Brand Guidelines

VertiHarvest

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About Us

For too long, cities have been landscapes of glass, steel and concrete deserts, leaving little room for nature. VertiHarvest was founded on a bold refusal of urban barrenness. We saw blank, imposing walls not as structural boundaries but as a canvas for botanical architecture.

By merging hydroaeroponic precision with the timeless beauty of fine art, we transform luxury interiors into Living Botanical Galleries. We do not simply install gardens, we curate autonomous ecosystems into functional masterpieces that cool buildings and purify air while providing a zero-effect harvest. VertiHarvest bridges the gap between agriculture and interior excellence, ensuring every resident can harvest a masterpiece from their own wall.

Purpose & Mission Statement

Purpose

Our purpose is to transform stagnant urban landscapes into living art by engineering zero-effect ecosystems that serve as high-end art pieces, providing a sensory experience where fresh produce can be harvested as the installation actively cools the building and purifies the air. We exist to breathe life into the architecture itself, providing that the most sophisticated technology replicates the brilliance of nature.

Mission Statement

To make green spaces accessible, beneficial, and beautiful for the modern urban resident. We ensure that every individual can harvest fresh produce from a botanical masterpiece on their own wall, creating a world where luxury, technology and sustainability are inseparable.

Business Tone

Our communication is intentional, elevated, and grounded. We speak with confidence that stems from our technological mastery and a grace that reflects our artistic purpose.

Precision

Establish trust through technical clairty and engineering excellence. Use specific, active verbs and avoid vague adjectives, making sure to lean into the how of the technology.

Like This

Our calibrated hydroaeroponic system provides precise nutrient delivery, ensuring the vitality of the ecosystem while maintaining zero-effect footprint

Not This

Our walls use a cool watering system that works really well.

Selection

Communicates luxury, exclusivity, and the art side of the brand by using sophisticated, discerning language. Focus on the tailored nature of installations and the transformation of a space.

Like This

We curate a selection of vegetation tailored to your environment, transforming structural boundaries into a personalized living masterpiece.

Not This

We pick out nice plants for your office wall.

Eco-Consciousness

Show that sustainability is the highest form of luxury by using vitality and life as a focus. Avoid using earthy tropes and position environment as high performance asset.

Like This

Breathe life into the architecture itself through a convergence of advanced engineering and environmental vitaltity

Not This

Help the planet by getting a green wall for your home.

Moodboard

Logo

Logo

Logotype

VertiHarvest

Clear Space

The x is half the height of the V in both the logo and logotype.

X = 0.4 inches

Minimum Size

VertiHarvest width: 1.2 inches
height: 0.2 inches

width: 1.2 inches
height: 1.25 inches

Logo Usage

Corrct Usage

VertiHarvest

VertiHarvest

The logo wax seal can only be in gold with a dark green V and circle outline. The logotype can only be dark greem, plum or white.

VertiHarvest

Incorrect Usage

Do not change colors to be lighter or darker to either the logo or logotype. No rotating or distorting the logo. Don't use dark colored text on dark background.

VertiHarvest

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Color Palette

Primary
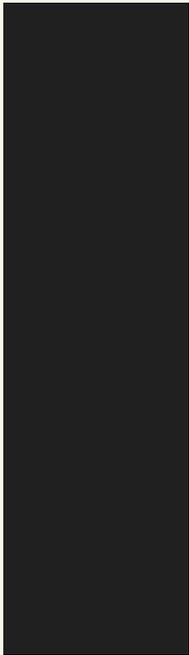
HEX: #202020
RGB: 32/32/32
CMYK: 72/66/65/74
Pantone: 419 C
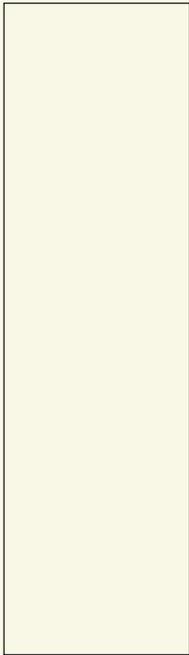
HEX: #F9F7E5
RGB: 249/247/229
CMYK: 2/1/11/0
Pantone: 7499 C

