

BRANDING ALIGNMENT

NOURISH THE FUTURE

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founder:

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Discussion

Harkening back to a preliminary discussion with Founder, Shaniaya Griffin, one can ascertain a multitude of project directives. However, the message still remains a focus on resolving food insecurity. As such, the conversation took focus on the implementation of smaller but efficient community gardens. Upon establishing the aforementioned, subsequent points of integral emphasis arose such as selection of proper seeds, deliberate irrigation of water and refrigeration units.

Objective

The current direction of the project is under consideration. However, there are two concepts in development. Firstly, a graphical representation of a community garden detailing products under growth, abundance, rates and harvest. Secondly, a numerical analysis of the previous representation containing charts, statistics and graphics.

Branding

The inspiration for the content I shall provide stems from the Nourish the Future Intern Overview document. The impetus for the implementation of a mimicry strategy wasn't simply to carry over a previous model, rather to ensure a cross-functional visual homogeneity or consistency.

Technical Specifications

Necessity	Detail
Paragraph Text	Larke Neue
Title	Mystical Woods Smooth Script
Logo	Arzona Shadow Inverted
Font Search	https://www.whatfontis.com
Font Download	https://www.fontsquirrel.com
Color Border	RGB: 84, 158, 57
Color Small Box	RGB: 166, 183, 39
Color Logo	RGB: 50, 200, 113

The ostensible benefit of keeping such a record is one needn't repeat the monotony of identifying these details. One can create a .css (Cascading Style Sheets) file utilizing the provided information that exists across all platforms throughout the project.

The absence of mobile platform information is intentional. At this moment, there is an indeterminate nature of where this project or on which environment will reside or exist.

Restrictions

Needless to say, I have no personal experience completing a project with this subject matter or potential scope. Fortunately, I have every shred of confidence I can submit the work required of me and enhance the product with my own personal insights.

Three environments exist that have comprehensive capability to deliver a burnished product. My experience gravitates towards selection of a web-based solution. A web-based solution nearly and simultaneously mirrors mobile development at the conceptual level. Alternative data analysis solutions are available such as Power BI and Tableau. The benefits being their ability to manipulate and present data creatively and quickly. Lastly, considering graphical design isn't my expertise, I imagine there are data visualization tools or graphical models that I have yet to investigate. Thankfully, this learning process concurrently motivates me and bolsters my skillset.

