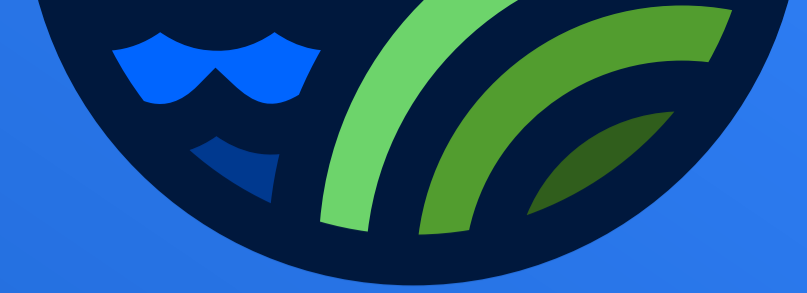




# Branding redesign





Climate Edge

# Branding redesign

March 2022

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# Inspiration & references

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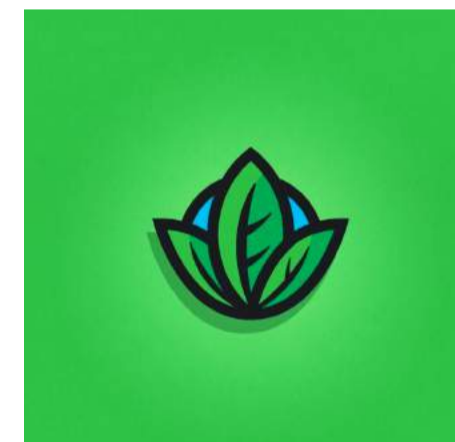
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BRAND ATTRIBUTES / CORE VALUES

# Climate Edge is...

**Exciting**

**Bright**

**Inspiring**

**Fresh**

**Thoughtful**

**Dynamic**

**Innovative**

**Forward Thinking**

**Playful**

**Unique**

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# Drawing explorations

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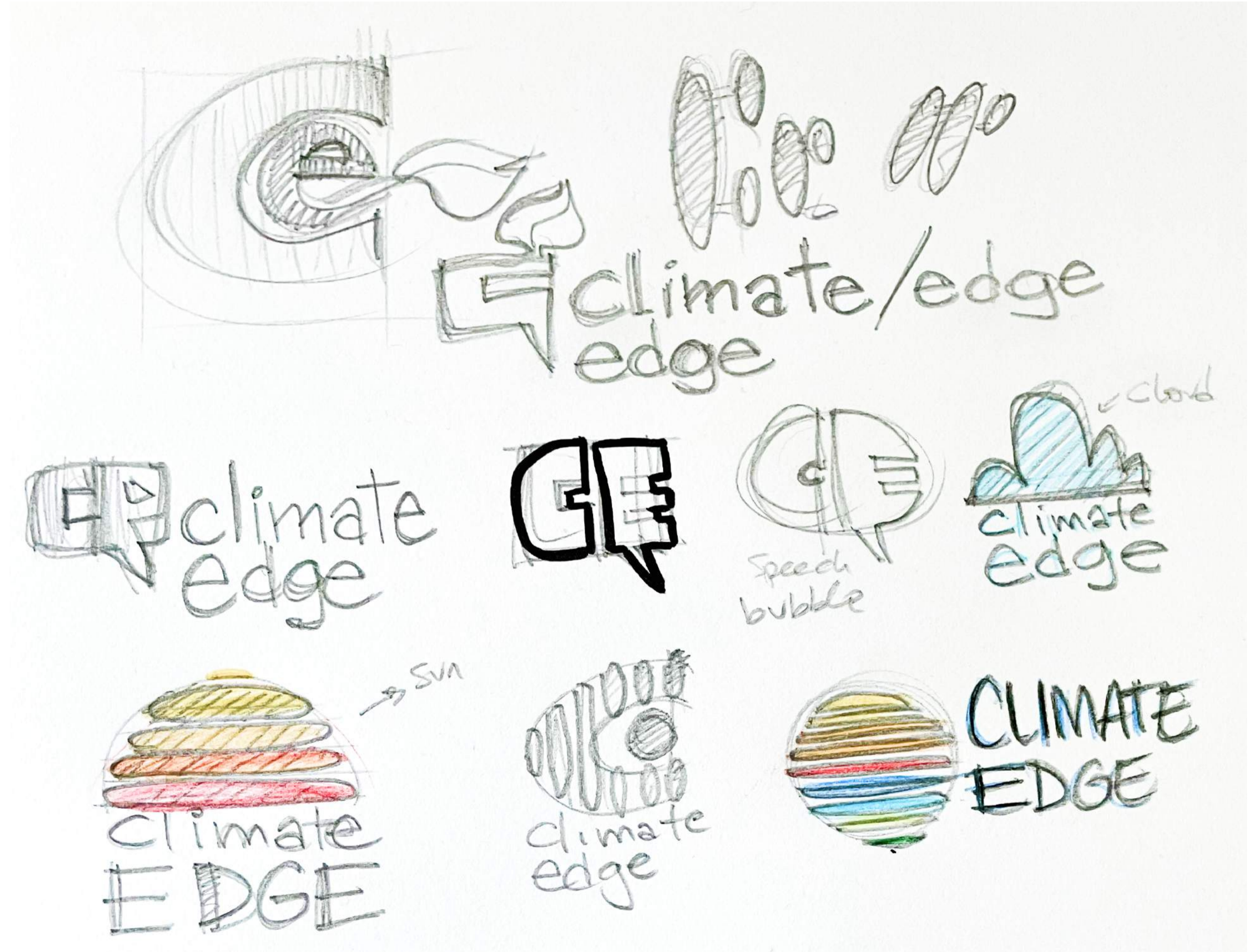
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## FONTS

# A selection of typefaces

**climate edge**

VM Circular Yell

**CLIMATE EDGE**

Dela Gothic One

**climate edge**

Spartan Black

**CLIMATE EDGE**

Koulen

**climate edge**

Righteous

**climate edge**

Plaster

**climate edge**

Changa One

**climate edge**

Work Sans

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# Playing with our variables

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## LOGOS V.1

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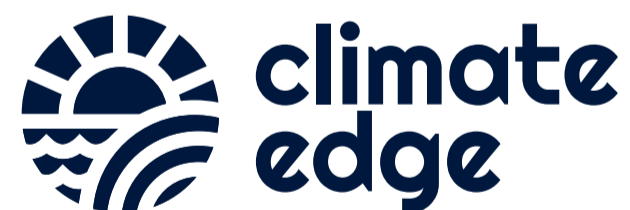
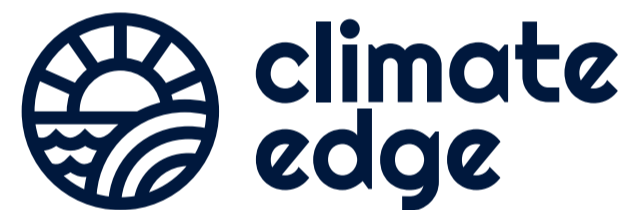
**Logos v.1**

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This first version is an exploration of attributes such as **“Playful”**, **“Casual”** and **“Enthusiastic”**.

We use our bright palette and rounded, thick outlines for the emblem (depicting a landscape and influenced by african prints / patterns) in conjunction with a very rounded Sans Serif Google font (Righteous) to convey this sense of **Positivity** and **Forward Thinking**. Also presenting few variations for monochrome / flat / outline versions.





## LOGOS V.2

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# climate edge



This version explores a much more simple concept: **Connection + Growth**. Still Bright and Fresh but with a limited use of colour, the emblem is a play between those two elements.

