

SPROUTED



Sprouted

Foundation
Process Book

Katie Fetter
College of Design

Art Gr - 470
Fall Semester 2020

Foundation Overview

Mission:

Sprouted Soul is a foundation that provides a safe space to relieve stress and struggles within your mental health. We focus on the use of horticulture therapy, planting, and learning how to grow succulents while connecting and creating positive relationships with yourself and others. Horticulture Therapy is known for reducing mental stress, reducing information over load, and healing emotional distress. Sprouted soul emphasizes holistic self-care, giving you a sense of purpose.

Business Concept:

Sprouted Soul Foundation is a non-profit organization through Ames Greenhouse and Floral that helps people dealing with the negative impacts of mental health, guiding their focus of internal healing with the use of horticulture therapy. Sprouted Soul involves learning about different types of plants as well as planting while making connections with others around them. The company will take half of the proceeds from the new plant sales and donate it to mental health organizations.



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Logo Research

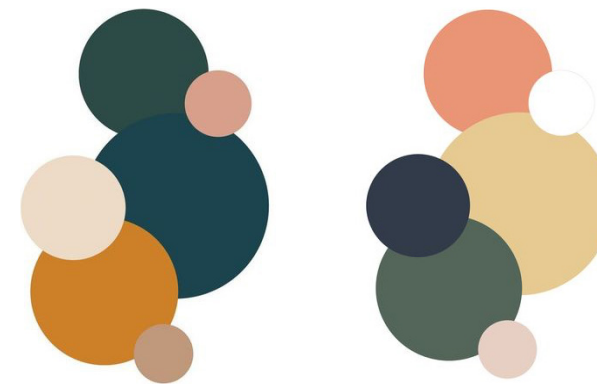
To begin my research for my brand, I tried to look for logos that had visual organic movement. I wanted my brand to promote feelings of healing as well as practicing freedom from internal struggles. The logos that I found were also displaying peace through the lotus-like symbols. I also wanted to search for logos using leaf-like vectors since my foundation is geared toward plants.





Logo Research Cont.

Furthering my research, I looked at many different color palettes, as well as more badge-like icons. I also dove into the idea of typography-form logos. I think this concept is unique and was a high possibility for developing my own logo. I really enjoyed the decorative, illustrative logos. I think these initially caught my eye and were a big inspiration for the final logo that I developed.





Logo Sketches

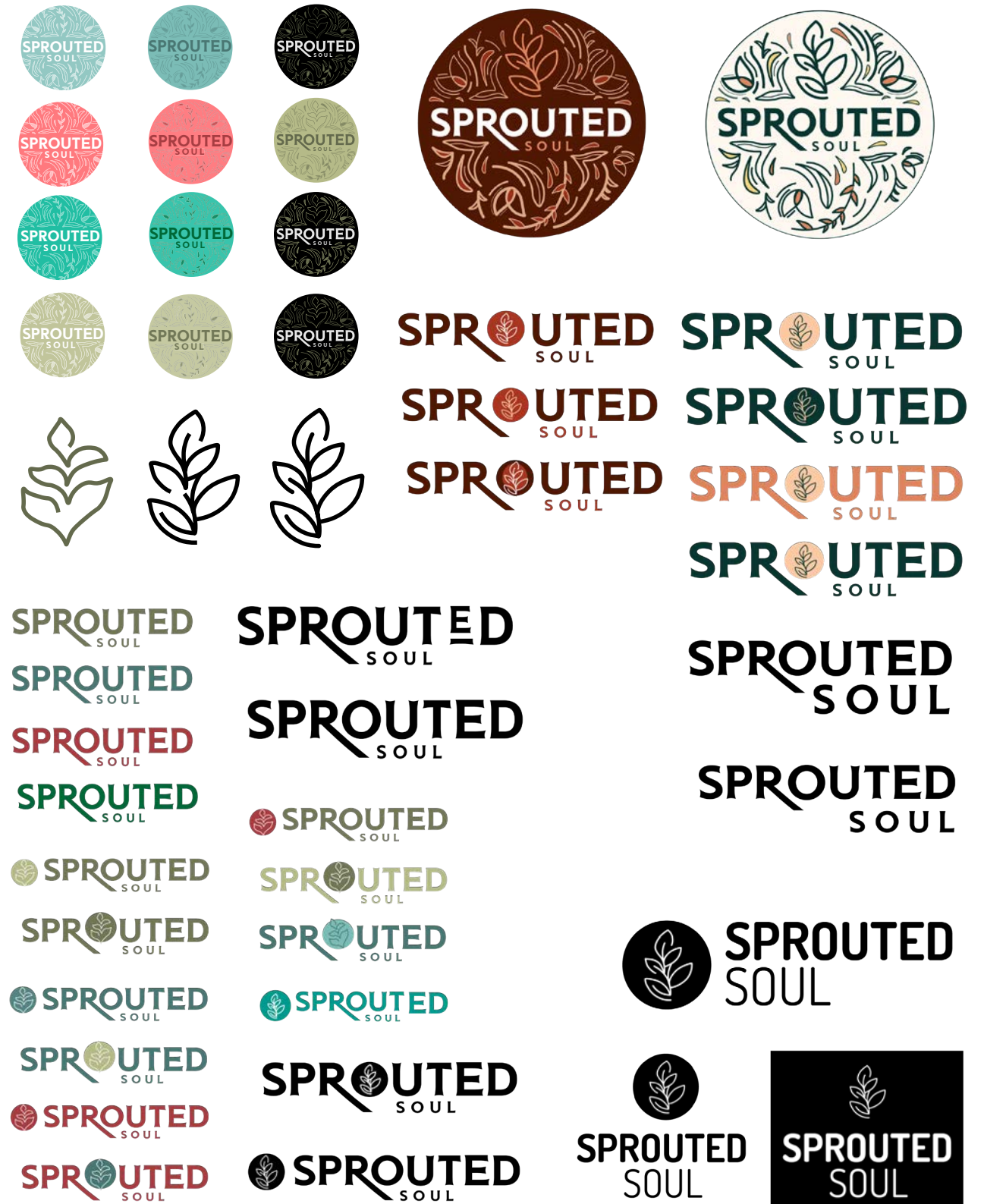
My sketches that I developed followed along with both type-dominant logos as well as graphic-dominant logos. I tried many different variations of the lotus flower in combination with a thumb-print. I played around with a lot of organic movement and linear movement form. My favorite style ended up being the type form that I did at the top of my sketches as well as the simple one-line leaf logo on the top right on page 8.





