PROJECT EXAM

REPORT

Opsahl gård

OPSAHLGAARD.SQUARESPACE.COM

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INTRODUCTION

INTERPRETATION OF THE TASK

The goal of this project is to create a way for the company to gain customers and be able to sell some of it's produce.
The owner of the company wants to acquire a logo, website, brochure and bag and label design that work well with each other and represent the brand in a professional way.
The brand aims to show kindness towards nature and animals by being honest and letting customers see how they operate the farm, how they care for the animals and where the produce comes from.

TARGET GROUP

The target group of customers is people who are interested in buying high quality, meat and products that are obtained in an ethical way and with care for nature. The owner aims to attract people who are local or at least located in Norway and are willing to travel to the farm in order to pick up their products.
Targeted age group is men and women between 30-70 years old as they are able to drive, have a stable income and are more likely to be interested in the products offered.

CONCEPT

The brand design needs to be friendly and professional and show respect and care for nature. The colors and elements used need to be warm and customer friendly.

- The logo should be simple, but be able to stand out and be easy to recognize.
- The website needs to be easy to navigate and represent all of the necessary information about the farm, the animals and the products.
- The brochure needs to fit with the overall brand design and give short and clear information about the products and the company, as well as invite people to visit the website.
- The products labels need to unique and fit well with the brand design, but mainly contain all information necessary for the product they will be used on.
- The main purpose of the paper bag is to help customers contain their products after purchase and serve as advertisement for the brand, by showcasing the logo in the design.

RESEARCH

INSPIRATION

My inspiration for the design was from the farm itself, similar logos, websites and nature related elements.

MOODBOARD
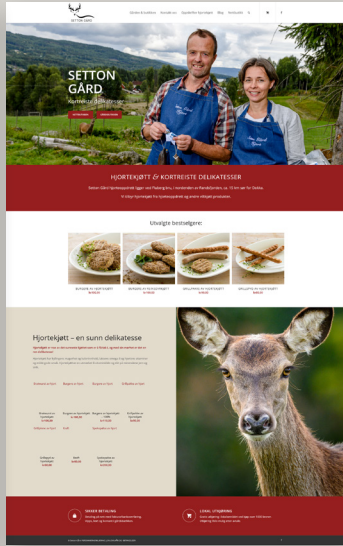
ANALYSIS

After my research on similar brands, I wanted to create something that fits with the aesthetic of local farm produce for sale, so I wanted to try simple and clear design that is easy to understand, but at the same time stand out among the competition. I chose to use more neutral color palette that is inspired by nature and a font that is easy to read by everyone. I decided to keep decorative elements to the minimum in order to keep the design clean. I also decided to try and use more visual elements in the form of photographs of the farm and the animals. This aims to show how well the animals and nature are treated on the farm and offer more transparency to the customers in order to gain their trust.

WORK PROCESS

LOGO

I started the logo design by looking at other farm logos for inspiration and guidance. I did a word brainstorming first to get some keywords. I then sketched out a few thumbnails I thought might fit well.

SKETCHES

DEVELOPMENT

Inspired by similar logos at first I decided to try and create a logo that has either a farm or a sheep image in it, but after some unsuccessful attempts on this type of logo I scraped the idea as it looked very outdated, complex and not unique at all. After looking at some photos of the farm I noticed a mark located above the main door of the barn. It was created by the person who built the barn and consisted of his name initials, carved on to the wood in a very specific way. Right away I thought that it would make sense if I tried to recreate this mark in the brand logo.

ALTERNATIVE ATTEMPTS

Some ideas I tried to develop first, but eventually decided to scrap and go with something more simple and clean.

I made a sheep head sketch style asset from a photo from the farm using Photoshop. I also tried other shapes other than circle.

