

GREENSPACE FARMS LIMITED • GREENCO

WEBSITE DESIGN BRIEF

Integrated Agriculture. Nourishing Lives.

1. Project Overview

Greenspace Farms Limited (Greenco) is a Nigerian integrated agribusiness and premium food company operating across agriculture, food processing and nationwide FMCG distribution.

We are redesigning our corporate website to reflect our evolution into a modern, premium food company capable of serving institutional buyers, distributors, retailers, investors and consumers.

The defining requirement

The new website should feel comparable to the websites of leading global food brands — not a typical agricultural website.

2. Brand Personality

The website must communicate the following attributes consistently across every page, in both design and language.

Attribute	What it means in practice
Premium	Quality of finish signals quality of product
Clean	Uncluttered layouts, disciplined use of elements
Modern	Current design language, not dated conventions
Trustworthy	Substantiated claims, transparent information
Innovative	Forward-looking, technology-enabled
Sustainable	Responsible practice made visible
Nigerian with global standards	Proudly local in origin, international in execution

5. Design Direction

Use the attached homepage concept as the primary creative direction. The final website should improve upon it while maintaining the same visual language.

5.1 Key characteristics

Visual	Experience
Lots of white space	Fast loading
Premium photography	Mobile-first
Elegant typography	Minimal clutter

Visual	Experience
Rounded elements	High-end corporate feel
Smooth curved section transitions	
Soft shadows	

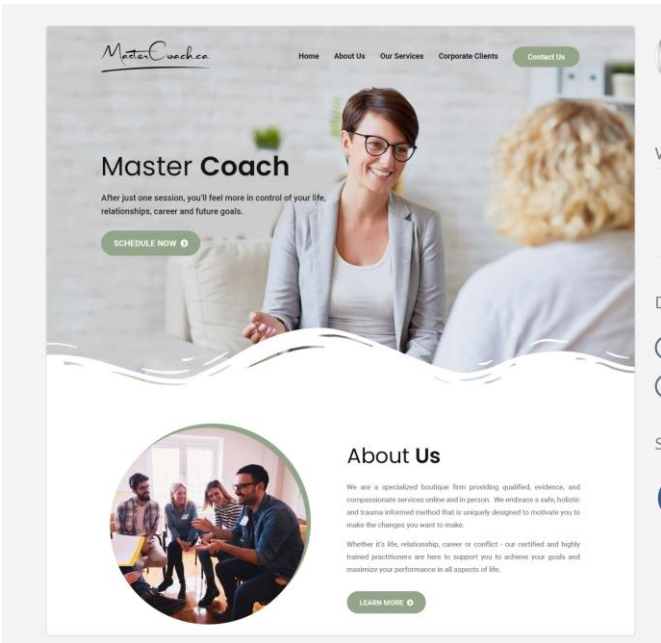
5.2 Reference standard

The intended standard is a combination of the following, rather than a traditional farm website:

(See attached URL and Image)

1: (Image)

2: <https://recruittech.ng/>



6. Brand Assets and Usage

6.1 Colour palette

Colour	Role	Application
Primary Green	Primary	Core brand colour throughout
Lime Green	Secondary	Highlights and supporting elements
Accent Orange	Accent	Calls to action and accents only
White	Base	Dominant background

6.2 Logo

- Use the official Greenco logo supplied.
- Maintain generous clear space around the logo.

Website Structure

Nine top-level sections, as set out below.

7.1 Home

- Large hero section
- Headline: "Integrated Agriculture. Nourishing Lives."
- Supporting text
- Large product and farm imagery
- Call-to-action buttons: Explore Products | About Greenco

7.2 About Us

- Company story
- Mission
- Vision
- Core values
- Leadership
- Timeline
- Corporate profile download

7.3 Products

Separate sections for each line:

- Premium Eggs
- Plantain Chips
- Pure Honey
- Future Products

Requirements common to every product page are set out at Section 8.

7.4 Our Business

Presenting the integrated value chain:

- Poultry
- Plantain Farming
- Food Processing
- Distribution
- Quality Assurance
- Research & Innovation

7.5 Sustainability

- Environmental impact
- Farmer empowerment

- Community development

7.6 Investors

- Company overview
- Growth strategy
- Future expansion

7.7 News & Media

- Company news
- Press releases
- Gallery
- Videos
- Events

7.8 Careers

- Current vacancies
- Online application (Form)- allows attachment of CV

7.9 Contact

- Interactive Google Map
- Contact form
- Social media
- Office locations