service which differentiates us from only just the product selling.



# 02

Unique Selling Point

Persona

Target Audience

Positioning

**Mission**

Brand Message

## MISSION

With a system of Rowa, we provide vertical plant growing for companies to educate and support the reduction of waste and carbon footprint of fresh produce.

In addition, we enhance exchange within colleagues and encourage breaks during work days by adding a fun, interesting factor to break up and enrich routines.

Key words: Sustainable, locally, awareness, exchange

# 02

Unique Selling Point

Persona

Target Audience

Positioning

Mission

**Brand Message**

## BRAND MESSAGE

- » We are sustainable. – with our products but as well as a company (and sustainable relationships etc)
- » We are dynamic. – we dare to rethink, ask questions and challenge the status-quo
- » We are passionate together about ethical food – therefore, we care about reducing the waste and carbon footprint of fresh produce.
- » We care about high quality product and an even better experience with it.
- » We believe that greener offices and healthier food can change lives.
- » We believe you should eat your salad right after harvesting.
- » We hope to make plant's life's better. :-)
- » We think that food shouldn't have to travel the whole world.





# DESIGN

- 01. Lead Ideas
- 02. Moodboards
- 03. Direction

## 03

## Lead Ideas

Moodboards

Direction

**LEAD IDEAS**

- » These were the three main directions and ideas considered for our brand appearance. Each one of them has got its purpose connected to our brand core and at the same time, their purpose is to go into different directions so we develop a feel for what suits our core values the best.

**The rocket mood****It's time for the next step – get ready for take off.****The fairy tale mood****Fun and productivity at your work place just a fairy tale?  
Wake up, sleeping beauty! It's time for rowa.****The jungle mood****Don't kill the beauty of the jungle.  
But get it into your work place!**