LOGO DESIGN

After moving to Adobe Illustrator I recreated the mark with the farm initials instead of the original ones. Making the mark itself was not hard. I made a square shape and turned it 45 degrees - this was my "O" initial. I then copied the same shape right next to it, cut the upper point and rotated it towards the center and this formed the "G" initial. I then increased the stroke thickness and softened the edges of the shapes. These initial stand for Opsahl Gård and aim to create a simple, but unique and effective mark that is easy to remember.
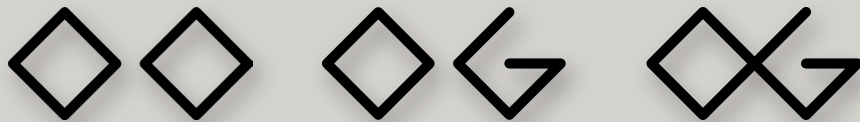
I then created the elements for the main logo shape. I made a circle and filled it with color. I then copied it and made a smaller circle that fit inside it with the same color as the stroke as the mark. I then copied the shape once more and wrote "Opsahl Gård" and "Familiegård på Flå siden 1643" (Family farm in Flå since 1643), separated by bullet points on it. I used the font "Lato Black" in all capital, because I thought it fits well with the symbol and it's easy to read. After aligning all elements and last adjustments I made different color versions of the logo. I experimented mostly with black and white, but also tried a few colors like red, green and blue. Although the colored versions looked nice, I decided to keep it simple and use only the black and white versions of the logo.
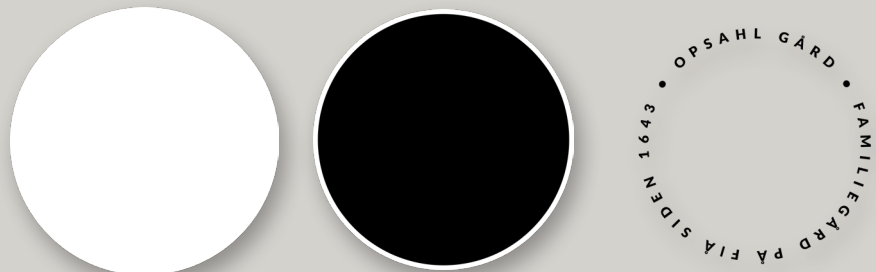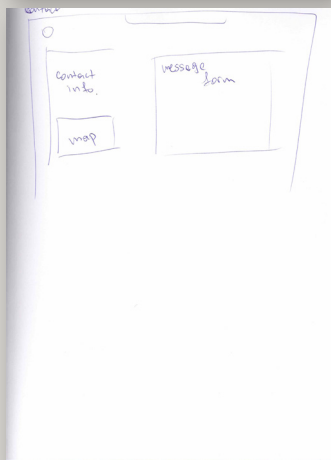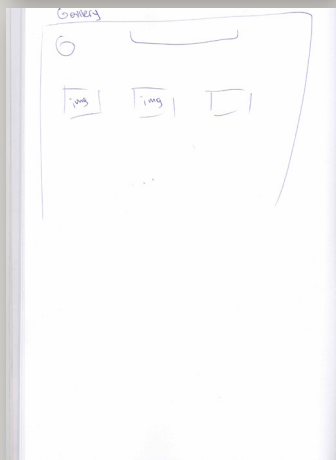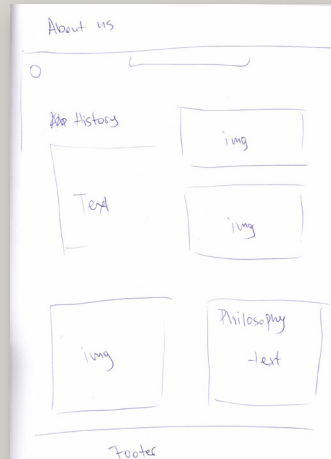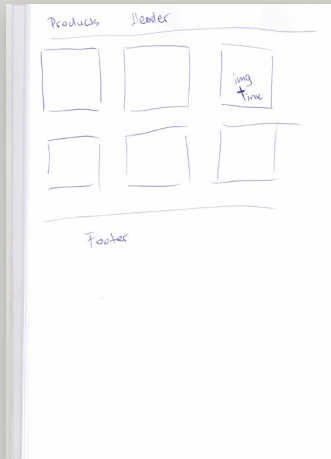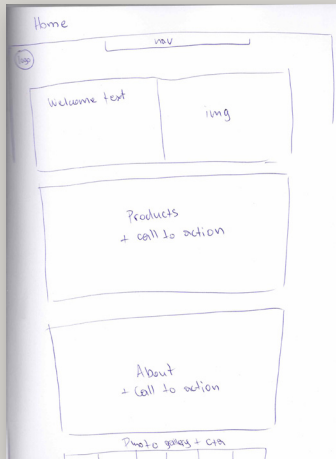
COLOR COMBINATIONS AND SCALING
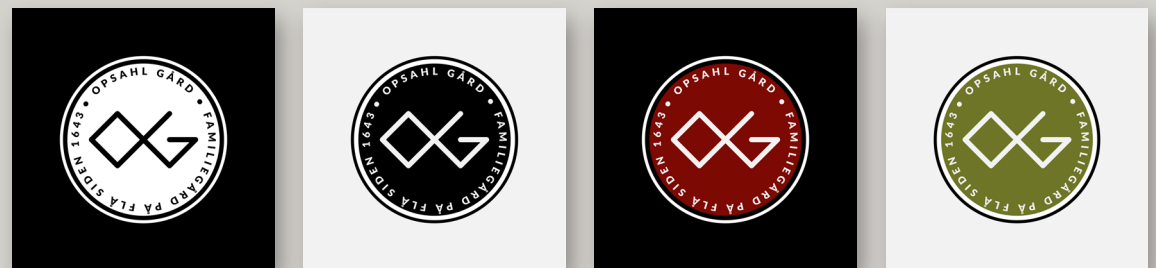
WORK PROCESS

