

# MODESTY ROCK FARMING – LOGO DESIGN BRIEF

## Background

We're seeking a logo for a broad acre farm in the western Australian wheat belt.

The farm has grown from small beginnings, our grandfather having begun on 3,500 acres 40 years ago. Three generations of leadership have amalgamated into what is now a highly successful business spanning 15,500 acres across three farms, producing a constantly expanding variety of grains. Modesty Rock being the landmark that sits between the three existing blocks of land.

Modesty Rock also represents what three generations of farmers have brought to the table – each with unique ideas, values and strengths to transform it into the booming business it is today. The rock embodies what it means for generational farming – not just a job but a way of life – one that gladly accepts what future generations might bring, whatever that may be.

We're looking for a stylish and professional logo that's polished and without too much detail. It should have a graphical component to it. Avoid farm/wheatbelt clichés.

## Business objectives

- To continually expand and innovate.
- To be on the forefront of farming innovation.

## Target audience

- Farming contractors, potential farming employees, grain dealers.

## How the logo will be used

- Invoices, letterheads, payslips, official communications
- Signage for the front driveway of the farm.

## Tone and style

- modern
- mature
- sophisticated
- grit

## colours to explore

- greens
- light neutrals (blues, greys)

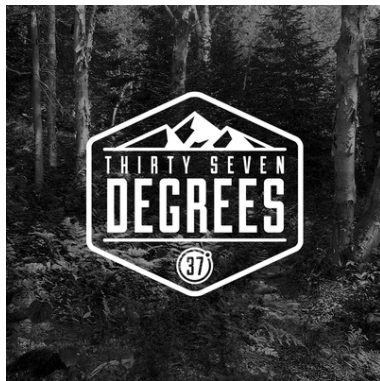
## imagery

- refer images of the area around the farm below
- red earth
- big blue sky
- granite rock

## File formats required

- working format (e.g. psd/illustrator)
- png with transparent background
- jpeg
- silhouette version.

## WHAT WE LIKE



## WHAT WE DON'T LIKE/WANT

- CLICHÉ IMAGES OF WHEAT/GREEN FIELDS



## IMAGES OF THE AREA



(the style of trees)



big blue skies  
red earth



granite boulders