## 03

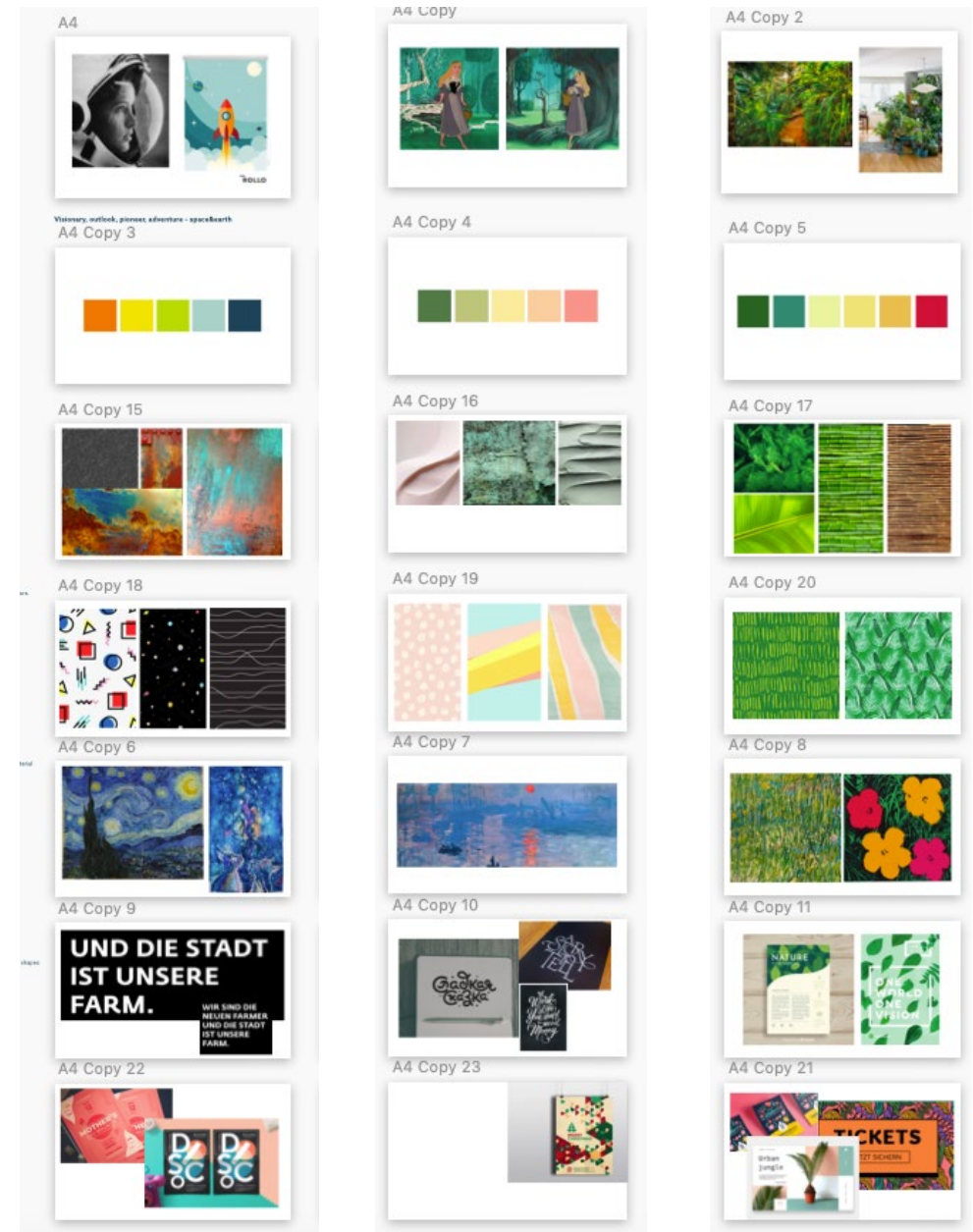
Lead Ideas

Moodboards

Direction

## LEAD IDEAS – MOODBOARDS

- » The collection for the moodboards were build up through:
- \_ Images
  - \_ Colours
  - \_ Textures
  - \_ Patterns
  - \_ Artworks
  - \_ Typo and quotes
  - \_ Examples and print



## 03

Lead Ideas

Moodboards

Direction

## LEAD IDEAS – MOODBOARDS

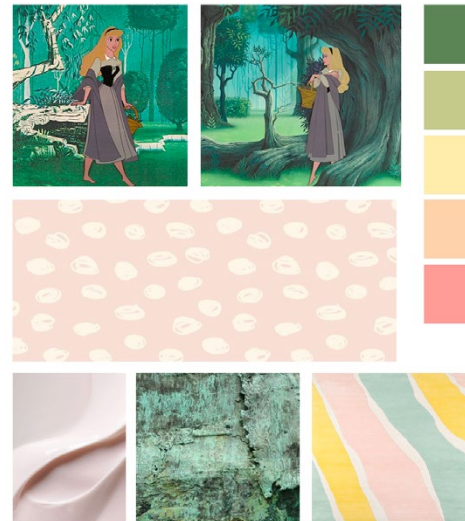
- » The final decision fell on a mixture between the rocket mood and the jungle version. The fairy tale mood is playful and colourful, but neither embodies our tech nor our environmental cores.

## The fairy tale mood

Fun and productivity at your work place just a fairy tale?  
Wake up, sleeping beauty! It's time for rowa.

## The rocket mood

It's time for the next step –  
get ready for take off.



## The jungle mood

Don't kill the beauty of the jungle.  
But get it into your work place!