Logo Development

After completing my sketches, I tried many computer variations and color palette decisions. I ended up liking the circle-badge image that I created since it really captures the viewer and values of my brand. I made the decision to change my brand name from Sprouted Soul to Sprouted since the “soul” part in my logo was too small in comparison with the word “sprouted.” I wanted a primary, secondary, and even tertiary logos for my overall brand.





Logo Development Final

The last development of my logo was finalizing my color palette, consisting of a forest green, peach, cream, and accent of a yellow. This palette is both playful but also calming to the eye. The last change that I made was taking the sharp corner of the “r” on sprouted and making it organic, since that was the overall style I decided on. I also finalized an overall pattern I would be able to use throughout my applications further along the process.



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SPROUTED SPROUTED





Logo Style Guide

My style guide shows my final logos as well as typefaces, color palette, pattern options, and sizing guide for my brand. I also gave a brief insight into the mission and concept to Sprouted.



SPROUTED

MISSION & CONCEPT

Sprouted is a foundation that provides a safe space to relieve stress and struggles within your mental health. We focus on the use of horticulture therapy, planting and learning how to grow succulents while connecting and creating positive relationships with others and yourself. Horticulture Therapy is known for reducing mental stress, reducing information over load and healing emotional distress. Sprouted emphasizes holistic self-care, giving you a sense of purpose.

ALTERNATE SIGNATURES



BW



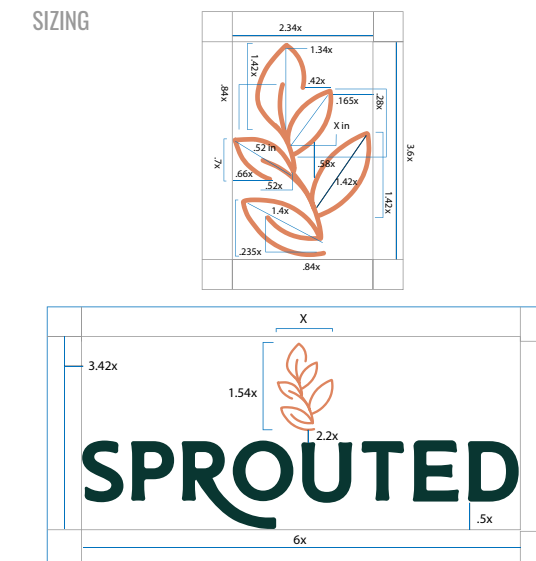
PRIMARY TYPEFACE

AA NEILVARD ONE	A B C D E F G H I J K L M
Aa Fira Sans	N O P Q R S T U V W X Y
	Z 0 1 2 3 4 5 6 7 8 9

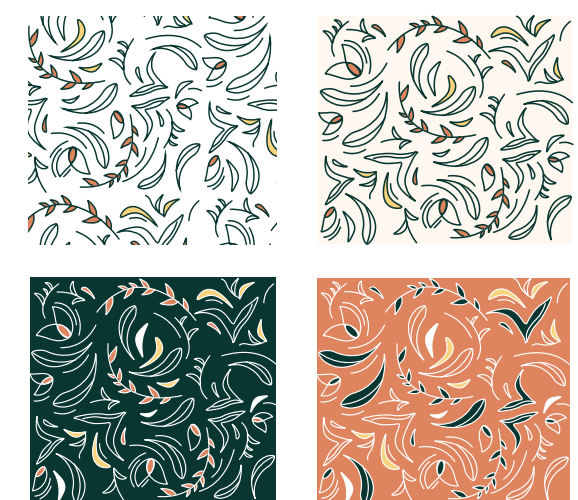
PRIMARY COLOR PALETTE

PANTONE: 546 C CMYK: 88, 54, 68, 59 RGB: 9, 54, 49 HEX #: 093631	PANTONE: 2432 C CMYK: 10, 56, 66, 0 RGB: 222, 133, 95 HEX #: DE855F	PANTONE: 2005 C CMYK: 2, 16, 60, 0 RGB: 249, 211, 125 HEX #: F9D37D	PANTONE: 7436 C CMYK: 0, 2, 4, 0 RGB: 255, 248, 240 HEX #: FFF8F0

SIZING



COLOR PATTERNS





Business Card

For my business card, I wanted to create an eye-catching design on the front, but simple design on the back. I was able to create three different options for the front side, using that leaf-pattern I created. I also started to be able to use the leaf symbol on it's own underneath the name-plate on the back of the card.





Letterhead Design

For the letterhead design, I continued the theme from my business card, keeping it both minimalistic but expansive by using the illustrative pattern in an organic flow on the bottom of the page. I kept it simple at the top slowly guiding the reader's eyes on the page.



