



GROW FOOD. EAT LOCAL.

Who is Empire Gardens?

Empire Gardens is a locally operated garden but the heart of Empire Gardens is all about creating and spreading the message of Food Independence. You are only independent to the degree in which you are dependent. Where do you depend on your food? The grocery store? A restaurant? Grubhub?

The goal of Empire Gardens is to create a community of people that grow their own food and eat at the local level. Creating a garden can offer exponential abundance, not only in the food you get to eat but through the experience of connecting with the earth and the garden. Food is not only sustenance and energy for our bodies, but it is also medicine. When it is done right, food can be spiritual.

Right now, every state is dependent on 90% of its food coming in from the outside. If we can all work together and create our own living food pantry, we can become less dependent on these outside food delivery systems and start consuming fresh produce that is grown in your own backyard.

Empire Gardens operates out of Evans, Colorado but the end goal is to reach a far larger community where the message of food independence can be spread around the globe.

Key Attributes
Logo Creation
Final Logo
Typography
Color
Deliverables

Attributes

To begin our design system process, we identified several brand attributes of Empire Gardens by researching it. We then boiled down the brand further into the two qualities of genuine and healthy.

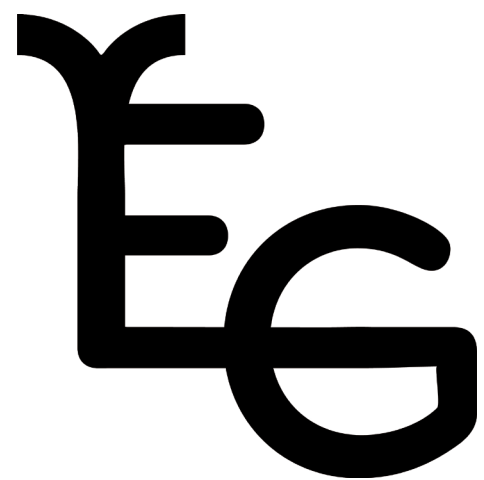


HEALTHY



Preliminary Logos





Final Logo





Typography

MUSEO SLAB

Headlines

MUSEO SANS

Sub Headlines

MUSEO SANS

Principle body copy. Entotatur aliberum eum qui
beatatest quiatiis volenda ndignimus alit lam aribus
et quate denis aligendit, officitatur abore comnita
tisciendis nessunt.

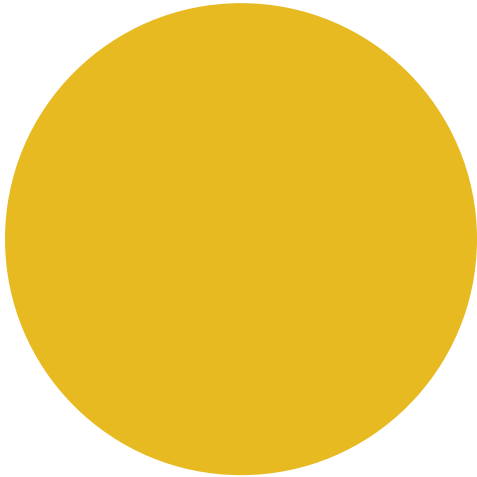
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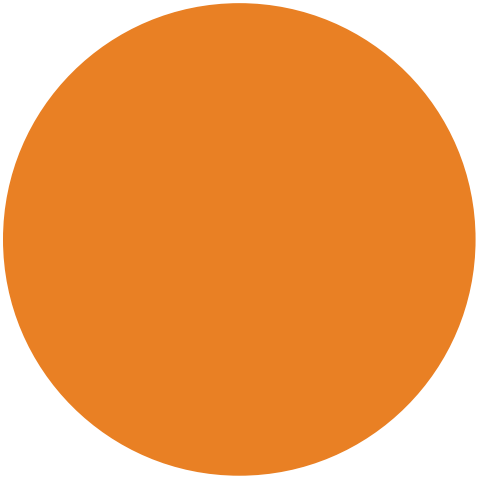
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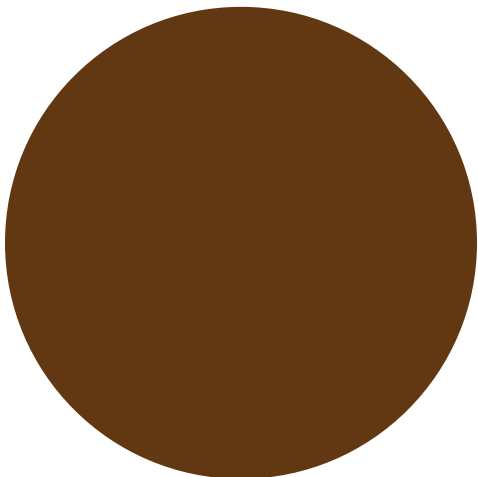
Color



