

verde go! there's no place you can't grow.

VERDE GO: URBAN GREENING CAMPAIGN

LOGO



STATIONARY



TYPOGRAPHY

BODY – BRANDON GROTESQUE

AaBbCcDdEeFfGgHhIiJj
1234567890.,!?

LOGO – FREDOKA ONE

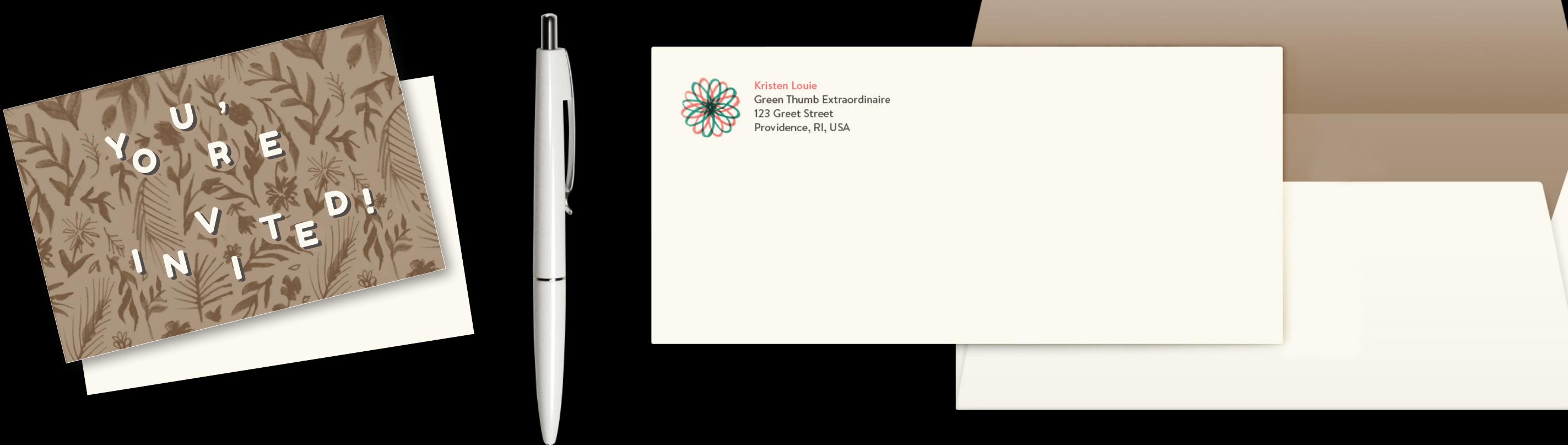
AaBbCcDdEeFfGgHhIiJj
1234567890.,!?