P: 818-202-3346
P.O. Box: 01933
Ames, IA 50014
sproutedfoundation.com

October 3, 2020

Anna Jardine
1700 Aloe Lane
Waller, TX, 77484

Dear Anna Jardine ,

Sprouted is a foundation that provides a safe space to relieve stress and struggles within your mental health. We focus on the use of horticulture therapy, planting and learning how to grow succulents while connecting and creating positive relationships with others and yourself. Horticulture Therapy is known for reducing mental stress, reducing information over load and healing emotional distress. Sprouted soul emphasizes holistic self-care, giving you a sense of purpose

Sprouted involves learning about different types of plants as well as planting while making connections with others around them. The company will take half of the proceeds from the new plant sales and give to mental health organizations. You will be able to spend as much time as you need in order to heal your mental stress. Half of the time you will be learning about the individual plants that Ames Greenhouse and Floral has to offer, including types of plant species, how to take care of them, and history behind it. The other half of the time you will be physically planting new succulents inducing the healing qualities of horticulture therapy. You are able to work with others or more individually if that is what you prefer. The last obtainable benefit behind this foundation is receiving a plant of your own at the end of the session.

Sincerely,

Katherine Fetter

SPROUTED FOUNDATION
sproutedfoundation.com

P: 818-202-3346
PO Box: 01933

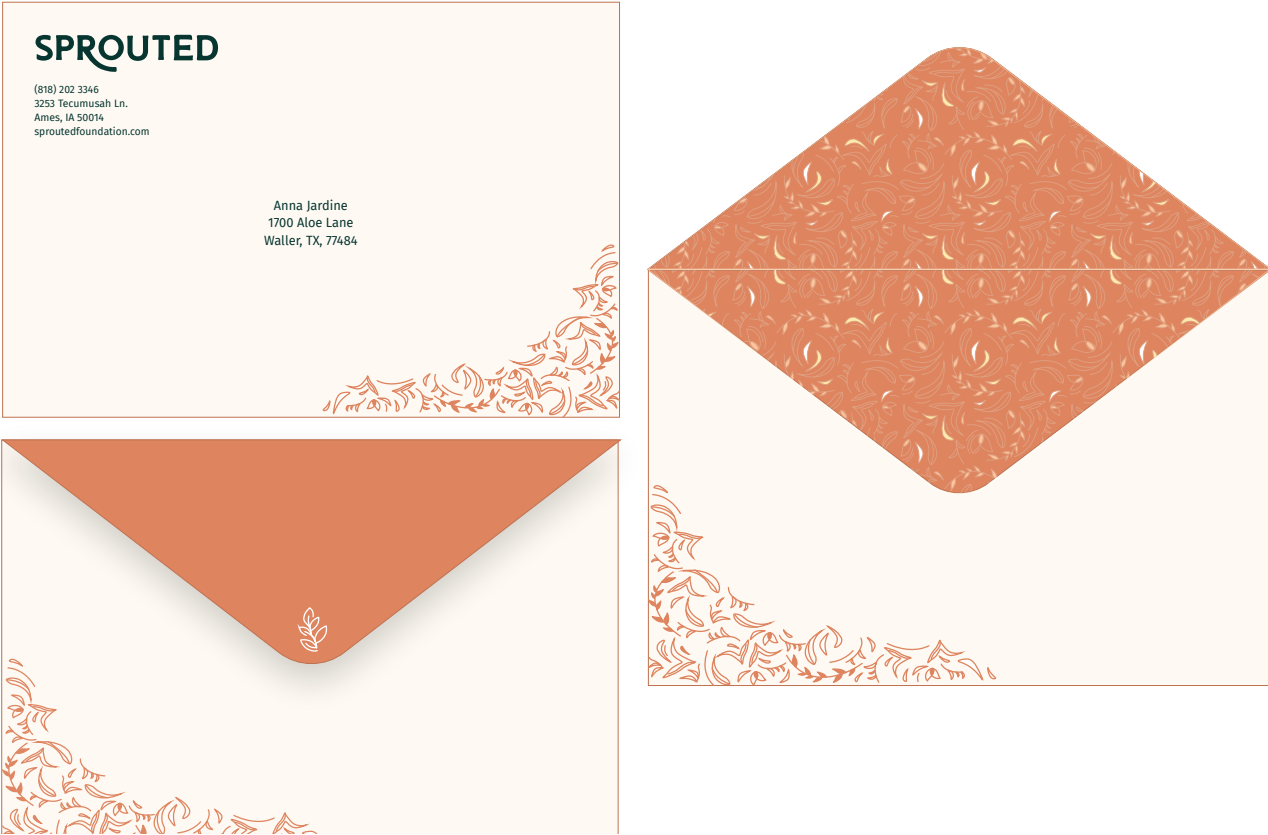
3253 Tecumusah Ln.
Ames, IA 50014





Envelope Design

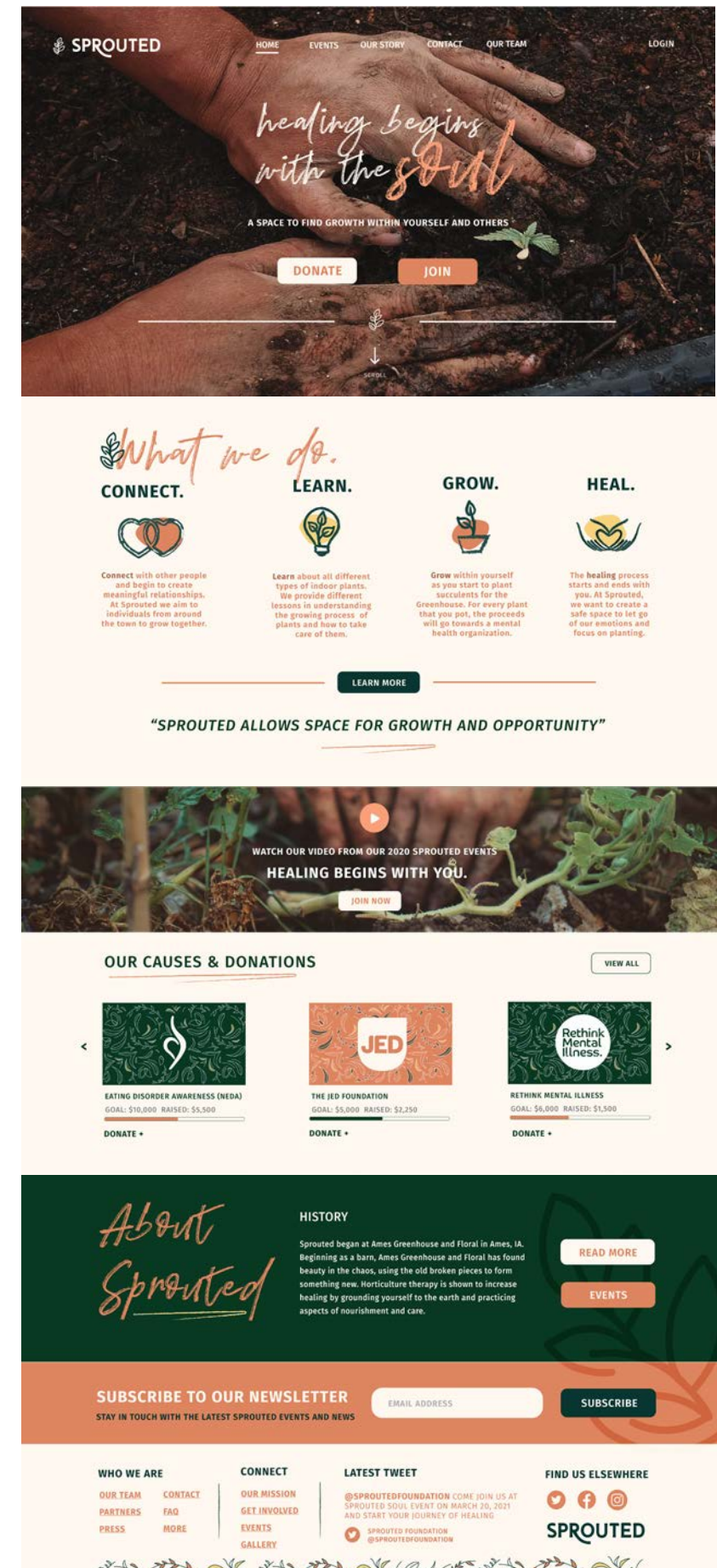
I wanted to expand on the peach color of my brand and develop my envelope to add a pop and contrast to the overall BLE design. The inside of the envelope uses a screen version of my pattern and then develops along the outside of the envelope enclosing in on the corners. I think the envelope is also simplistic but adds enough detail to keep the receiver invested.





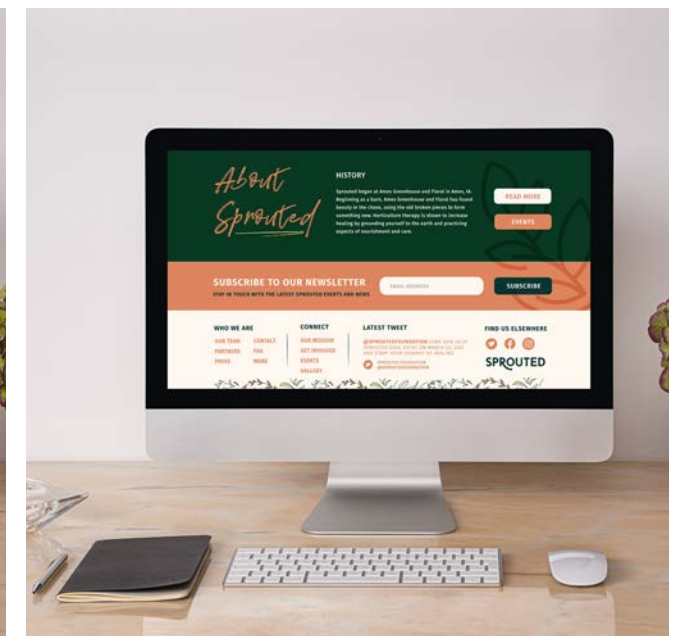
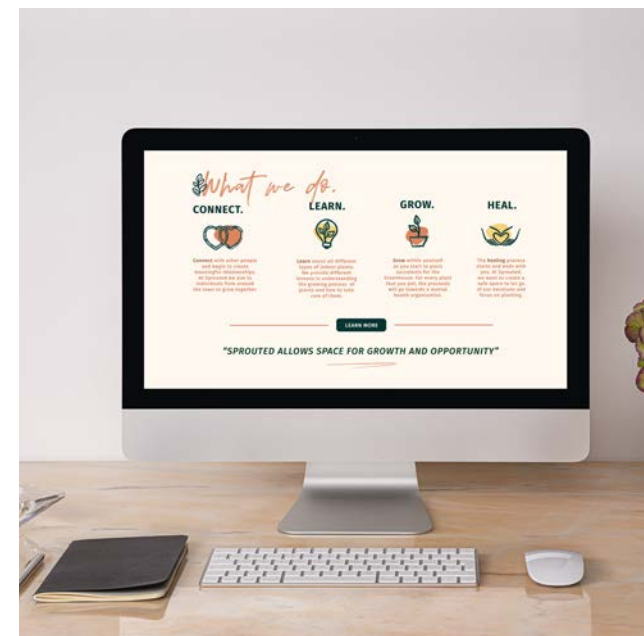
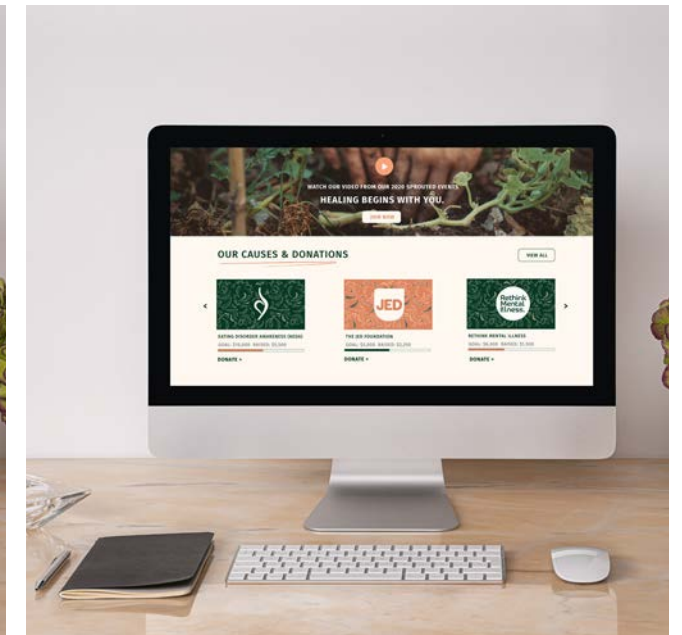
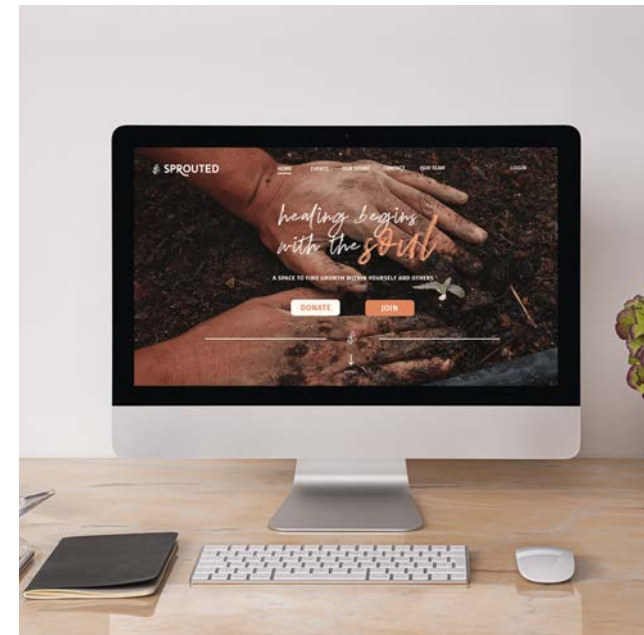
Website Application