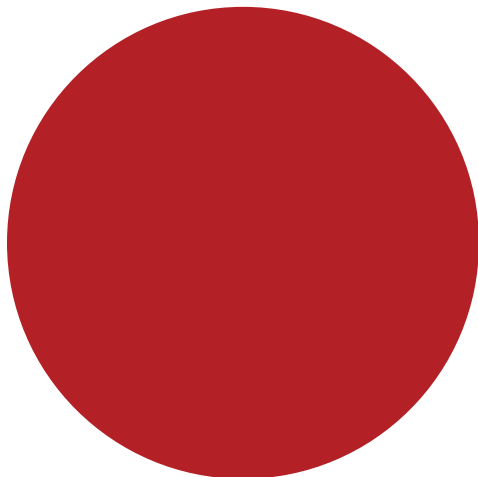
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R232 G186 B33
Hex e7ba20



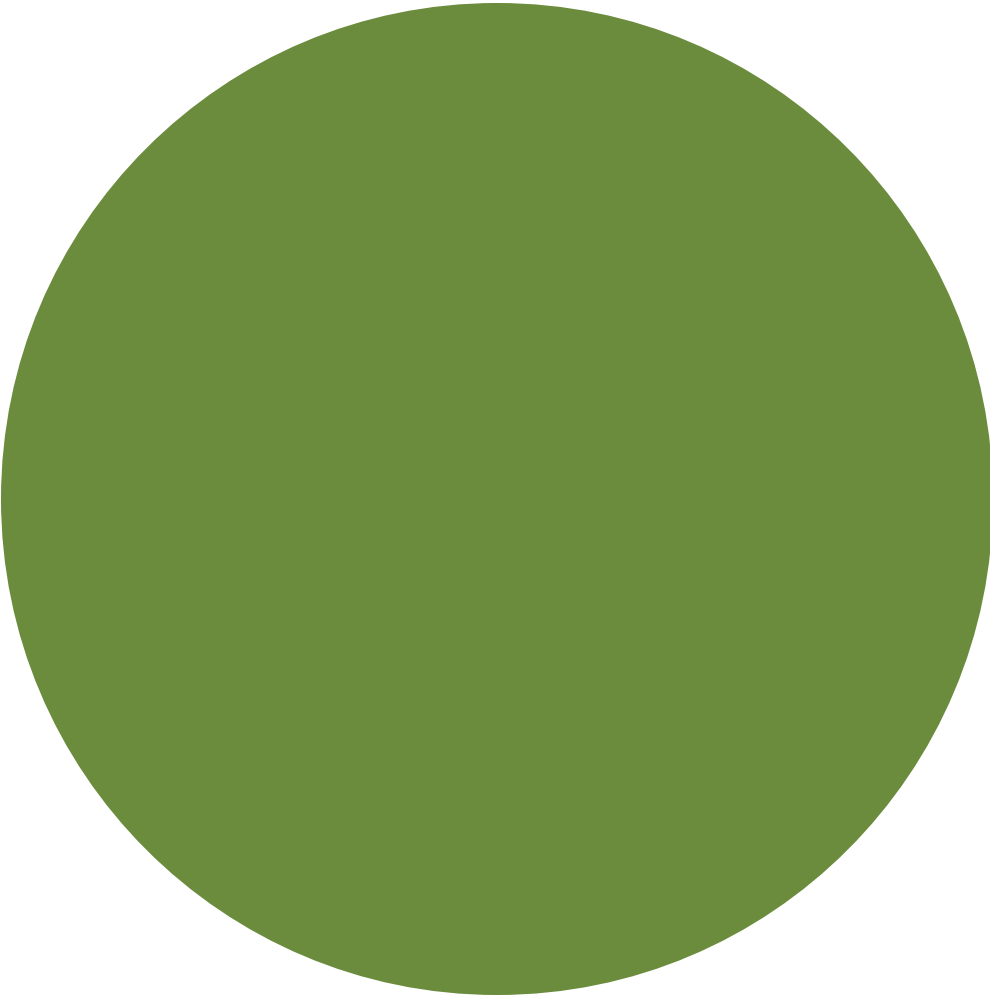
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R233 G128 B36
Hex e98024



