

# Branding redesign







Moodboard

Brand attributes

Sketches

Fonts

Colour palettes

Logos v.1

Logos v.2

Logos v.3

Other explorations

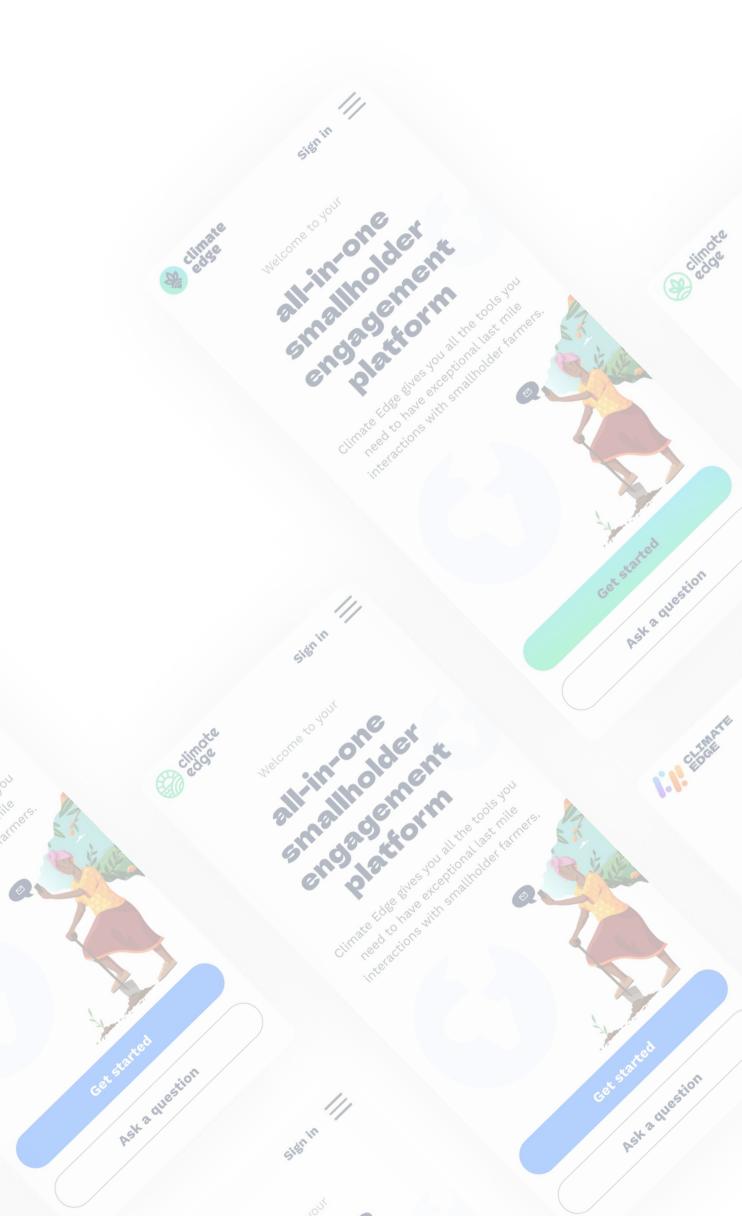
Mock-ups

# Climate Edge

# Branding redesign

March 2022

smallholde engagement allein





MOODBOARD

# **Inspiration & references**

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**//. monday**.com























BRAND ATTRIBUTES / CORE VALUES

# Climate Edge is...

Exciting	Bright
Inspiring	Fresh
Thoughtful	Dynami
Innovative	Forwarc
Playful	Unique