My website is the first combination of image and illustrative vectors. I tried to keep my web pages playful and engaging. This application is a one-scroll animation and is a preview into what the actual website would entail. I included different locations for providing donations to the brand and brief insight into what Sprouted is about and how you can join.



Website Mock-Up

My website is the first combination of image and illustrative vectors. I tried to keep my web pages playful and engaging. This application is a one-scroll animation and is a preview into what the actual website would entail. I included different locations for providing donations to the brand and brief insight into what Sprouted is about and how you can join. I added an additional mock-up version in order to visualize what it would look like on your screen.





Event Poster Series

I created an event/poster series for my foundation. The three events embody different aspects of looking into ourself and our mind. The three events are Sprouted Mind, Sprouted Soul, and Sprouted Body. Each event focuses on different aspects of our mental health. For these events I also created a poster series. I designed the middle band of this poster using the same leaf pattern as before, but filled in my vectors to add a new style.





Sprouted Soul Poster

Sprouted Soul involves a propagation workshop. You learn about the propagation of plants, working on growing within ourselves and our soul. Propagation helps us recognize re-growth, renewal and reflection. For this poster, I expanded upon the peach color of my brand.





Sprouted Mind Poster

Sprouted Mind is an event that encompasses a lecture series. Speakers will come in and walk through their mental health journey's, sharing tips and stories regarding their struggles. For this poster, I wanted to add in a secondary color, using a calming blue palette.





Sprouted Body Poster

Sprouted Body is the last event of my series, containing an essential oil workshop. Essential oils are very helpful in de-stressing our bodies and providing unique benefits. This workshop will help you learn about the different oils and combinations in order to gain resources for helping your mental health. I played upon the forest green color of my brand’s primary palette.