Secondary

HEX: #D4AF36
RGB: 212/175/54
CMYK: 18/28/95/0
Pantone: 7752 C

HEX: #6B4E71
RGB: 107/78/113
CMYK: 61/77/32/13
Pantone: 5125 C

Accent
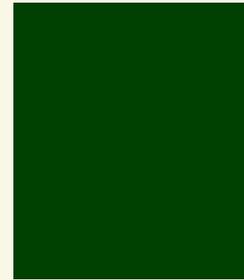
HEX: #004000
RGB: 0/64/0
CMYK: 85/45/100/55
Pantone: 350 C

HEX: #A8C79F
RGB: 168/199/159
CMYK: 40/6/49/0
Pantone: 5575 C

Gradient

HEX: #9e7a1b
RGB: 158/122/27
CMYK: 67/80/42/32
Pantone: 111 C

HEX: #FBDB6F
RGB: 79/57/83
CMYK: 0/13/76/0
Pantone: 121 C

Color Usage

Background

Black is use as a background color with white text for body text or gold gradient for heading text.

White is also used as a background color with black text for body text and gold gradient, purple for heading text.

The wax seal logo and logotype can be used on a black or white background.

Welcome to VertiHarvest

Using white text ensures clarity on the black background which provides industrial structure.

VertiHarvest

Text

The logotype can use black, white, purple, or gold gradient with it's respective background color.

Purple should be used as the primary heading for formal documentation with dark green being used for botanical use for headings or subheadings. Both only used on a white background.

Headings on a black background, should use white or the gold gradient.

Body text should only be white or black.

Heading
Heading
Body Text

Heading
Heading
Body Text

Design Assets

The vine leaf asset and borders should only utalize the gold gradient, no other color.

These assets should on be used on the appropriate background colors; black or white.

Typography

Novantiuqe Serif - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Novantiuqe Serif - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Typeface

Novantique Serif Bold is used for headings and was used for the logotype. Font size can vary depending on the use of the heading and logotype but should always be bigger than the subheading or Novantique Serif Light if used.

Novantique Serif Light is used for subheadings and should always be smaller than the heading.

Proxima Nova - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typeface

Proxima Nova is used for all body text, captions, and smaller headings. Proxima Nova Medium is used for any smaller headings or titles of captions.

Proxima Nova Regular is used for all body text. Body text size can vary depending on the need but should always be smaller than any small heading or subheading.