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# t

# mic

# ard Thinking



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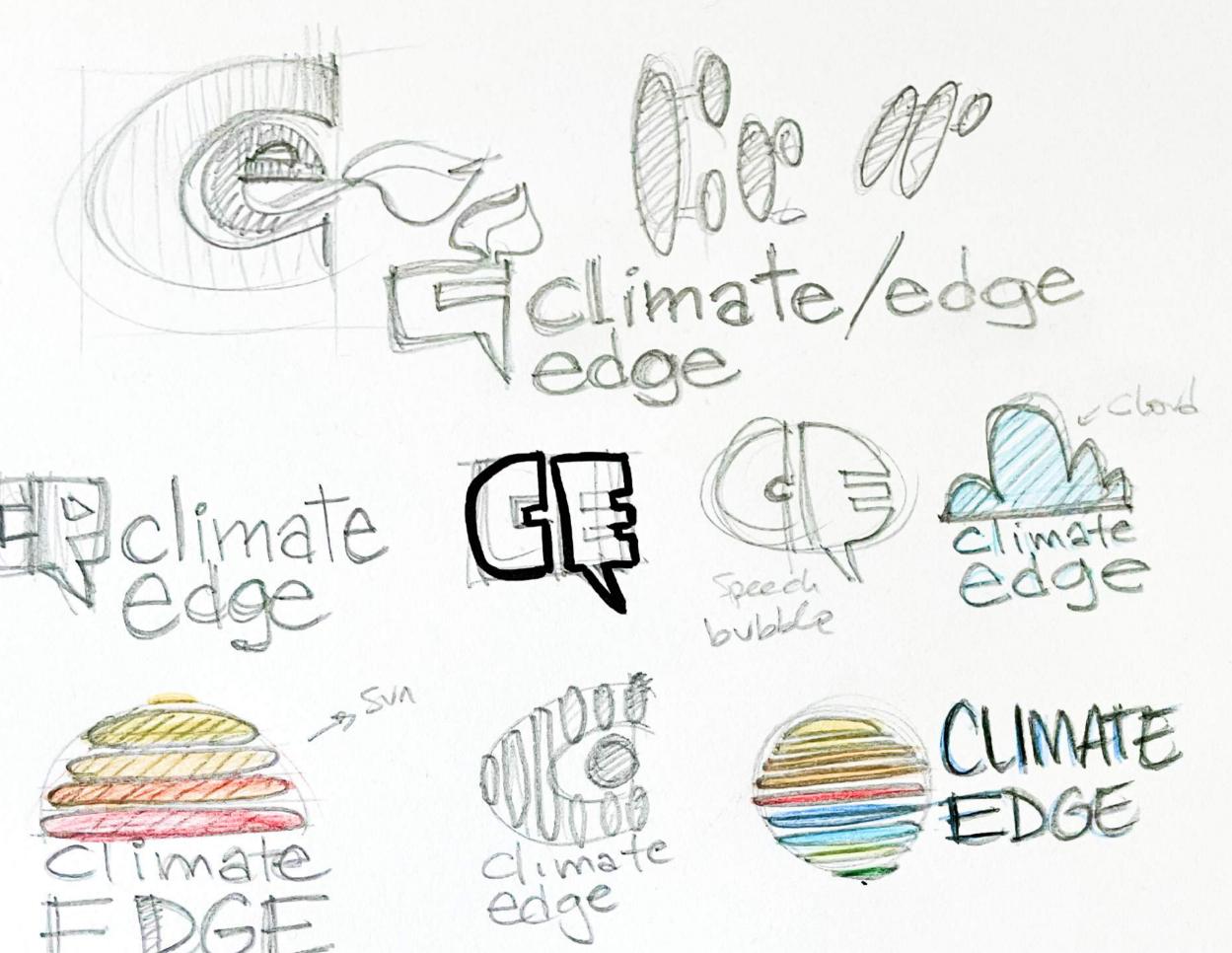
Logos v.3

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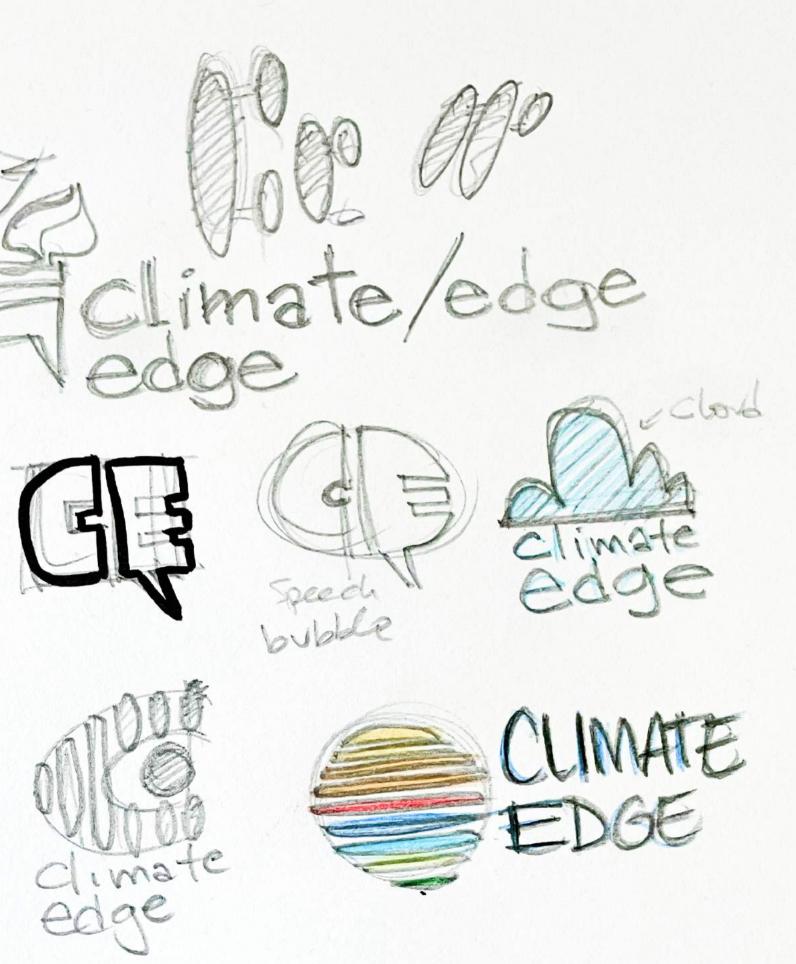
Mock-ups

