

studio mesh

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FMA

Developing a Strong Brand Identity for your Farmers Market or Vendor Business

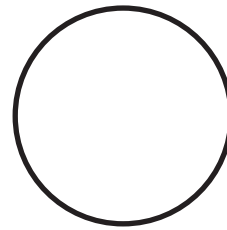
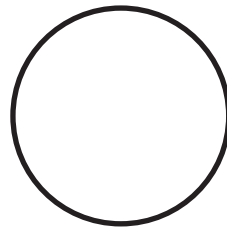
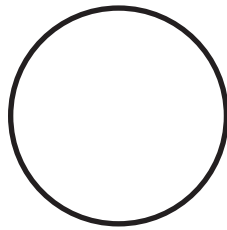
meshfresh.com

BRAND EXERCISE:

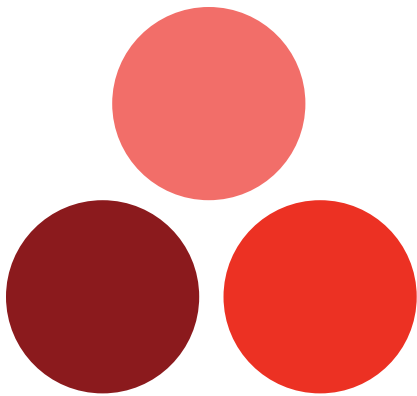
Visioning Your Brand

G

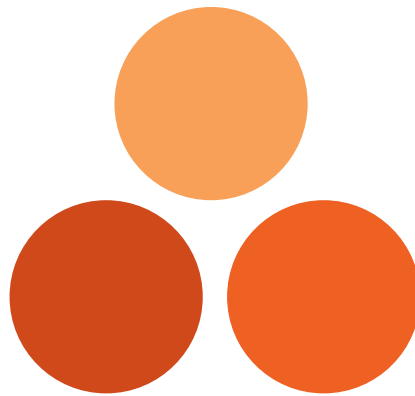
What 2-3 colors embody the brand and brand values?



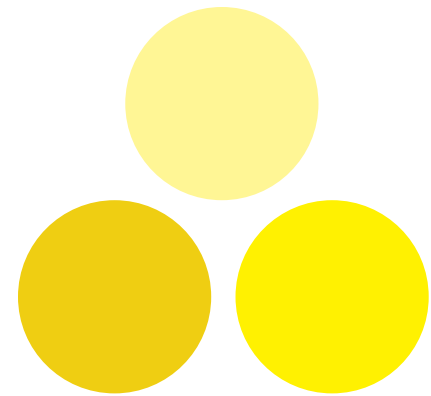
Warm Colors



**POWER, AGGRESSION,
HUNGER AND FOOD.**

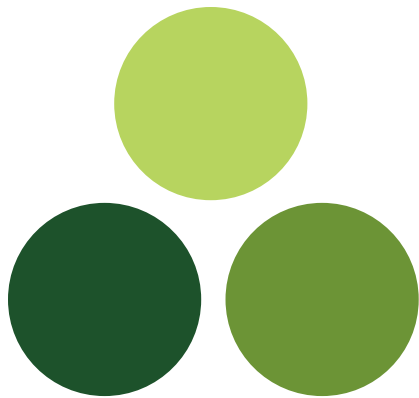


**WARM, ATTENTION,
FUN AND ENERGETIC.**

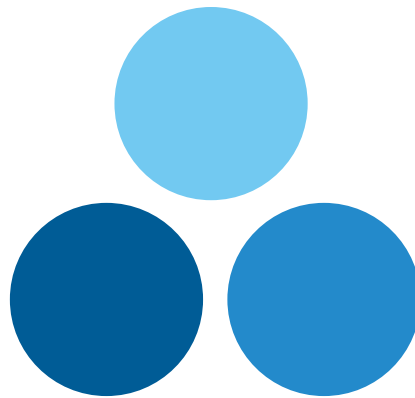


**BRIGHT, SUNNY,
HAPPY AND LIGHT.**

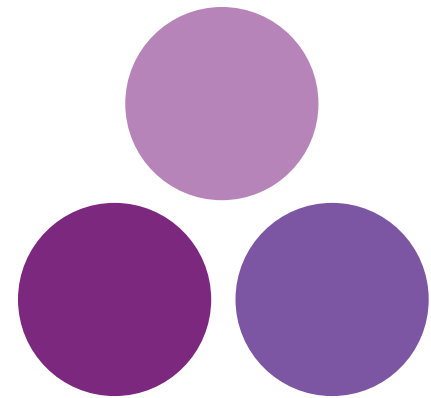
Cool Colors



LIFE, GROWTH,
NATURAL AND WEALTH.