Using our colour palette (Aquamarine, Ultramarine Blue) and another Google font (Changa One), not so rounded but still **Casual / Playful**. Also presenting few variations for monochrome / flat / outline versions.



## LOGOS V.3

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The last version is perhaps the more **“Serious”**, or **“Techy”** one, developing the attribute of **“Empowerment”** through an emblem that works as a metaphore for the concept of **“Data”**.

Using gradients from our colour palette and a sharper Google font (Dela Gothic One) in uppercase, giving that **“Serious”** vibe. Also presenting few variations for monochrome / flat / circle versions.



OTHER EXPLORATIONS

Playful / Casual / Enthusiastic



Bright / Casual / Fresh



Serious / Thoughtful / Inspiring



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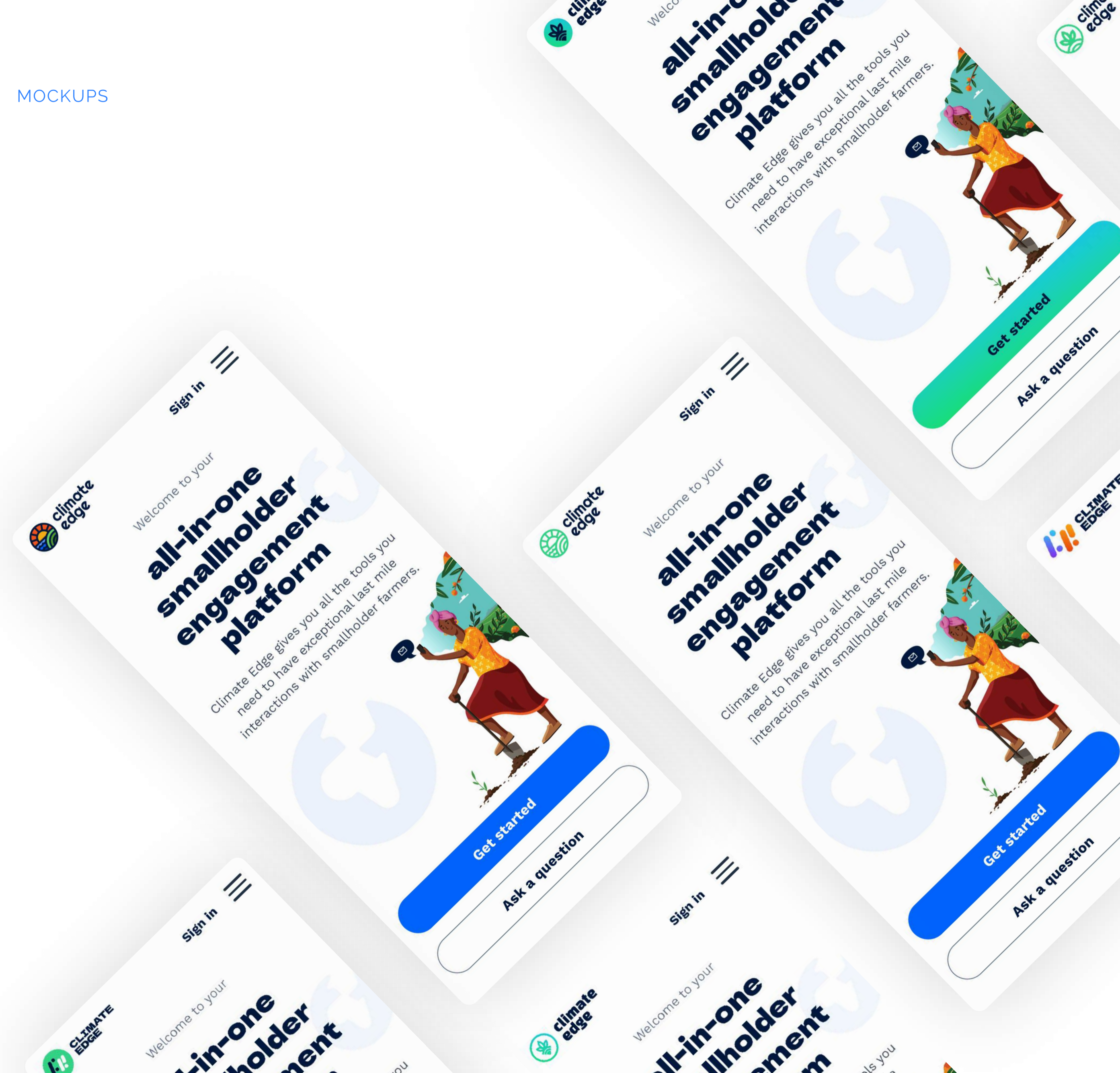
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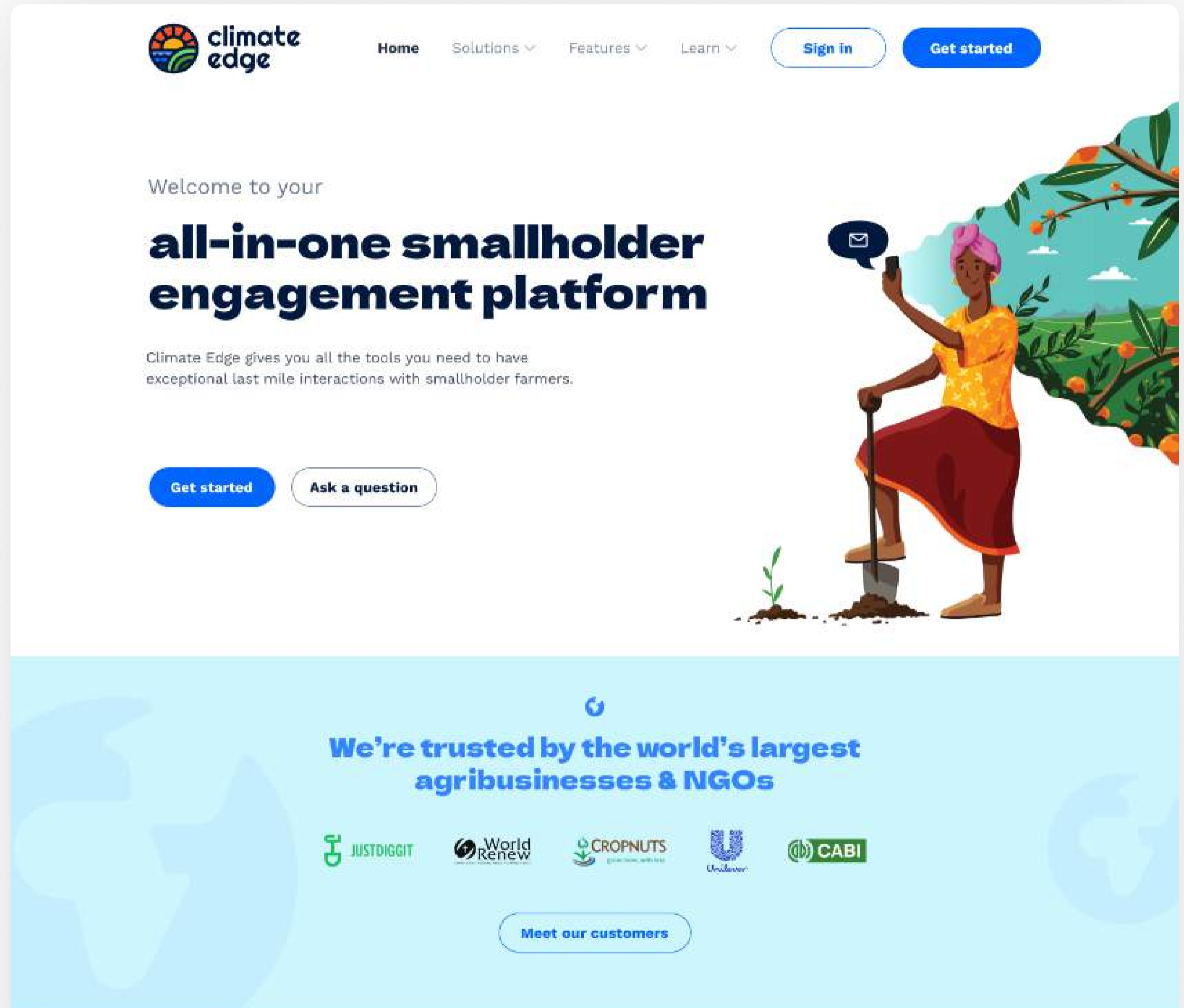
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# MOCKUPS

