



HARVEST GUIDE

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01

PFP
STORY
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OUR PURPOSE.

HARVI

A close-up photograph of a person's hand holding a bunch of fresh green beans. The hand is positioned on the left side of the frame, with fingers gently gripping the stems of the beans. The background is a soft-focus field of more green beans, creating a sense of abundance and freshness. The lighting is natural, highlighting the texture of the skin and the vibrant green of the beans.

OUR PURPOSE:

Purpose First Statement

**LET'S GET
GROWING**

OUR PURPOSE:

Story

Hi! We're Harvi.

We're family, we're friends. We're teachers, learners, engineers, explorers, builders, cooks, parents, children, diggers and doers. Maybe like you, we're short on time, short on space and big on dreams.

We believe that it's natural for everyone to have access to healthy nutritious food. That the best way to get back in touch with where our food comes from is to grow it ourselves, in our own backyards – or tiny apartment balconies. We want to give everyone a chance to get their hands into the dirt. To experience the joy of discovery, from nurturing the first tentative sprout, to sharing the harvest with the people we love and care for.

And in the end, we're all nourished by more than just the food we eat. Creating beautiful spaces to refresh and relax. Feeling joy in discovery. Growing wonder in new generations of gardeners, and planting the seeds of a healthy future for everyone.

So we built a farm that fits in the smallest spaces. It's an active choice to eat better and bring bright color to life. An oasis for the urban jungle where you can tend to your harvest as well as your spirit.

It's your garden. And whatever that means to you, your Harvi garden brings everything you need to get growing. Food-safe, stackable, self-contained and self-watering. Sure, it takes work to grow a beautiful garden into a bountiful harvest, but it doesn't have to be hard at all.

It's time to get growing. Dig in with Harvi.

HARVI

OUR PURPOSE:

Story: Simplified

**Hi!
We're
Harvi.**

Dig in with Harvi.

Like you, we're short on time, short on space and big on dreams. We believe that the best way to get closer to where our food comes from is to grow it ourselves, in our own backyards – or tiny apartment balconies. So we designed a garden bed that brings together everything you need to get growing. Food-safe, stackable, self-contained and self-watering.

Dig in and experience a season of discovery, from nurturing the first tentative sprout, to sharing your harvest with the people you love and care for.

HARVI

OUR PURPOSE:

Story: Campaign Hook

Let's Get Growing

When was the last time you dug a carrot up out of the ground? Plucked a fat tomato from a vine, or picked the freshest crisp greens? When was the last time you felt in tune with the rhythm of nature in your home? When you felt truly connected to the food you eat every day? It's time to dig your hands into the soil and get closer to where your food comes from.

Bring the garden to life in the easy, self-watering, self-contained garden system that's kind to the earth, kind to your plants, and kind to you. It's modular and stackable so you can start small, and grow big.

HARVI

OUR PURPOSE:

Brand Naming Structure

BRAND NAME

HARVI

LEGAL NAME

Harvi Gardens, LLC

URL

HarviGardens.com

RAISED GARDEN BED NAME

Harvi Garden

BRAND EXTENSIONS

Harvi Gloves

Harvi Seeds

Harvi Tools

OUR PURPOSE:

Brand Personality

The Garden Sprite

Harvi is the Garden Sprite. Innocent and giving. Small but mighty. Can make pure magic happen in your garden. Like bringing a farm to a balcony or watering your plants when you're not even there. The guardian of all that's natural. There with you through all the victories and the setbacks too. Encouraging, nurturing, delighted in all you do. Sharing the power with anyone who chooses to grow their own food. Bringing people together to celebrate the harvest.

Superpower: Helping all people, everywhere, grow delicious, nutritious food.



OUR PURPOSE:

Brand Attributes

Harvi is:

- Playful
- Daring
- Useful
- Surprising
- Generous
- Wise
- Patient
- Full of wonder

Harvi isn't:

- Distant
- Lazy
- Predictable
- Judgmental
- Superior
- Harsh
- Cynical
- Selfish



02

WHY HARVI?
FEATURES & BENEFITS
CONFIGURATIONS
OUR PACKAGING SYSTEM

OUR PRODUCT.

HARVI

OUR PRODUCT:
Why Harvi?

