

*Good
Dirt*[®]



Brand Identity & Style Guide

What Good Dirt Represents

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In an effort to reach gardeners of all levels of experience, every **Good Dirt** product must meet the following basic brand criteria:

Simple

We find that the most enjoyable form of gardening is one where the gardener is able to find a sort of zen-like flow while working with plants and soil. In our experience, this flow can not be found while reading elaborate instructions on product packaging that might have gotten torn or thrown away.

Sustainable

In order to pass along the joys of gardening to future generations, it's critical that we grasp the realities of climate change and do our best to meet the challenges it brings. Good Dirt products are chemical-free and made from organic components when possible. We take special care to ensure our product components come from suppliers that also value and respect our natural resources and harvest materials in ways that reflect this.

Successful

No gardener will purchase a product a second time if she feels it didn't work the first time around. Above everything else, Good Dirt is committed to ensuring that gardeners who use our products can do so confidently knowing they aren't wasting time and money killing plants and ruining soil.

The Good Dirt Brand

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In order to get a better overall feeling of the Good Dirt brand we need to understand what stands for—what it defines as important and the experience a consumer can expect to have when engaging with it.

What is the most important thing to the Good-Dirt brand?

Successful Gardening. Sustainability and Simplicity are important too, but if the customer doesn't have success with our products we've failed them and it's unlikely they'll give us another shot. This means leaving a little wiggle room for error and being generous with key ingredients.

What are the top qualities of our brand?

Good Dirt products should help make gardening fun. We hope the more youthful nature of our brand will encourage new people to take up gardening while our raw efficiency (shown in university trials) will satisfy the needs of master gardeners and landscapers as well.

What should our customers expect emotionally from our products?

We want the consumer to form a warm connection with our products. A successful Good Dirt gardener should feel a sort of self-esteem boost that will encourage him or her to continue pursuing the ideal garden (however that person defines "ideal").

What are the tangible components of Good Dirt Products?

Premium look and feel through efficient packaging. Top-quality, sustainably sourced ingredients help to justify premium price point. The compressed bag design and function is unlike anything else in US market (soils).

What do our customers have in common, other than a love of gardening?

Ideally there is some connection through sustainability. While we believe our products work perfectly for gardeners of all ages and experience levels, our visual identity is a bit more youthful and hip than competitors so we'd expect our customer base to reflect this as well.

What will we never compromise?

Ease of use, natural resources, product potency, positivity, youthful excitement, product sourcing

Vertical Logo

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*Good
Dirt*®

Horizontal Logo

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Good Dirt[®]

Specific Product Logo

P. 6

EARTH-FRIENDLY
Good Dirt[®]
SOIL CONDITIONER

EARTH-FRIENDLY
Good Dirt[®]
POTTING MIX

Typography



(Futura Bold STD used only for product titles)

Verlag (Open Sans) and Vitesse should be the two primary typefaces used

HEROIC CONDENSED BOLD

Used for small, important words/phrases sparingly.

Sauber Script for Special Calls to Action

Heroic Condensed and Sauber Script are to be used only in special situations and sparingly.

Typical Headers Are Set in Vitesse Bold

Body copy is set in Verlag. Quisitate prereiciis recepud igenet dolluptur sequia quae nus, officta tenectatem nonsenis aut volor sequati isquam destioribea sinulpa invelit, abo. Pudipissum simil magnis volut ducieniet, sit ut et fuga. Ut quiat.

SM. HEADLINES CAN BE VERLAG TOO. ADD TRACKING

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Open Sans can replace Verlag in web applications. nobit reped mos rem quo omni con consecuptae cone veritincta volorematum id quas experchita ipsam doluptatem renihilita num esendebisita quibus eiciens con perferc hilibus quosapi caeped quos molori as evero occupa consedi onsequo saerum et aute lat latectur abo. Totaqui dipicae ssitatatur sus eos eos mos ducimag natempore officip sundesto dendaerita sumquam iumquat quossin plit et, occaessus arumque mo doloriam qui berit fugita vel id ut rem. Ovit la con cusande rsperum doluptia

Logo Colors (White/Light Background)

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The Good Dirt Logo can be used in any of the following colors on a pure or natural white background.

Avoid use of unapproved colors.

The Good Dirt logo is displayed in a vibrant green color. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

PANTONE 334C

#009578

The Good Dirt logo is displayed in a dark blue color. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

PANTONE 7701C

#005676

The Good Dirt logo is displayed in a light blue color. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

PANTONE 7461C

#3f90c4

The Good Dirt logo is displayed in a brown color. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

PANTONE 7566C

#b16531

The Good Dirt logo is displayed in a dark brown color. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

PANTONE 7589C

#604738

The Good Dirt logo is displayed in black. The text "Good" is on the top line and "Dirt" is on the bottom line, both in a cursive, handwritten-style font with a slightly distressed texture.

80% BLACK

#58585b

Logo Colors (Dark Background)

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Combine light brand colors with dark brand color backgrounds in legible pairs.

Do not combine brand colors with non-brand colors unless you are using a white logo on a photographic background.



PANTONE 374C

#c5db6e

PANTONE 290C

#bbd9eb



Logo Placement

P. 10

When placing the logo in a box, allow for at least a 15% margin/buffer (15% is always based on the long dimension of the logo).

Note that the tail of “G” can extend into the margin for a better visual alignment.



Incorrect Logo Use

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Never modify spacing (kerning).



Never change proportions of elements.



Never place on a non-contrasting photo



Never change the fonts.



Never combine colors within the logo.



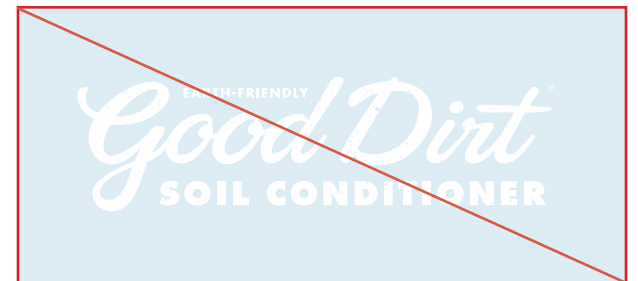
Never use off-brand colors.



Never distort or stretch the logo.



Never place logo too close to an edge or corner



Never place a white logo on a light background.