

# Aachhof Logodesign

## Task

I'm looking for a Logo for my brothers farm. I prefer a very simple one, because the Logo will be used on Machines, Cars and probably on buildings. Later maybe on (printed) documents and in social media to advertise own food products.

I like logos with clear and big Words/Messages, single color:



What I'm **not** looking for:



Words, no one  
can read



Multi Color Symbols  
or «real photo»  
Logos



complete Logos,  
which look like a  
standard font



This is not the shape of Barn  
we have in Switzerland

(see below for more  
informations)



Ist a nice Cow, but not what  
we have in Switzerland.  
Please take care to use  
correct shapes. (look for  
Charolais)

### Some Information about the Farm



The Farm's name is **Aachhof**. And yeah, you're right, the word begins with double A and it contains double H. **Aach** is the name of the little creek, the Farm stands by. **Hof** is simply the german word for Farm. Our farm is located in Switzerland, in a small, flat valley, mountains all around. My brother is the farmer since a few years. He is turning the farm into a «biologic production»



The main actors on the farm are the cows, the calves and one muscular bull, named Hari (Harry). These cattle are from the «Charolais» breed.

The management of the grasslands and the dozens of apple trees make up a large part of the daily work, especially in the relevant season. Agriculture is also a big topic throughout the year. Mostly wheat and corn.

My Brother is a talented machine operator and he would have great pleasure if a farming machine is part of the Logo.



Feel free to use such elements:



Hari, he is a Charolais bull



Tractor Fiat 45-66



The Family crest of «Popp»  
(our Family Name)



Tractor Tyre / Track

##### New requirements: #####

We would like to let integrate the shape / silhouette of the Farm into the Logo. This should give the Design an individual touch. Followed a Photo from the front View:



This is the main building. All the bushes and trees in front of the building can be left away, also these heaped white round bales are away meanwhile. I will load up some more photos...

### The Word «AACHHOF»

Please take care if you use only uppercase Letters or Characters. The Word AACHHOF looks in several Designs like it is divided in two words: A ACHHOF. Please use lowercase letters after the first A (Aachhof) or use rounded A's, like in this Font: AACHHOF

Of course your free to solve this «problem» otherwise.

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