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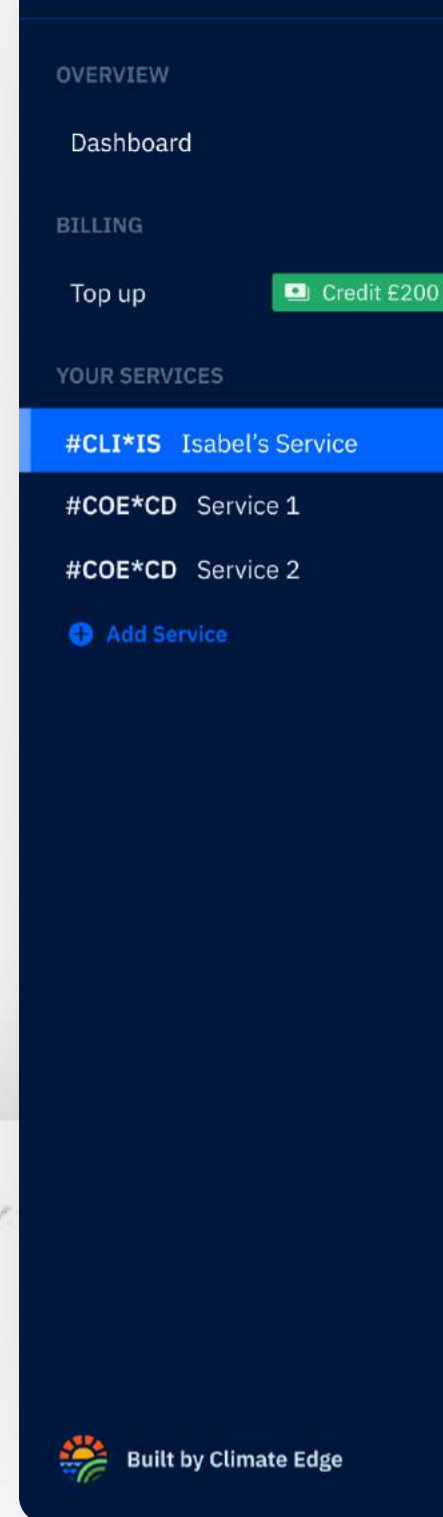
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Broadcasts **Content** Subscribers Settings

### Your Content

#### Welcome Series

Message

- This is a Survey message grouping type, so it shows that needed hierarchy ...

[+ Add Message](#)

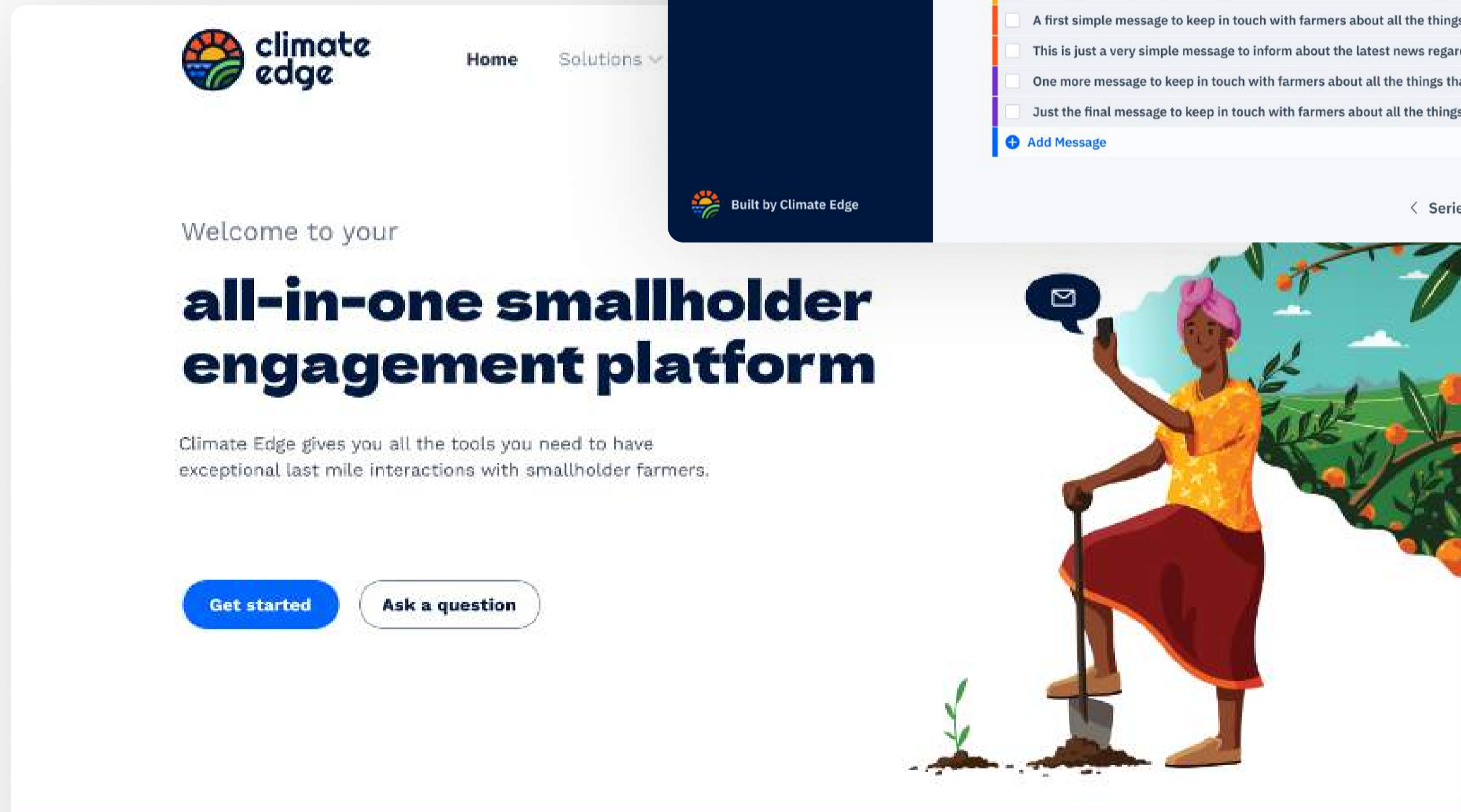
#### Kitchen Garden

Message

- This is just a very simple message to inform about the latest news regarding Kitchen ...
- A second simple message to keep in touch with farmers about all the things that we ...
- This is a Survey message grouping type, so it shows that needed hierarchy ...
- How was your yield this year compared to last? A: BETTER B: WORSE 237
- How likely is it that you would recommend CropNuts soil testing service to a family ... 481
- Thanks for taking part in this survey!
- Yet another simple message to keep in touch with farmers about all the things that ...
- This is just a very simple message to inform about the latest news regarding Kitchen ...
- A first simple message to keep in touch with farmers about all the things that we ...
- This is just a very simple message to inform about the latest news regarding Kitchen ...
- One more message to keep in touch with farmers about all the things that we need ...
- Just the final message to keep in touch with farmers about all the things that we need ...

