



Client: Hydropot / Grow Anything.org
Branding & Logo development

4.18.2012

HYDROPOT

NMvinc. Graphics Standards Manual

Hydropot, a division & product by RebCo., LLC., a patented hydroponics system.

The following pages represent NMvinc.'s preliminary branding/logo Graphics Standards Manual.

Simplicity of design:

As a brand we have to think of all the various methods, media's and specifications necessary for a brand/logo; how it will be used, how small, or large can it be used; how it will be applied, embossed, embedded in materials, stamped, sewn, and all the various methods an y brand will be utilized. Our job is to create a brand/logo that will easily work with all various applications and productions, with the ease and ability to be applied in all various methods, while still being readable and visually stand-out.

Tagline:


Hydropot "Grow Anything Anywhere"

which can also be used in conjunction with "Feeding the World one pot at a time" and/or "Help us help feed the world's hungry"


Pantone Colors:

Blue: 3015c 

Green: 7496c 

White is paper white 

Secondary colors:

secondary green: Pantone 389c 

secondary blue: Pantone 3005 

Or tints of Primary colors. Lowest values 40%

Brand logo at 1/2 inch wide, minimum scale size.



Graphic logo at 1/2 inch wide, minimum scale size.



Hydropot Branding logo:
 standard graphic on:
 - products
 - materials
 - fabrics
 - product embossing & engraving

and all company identity materials



HYDROPOT



NMV-The Marketing Firm, Inc.
 11300 Coloma Rd. Suite B14
 Gold River, CA 95670
 916.852.7716
 www.nmvinc.com
 info@nmvinc.com

GrowAnything

Hydropot

Client

Project

Project description

Hydropot brand/logo

Initial creative direction for HydroPot
 coms

Project outline

Jeff Burkholder

Standards Manual

4/10/12

Project Lead

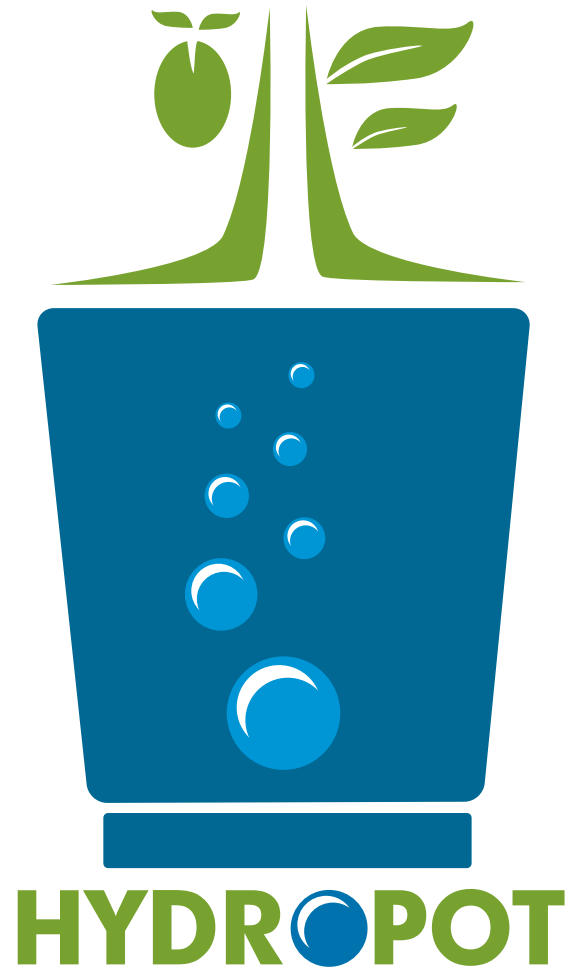
Project version

Date

Hydropot Graphics Logo:

for use on or in:

- advertisements
- print materials
- presentations
- secondary to Brand logo and other element's use.
- or use with tagline



NMV-The Marketing Firm, Inc.
 11300 Coloma Rd. Suite B14
 Gold River, CA 95670
 916.852.7716
 www.nmvinc.com
 info@nmvinc.com