WEBSITE

I started the website design by looking for similar websites. I then sketched out a rough layout of the pages and how the website would look and function. As requested by the owner the website needs to have 5 pages - Home, Products, About us, Photo gallery and Contact pages.

SKETCHES

DEVELOPMENT

I then went to Squarespace and found a few templates that were close to what I need, the template I ended up using is CAMDEZ. I started with editing and adding the pages and the navigation bar. I then picked up the font family, but changed it later in the process. I ended up using "Work Sans" in different weight throughout the whole website. For the color palette I customized the colors to include more neutral and soft brown, beige, green and black and white. After working on the website for a bit I ended up not using the green color anywhere, but used all of the rest. I then started to build each page. The template had a e-commerce style options like a product page, basket and check out, but after trying to adjust them to the customers desires who did not want to have these options I didn't manage to do it. I then had to make and customize my own "Products" page that only showcases the products without any option to buy online. I also worked on different resolutions of the site including tablet and mobile to make it more user friendly.

As originally planned I made a call to action buttons on the "Home" page for the "Products", "About us" and "Photo gallery" pages. I created each individual product page and have them hidden as "Not Linked" and can be accessed by clicking the image or name of the given product in the "Products" menu. I then started adding images of the farm and animals on the pages. I have used as many photos of the farm itself as I could. The only stock and google photos are of some of the products, but they will be replaced when the business starts working and I have the option to take my own photos. I used ChatGPT to generate paragraph text and some of the titles in order to make it look better and more logical than just using Lorem ipsum everywhere. The text will be changed when the owner presents what he wants written in it instead of the placeholders. I also made some subtle animations to the images and text. I did a parallax effect for the website sections that consist only of a photograph. I encountered some slight problems with the navigation menu when resizing the screen, but managed to fix it by injecting a custom CSS code to the template.