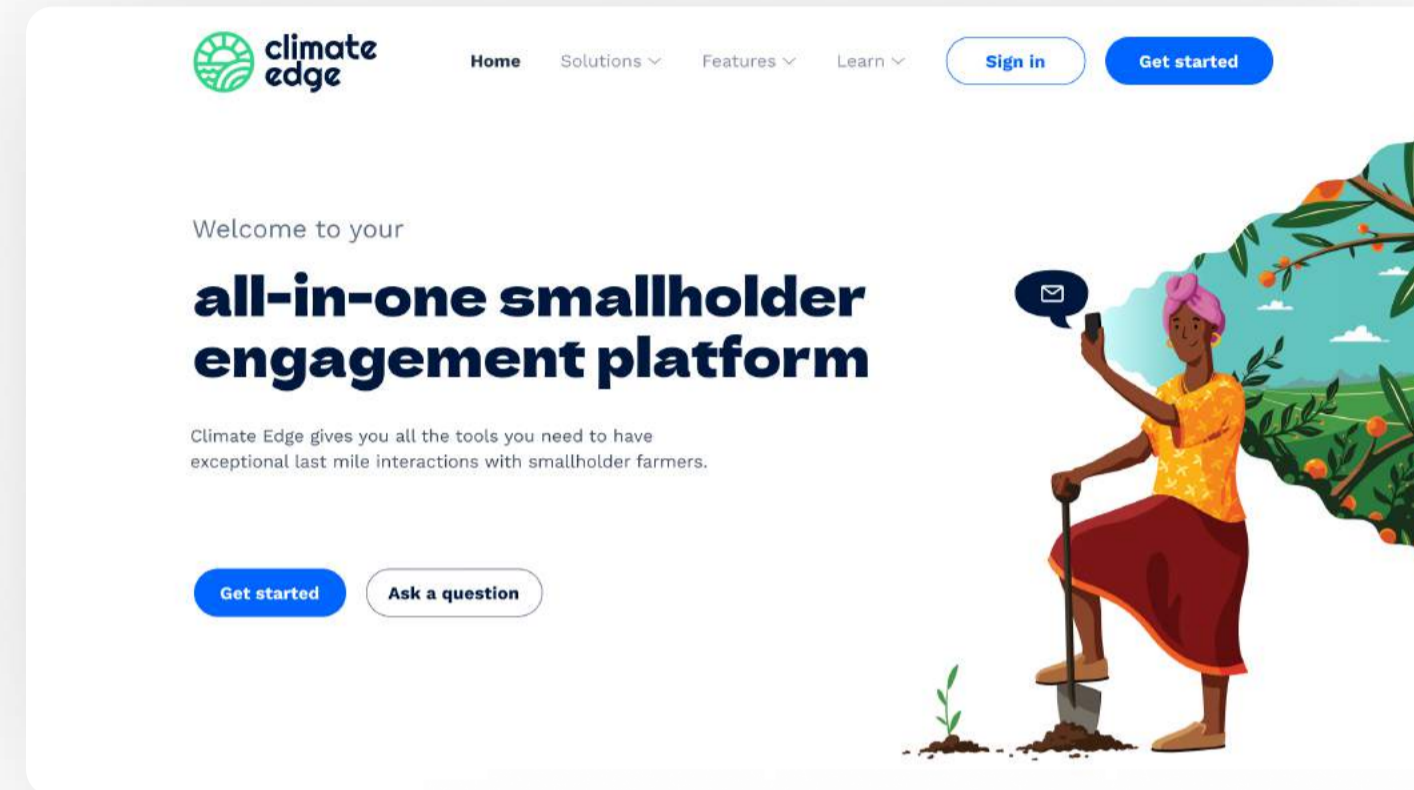
[+ Add Message](#)