You're Good to Grow

Harvi brings the garden to life and the farm to your table, even in the smallest spaces. And in the kind of recyclable, food-grade polymer container that's kind to the earth, kind to your plants, and kind to you. It's a modular, stackable system that means you can start small, and grow big.

Grow a little, or a lot, in whatever space you have available – even vertical – just by stacking Harvi Gardens.

HARVI

OUR PRODUCT:

Features & Benefits:

1 Self-Watering

The secret is Harvi's clever easy-fill wicking-mat reservoir. It holds up to xxx gallons and works to minimize evaporation loss and keep the soil and plant roots hydrated even on the hottest days.

2 Food Safe

Harvi is made from a high-density food grade molded polymer. That means it's safe for you and the environment. It's also UV resistant and phenomenally durable – it will never rot or corrode – but still light and easy to move around.



3 Modular

Harvi lets you easily expand your garden because it stacks together securely in multiple directions with innovative interlocking brackets. Stack them side-by-side, vertically, or both to fill whatever space you have with a bountiful harvest.

4 Thoughtful Size

We want you to be able to grow a great garden no matter what space you have available, so Harvi is designed to maximize growing room, even when space is at a premium.

HARVI

OUR PRODUCT:

Configurations

RAISED GARDENS

Raising your garden bed off the ground allows easier access to the garden for you, and keeps your plants better protected from bugs, pests and other nasties. Plus a raised garden also keeps the soil warmer which extends the growing season in cooler climates.



THE STEP UP



THE EXTEND-O



THE SIDE STEP

OUR PRODUCT:

Packaging System



HARVI

OUR PRODUCT: **Packaging System**

At the heart of the brand is a sustainable, purposeful connection to the natural world. We're dedicated to using materials in our products and packaging that are as sustainable, recyclable and responsible as possible.



HARVI

OUR IDENTITY.

OUR IDENTITY: Logo

Clean, strong, bold and utilitarian, the logo shape speaks to the character of the product itself. A contained shape and rounded corners reference the physical attributes of the product. Monospaced lettering gives the type a modular, stackable quality mirroring how the garden beds stack together.



OUR IDENTITY:
Logo: Color



OUR IDENTITY:

Logo: System

Monospacing creates a dynamic rearrangeable quality to communicate the adaptability of the garden bed and the multitude of possible arrangements.



Primary: Horizontal



Secondary: Vertical



Tertiary: Corner Top Right



Tertiary: Corner Bottom Left

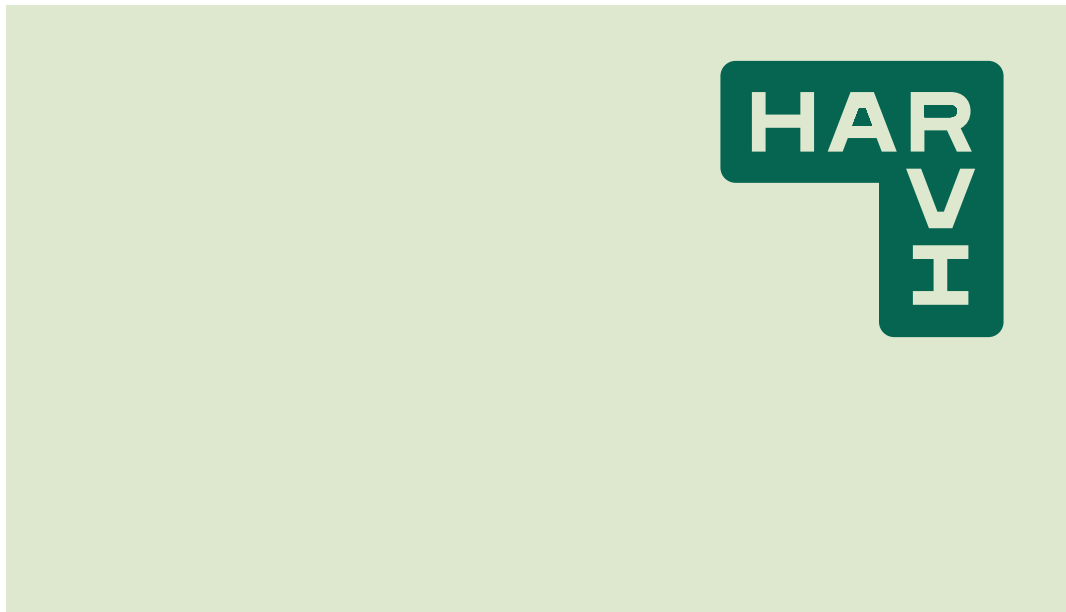


OUR IDENTITY:

Logo: Usage

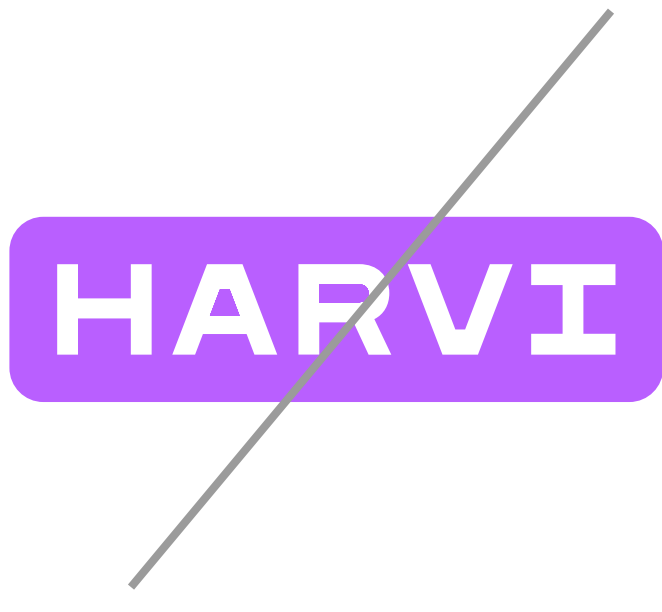
DO

Use primary brand color combinations for the logo.



DON'T

Use logo in secondary colors.
Add a drop shadow.



Use light colors on light photos.
Use corner logo in the center.



OUR IDENTITY:

Color Palette

PRIMARY COLORS

Rosemary Rodeo

PMS 329 C
RGB 0 / 100 / 80
HEX 006450

Avocado Afternoon

PMS 584 C
RGB 193 / 204 / 55
HEX 0C1CC37

Desert Sage

PMS 7485 C
RGB 223 / 233 / 208
HEX DFE9DO

Black Dahlia

PMS 296 C
RGB 5 / 28 / 44
HEX 051C2C

SECONDARY COLORS

Electric Eggplant

PMS 2597 C
RGB 80 / 8 / 120
HEX 500878

Lavendar Love

PMS 2645 C
RGB 185 / 95 / 255
HEX B95FFF

Marigold Moment

PMS 1225 C
RGB 255 / 199 / 59
HEX FFC73B

Daylily Sunburst

PMS 165 C
RGB 255 / 108 / 34
HEX FF6C22

OUR IDENTITY:

Color Palette: Usage



OUR IDENTITY:
Typography

Oh yeah!

**Campaign
Grotesk**

Campaign Grotesk is our primary typeface. We love it for all its idiosyncratic parts and exuberant curves and subtly curled terminals. Basically it's got a little funk and attitude but it is still approachable and easy to use, like our garden.

OUR IDENTITY:

Typography

There are a variety of weights we like to use within this typeface.

Campaign Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campaign Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campaign Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OUR IDENTITY:

Typography: Usage

HEADLINE

HEADLINES
Campaign Black

SUBHEAD

SUBHEAD
Campaign Black

INTRO BODY

HEADLINES
Campaign Bold

BODY COPY

HEADLINES
Campaign Light



OUR IDENTITY: Photography

Celebrating natural, real, imperfect vegetables, to feel bountiful and colorful, lively and vibrant. Getting really close up to show details and communicate the sensory experience by emphasising the dirt and details like the hairs on a radish. Featuring a mix of ages and people to communicate Harvi is an approachable product for everyone.



OUR IDENTITY:

Photography: Usage



OUR IDENTITY:

Graphic Elements

Inspired by the whimsical expressive design of vintage fruit and veg stickers. They have bright personality and are recognizable from everyday interaction and elevated from this at the same time. The stickers represent the tangible reward you get from gardening and express our brand in a fun way that plays with the brand boundaries, leaving opportunity for personalization.

Bely Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Campaign Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



OUR EXPRESSIONS

OUR EXPRESSIONS:
Brand Attributes