WEBSITE DESIGN

HOME PAGE
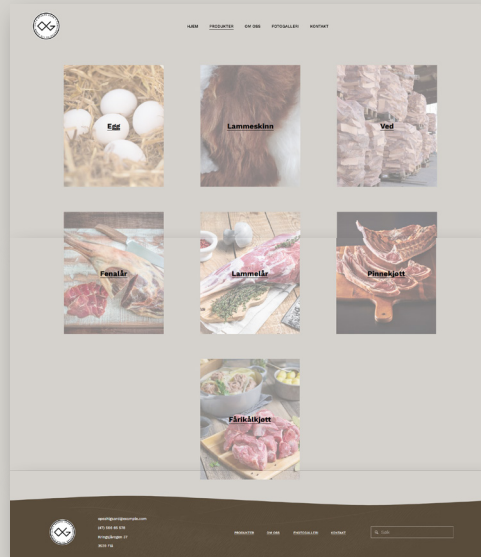
PRODUCTS PAGE

SINGLE PRODUCT PAGE
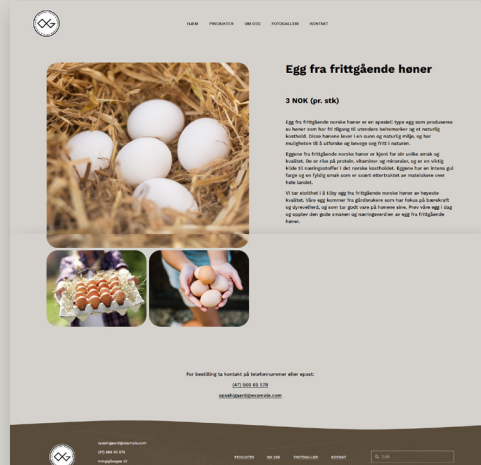
ABOUT US PAGE

PHOTO GALLERY PAGE

CONTACT PAGE
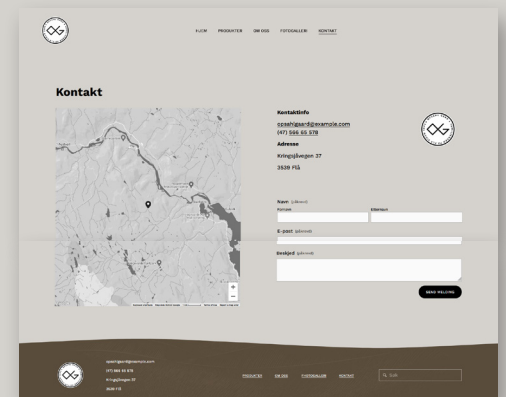
MOBILE DESIGN

WEBSITE LINK -

For the mobile version I didn't do any big changes to the design, but just arranged the elements in way that fits well with this screen size.

The navigation bar turns in to a burger style menu making it easier to navigate for mobile users.

I've included a few example shots of the mobile version.
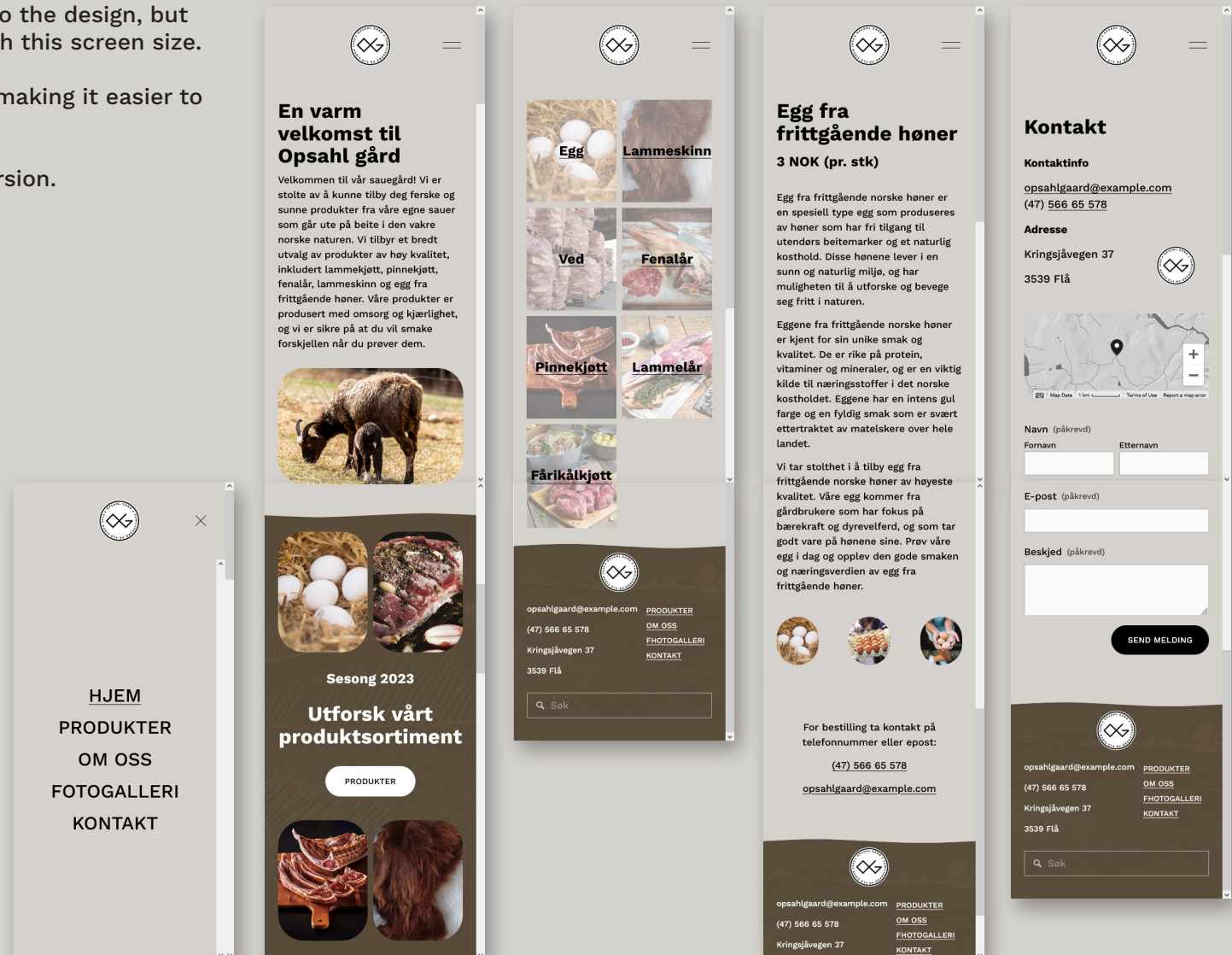
WEBSITE DESIGN