Poster Mock-up

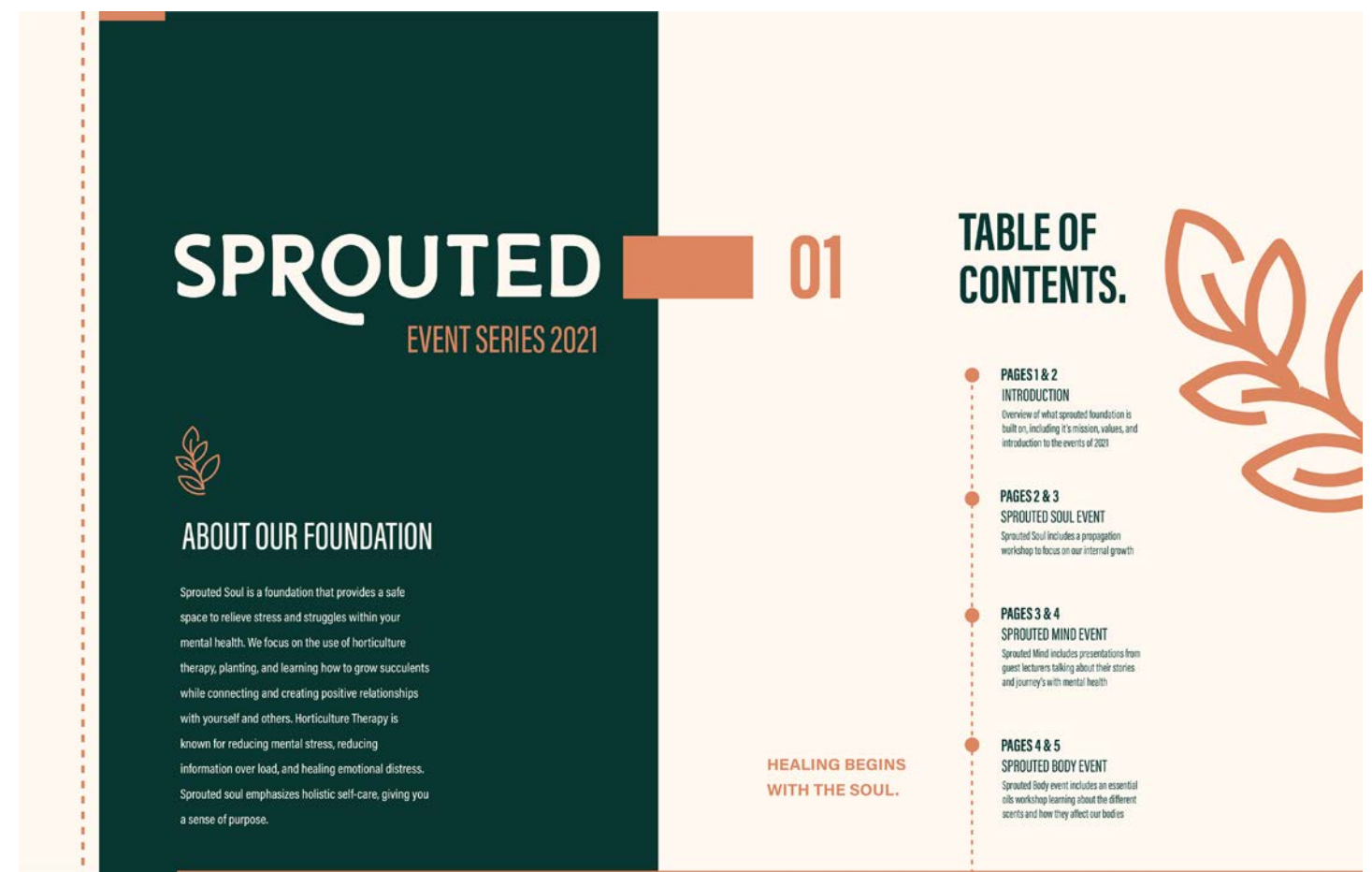
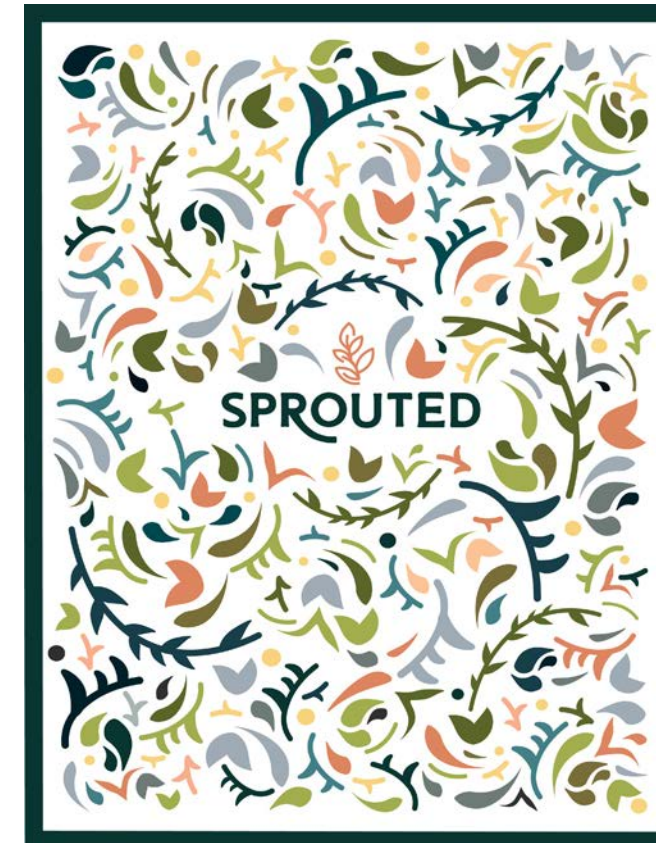
I created two different mock-ups to show what the three-event posters would look like next to each other, and also with the main series poster would look like in contrast with the other ones.





Brochure Spread

When thinking about creating my brochure, I wanted to design a more editorial focused spread. Using lines and vectors to keep the movement flowing along the pages, I used the same color palette as my event series poster, since this brochure would be given out at the events. This brochure explains a brief overview of each event, along with an info-graphic on the right pages, giving information into how plants benefit our mental health. The front and back cover used a combination of all the color choices I have used thus far.





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SPROUTED SOUL. PROPAGATION WORKSHOP

SUNDAY, APRIL 5 2021

02

SPROUTED SOUL focuses on looking deep within ourselves and finding new ways to "grow" our soul. This event will push forth reflection by learning the technique of propagating plants. Propagation is the idea of starting a new cycle of life from the old stems. We can view our healing in this way, by taking our foundations and roots, and learning how to start fresh and sprout new feelings, ideas, and life.