< Series Details





## MOCKUPS



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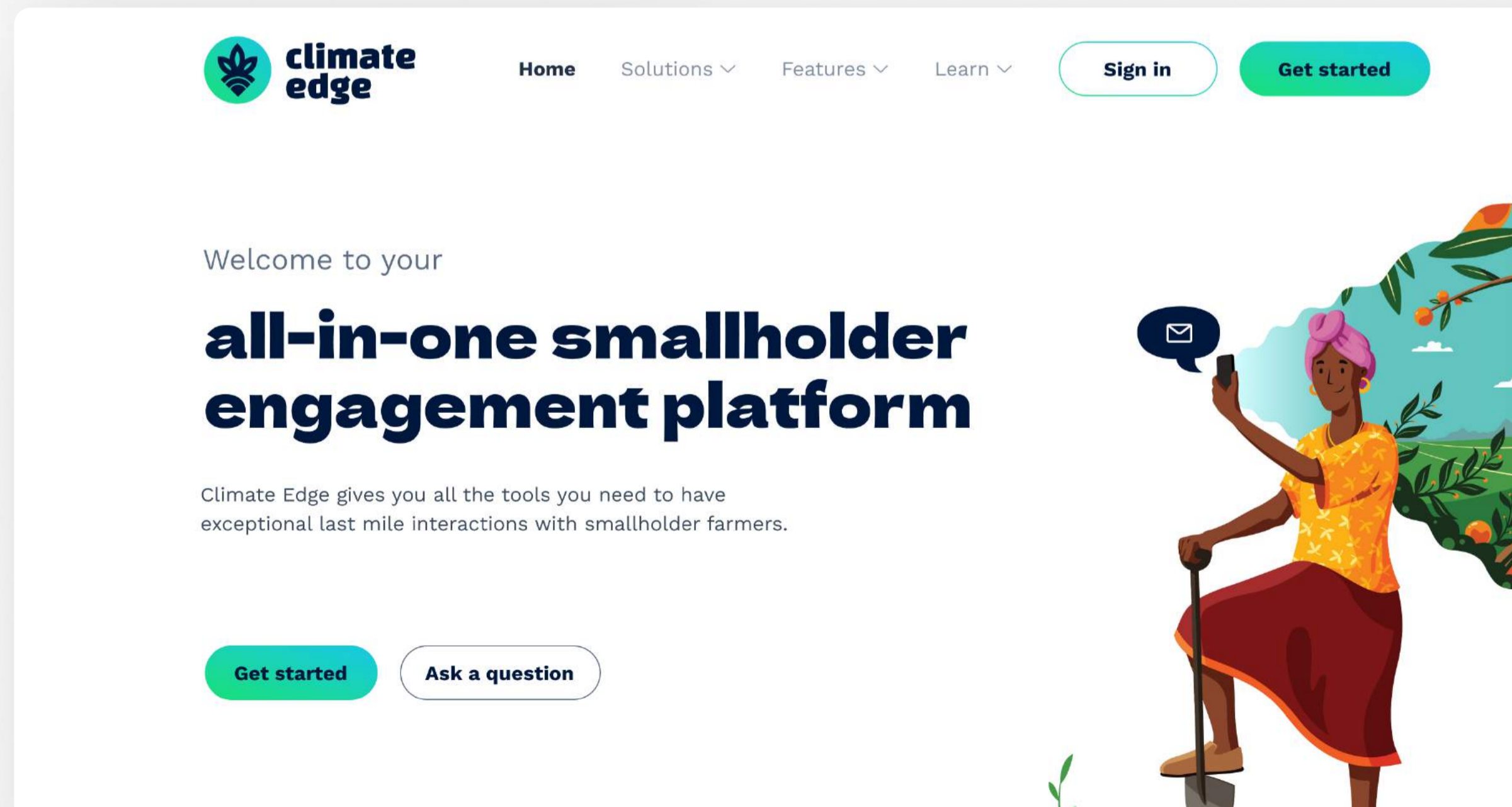
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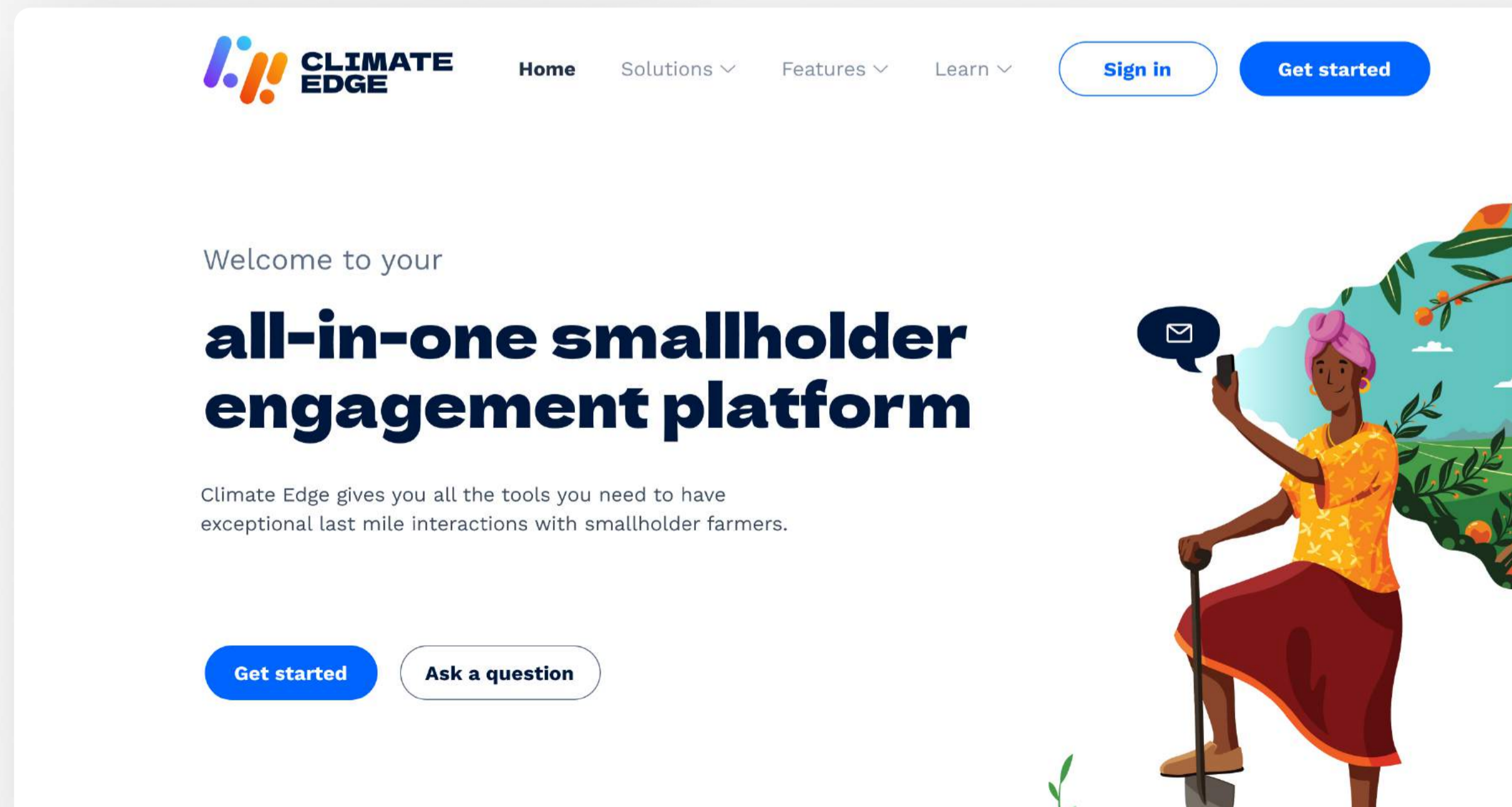
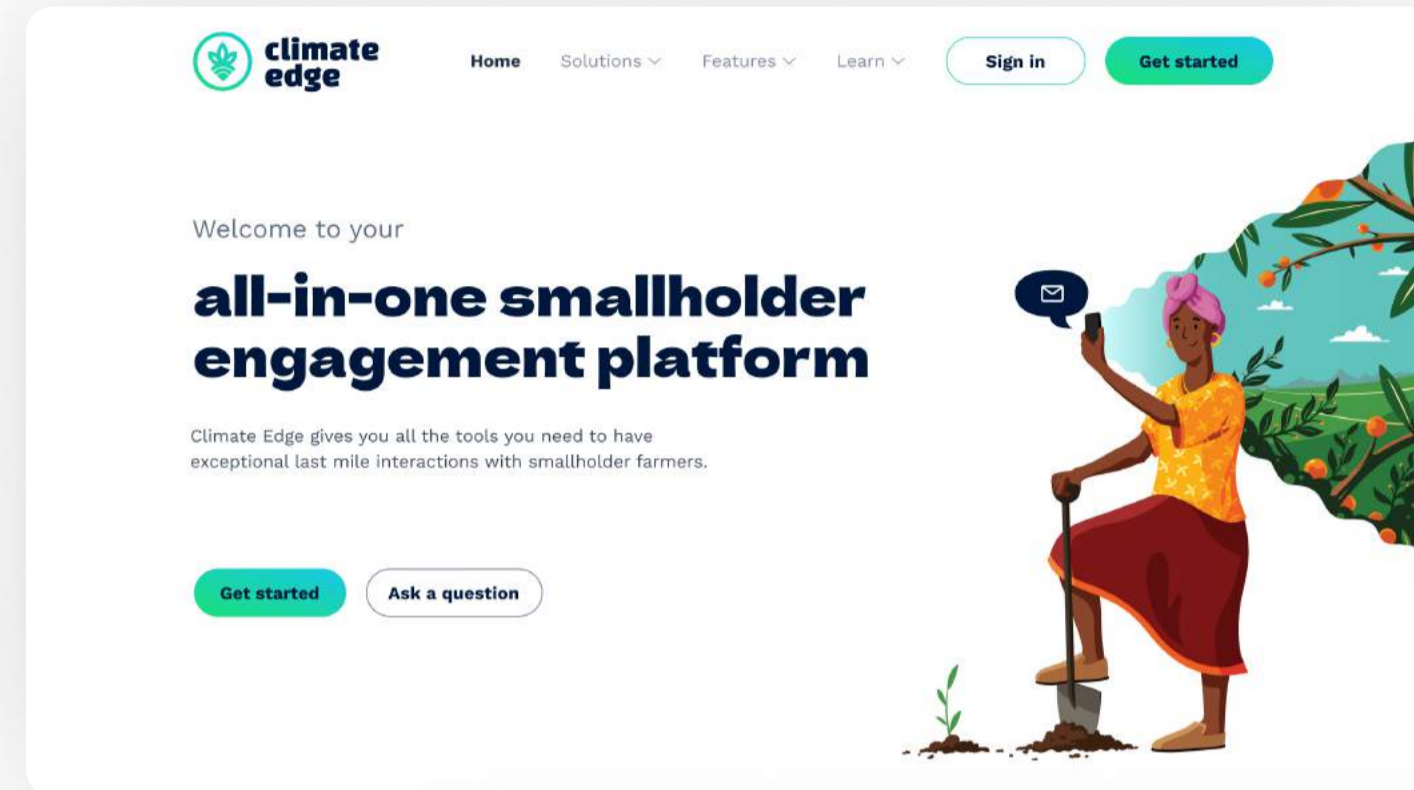
Logos v.1