STYLE AND GENRE

My goal for the style was to look modern and clean, but at the same time classic and traditional. The main goal for this website is to present the products offered by the brand and give viewers the chance to see and read about the farm and the animals on it.

Since the targeted customer group consists of adult and elder people, the website is easy to navigate and understand by everyone.

In order to make the website more friendly looking and dynamic I used a Wavy divider on the ends of each section on the pages. I included large buttons that stand out and that makes them easy to locate and use. In the "Products" page I linked both the image and the name of the product to it's product page, so it is easier and faster for the viewer to get there. The product pages offer a few different images of the given product that can be clicked and viewed in full size. The name and the price stand on top of the description, so they are easy to see.

On the "Contact" page I decided to also include a map together with the contact information and the message form. I also Included a search bar in the footer in case people want to search for what they need instead of looking for it manually. All of the logo icons on the website are linked to the "Home" page for easy access.

All photographs are named for people who are not able to load them.

TYPOGRAPHY

I used the same font - "Work Sans" in different weights and sizes for the whole site. After trying a few different options, I felt like this font family fits the best with the style of the website.

The font can also be used with the Norwegian alphabet which is another detail I was looking for.

The softness of the font fits well with the website design and gives it a friendly, but trustworthy feel.

COLORS

I used a mix of beige, brown and photograph backgrounds to create more contrast and divide each of the sections. I also have a shade of green in the color palette, but I ended up not using it as I didn't want the design to feel too busy and distracting.

Instead of using plane brown I made my own asset with the same brown color and a farm line art on top, but with lower opacity. My aim was to have this line art as a subtle effect that gives more character and uniqueness to the website.

The text is either in black or white depending on the background.