12PM-1:30PM - LEARN
FIRST HALF OF THE SESSION WILL BE PROVIDING INFORMATION TO THE BENEFITS OF PROPAGATION AND HOW IT RELATES TO OUR MENTAL HEALTH WHILE LEARNING HOW TO DO THESE TECHNIQUES

1:30PM-3PM - PLANT
SECOND HALF OF THE SESSION WILL BE THE HANDS ON PORTION OF PRACTICING PROPAGATION TECHNIQUES

how horticulture helps find **balance.**

50% of people develop anxiety by the age of 14

CHECK THE FACTS. on anxiety

31.9% of adolescents have an anxiety disorder

More than 60% of college students report symptoms of anxiety

self-satisfaction of starting and nurturing plants from the beginning.
increase attentiveness and our memory
promotes mindfulness

SPROUTED MIND. LECTURE SERIES.

SUNDAY, JULY 10 2021

04

SPROUTED MIND will host a series of guest lecturers to come and speak about their journeys with mental health. They will also be giving tips, advice, and guidance for your own journey with mental health.

12 PM - 1:30 PM - LECTURE ONE
Guest speaker Jason Schelling speaking about tips for students struggling with mental health through a global pandemic

1:30 PM - 3 PM - LECTURE TWO
Guest speaker Nathan Joel speaking about his struggle with depression, anxiety, and PTSD

how horticulture helps you discover **self-growth.**

CHECK THE FACTS. on depression

13.3% of the US population, ages 12-17 had at least one major depressive episode

36.4% of college students struggle with depression

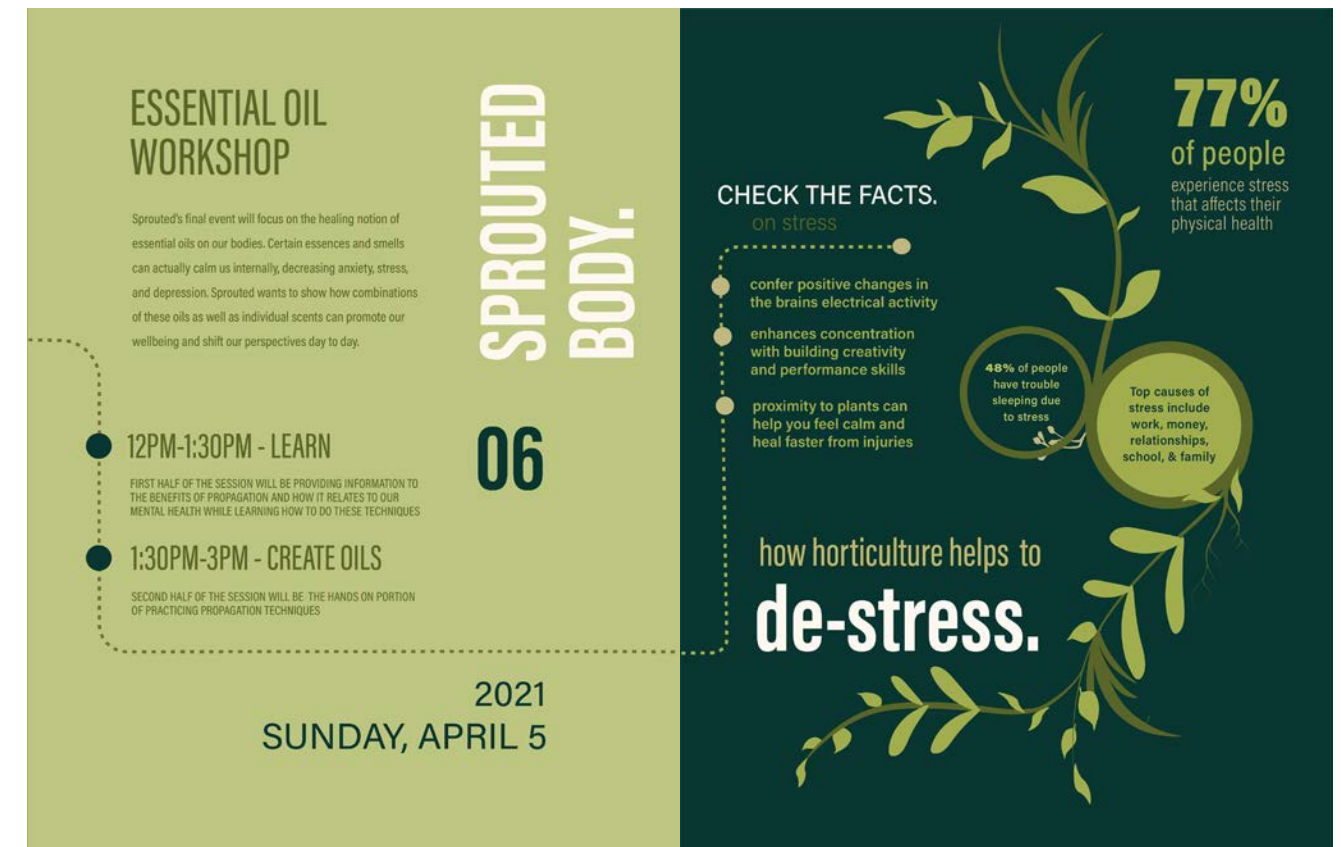
17.3 million adults had at least one major depressive episode

having something to care for lifts feelings of loneliness
increase our oxygen levels which can lead to more willingness for productivity
potting plants releases "outdoorphins" which works as natural anti-depressants