#### SKETCHES

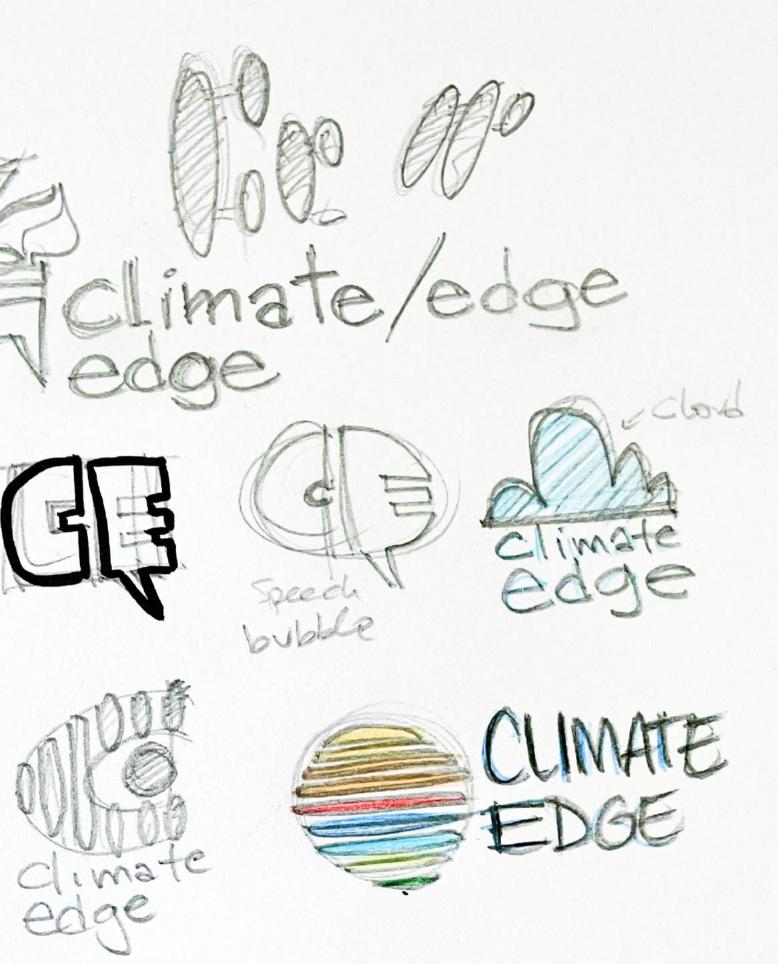
# **Drawing explorations**













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FONTS

# A selection of typefaces

# climate edge

VM Circular Yell

climate edge

Spartan Black

## climate edge

Righteous

## climate edge

Changa One

Koulen

Plaster

## **CLIMATE EDGE**

Dela Gothic One

## **CLIMATE EDGE**

## climate edge

# climate edge

Work Sans



#### COLOUR PALETTES

# **Playing with our variables**

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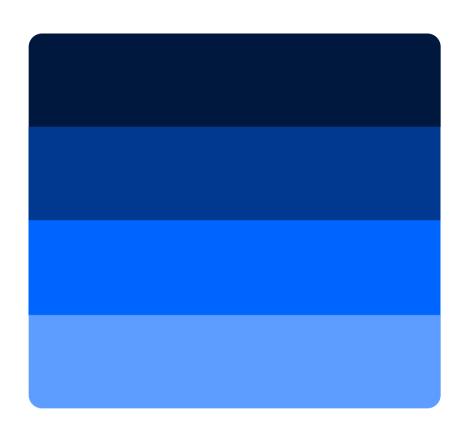
Logos v.1

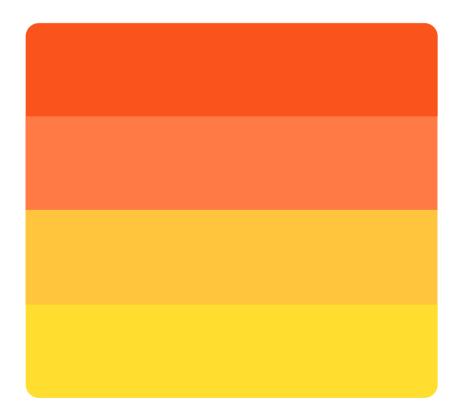
Logos v.2

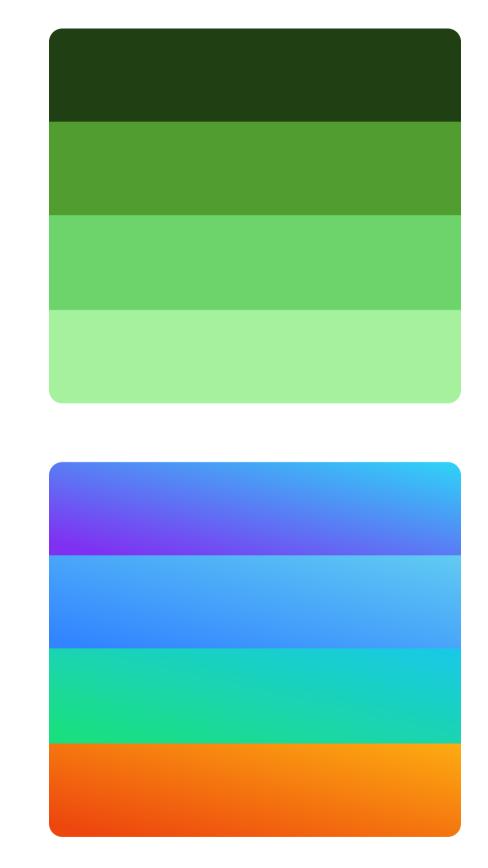
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LOGOS V.1



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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.

# edge







LOGOS V.2



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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.





