



DESIGN A VISUAL BRAND CASE STUDY



CONTENT

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- 03** MOOD BOARD
- 04** LOGO DESIGN PROCESS
- 05** STYLE GUIDE
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- 07** FINAL OUTCOMES AND REFLECTION

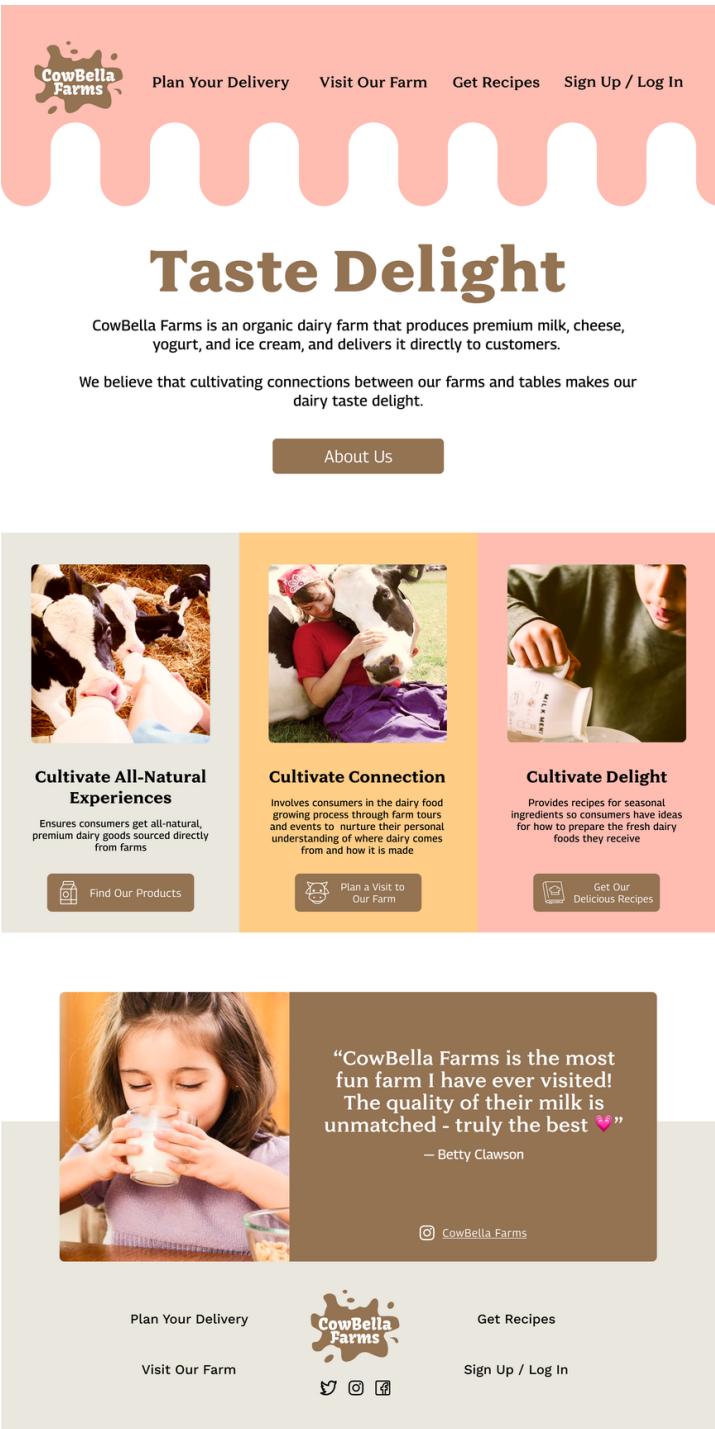


**“When we cultivate connections
between our farms and our
tables, then we taste where
dairy meets delight.”**

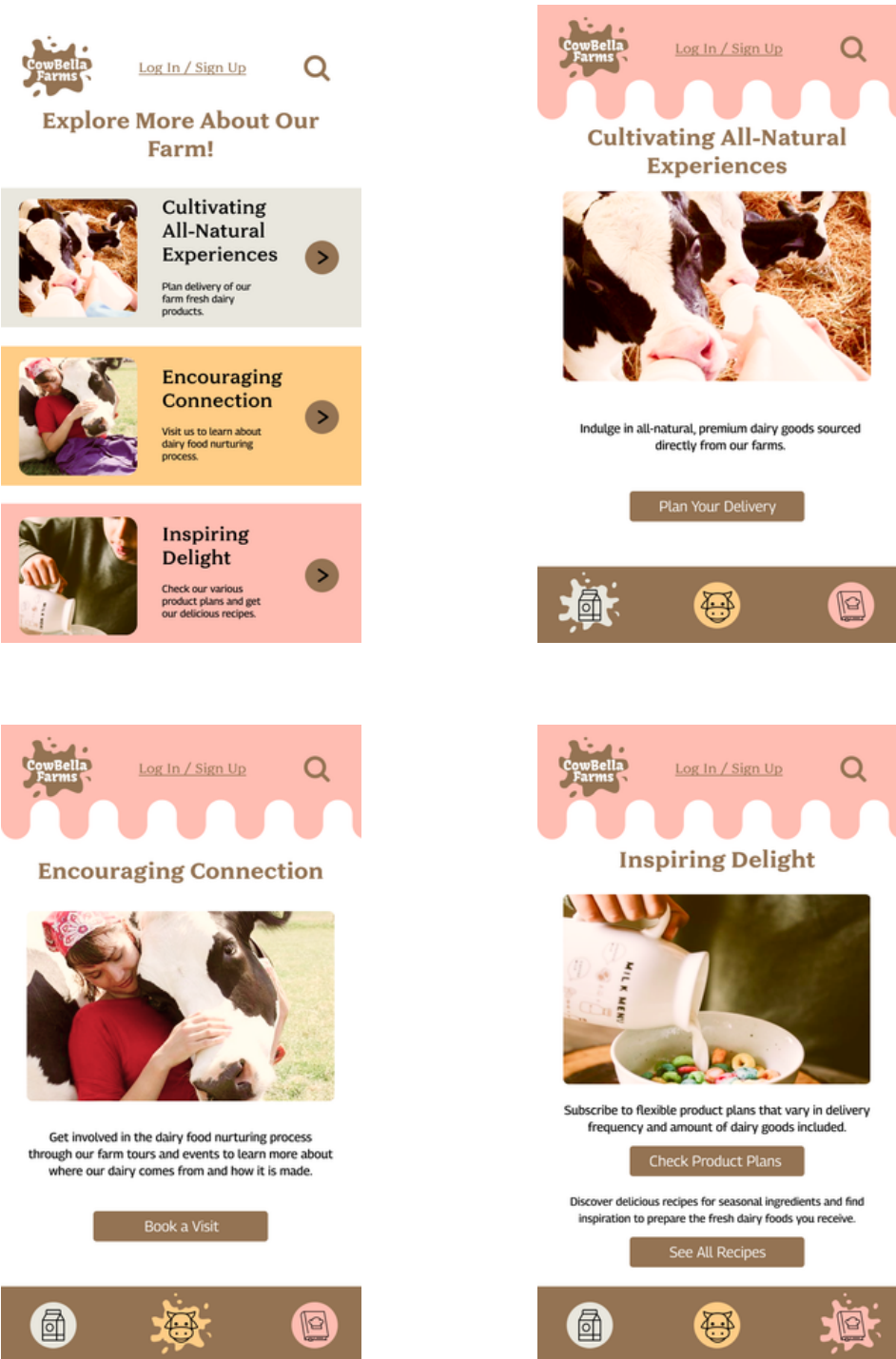
FINAL OUTCOMES DISPLAY



Poster Design



Landing Page Design



Mobile App Design

COWBELLA FARMS



CowBella Farms is an organic dairy farm that produces premium milk, cheese, yogurt, and ice cream, and delivers it directly to customers.

COWBELLA FARMS



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CowBella Farms

BRAND EXPRESSION CREATIVE CRITERIA

- How might we cultivate all-natural experiences?
- How might we cultivate connection?
- How might we cultivate delight?