C42 M70 Y97 K49
R96 G56 B19
Hex 603813



C21 M99 Y98 K12
R179 G34 B38
Hex b32226



C63 M27 Y100 K9
R107 G141 B60
Hex 6b8b3c

Zach Smith

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Business Cards



Event Poster



A stylized flame graphic in shades of red and orange, positioned on the left side of the poster.

2021 ANNUAL CHILI PEPPER

EATING CONTEST

October 2, 2021

3904 Empire St.

Evans, CO

80620



CASHPRIZE!



Planting Day Poster



Planting Day!

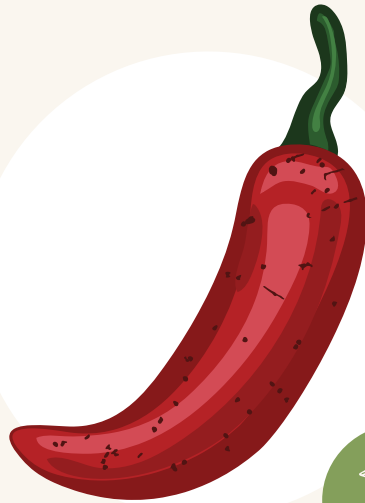


Saturday, June 4
8:00am - 9:00am
3904 Empire St.
Evans CO, 80620



LONG RED CAYENNE

Pepper



Seed
Packets



Zines

To connect the brand with its DIY and guerrilla gardening roots and reach, we created two zines, including Spring/Summer and Fall/Winter editions.

These zines will allow Empire Gardens to stay true to its guerrilla gardening and DIY roots and reach, communicate with the community about what is going on at Empire Gardens, and to educate them on guerrilla gardening and cooking.



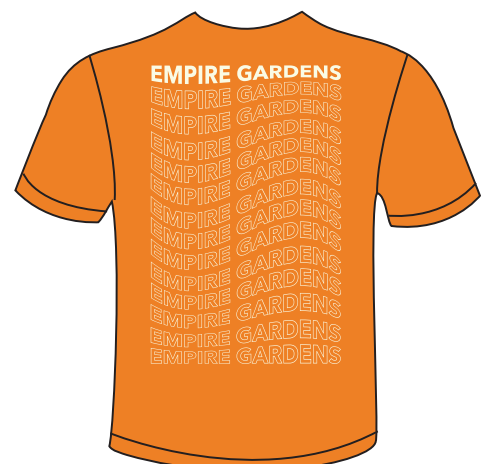
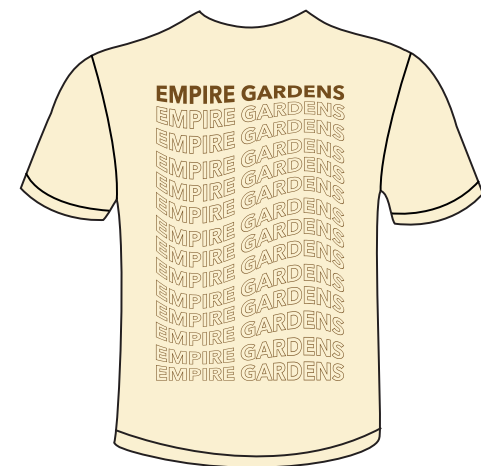
fall/winter



spring/summer

Shirt Design













Website Design



EMPIRE GARDENS

Grow Food. Eat Local.

