



Michelle
Hughes
DESIGN

Case Study

Beetle Bank

Open Farm

Jan 2017

michellehughesdesign@outlook.com

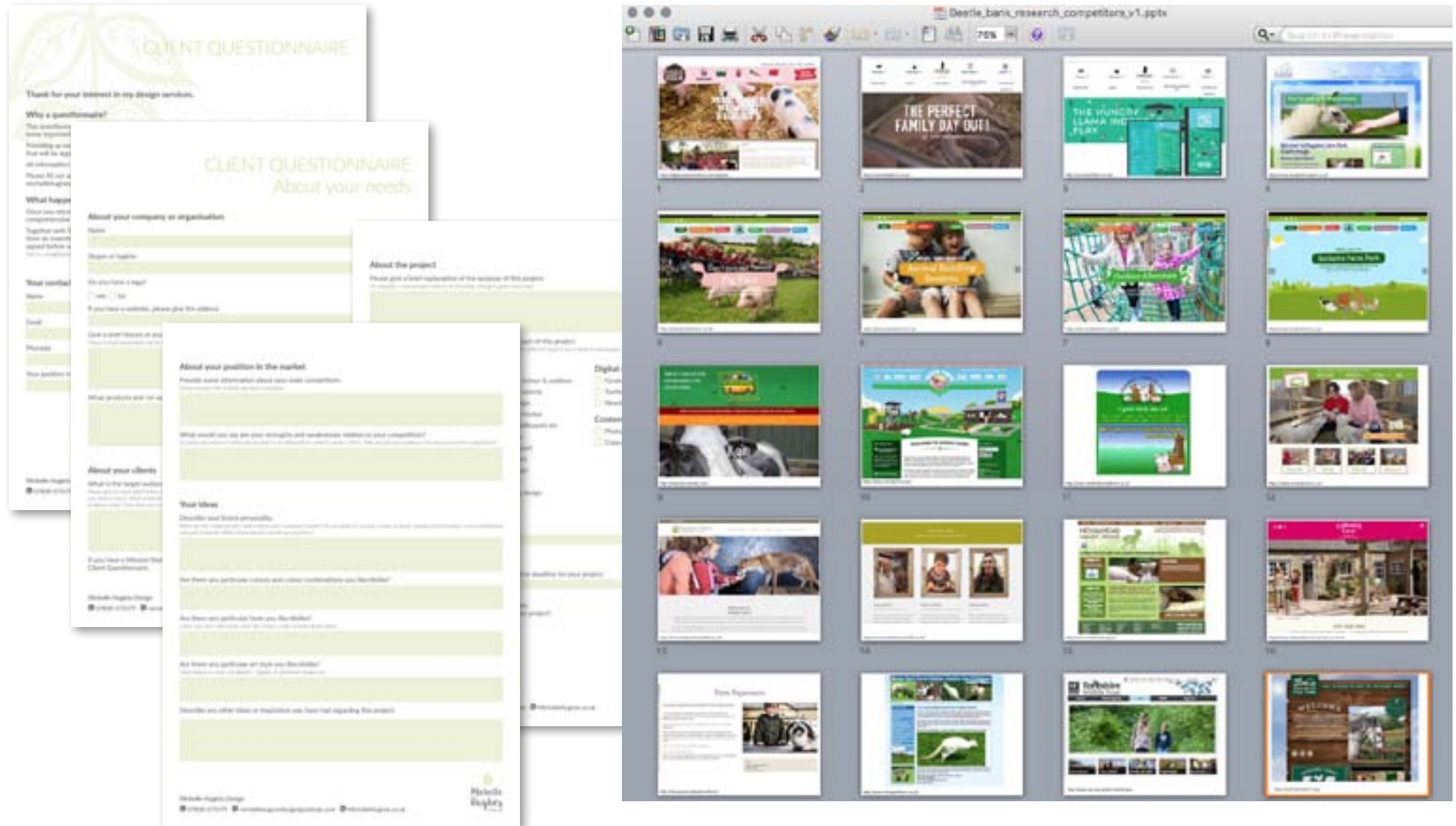
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MichelleHughes.co.uk

Overview

Client	Petting farm, adventure playground and cafe. Start up business.
Brief	Create a new logo and brand identity to reflected the companies product offer.
Solution	Pun playful art style created with linocut. Creating a family of farm animal characters. Cohesive look across marketing materials.
Result	A fresh new look to carry a consistent visual message across their business. A memorable brand across print, digital and site signage.