Colors			

EDIT PALETTE

Customize your themes ⓘ

Aa	LIGHTEST 1
Aa	LIGHTEST 2
Aa	LIGHT 1
Aa	LIGHT 2
Aa	BRIGHT 1
Aa	BRIGHT 2
Aa	DARK 1
Aa	DARK 2
Aa	DARKEST 1
Aa	DARKEST 2
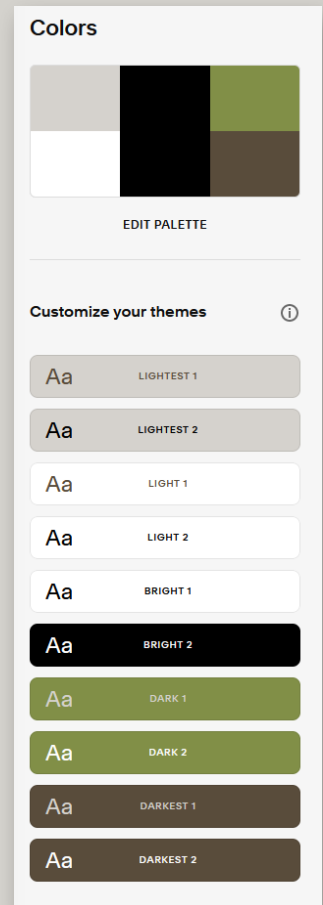
WORK PROCESS

BROCHURE

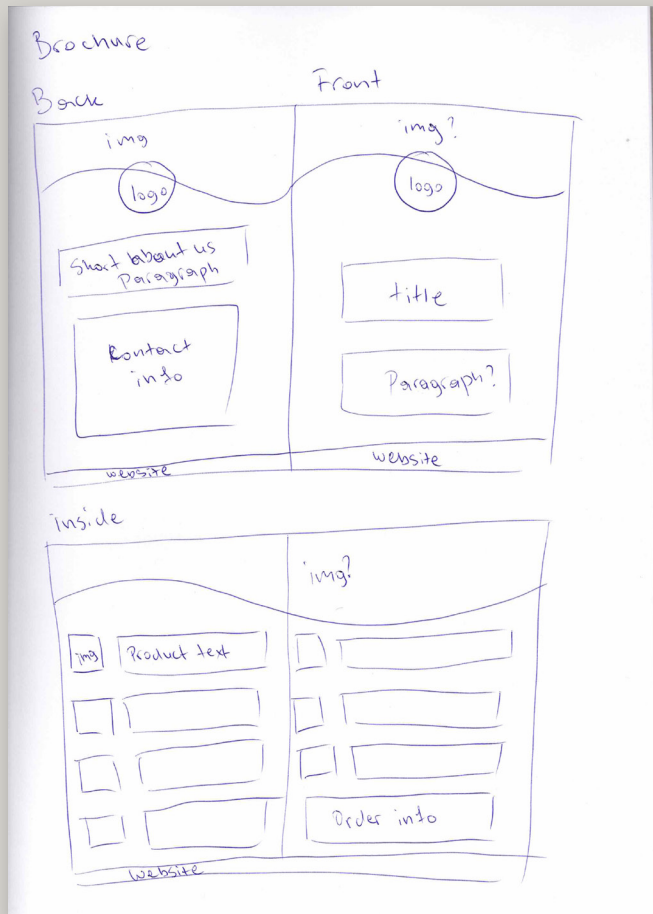I started planning the brochure by looking up some brochure examples and templates. I then did some rough sketches to plan out the layout a bit more.

SKETCHES

My idea was to make the brochure similar to the website design. I wanted to use the same wavy divider style and include some kind of photograph on top.
The cover consists of photograph on top and a big and easy to see logo. For the front I wanted to have a title that welcomes readers to the farm as well as short inviting paragraph about the products the farm offers. On the back I included a short paragraph about the farm and the contact info.
For the inside I wanted to have an image, price and name of the products the farm is selling for this season as well as information on how they can be purchased. Both sides of the brochure have the website on the bottom in hope that readers will want to visit for more information.