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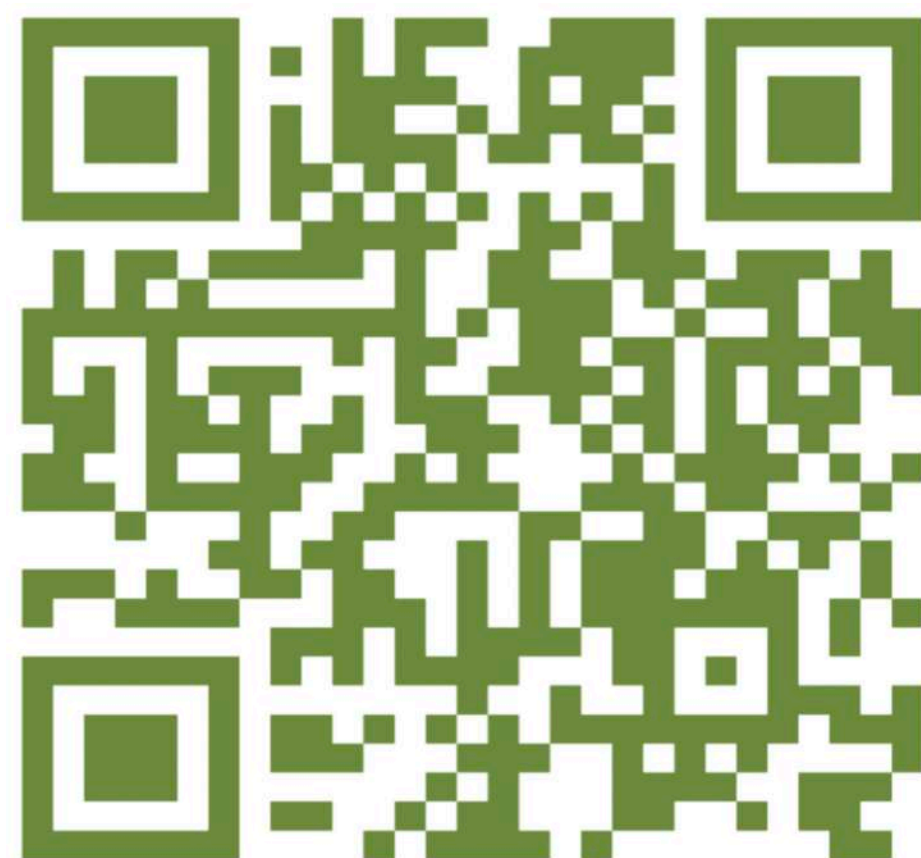
Our Story

At Empire Gardens we are all about creating Food Independence. You are only independent to the degree in which you are dependent. Where do you depend on your



Animations





Instagram Carousels



How to Start a Garden

Decide What To Grow

Vegetables
Flowers
Fruit



Determine What Can Be Grown

Lookup your Hardiness Zone
Check out Local Plants



Set a Budget

Gardening Tools
Soil Amendments
Lumber for Raised Beds
Containers
Plotting Soil
Plants and Seeds



Make a Plan

Start Small
Sketch it Out
Choose between Seeds or Plants



Purchase Tools

Gloves Shears
Hand Trowel Hose
Round-Point Watering Can
Shovel Hoe
Pruning Leaf Rake



Prepare Soil

Remove Weeds
Use Rake/Shovel to loosen soil
Level out the soil



Dig In and Plant

Plan for Time of Year



Ongoing Maintenance

Water & Fertilize



Grow Food. Eat Local.



Instagram Posts