COLORS

BLENDED PALETTE

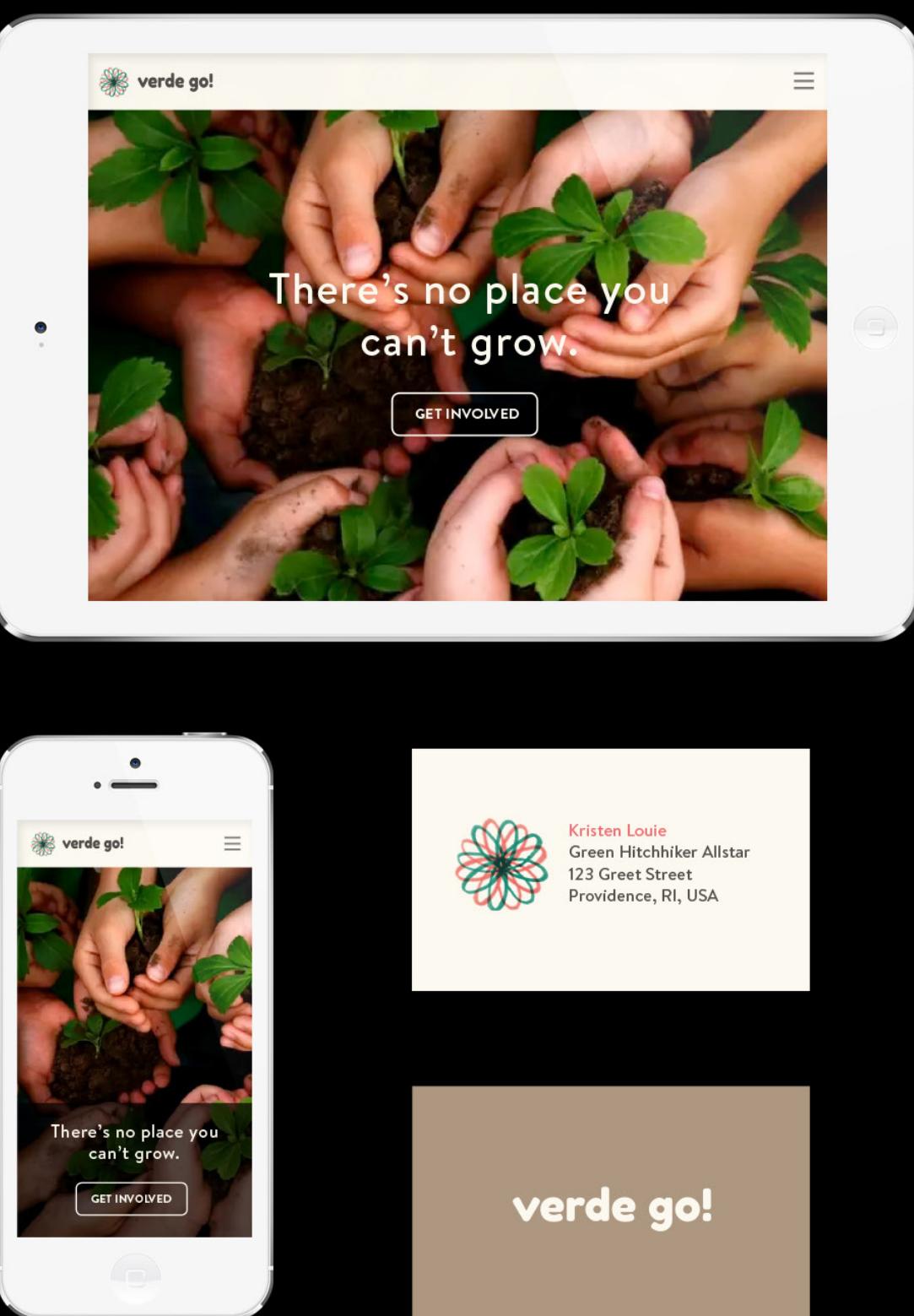


MATERIALS

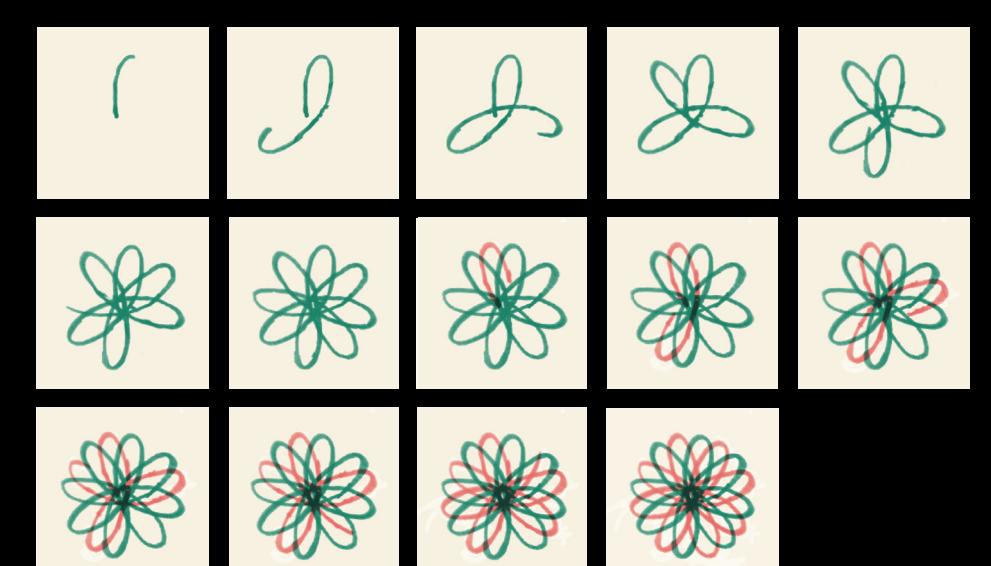


MISSION STATEMENT

verde go! has been sprouting artful city greening initiatives since 1994. We're a growing grassroots organization that strives to empower individuals with tools and practices to create greener cities.