# 03

Lead Ideas

Moodboards

**Direction**

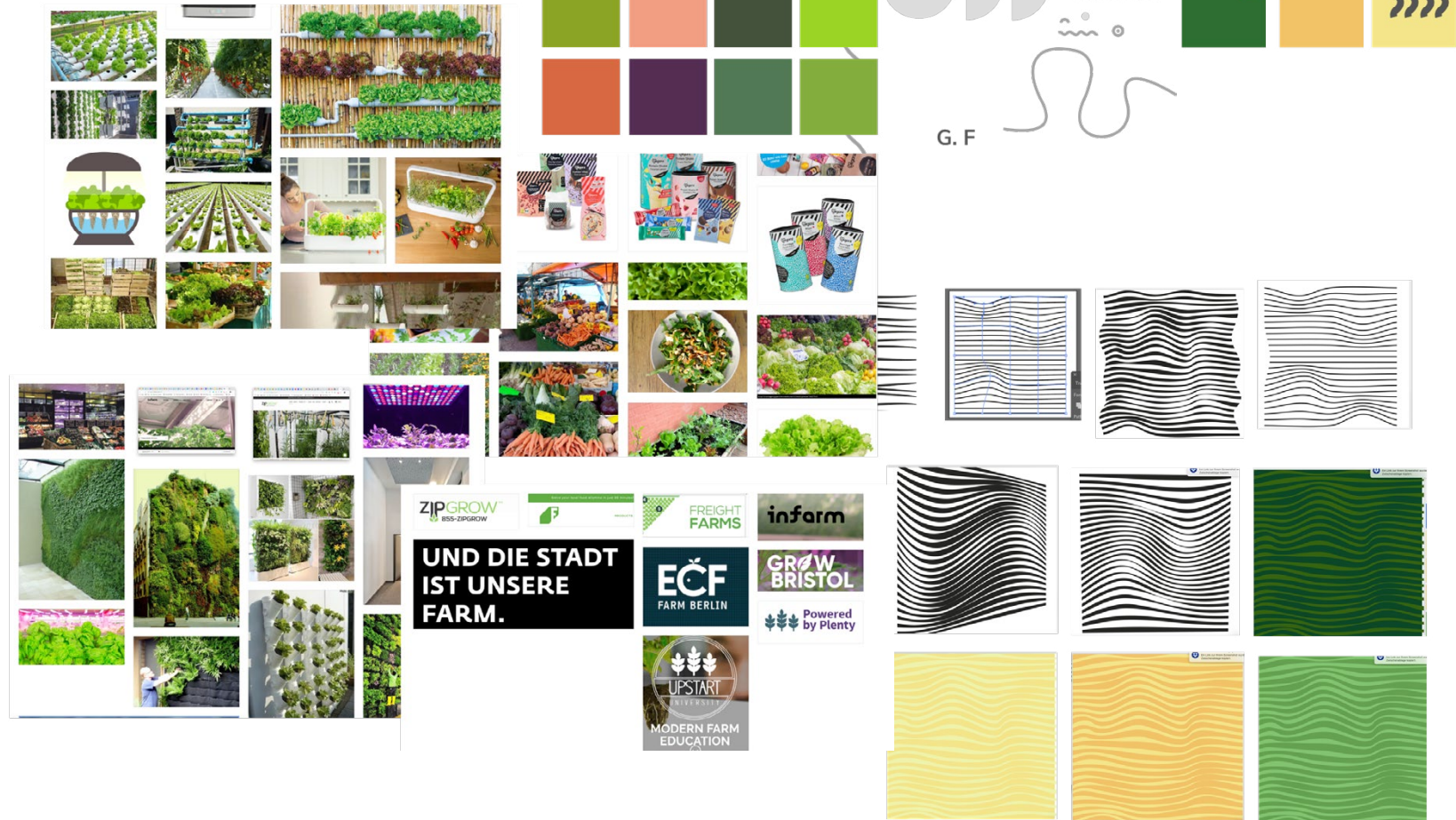
## **DIRECTION**

- » refreshing design
- » friendly and warm appearance
- » should appear very welcoming
- » connection to earth: rather „grounded“ than techy
- » informative and playful in a good balance
- » reasoning: it should tear down barriers between people and „futuristic“ technical solutions like lettuce from an „artificial“ source, therefore it should be really simple, explanatory and low-threshold instead of very technically focused, complex and a lot of details



## Direction

**Mood Board / What's out there**  
Impressions of products, brands, setups



- 01. Tone of Voice
- 02. Colours
- 03. Typography
- 04. Logo
- 05. Patterns
- 06. Usage in Print
- 07. Dashboard/Screens
- 08. Physical Product

# APPLICATION

## 04

**Tone of Voice**

Colours

Typography

Logo

Patterns

Usage in Print

Dashboard/Screens

Physical Product

**OUR TONE OF VOICE**

There is a strong psychological link between familiarity and trust.<sup>1</sup> Because something familiar requires little effort to process mentally, we are more likely to feel at ease around it. Therefore, we have to be consistent in our use of language so that our writing becomes familiar to the customer.

Our Tone of Voice is not what you say, but how you say it. This will inform all of our written copy, including our website, social media messages, emails and packaging.

It's only three simple key words to bear in mind when communicating with our customers:

**Competente**

- » reliable, respectful, trustworthy, facts in the back, transparent, predictable

**Curious**

- » explanatory, educative and interested

**Refreshing**

- » approachable, unconventional, storytelling, people-, user-, human-focused

<sup>1</sup> „Influence: The Psychology of Persuasion, Revised Edition Revised Edition“ by Robert B. Cialdini



## 04

Tone of Voice

**Colours**

Typography

Logo

Patterns

Usage in Print

Dashboard/Screens

Physical Product

**COLOURS**

The visual feel of our brand is highly based on the earlier on defined personality and the core values. Therefore, I'd like to highlight some of them here again. Especially the key words warm, colourful, friendly, simple, fun & playful were main components for the choice and usage of colours.