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#### OTHER EXPLORATIONS

Playful / Casual / Enthusiastic





Bright / Casual / Fresh





Serious / Thoughtful / Inspiring













MOCKUPS



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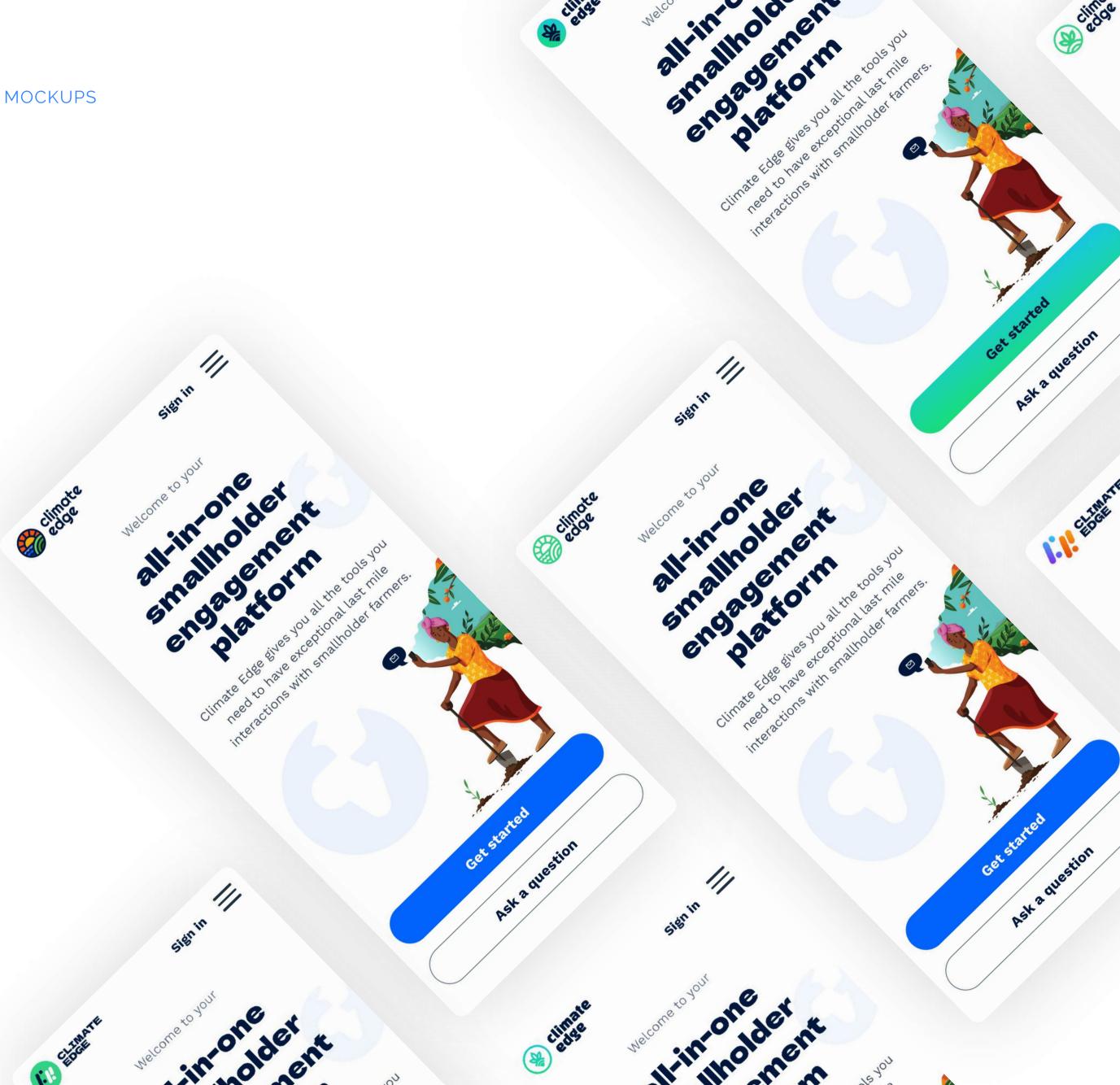
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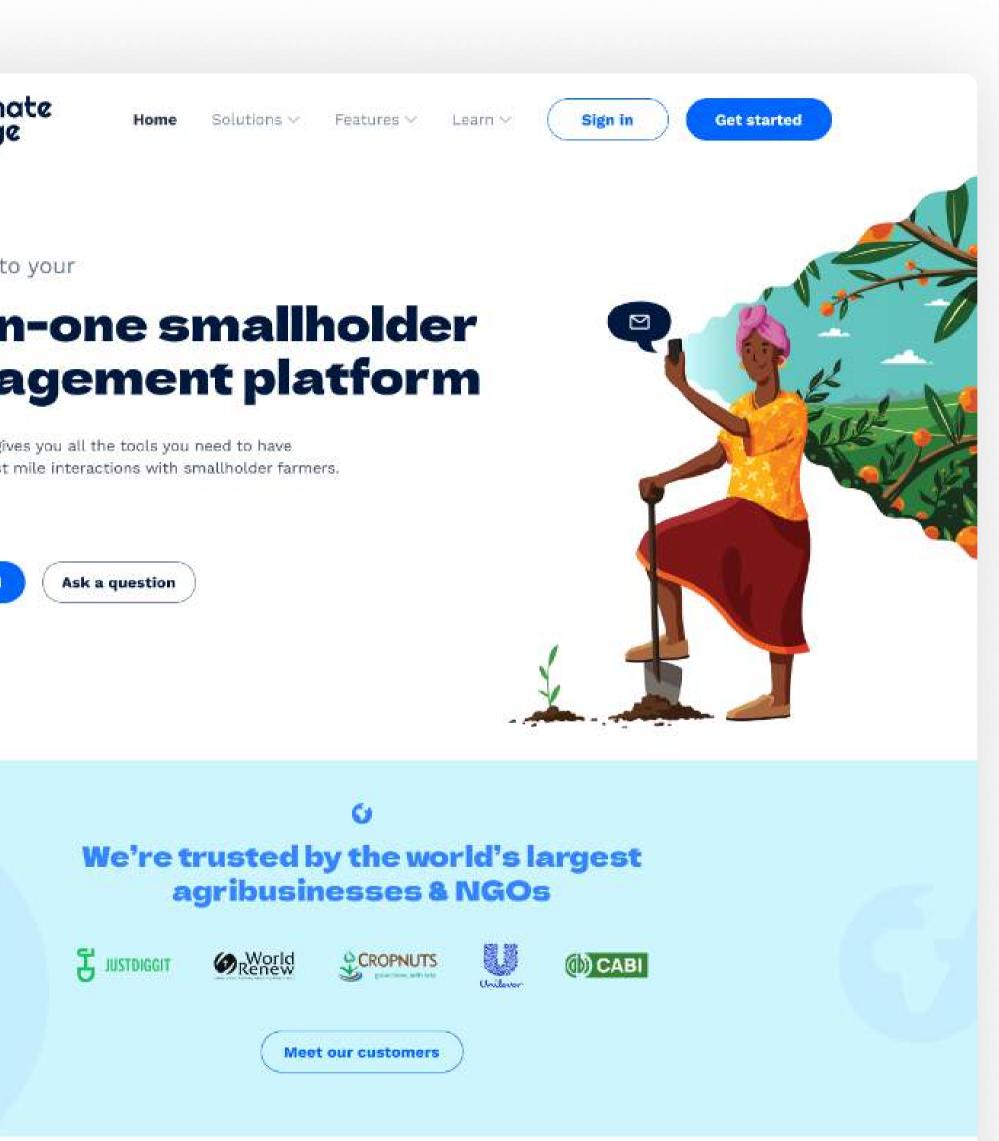


