

LaurenRose Farm Logo Brief

LaurenRose Farm is a 33 acre homestead farm in Johnstown, Ohio that is building an authentic Amish timber frame barn home for events, weddings and short term rentals. The event space features over 30 foot tall ceilings with solid oak timbers held together with only pegs and engineering skills honed over centuries. We established our farm over 17 years ago and named it after our daughters using their middle names. We want to share with others the joy that young children have for exploring and enjoying nature in our new event space.

Words that describe this venue: elegant, romantic, striking, beautiful, nature, gathering place, working farm, private, stunning

About the name of the farm: Our daughters were young when we bought this property and they grew up enjoying the open spaces, the creatures who live here and the plants that grow. Even though they are grown up now, we love the fact that this space is named after them and that others will be able to enjoy family and friends in this space.

Things about the logo: See the photo of the two girls with the blue LaurenRose Farm sign – that is from soon after we built the place and shows the sign that hangs on the main road. We don't have horses, so we don't need to continue with that image. The logo girls don't need to be so different in height, but they should be different in their hair and flower coloring. Elizabeth (taller one) should hold roses as part of her bouquet (could be pinks) since her middle name is Rose. She is blond and more "girly". Emily (shorter one) should have a lily as part of her bouquet since that is her flower with the rest being wild flowers since that's more like her personality. I've included two drawings of girls holding flowers that are the closest I could find to show you what I have in mind. I'm thinking we should be able to see their feet but not their faces. I don't think they need hats. I've included photos of flowers from my gardens that might be helpful to you, but you can have fun with the flowers that they are holding. Other imagery: I've included photos of the timber frame barn and a video from the day that the frame was put up so you can see it. The signature element in this barn is the arched center section. If there is a design element to place the name of the barn under, the arch is the item to use. Colors: I love the navy blue and gold of the sign and I like the font of the words. Due to the detail in the flower girls, I know the background needs to be white/transparent so maybe the blue and gold come in with the wording. I don't know about a tagline yet – maybe you have an idea if you think it is even needed.

Are you able to make me a version without the girls for use on marketing where the detail would be lost and we need to focus just on the name and maybe tagline?

Thanks!