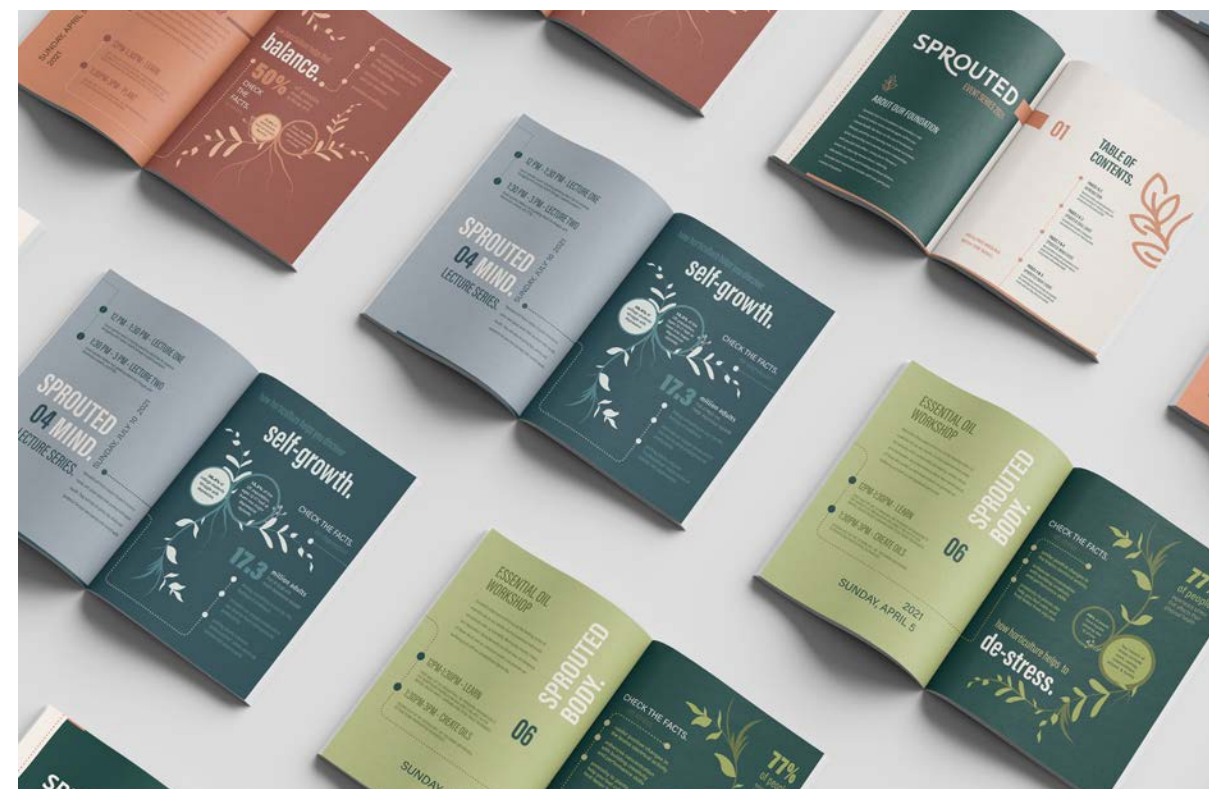
Brochure Spread

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Brochure Mock-up

This brochure can be read as an accordion-style fold but also as a simple magazine style read. I showed different mock-ups of how my brochure can be visualized.





Enclosure Folder Mock-Up

For my enclosure, I created a very simple file-folder that would hold my business card, letterhead, and envelope. I think the simplicity of the outside can be engaged with the dynamic patterns on my applications set within the inside of the folder.

Sprouted Enclosure



Sprouted





Enclosure Folder

For my enclosure, I created a very simple file-folder that would hold my business card, letterhead, and envelope. I think the simplicity of the outside can be engaged with the dynamic patterns on my applications set within the inside of the folder. I took photos to show how they would ultimately be spread out and combined together. The folder ended up being slightly smaller than anticipated.





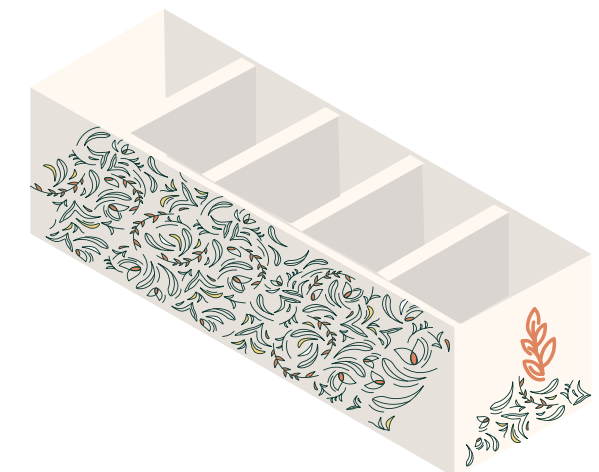
3-D Promotional Piece

For my 3-D promotional piece, I created a two-part box that can be separated with slots on the inside, holding seed packets. This design incorporates the dynamic pattern and also badge logo that I created in the beginning stages of my design. As the viewer opens this box, they are able to pick from different seeds to start the planting process on their own.

Sprouted
3D-Promo



Sprouted





3-D Promotional Piece

For my 3-D promotional piece, I created a two-part box that can be separated with slots on the inside, holding seed packets. This design incorporates the dynamic pattern and also badge logo that I created in the beginning stages of my design. As the viewer opens this box, they are able to pick from different seeds to start the planting process on their own. I took photos of how this promo piece would look like if it was actually created.





Facade

For the facade of my foundation, I wanted to keep the simple design style I have developed. I used the forest green within the circle-organic awnings, followed by the contrast of the peach band encircling it. The colors are neutral-based along the bricks and additional decorations on the outside. The biggest piece I wanted to add into my building, was the addition of plants on the inside of the building to bring the building “to life.” When viewers walk by they will be en-captured by the abundance of plants and life in the windows.



Final Thoughts

My final thoughts shows all of my applications put together. I think each piece is unique and dynamic in their own way, but all connects together through the color choices and pattern style. Using both simple yet compelling design elements provides positive emotional energy for everyone wanting to be a part of this foundation. Mental health is extremely important to me and I wanted my brand to emphasize the light that everyone is able to find through their mental health battles.





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