LOGO ANIMATION



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VERDE GO: BRAND APPLICATIONS

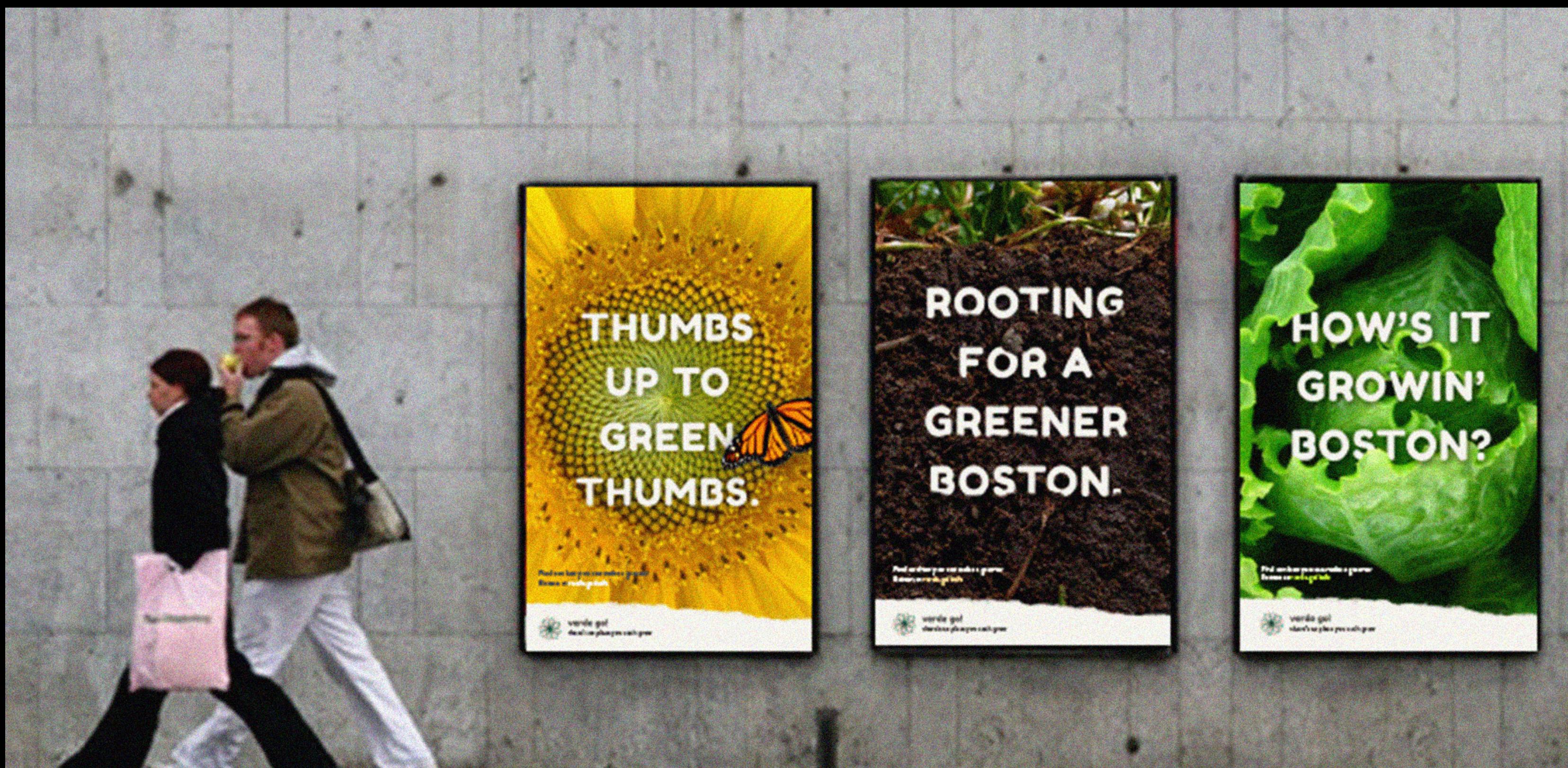
SEED PACKETS



MERCHANDISING

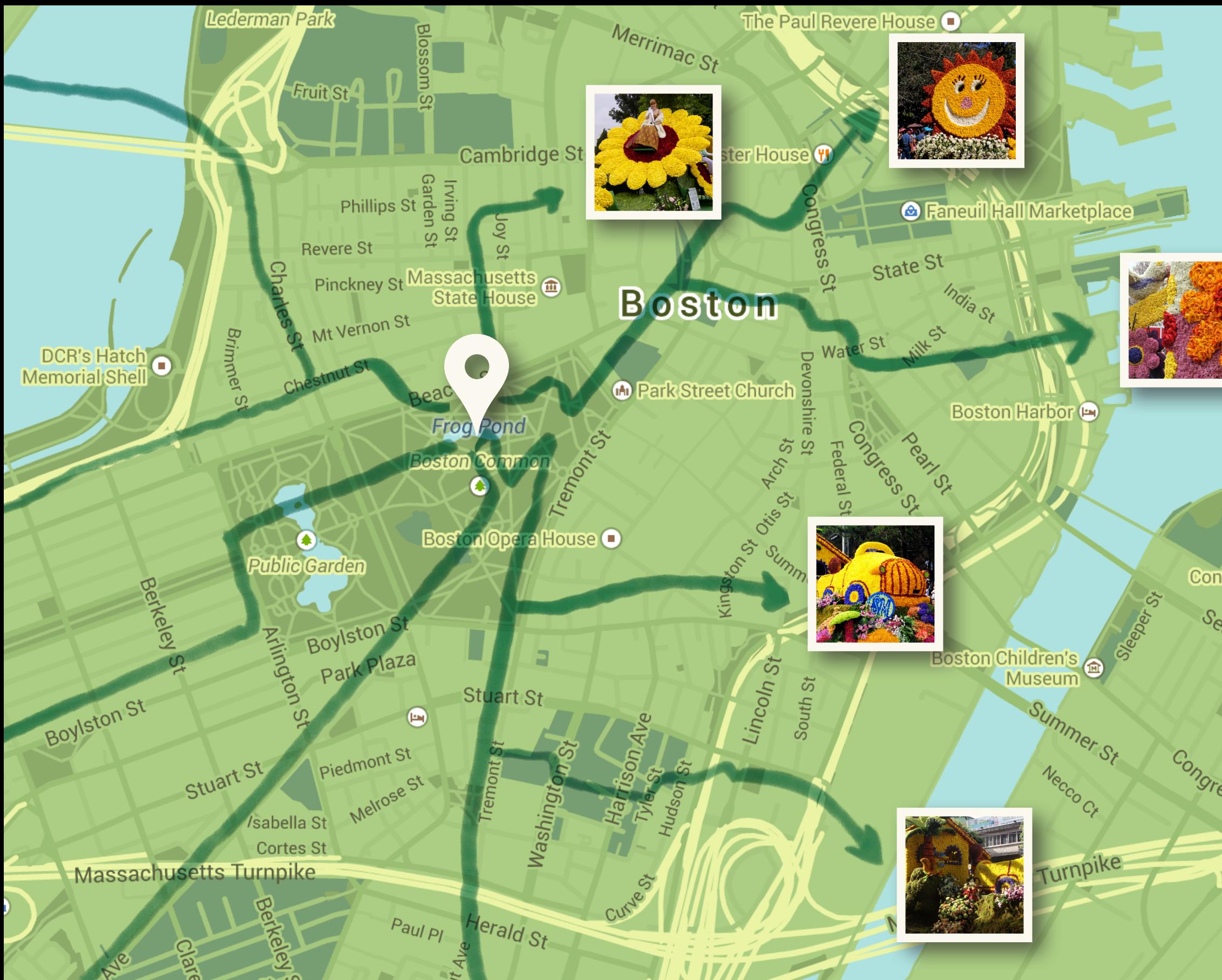


POSTERS



VERDE GO: ENGAGEMENT PIECES

① EARTH DAY PARADE



The **Earth Day Parade** will be held in every major city where Verde Go has a volunteer base and green thumb staff. Verde Go will invite gardeners to craft almost entirely organic parade floats.

Imagine this: not just any float-pulling trucks, but tractors with festive gardens in tow. Instead of your regular paper confetti, paraders will sow the streets with petals and colorful, all-natural paper embedded with seeds.

Spectators are also given seed packets to take home, and are invited to shoot, spritz, and shower H₂O on the botanical structures.

When the parade has circled the city, the floats will return to their starting location, then disperse into city neighborhoods impoverished of greenery in order to become permanent community gardens. All floats will include an open soil plot, vegetable seeds, and tools.

Here is a chance to disseminate cheer as well as life and color, in an event embodying the spirit of Verde Go: community, green-ness, and an over-the-top, dizzying sense of enthusiasm and joy.

② GREEN GRAFFITI



In the traditional guerrilla gardening spirit, volunteers will quietly but aggressively tackle neglected urban areas with **Green Graffiti**.

Verde Go artists will install spongy planting mats in crumbling walls, parking lots, and sidewalks, nurturing growth of grass and moss. The installations express the campaign motto, "There's no place you can't grow," by surprising urban residents in these abandoned or undesirable locations.