GrowAnything

Hydropot

Client

Project

Project description

Project outline

Project Lead

Project version

Date

Hydropot brand/logo

Initial creative direction for HydroPot
 coms

Jeff Burkholder

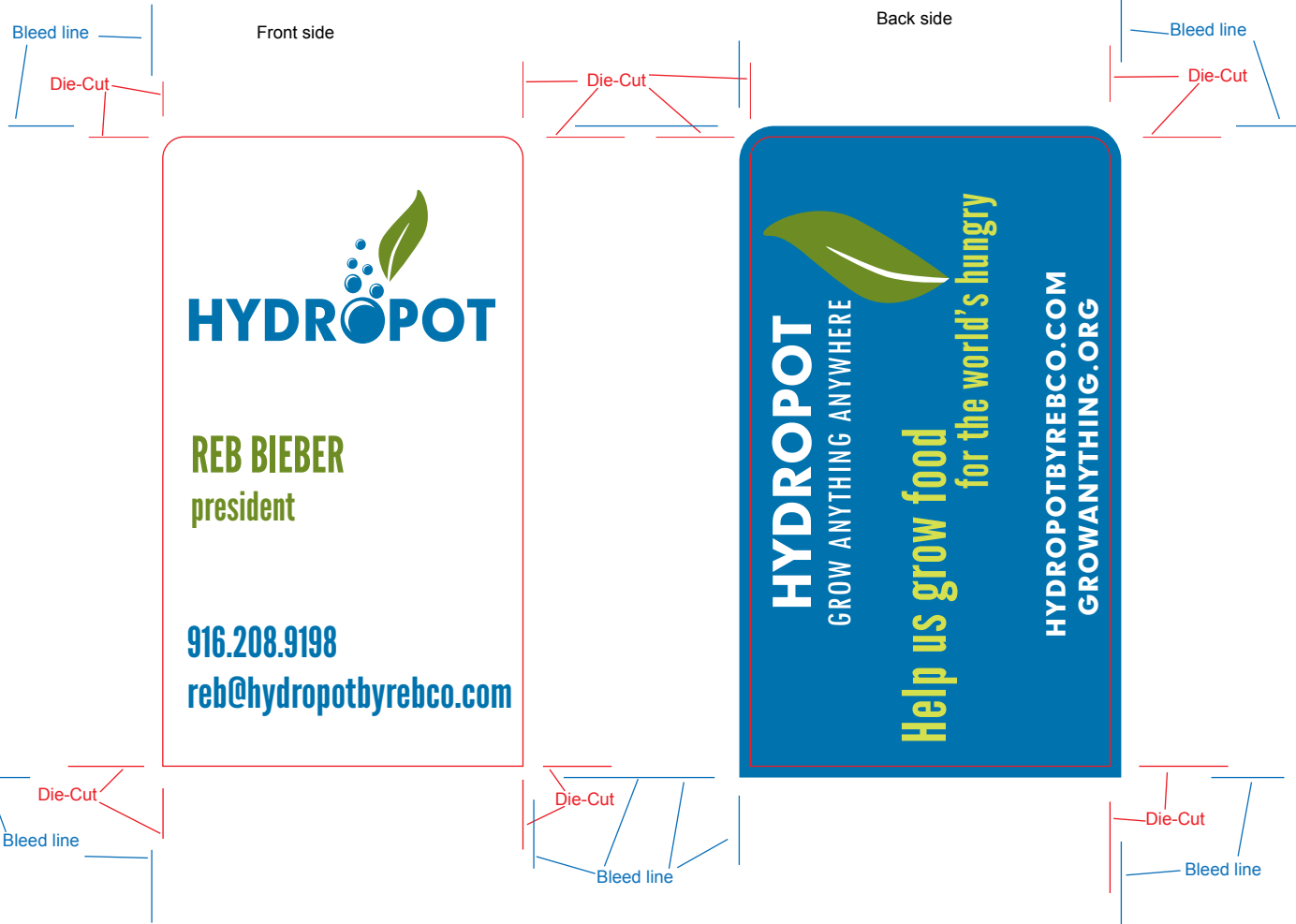
Standards Manual

4/10/12

Business Cards

Raised UV Spot

Regular UV Spot



NMV-The Marketing Firm, Inc.
 11300 Coloma Rd. Suite B14
 Gold River, CA 95670
 916.852.7716
 www.nmvinc.com
 info@nmvinc.com

GrowAnything

Hydropot Business Cards

Client

Project

Hydropot brand/logo

Initial creative direction for HydroPot
 coms

Project description

Project outline

Standards Manual

4/10/12

Project Lead

Project version

Date

Jeff Burkholder