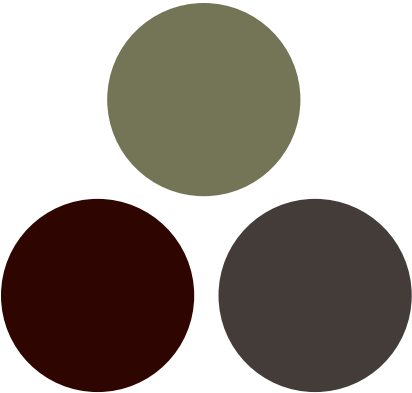


CELESTIAL, REFRESHING,
CLEAN AND TRUSTWORTHY.

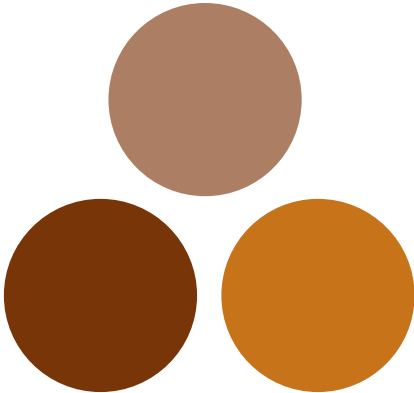


LUXURY, REGAL,
INTIMATE AND ROMANTIC.

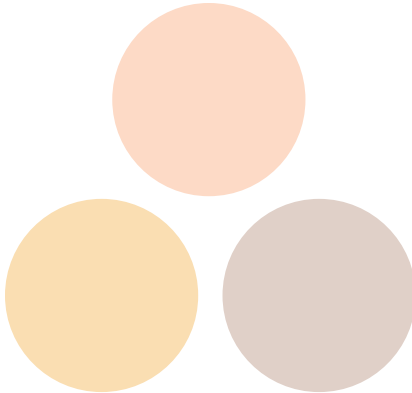
Neutral Colors



STRENGTH



EARTHINESS



SOFTNESS



DARK + SATURATED

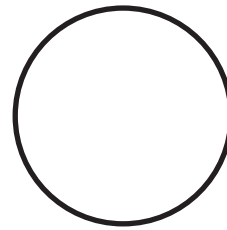
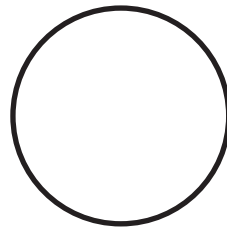
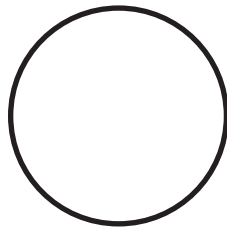


LIGHT + MUTED

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G

What 2-3 colors embody the brand and brand values?



Can you stick to using these 2-3 colors in ALL your outreach going forward?

- definitely!
- it's going to be hard, but yes.
- we'll need more!

H

What font might best embody the personality of the brand you created?

- serif
- SERIF
- humanist
- HUMANIST
- geometric**
- GEOMETRIC
- sans serif
- SANS SERIF
- slab serif
- SANS SERIF
- condensed**
- CONDENSED

Serif

LORA

Sans Serif

GOTHAM

Humanist

TENOR SANS

Slab Serif

MEMPHIS

Geometric

CONDENSED

H

What font might best embody the personality of the brand you created?

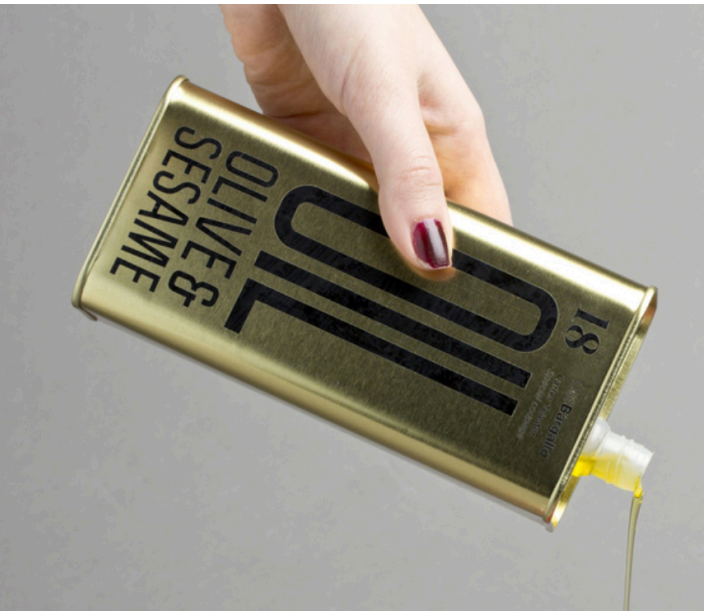
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- SANS SERIF
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- CONDENSED