BRAND PERSONALITIES

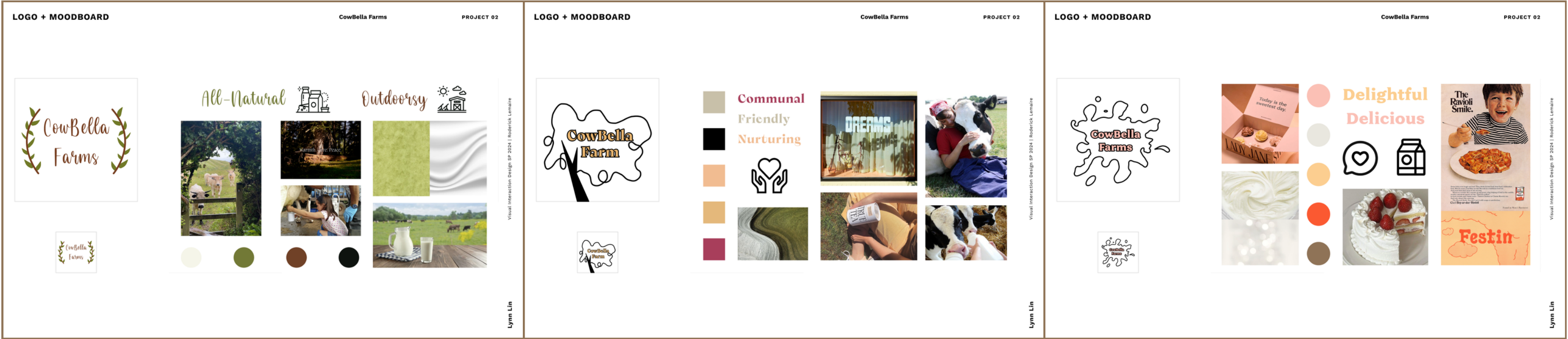
- All-Natural
- Delicious
- Delightful
- Communal

- Friendly
- Nurturing
- Outdoorsy

BRAND AUDIENCES

Foodies who are outdoorsy enthusiasts

MOODBOARD



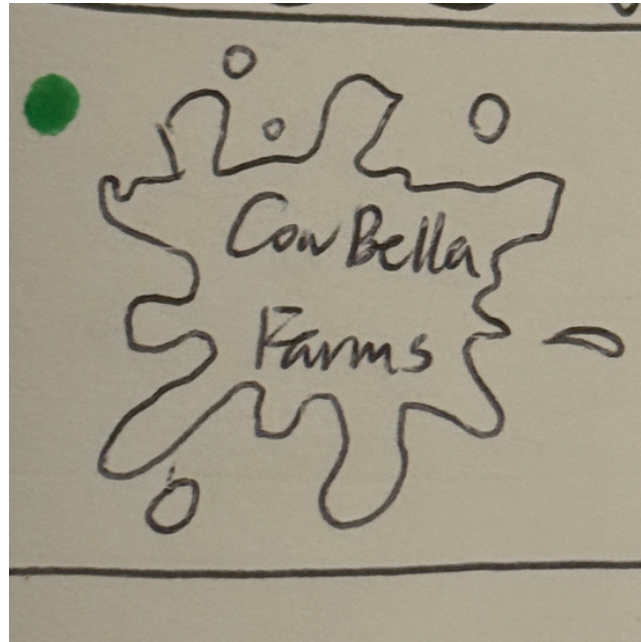
Objectives
HMW Cultivate All-Natural Experiences

HMW Cultivate Connection

HMW Cultivate Delight

LOGO DESIGN PROCESS

SKETCH



BEFORE



AFTER



STYLE GUIDE

STYLE GUIDE

CowBella Farms

PROJECT 02



All-Natural
Delicious
Friendly
Communal

Delightful
Nurturing
Outdoorsy



FAIRE Sprig Trial black is used for larger titles
FAIRE Sprig Trial bold is used for headlines
FAIRE Sprig Trial medium is used for subheadings
Georama medium is used for body text.
Georama regular is used for link.