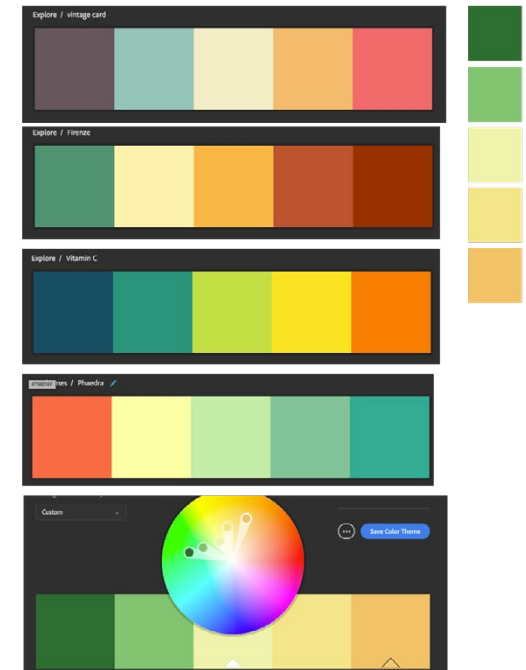
**Personality**

Constantly in motion, warm-hearted  
 Warm and soft face  
 Colourful & airy (light) // (Colourful with a classic twist)  
 colourful, airy summer dress with some nice patterns  
 Confident and calm smile  
 Clear line in her appearance and ideas  
 Wise  
 Even Tempered  
 Weather, water, sustainability, sports, food, tech

**Core Values**

Progressive  
 Friendly  
 Fun & playful  
 Simple  
 City/Urban  
 Idealistic

502



## 04

Tone of Voice

**Colours**

Typography

Logo

Patterns

Usage in Print

Dashboard/Screens

Physical Product

**COLOURS**

The main focus of the chosen colours lays on the warm-heartedness and connection to earth. They symbolize playfulness in a combination with seriousness and simplicity. The expressed feelings through the colours used stand for the core of our brand.

**PRIMARY COLOURS**

**HEX #246328**  
R: 36, G: 99, B: 40  
C: 85, M: 35, Y: 100, K: 30



**HEX #F9E11A**  
R: 249, G: 225, B: 26  
C: 5, M: 5, Y: 90, K: 0

**SECONDARY COLOURS**

**HEX #F77400**  
R: 247, G: 116, B: 0  
C: 0, M: 65, Y: 97, K: 0



**HEX #F9E11A**  
R: 249, G: 225, B: 26  
C: 5, M: 5, Y: 90, K: 0



**HEX #BDDA39**  
R: 189, G: 218, B: 57  
C: 35, M: 0, Y: 85, K: 0



**HEX #A6D1C7**  
R: 166, G: 209, B: 200  
C: 40, M: 4, Y: 26, K: 0



**HEX #134458**  
R: 18, G: 68, B: 88  
C: 93, M: 60, Y: 43, K: 38

**TERTIARY COLOURS**

**HEX #246328**  
R: 36, G: 99, B: 40  
C: 85, M: 35, Y: 100, K: 30



**HEX #228970**  
R: 35, G: 137, B: 112  
C: 80, M: 24, Y: 62, K: 7



**HEX #EDF2A4**  
R: 237, G: 242, B: 164  
C: 11, M: 0, Y: 45, K: 0



**HEX #F3E280**  
R: 243, G: 226, B: 128  
C: 7, M: 0, Y: 60, K: 0



**HEX #F0BD5C**  
R: 240, G: 190, B: 92  
C: 5, M: 27, Y: 71, K: 0



**HEX #2B2B2B**  
R: 43, G: 43, B: 43  
C: 10, M: 10, Y: 10, K: 95



**HEX #4A4A4A**  
R: 74, G: 74, B: 74  
C: 0, M: 0, Y: 0, K: 85



**HEX #D3D3D3**  
R: 211, G: 211, B: 211  
C: 0, M: 0, Y: 0, K: 25

## 04

Tone of Voice

Colours

**Typography**

Logo

Patterns

Usage in Print

Dashboard/Screens

Physical Product

**TYPOGRAPHY**

The final choice for the type fell on a rounded sans serif font, to emphasize the flow and the softness of water. It is a modern font, to support our tech-approach and as well to have the clean and simple appearance stated before. It might be seen as slightly playful, to transmit the „fun“ of it and the joy a rowa-system would spark.