Welcome to your

## all-in-one smallholder engagement platform

Climate Edge gives you all the tools you need to have exceptional last mile interactions with smallholder farmers.

**Get started** 







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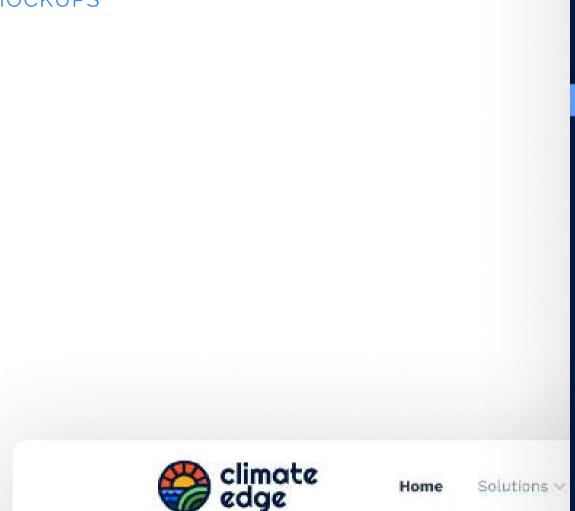
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MOCKUPS



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Dashboard

Credit £200

Top up

#CLI\*IS Isabel's Service

#COE\*CD Service 1

#COE\*CD Service 2

Add Service

Broadcasts Content Subscribers Settings **Your Content** 

Welcome Series

	Message	
	This is a Survey message grouping type, so it shows that needed hierarchy	
Ð	Add Message	
tch	nen 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	
	Yet another simple message to keep in touch with farmers about all the things that	•

A first simple message to keep in touch with farmers about all the things that we ...

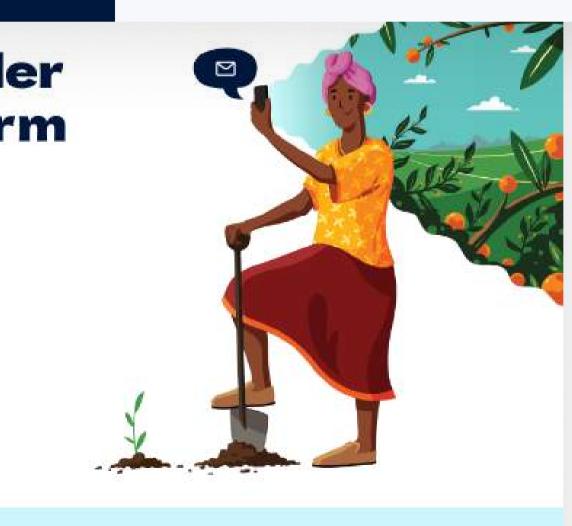
This is just a very simple message to inform about the latest news regarding Kitchen ...