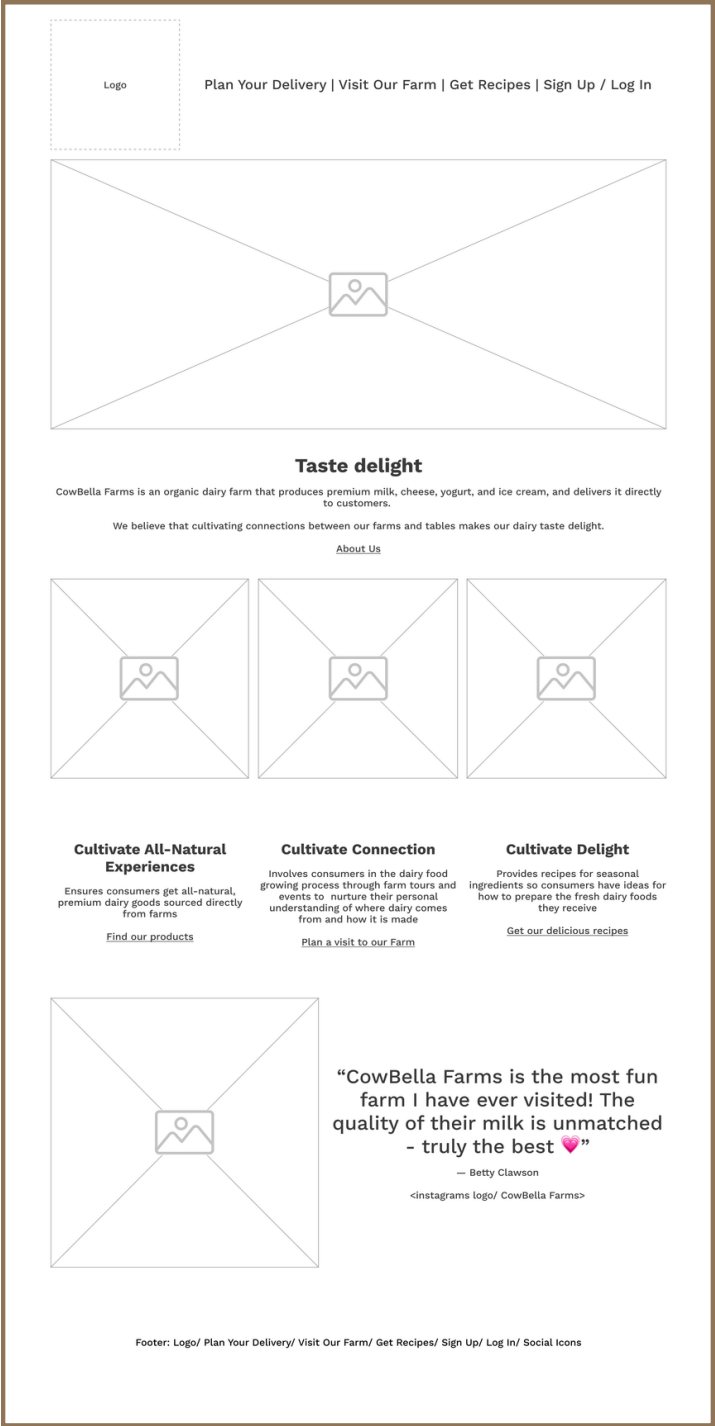
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Lynn Lin