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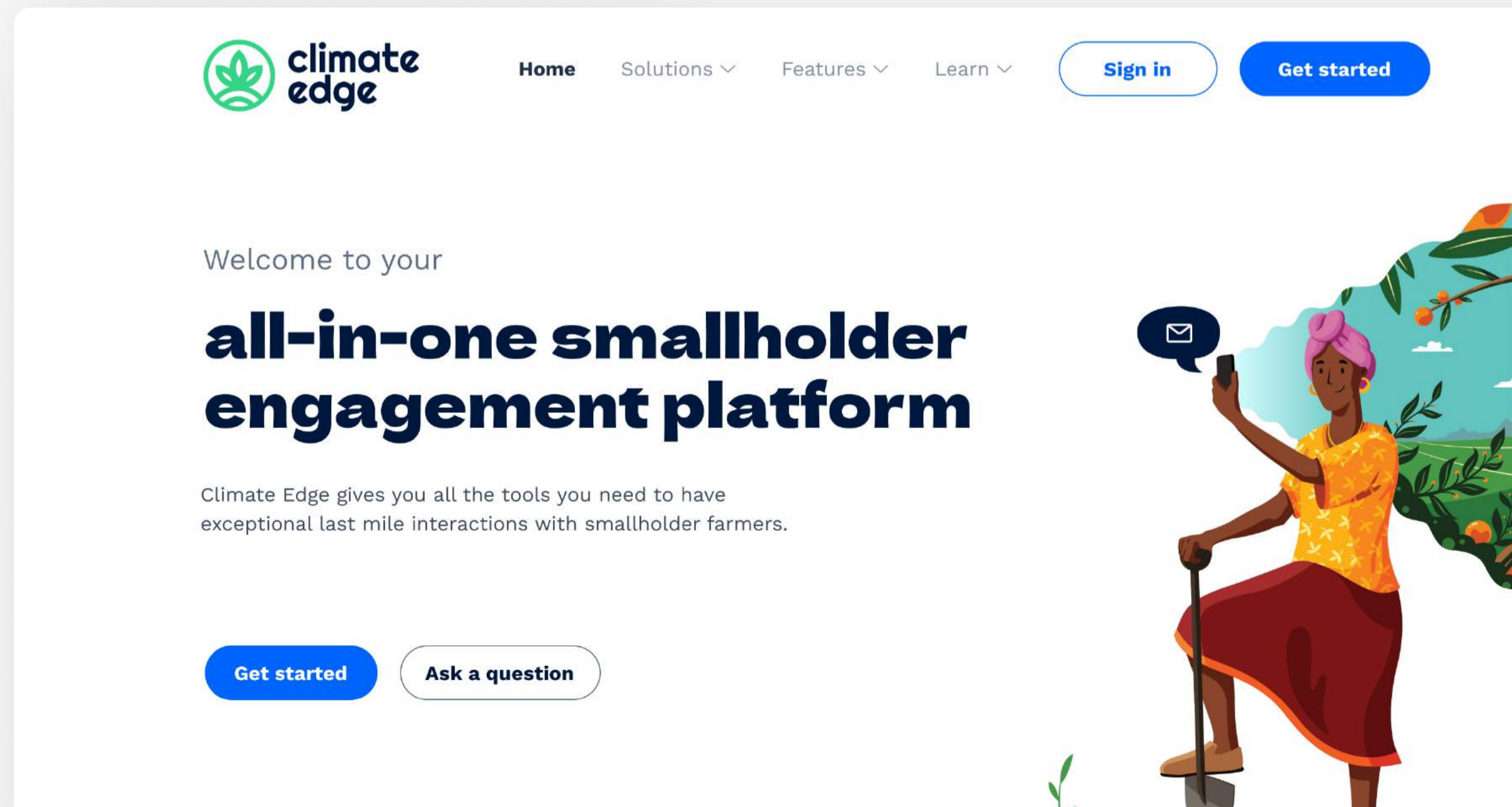
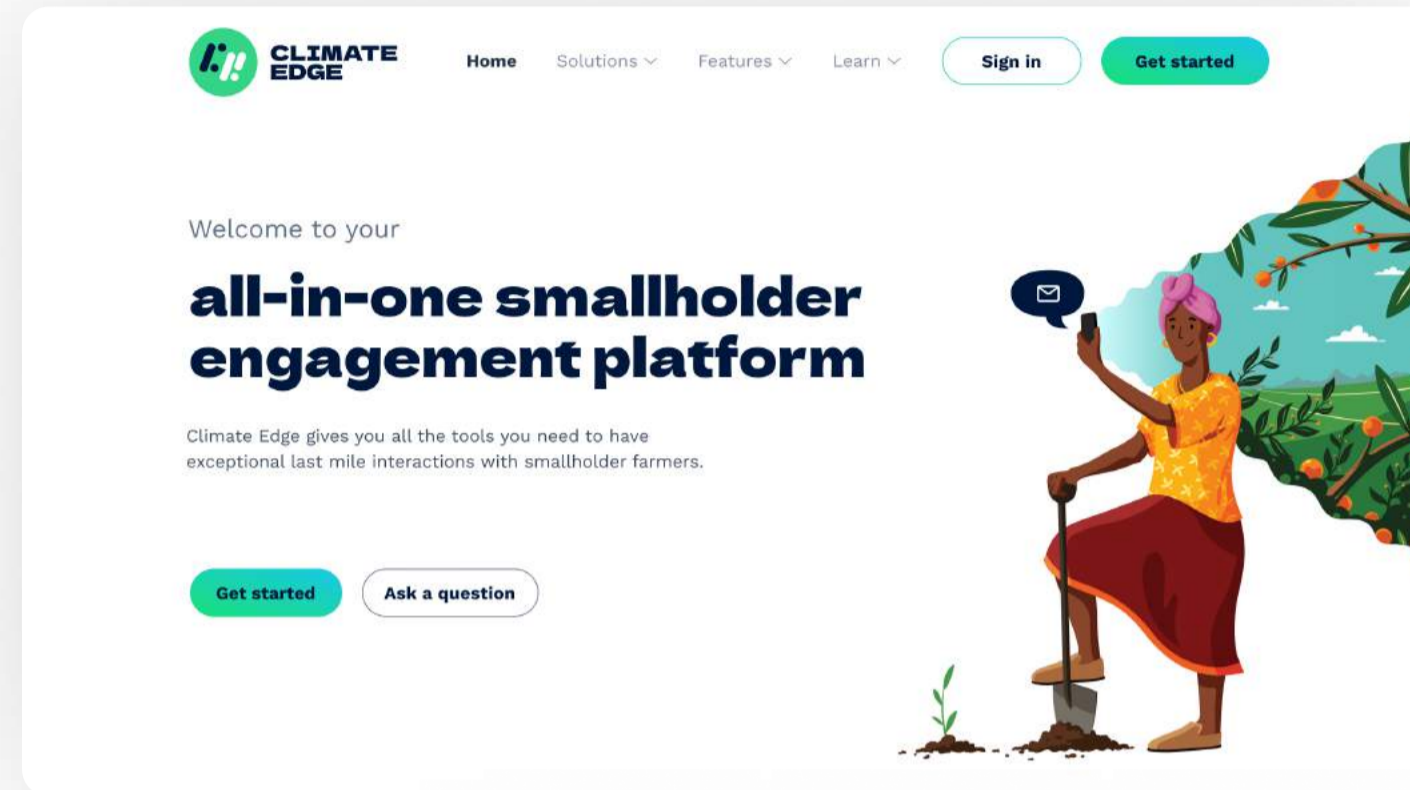
Logos v.1