What material embodies the brand and brand values you've created?

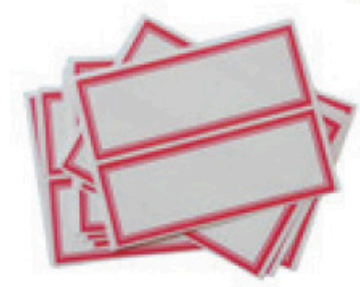
Some examples:

- plastic
- recycled
- chalkboard
- glossy
- paper
- wood
- whiteboard
- hand stamped



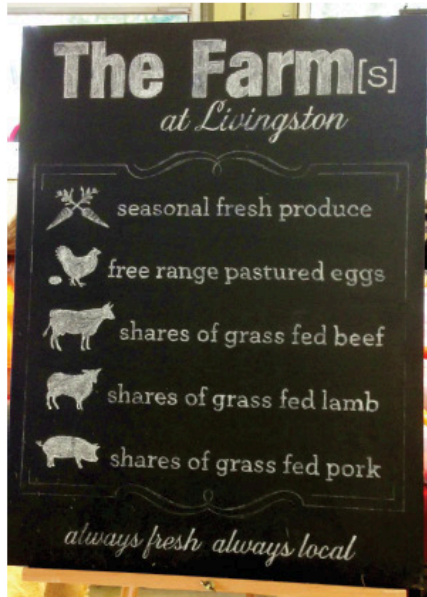


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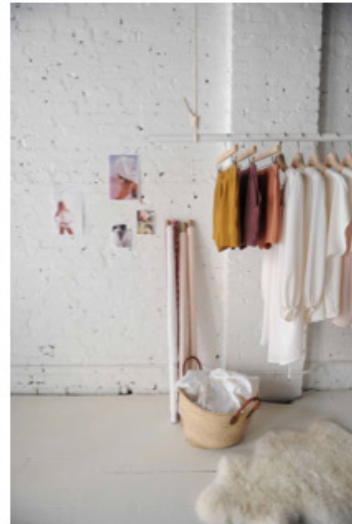




Mission Savvy KITCHEN



WHITE BRICK OR STONE WALLS
HANGING PLANTS, UTENSILS, HERBS
SUCCULENTS AND GREENERY
LIGHT, NATURAL WOOD TEXTURES

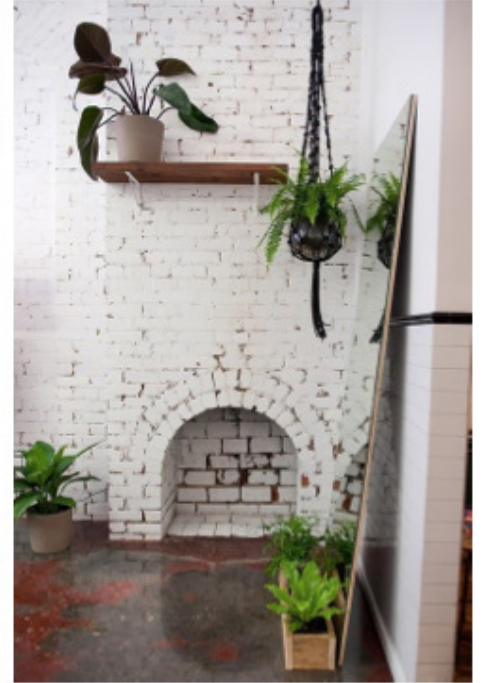




OPEN SHELVING
GLASS JARS AND BOTTLES
APOTHECARY INFLUENCED
NATURAL, WHITE LIGHT



TYPE INSTALLATION
OPEN AND AIRY





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- glossy
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- hand stamped