Iconography
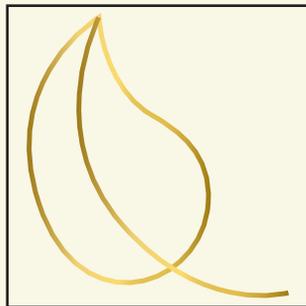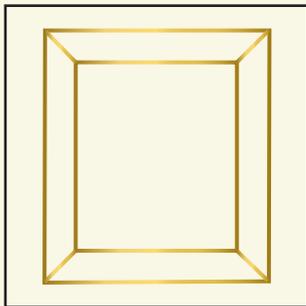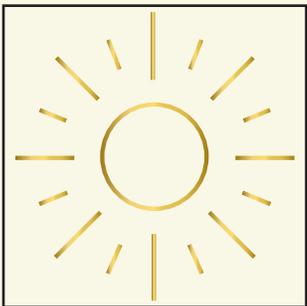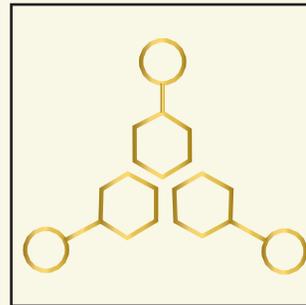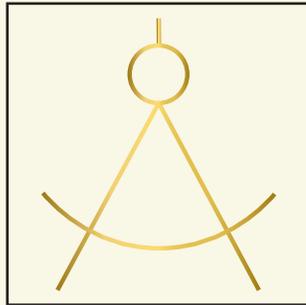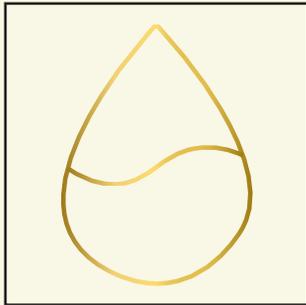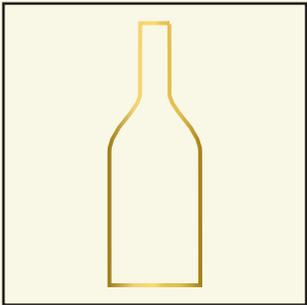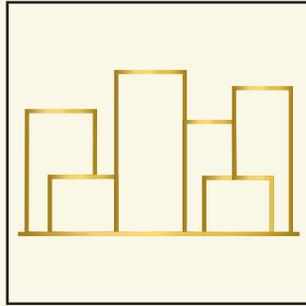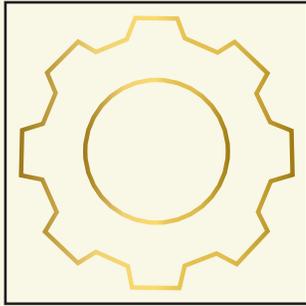
All icons must be 4pt stroke. Never use filled or solid icons, as they lack transparency and airiness required. Only use the gold gradient on the icons.
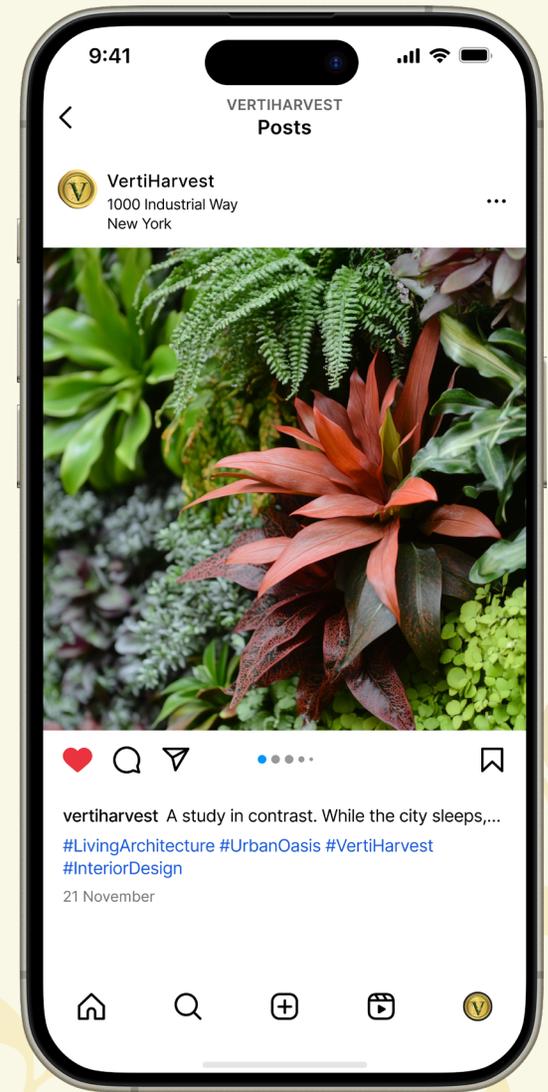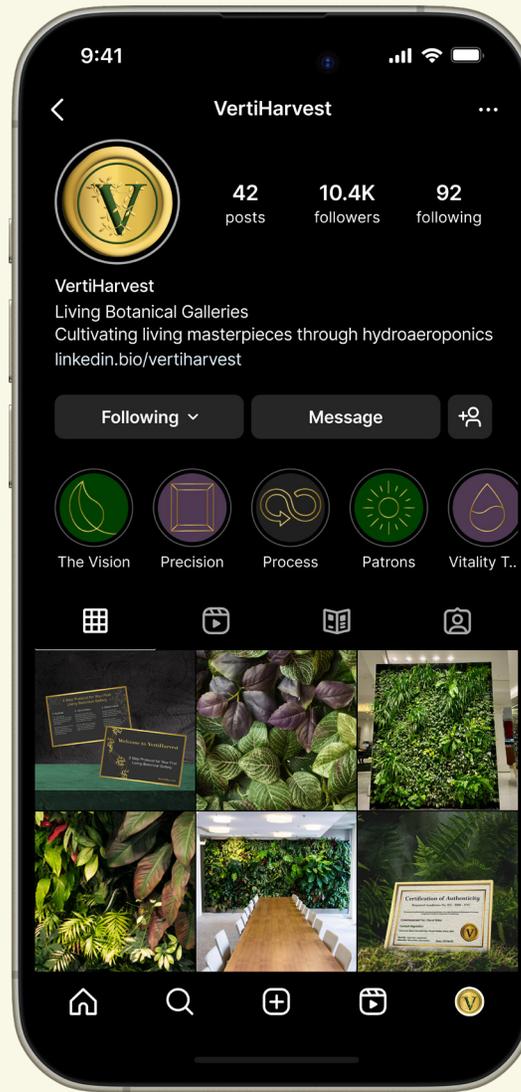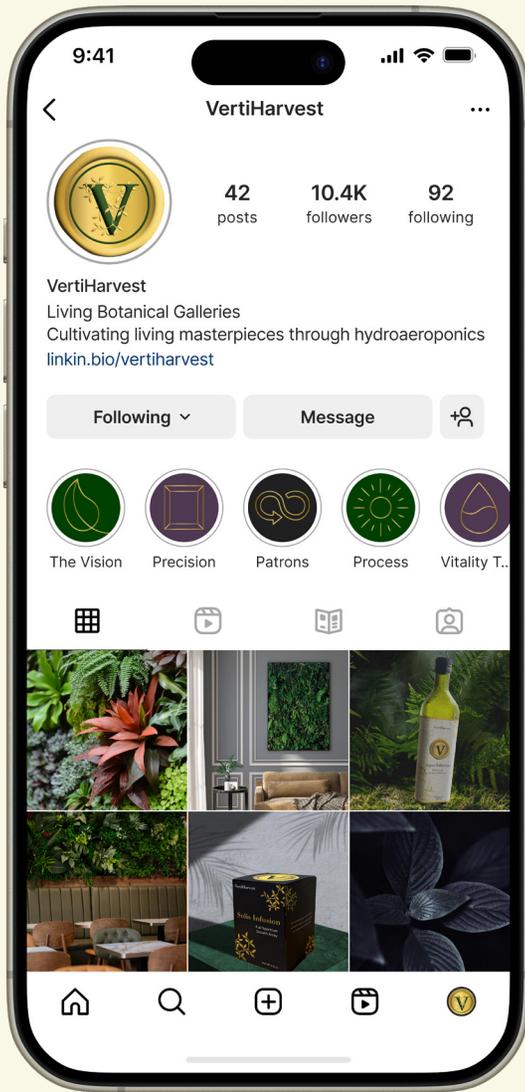
Use butt caps to ensure that the ends of the lines are square and sharp, reflecting engineering blueprints.