CONTENT WIREFRAMES



Poster Wireframe



Landing Page Wireframe



Mobile App Wireframe

SCREEN DESIGN: POSTER

BEFORE

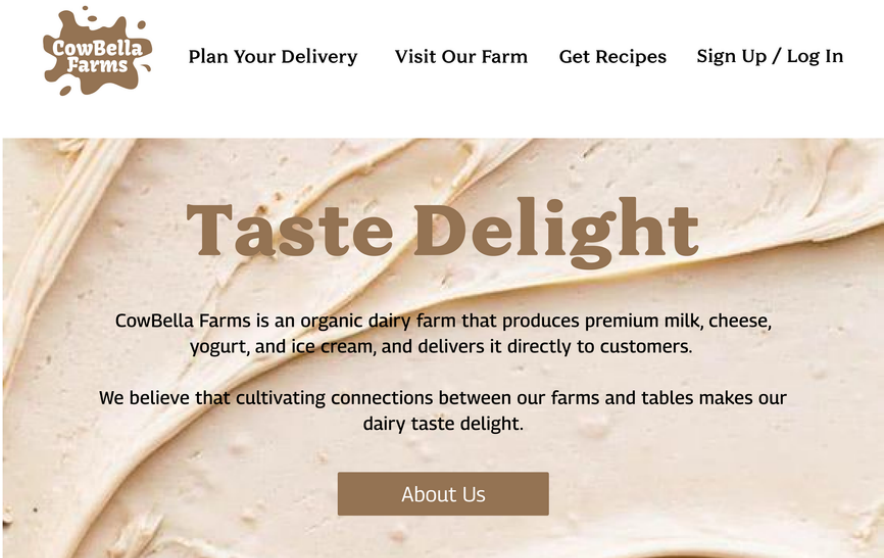


AFTER

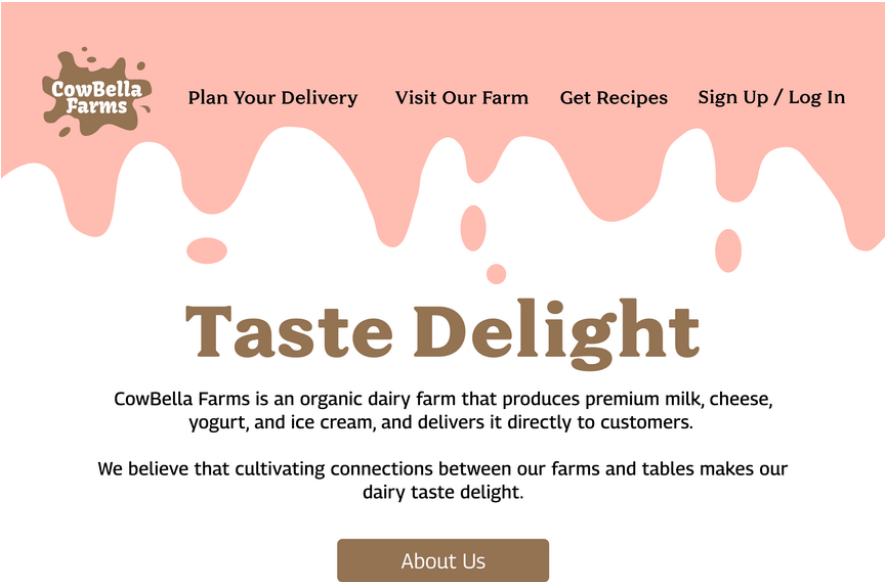