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



Built by Climate Edge



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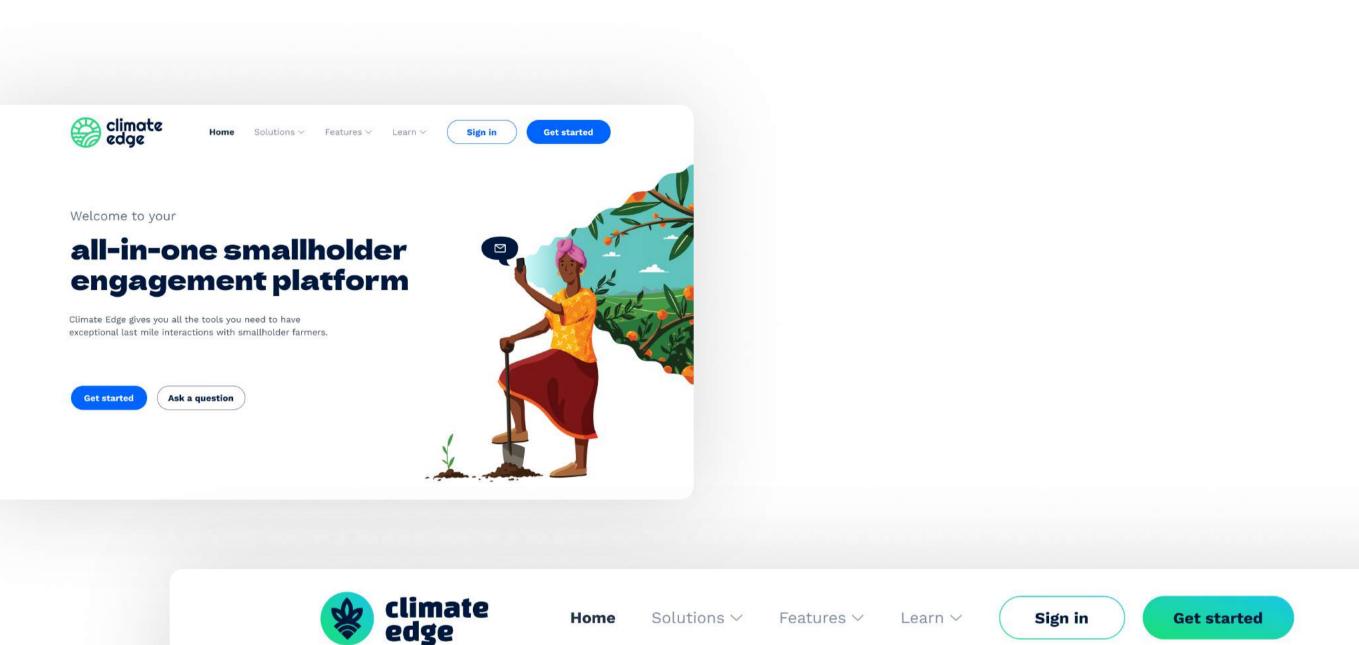
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