Icons can be placed on different colored backgrounds including black, green, and purple. It should not be placed on gold or the gold gradient.
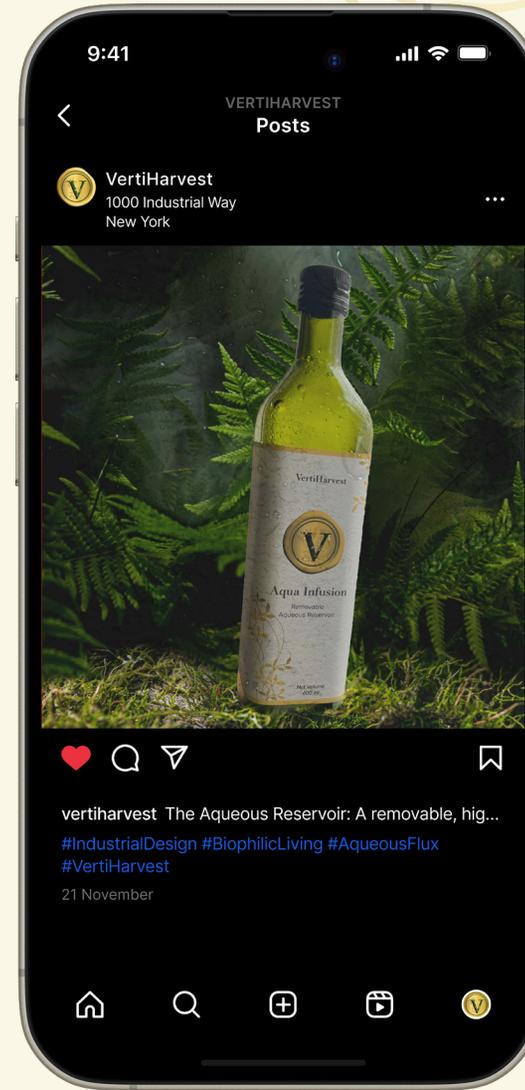
Photography
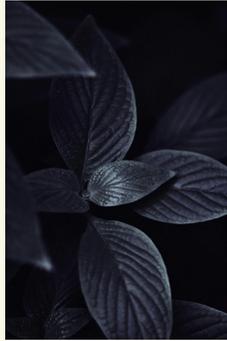
2D Application

2D Application

2D Application

3D Application

3D Application

4D Application