Research Understanding competitors and client questionnaire



Design stage 1 Developing ideas



Design stage 1 Developing ideas



Design stage 1 Developing ideas

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Design stage 1 Developing ideas



Design stage 1 Developing ideas

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Beetle Bank
OPEN FARM



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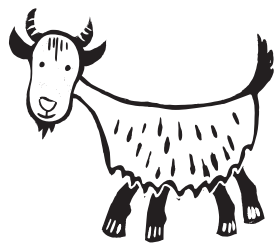
Beetle Bank
OPEN FARM



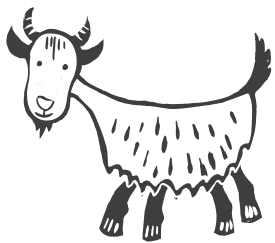
Beetle Bank
OPEN FARM



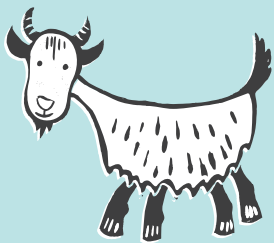
Design stage 1 Developing ideas



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Design stage 1 Developing ideas



Design stage 1 Developing ideas



Design stage 2 Refining designs from client feedback

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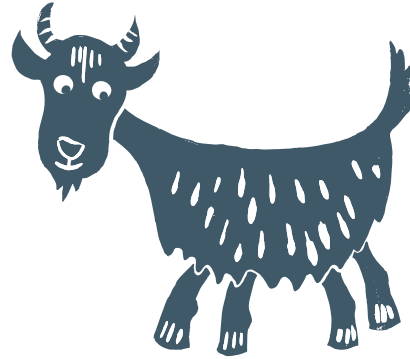


Design stage 2 Refining designs from client feedback

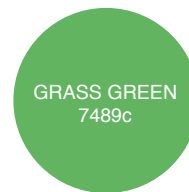
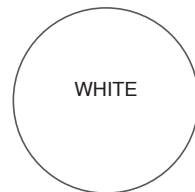
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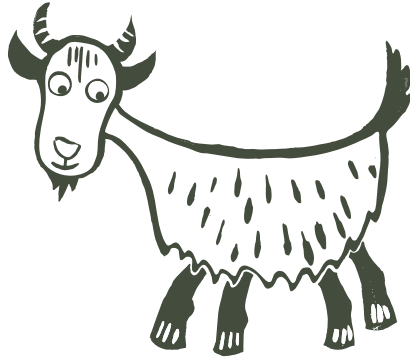
Design stage 2 Refining designs from client feedback

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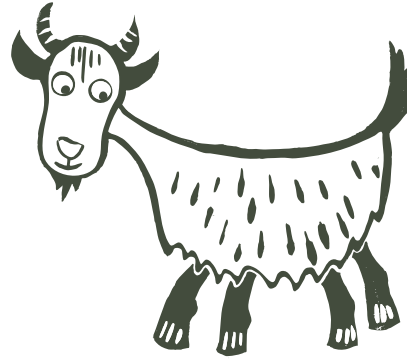


Design stage 2 Refining designs from client feedback

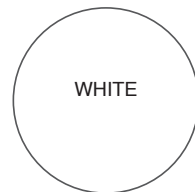
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WHITE