**AZO SANS  
BOLD****ABCDefghij  
klmnopqrs  
tuvwxyz****0123456789  
!"§\$%&/()=?'**AZO SANS  
LIGHTABCDefghij  
klmnopqrs  
tuvwxyz0123456789  
!"§\$%&/()=?'

## 04

Tone of Voice

Colours

Typography

**Logo**

Patterns

Usage in Print

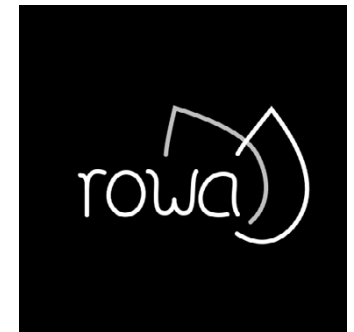
Dashboard/Screens

Physical Product

**LOGO**

Developing a logo which transmits our brand and its values properly was a challenging process. Yet, our logo now stands for different things. Through the leaf in the background, there's an immediate connection between logo and the actual product. The leaf isn't just a leaf, but when looking closely it's actually also a water drop, which symbolizes the hydroponic technology with which our plants grow. This is especially visible and noticable in the negative version of it.

Overall, it's simple, explanatory and welcoming, which embodies three of our core values together.



## 04

Tone of Voice

Colours

Typography

Logo

**Patterns**

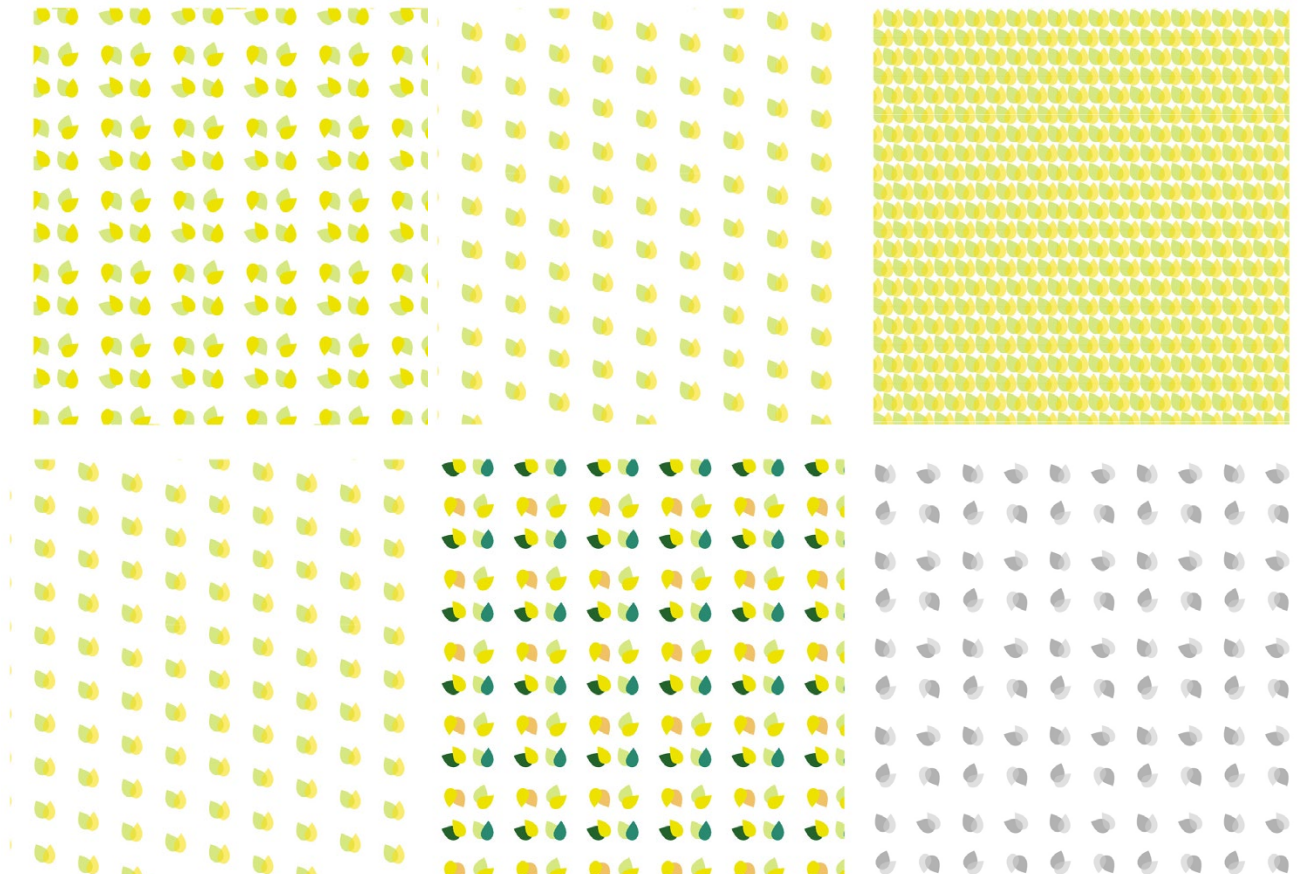