DESIGN

I made the brochure in Adobe Illustrator, since it was easier to create the custom frames for the photographs. I made the brochure in A4, half fold style as requested by the client. I used the same color palette, font and brown background asset as I did in the website.
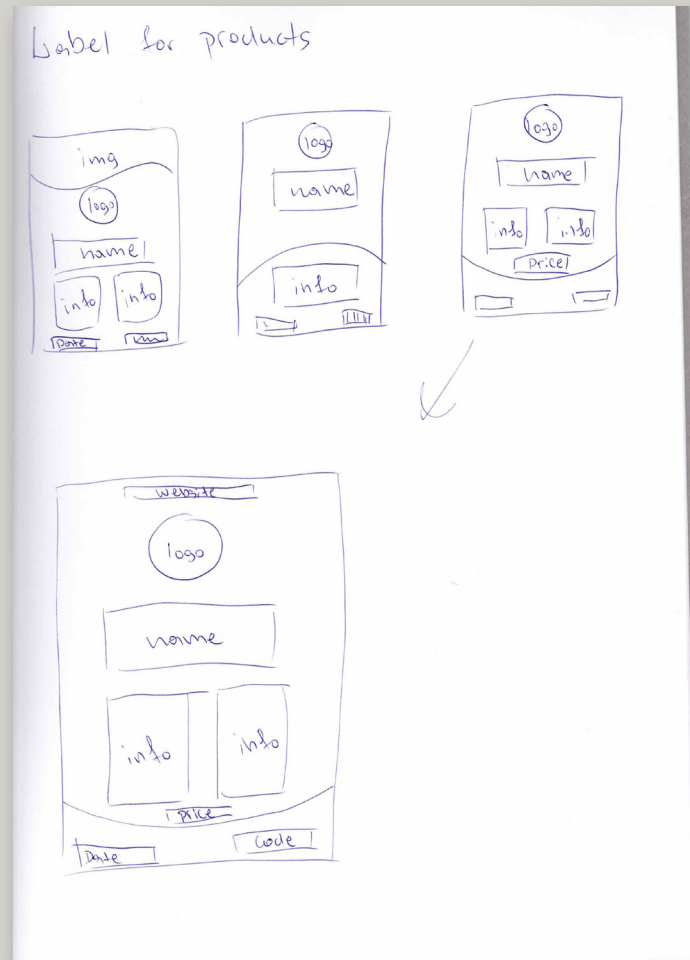
Cover pages

Inside pages

WORK PROCESS

PRODUCT LABELS

The product labels will be used as a sticker on the product packaging. I wanted to keep the same color palette, font and style as the website and the brochure.

SKETCHES

After doing some research on similar labels I knew I needed to include a few things: Logo, name of the product, ingredient/information sections, price, expiration date (if any) and the product bar code for easier management of the sales.

I tried a few different layouts, including one with an image, but I decided to leave it more clean and simple, so I scraped the image idea. The label needs to be easy to read and easy to print in big quantities.

DESIGN

The labels were also created in Adobe Illustrator for the same reason as the brochure. I went with a portrait style canvass. I used the same line art asset in brown for the main background and separated the top from the bottom part with a oval divider. I used beige background on the bottom part for more contrast. For this project I had to use an additional font for the product sub names. I went with the "Bistro Script" font.

WORK PROCESS

PAPER BAG

For the paper bag design I wanted to mainly include the logo of the company and keep it very simple in general. I sketched out a few bag shape ideas, but ended using a mockup of a bag I liked and simply placed the logo on it. For additional detail I also decided to use the line art asset I have used for the previous project designs, but with slightly lower opacity. I made a mockup with both versions of the logo.