NATURAL
7500c



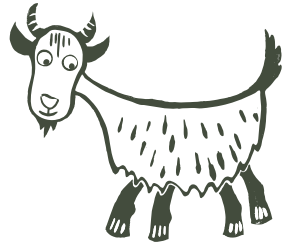
PALE LIME
584c



CHARCOAL
447c

Design stage 2 Refining designs from client feedback

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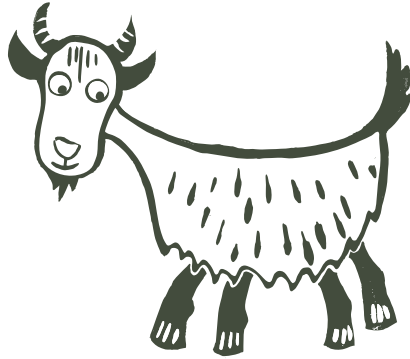


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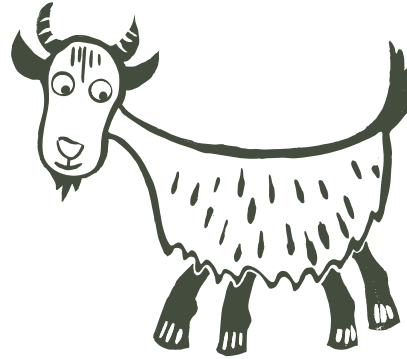


Design stage 2 Refining designs from client feedback

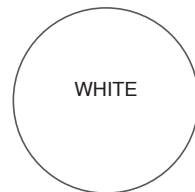
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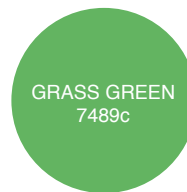
Beetle Bank
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WHITE



SKY BLUE
7464c

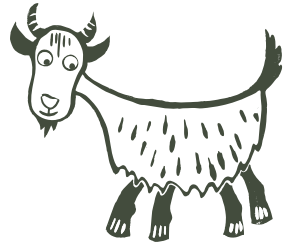


GRASS GREEN
7489c



CHARCOAL
447c

Design stage 2 Refining designs from client feedback



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Design stage 3 Finalising brand guidelines

PRIMARY LOGO



Colour logo to use on green



Colour logo to use on white

SECONDARY LOGO



Black and white logo

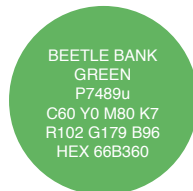
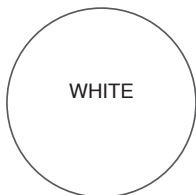


White logo to use overlaid on photographs



Logo for embroidery on uniforms

COLOUR PALETTE



SOCIAL MEDIA



Facebook and Twitter avatar



Instagram avatar

TYPOGRAPHY

Rockwell
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo font

Design stage 3 Finalising brand guidelines

Logo use

The logo has been specially created so please don't redraw, stretch the logo, cut it up or crop it to fit into a small space or alter it at all. Misusing the logo can affect its impact.

Guidelines for success

Please remember to make sure the logo is:

- Always in its correct colours
- Never rotated
- Never distorted
- Never recreated in a different typeface
- Never used with a different strapline
- Never used with any of the elements altered
- Shown with enough contrast between it and background
- Used with the elements in the right size and the right place
- Always protected by the exclusion zone
- Always keep logo proportionate

Minimum size

Print usage

The smallest legible size for the logo for both print and screen are indicated below.

Minimum width of 35mm.



Exclusion zones

We have defined an exclusion zone or 'clear zone' around the logo to protect it from other graphic elements like type, image boxes or lines. Leave clear space x-height of the letter 'O' in OPEN on all sides of the logo.



Production

File formats

The logo is supplied in a variety of file formats. Use the correct format for your purpose.

Print stationery	AI
Signs	AI
Merchandise	AI
Website	PNG
Online for social media etc	PNG or JPG
Power Point, Word etc	JPG

Colours

Pantone colour references are used by printers. They match colour by using the Pantone matching system (PMS). These references give the 'recipe' so printers can reproduce colours accurately.

CMYK colour references are used if the job you are printing is four colour process (CMYK). You can use the CMYK formulas shown to simulate the Pantone colour.

RGB colour references are only for on-screen use, for example your website and social media.