Usage in Print

Dashboard/Screens

Physical Product

**PATTERNS**

Our patterns based on the logo element can be used for specific marketing and campaigning reasons. It emphasizes a playful yet modern appearance of the brand in various scenarios like printed documents, social media sharepics, backgrounds for handouts etc.



# 04

Tone of Voice

Colours

Typography

Logo

Patterns

**Usage in Print**

Dashboard/Screens

Physical Product

## USAGE IN PRINT



## 04

Tone of Voice

Colours

Typography

Logo

Patterns

**Usage in Print**

Dashboard/Screens

Physical Product

## USAGE IN PRINT



# 04

Tone of Voice

Colours

Typography

Logo

Patterns

**Usage in Print**

Dashboard/Screens

Physical Product

## USAGE IN PRINT





## 04

Tone of Voice

Colours

Typography

Logo

Patterns

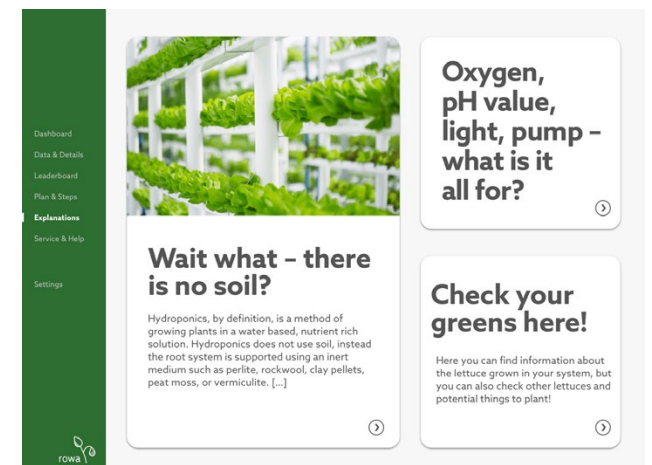
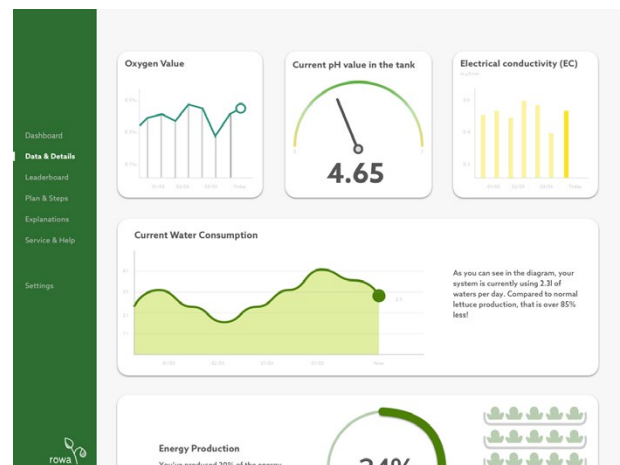
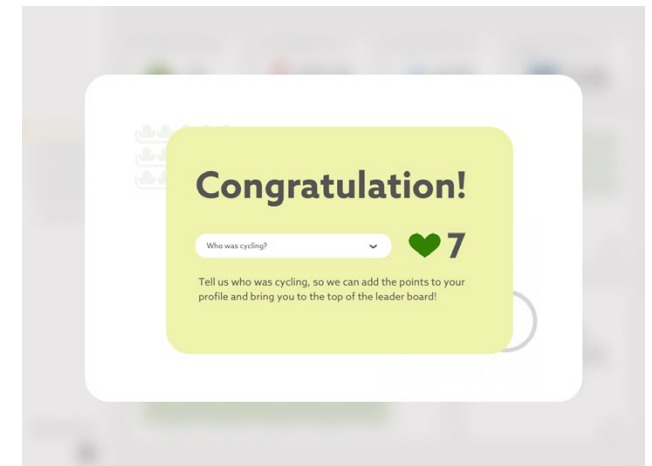
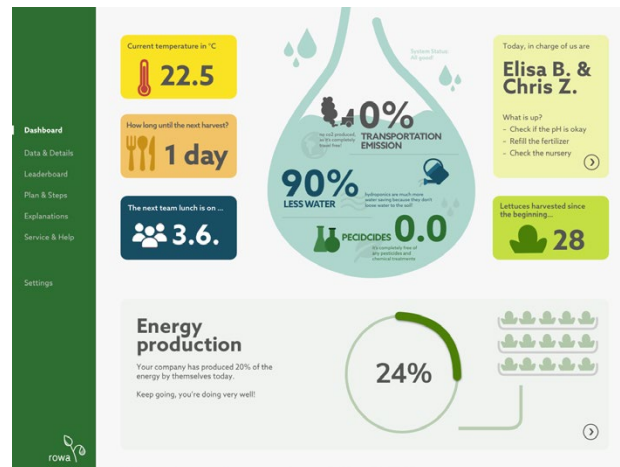
Usage in Print