SKETCHES
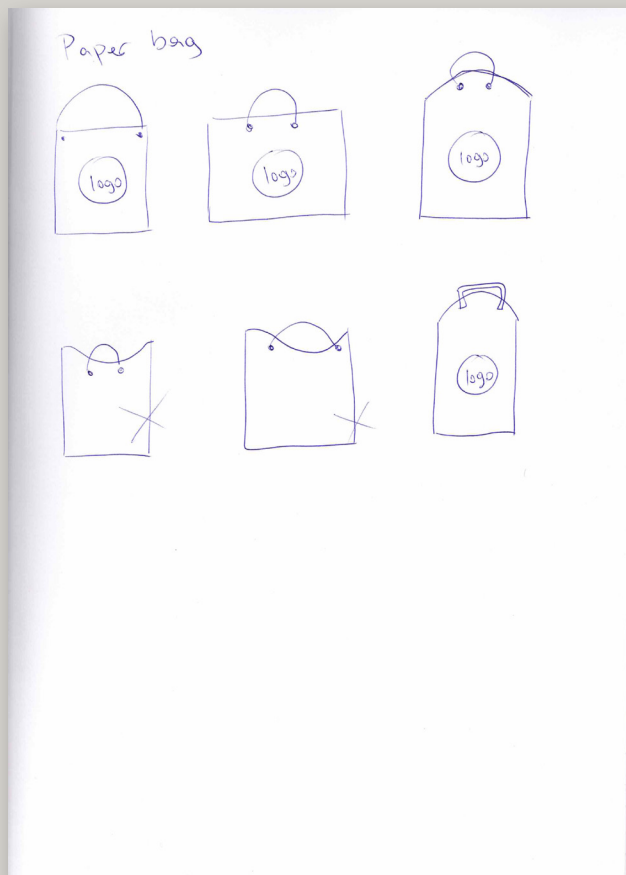
CONCLUSION

Overall I am happy with how the website and the products came out and how well they fit together. I feel like the logo and the website could function well if the customer decides to use them in the future. I believe I have succeeded with the task and have created products that fit well with the clients requests. I realized I quite enjoy building up a brand from scratch. I like the freedom it gives me to create something new and I really hope to become even better at it.

That being said, there are definitely things I need to work on in order to improve my work even more. I would love to learn more about customizing websites and having the option to build it exactly as I want it to be and not be limited by templates. But I also realize that this comes with practice and the more I do it, the better I become. I also need to think more about how my website designs look on different screens. After asking for some feedback on the forum, I realized that the screen I'm using is bigger than most screens people use on a daily basis. This means that I need to adapt my design to fit all kinds of screens and not just look good on mine.

In general I really hope to become better at website and brand design in the future and be more effective with my work and time.

SOURCES

Line art asset:
https://www.freepik.com/premium-vector/vector-sketch-green-grass-field-small-hills-meadow-alkali-lye-grassland-pommel-lea-pasturage-farm-rural-scenery-landscape-panorama-countryside-pastures-illustration_28555089.htm#&position=32&from_view=undefined

Product images:
https://www.rema.no/wordpress/wp-content/uploads/2020/11/y%CC%88kologiske-egg-1920x1080.jpg
https://www.freepik.com/free-photo/overhead-view-girl-holding-eggs-hand_3186994.htm#&position=17&from_view=undefined
https://landbruk24.no/wp-content/uploads/2018/09/brufrie-egg.jpg
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https://sailingselkie.no/wp-content/uploads/2020/11/DSC05037-750x500.jpg
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https://www.freepik.com/free-photo/close-up-detail-pre-cooked-icelandic-lamb-leg-meat-wit-spices-herbs_11333633.htm
https://fromagerie.no/wp-content/uploads/2021/12/DSC_0173Lammela%CC%8Ar-kopi-scaled-e1633521903403.jpg
https://www.delikatessebutikken.no/wp-content/uploads/2020/10/pinnekjott-510x340.jpg
https://fromagerie.no/wp-content/uploads/2021/12/DSC_0727Pinnekjott-urokt-kopi-scaled-1.jpg
https://images.matprat.no/r8vkjxj5eu-tinymce/710/50a9b9930d2f836c5000fdfe.jpg
https://images.matprat.no/yxyzeds7lr-tinymce/710
https://res.cloudinary.com/norgesgruppen/image/upload/f_auto,q_50,dpr_1.0,w_700,h_350,c_fill/lirq98stx6ohkwq6p64o
https://cdn.sanity.io/images/ynywo4ko/production/1e96f6a23cae1bf7f55434e68017dc899fde81bd-2048x1365.jpg

Paper bag mockup:
https://www.freepik.com/premium-psd/shopping-bag-mockup-psd-modern-apartment_18412463.htm#&position=31&from_view=undefined

Brochure mockup:
https://www.freepik.com/premium-psd/a4-bifold-brochure-mockup_27548202.htm#&position=11&from_view=undefined

All other photographs are made by me and are from the actual farm.

Title and paragraph generator:
https://chat.openai.com/