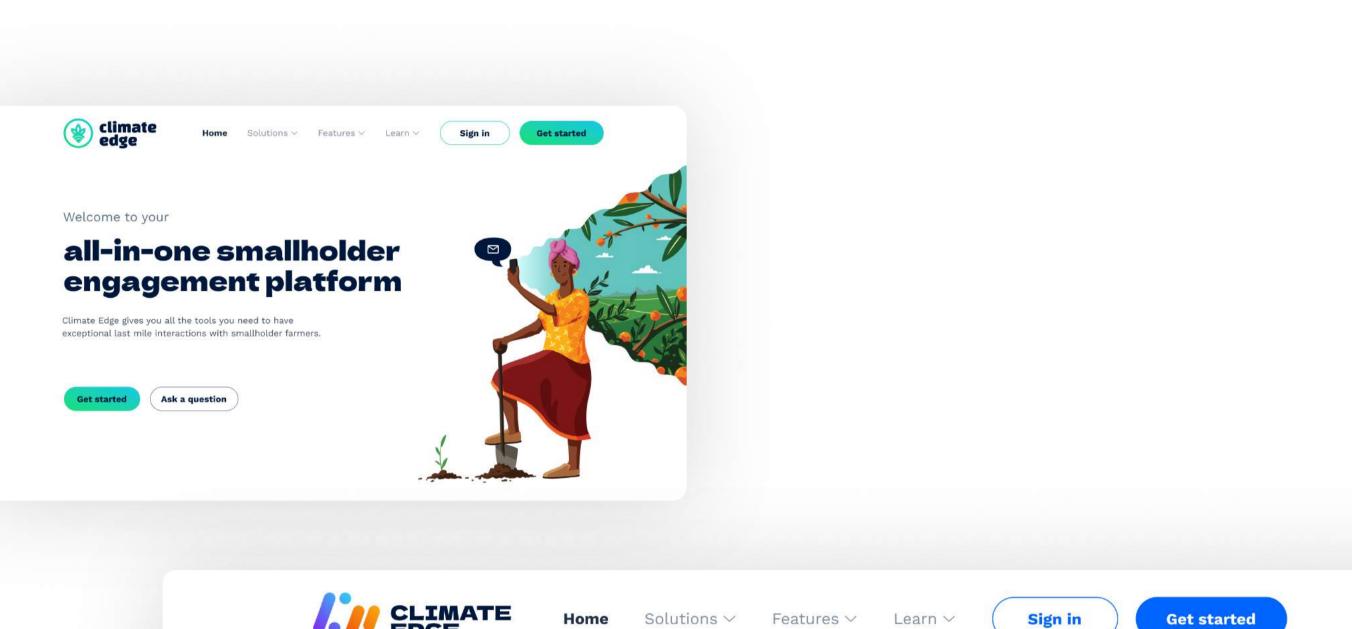
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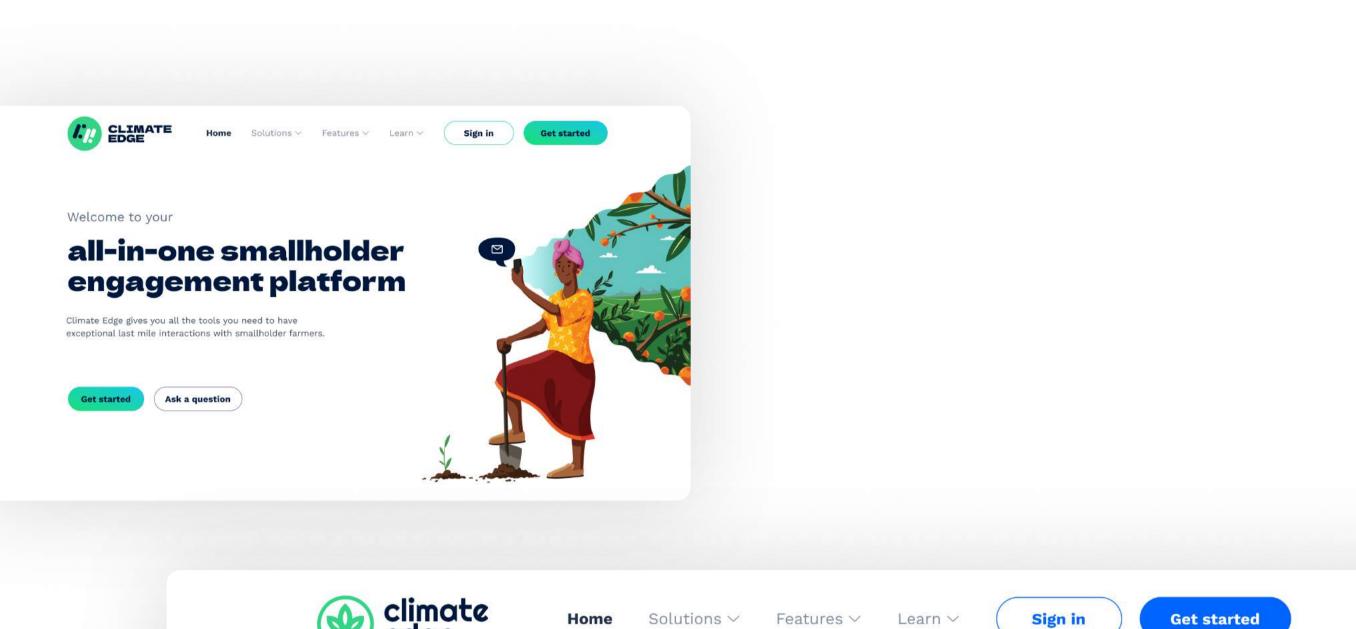
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**Get started** Ask a question