Brand development Creating supporting design elements

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The perfect
family day out



Brand development Designing marketing materials

Animals, adventure and fun!

Our family-run farm will keep you entertained all day long! Meet our friendly animals, walk around the grounds and play to your heart's content on the play area and bouncy castle while the grown-ups relax in beautiful surroundings with coffee and delicious homemade cake.

With rare-breed animals to stroke and feed, an education centre, acres to explore and an amazing playground, you won't want to leave!



Meet our rare breeds

From pygmy hedgehogs to rheas, turkeys to goats, we have lots of wonderful animals for you to get to know. Our friendly staff are on hand to answer your questions and help you look after these beautiful creatures.



Play and explore

Let off steam in the fields, go wild in the adventure playground, have fun in the sand pit or ride on the tractors and play with the inflatables. We predict two things: you won't be bored and you'll sleep well tonight!



Café and farm shop

Relax and revive over breakfast, lunch or a cup of tea in our café looking out over the beautiful grounds. All our food and produce is local, delicious and homemade.



Beetle Bank
OPEN FARM

Farmyard fun
for everyone



Opening hours

1 April – 31 October
Mon, Wed, Thurs, Fri
9.30 – 5pm
Closed Tues
Weekends 10 – 5pm
Closes at 4pm in winter

How to find us

Beetle Bank Open Farm
Moor Lane, Murton,
York YO19 5XD
01904 488796
beetlebankfarm

Pricing

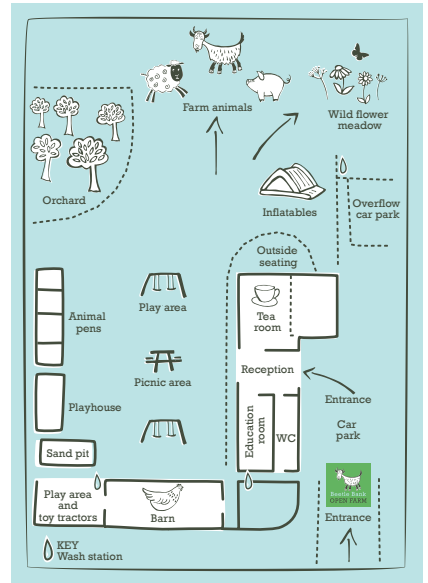
£6 per person
Under 2s free
£22 per family of 4
Annual ticket £35

Parking and access

Parking is free. Our site is fully accessible to wheelchairs, prams and pushchairs.



beetlebankfarm.co.uk



Important information

Please take note of our simple rules for a safe and enjoyable visit.

Children must be supervised at all times!

Some animals can bite or peck. Please do not feed the pigs and Rheas. Grass Nuts are available to feed the other animals.

Your children are welcome to play with our toys and on the play equipment under your supervision.

Your children are welcome to play with our toys at their own risk.

For your own safety the rules displayed on the inflatables must be adhered to.

Pregnant women are advised not to touch goats, sheep and cattle.

Please be careful in the fields due to uneven ground, mole hills, thistles and nettles in our natural environment.

Please supervise children in the car parks and be especially careful of vehicles reversing.

Please do not consume food whilst around the animals.

Please put your litter in the bins provided.

This is a no smoking farm which includes e-cigarettes.

Do not leave prams and pushchairs containing children unattended.

Sorry we cannot allow dogs except Guide Dogs.

Thank you



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Angela Serino
01904 488796
beetlebankfarm@gmail.com

Moor Lane, Murton
York YO19 5XD

beetlebankfarm.co.uk

Beetle Bank
OPEN FARM

Membership number

Expiry date

Signature

Print name

This card is not transferable. Terms and conditions apply and be found at
beetlebankfarm.co.uk

Brand development Designing marketing materials





Michelle
Hughes
DESIGN

Find out more at

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- 📘 [MichelleHughesDesign](#)
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- 🐦 [@Design_York](#)

Contact me at

- ✉ michellehughesdesign@outlook.com
- ☎ 07808 472379