**Dashboard/Screens**

Physical Product

**DASHBOARD SCREENS**

Also the style of the screen, which is placed next to the system to have a touch point and enhance interaction, is kept in a simplistic, playful way with a much stronger focus on the whole feel of the brand instead of actually visualizing all the technical details in depth.



## 04

Tone of Voice

Colours

Typography

Logo

Patterns

Usage in Print

Dashboard/Screens

**Physical Product****APPLYING THE BRAND FOR OUR PHYSICAL PRODUCT****The feel**

Overall, our physical appearance should transmit high quality and an ecological feeling combined with technology.

**Appearance & transmission of the brand**

The branding applied on the physical products will immediately tell one that the produce is sustainable, ecological and also has got a healthy touch to it. The choice and usage of material are crucial to support our mission and our brand values. We want to transmit an ecological feeling, which will be embodied in a material choice of either bamboo and/or recycled plastic. Both also support the educational aspect, especially the recycled plastic one as it can make people realise the issue of our tremendous plastic usage and also the possibilities of recycling it properly. The material will be earthy, textured material – an intentional decision that supports the overall experience with our brand.



## 04

Tone of Voice

Colours

Typography

Logo

Patterns

Usage in Print

Dashboard/Screens

**Physical Product****Packaging**

On our packaging we will use our product name and as well the company name. Overall rule for the packaging is quality before quantity, experience over output. Receiving a parcel from us, even if it's only a refill of nutrients, should always be accompanied with excitement and a joyful experience.

**Sound Branding**

Acoustic brand elements lead to the fact that a connection to the product or the brand can also take place on an emotional level. This has the effect that the brand (the product) is given a much stronger identity and is therefore memorized much better. We've got different touch points to take advantage of that.

Pump sound: It's crucial to keep the constant noise level and emissions on a minimum. The sounds, which aren't avoidable, are going to be changed through an algorithm into a slightly higher noise so it's experienced as less disturbing.

Dashboard and system: We'll use highlight sounds for all kind of positive interactions with the system, to support and enhance the positive feelings towards it. This can for example be a grateful blubbering sound when the nutrients get refilled or even a cheering after someone has been cycling.

A sonic logo: Link our logo to a short audiologo, so everytime it appears on the dashboard, on a website or in a clip, it's being accompanied with our audio to trigger emotions. It should illustrate a feeling of joy and community.

# GROW WITH ROWA.

Hanna Bieri

ID\_10 — Brand Design

Module Coordinator: Martin Knobel

CODE University of Applied Sciences

Summer semester 2019