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edge climate

Sign in 📃

edge climate

Welcome to your

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**Get started** 

Ask a question



Welcome to your

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**Get started** 

Ask a question

Sign in 📃







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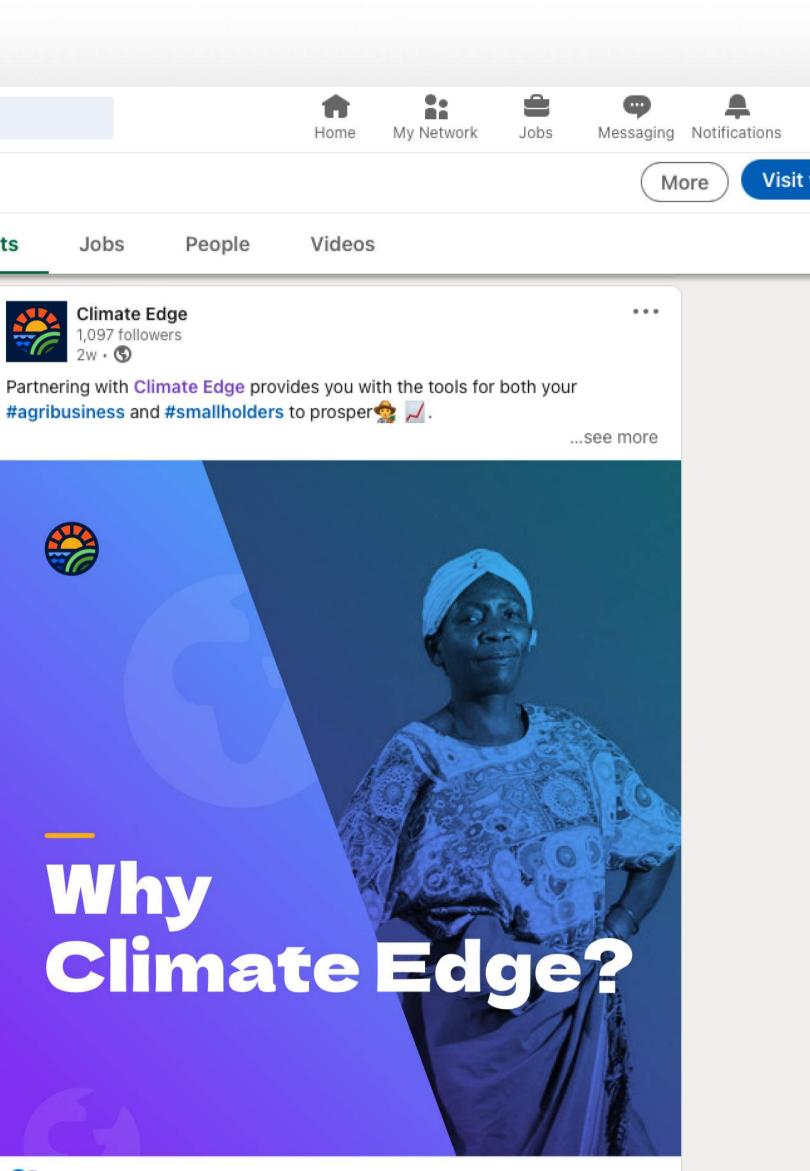
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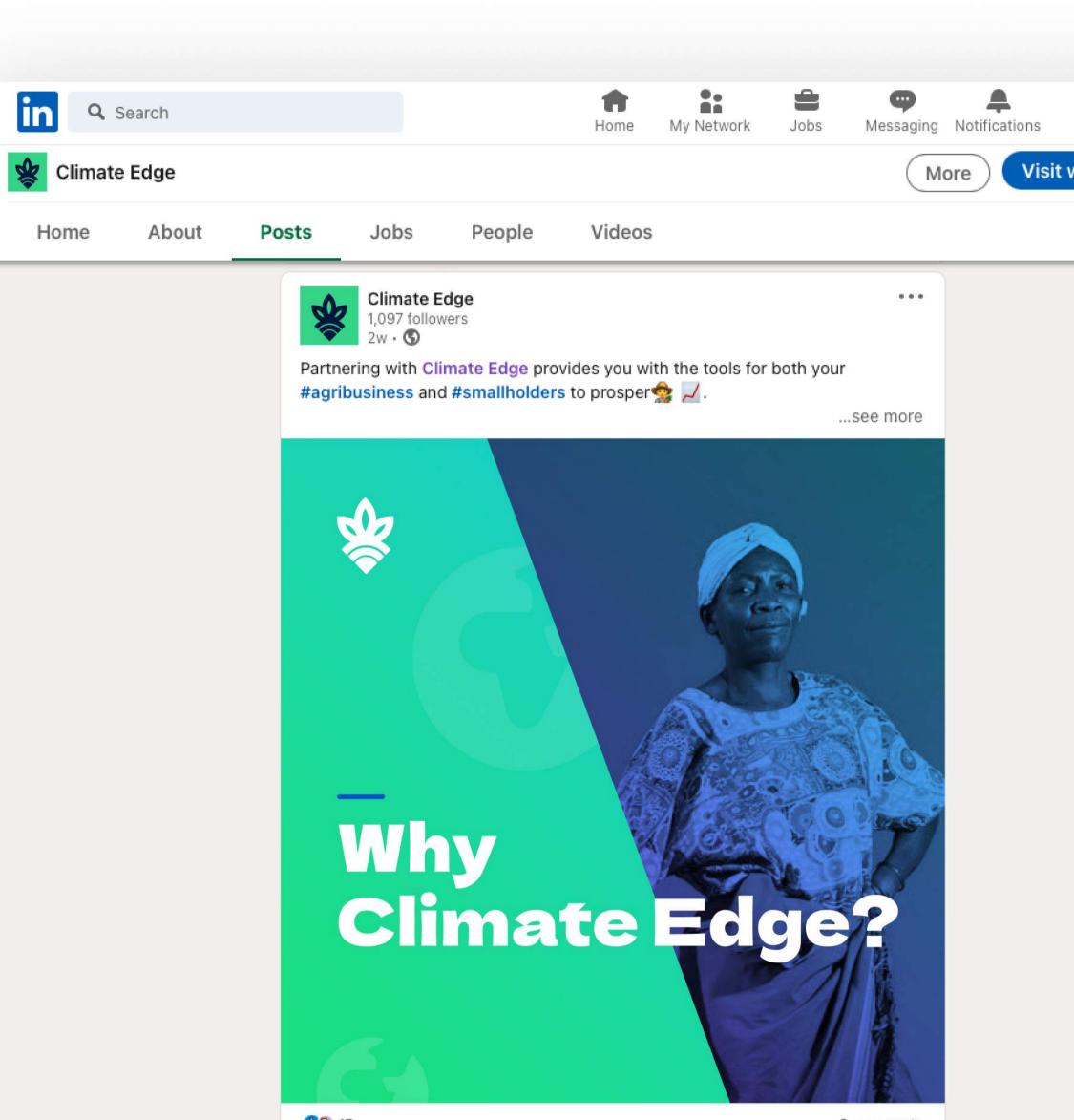


2 comments



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