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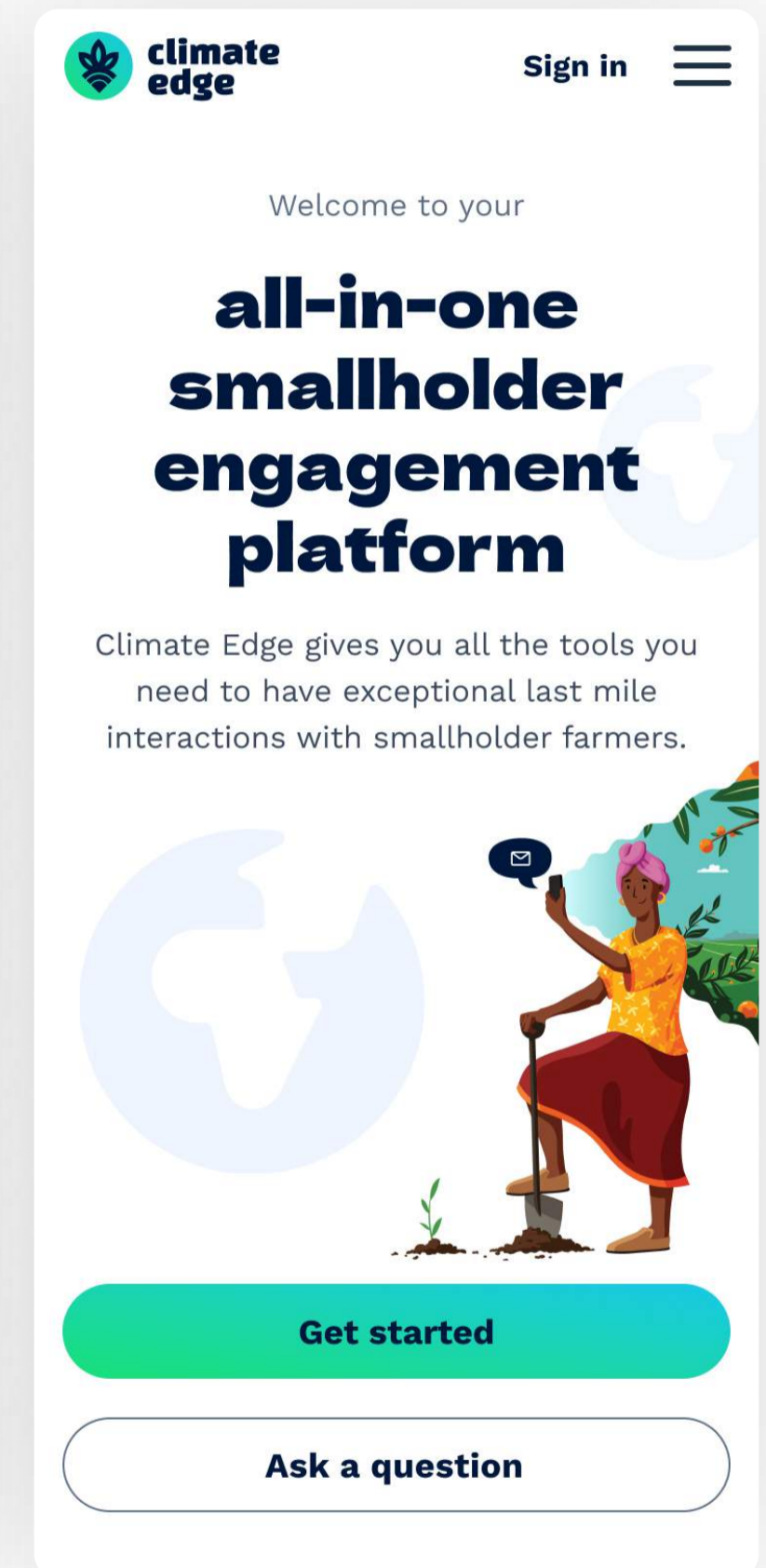
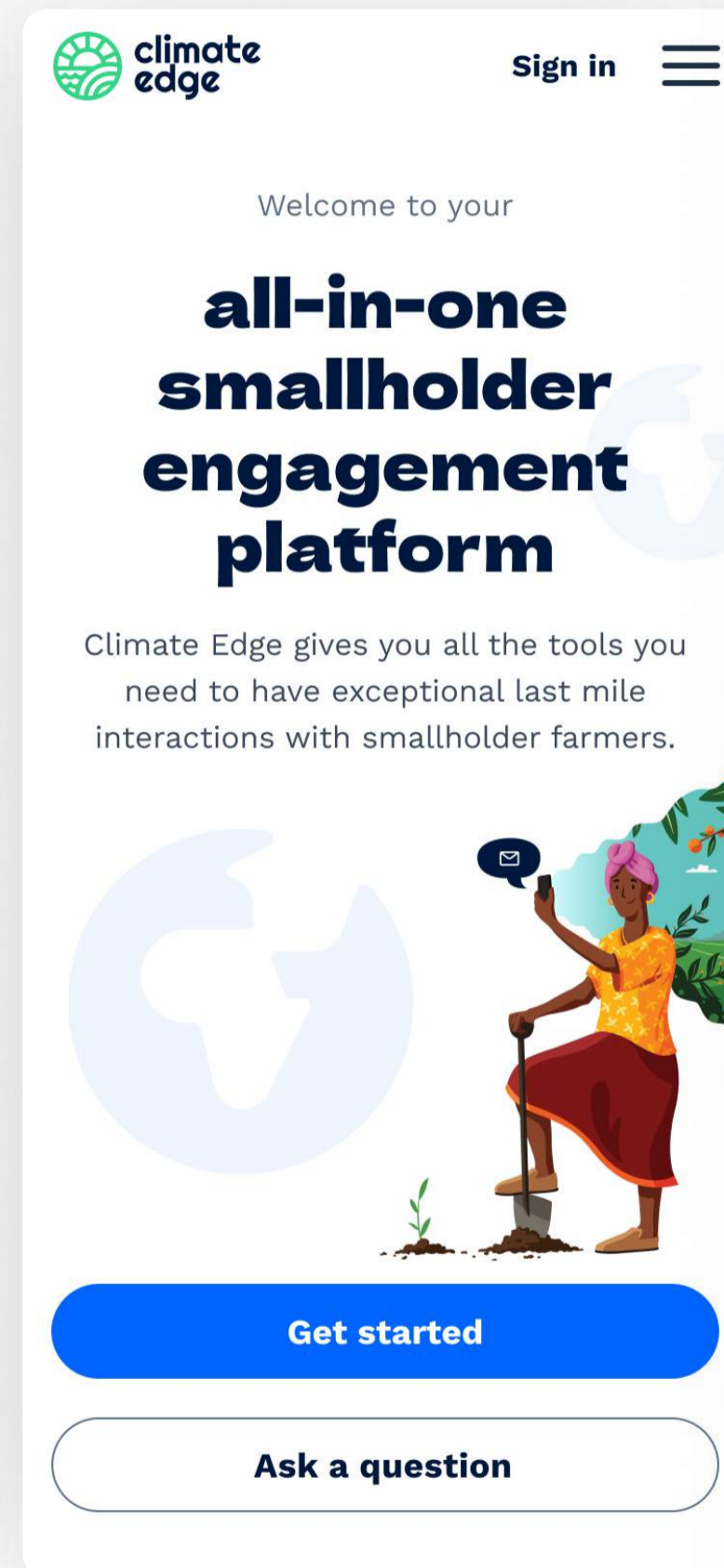
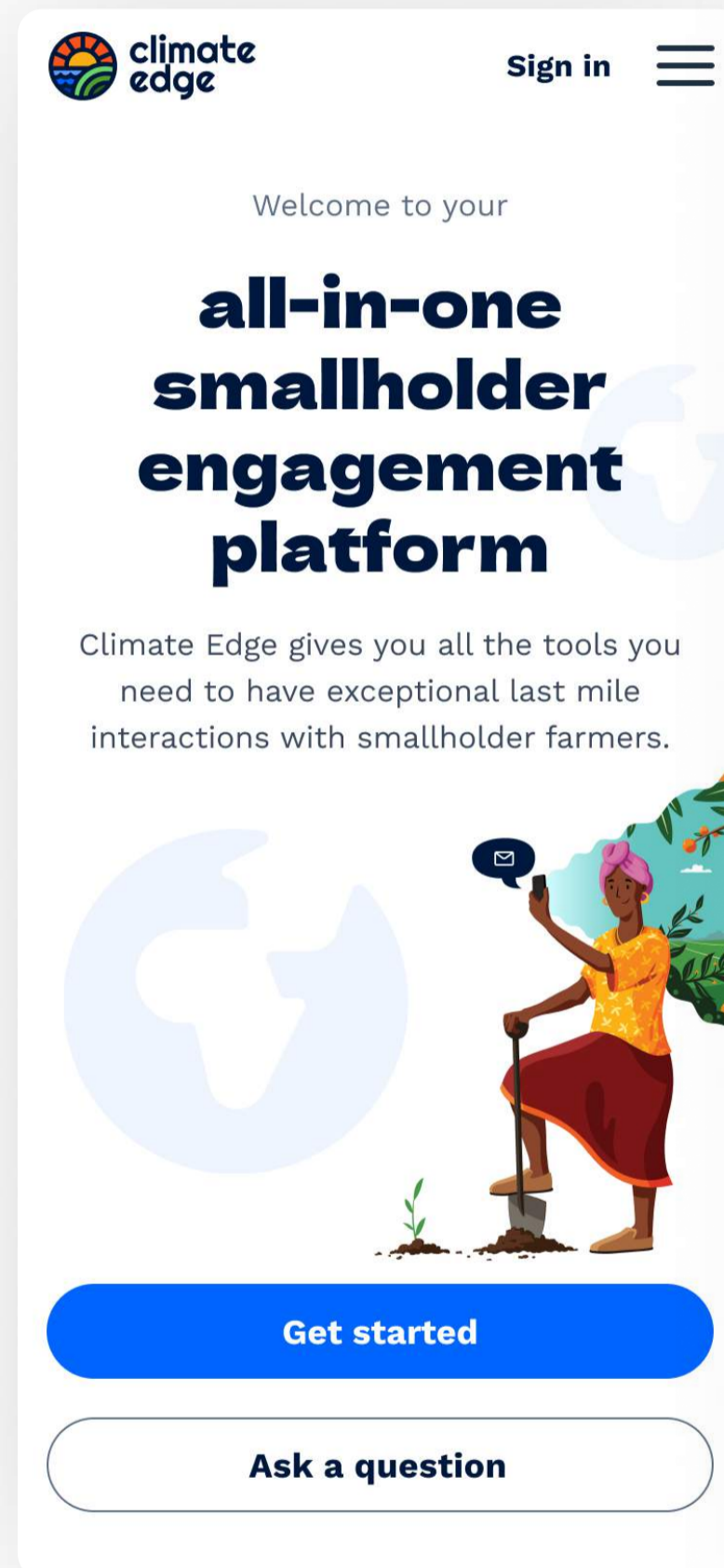