SCREEN DESIGN: LANDING PAGE

VERSION 1



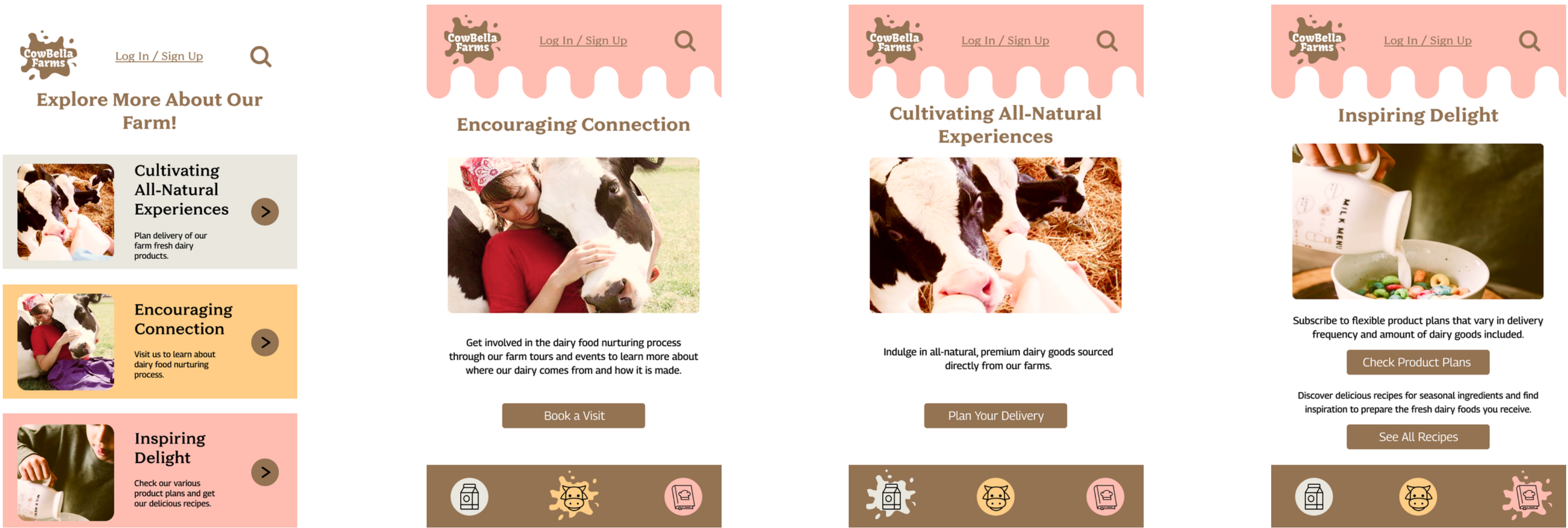
VERSION 2



FINAL VERSION



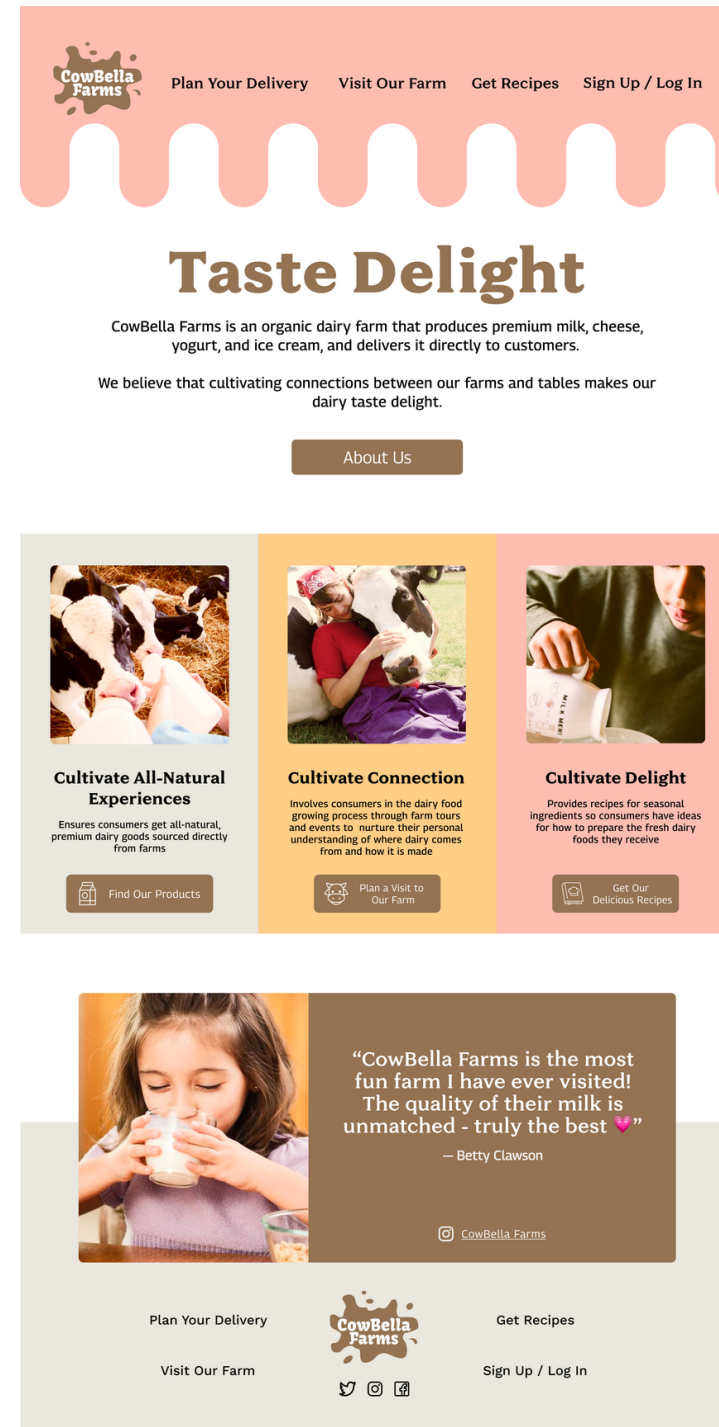
SCREEN DESIGN: MOBILE APP



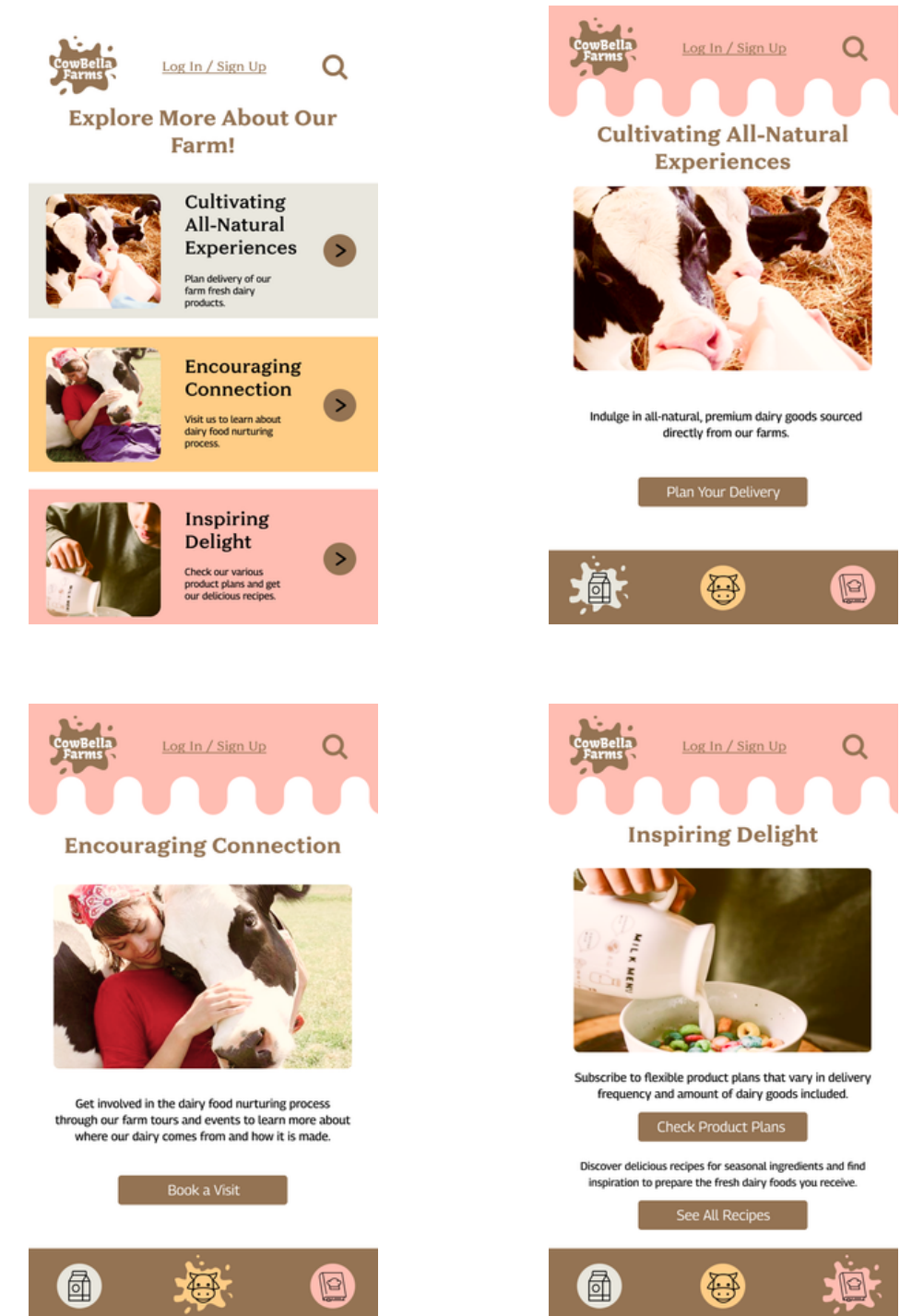
FINAL OUTCOMES DISPLAY



Poster Design



Landing Page Design



Mobile App Design

**"To design is to communicate
clearly by whatever means you
can control or master."**

- Milton Glaser



**THANKS
FOR
LISTENING!**