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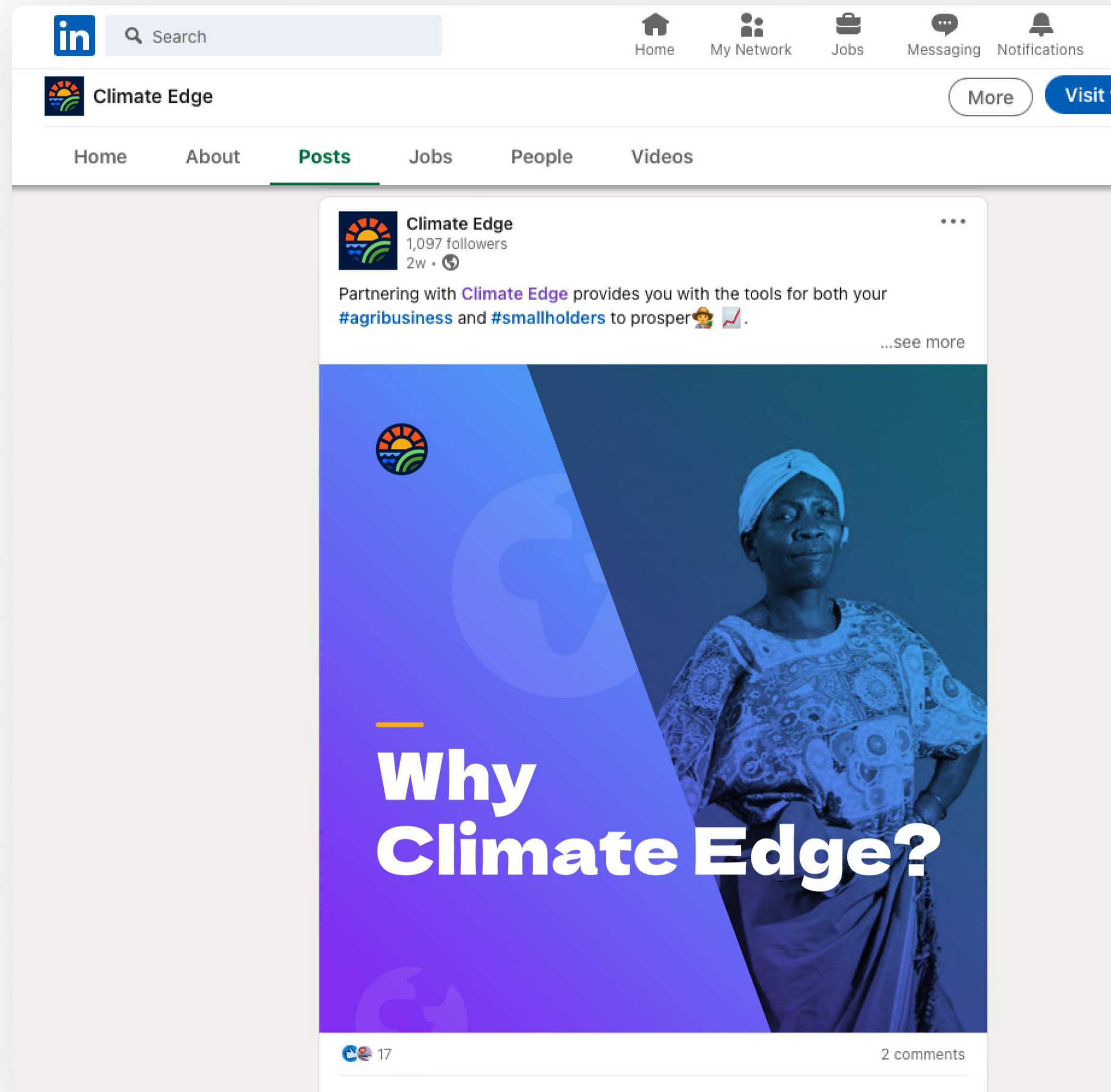
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