

Farm Brand Challenge



United by soil, grown by all



Farm Brand Challenge: Brand Identity



Primary Logo
English



Primary Logo
Hindi



Secondary Logo



Pattern

Our logo: a flower blossoming from the soil, symbolizing growth, unity, and respect. English and Hindi logos ensure inclusivity, scalability, and cultural connection.

brand name
mitti collective

tag line
**United by soil,
grown by all.**

Origin

Rooted in soil, mitti collective honours farmers as the true custodians of growth and nourishment.

Symbolism

The flower motif reflects life, unity, and balance. Human forms radiate outward, embodying community and resilience. The folded hands gesture conveys gratitude and respect.

Promise

mitti collective is more than a brand mark — it is a story of belonging, unity, and reverence for the soil and the hands that nurture it.



Farm Brand Challenge: Packaging Design

Packaging Living Herb Box

mitti collective's living herb boxes bring plants into your kitchen — harvested only when needed, ensuring maximum freshness and zero waste. Reduces packaging waste and encourages at-home growing.



Farm Brand Challenge: Packaging Design

Packaging (Dry Goods)

Designed with paper-based, recyclable materials. Bilingual labels in English and Hindi ensure accessibility across regions, celebrating inclusivity and local pride.



Farm Brand Challenge: Packaging Design

Business Card

The business card design looks fresh and modern, balancing simplicity with strong brand identity. The vibrant green paired with deep purple from the brand palette symbolizes growth, pride, and resilience, while the clean typography ensures clarity.

The logo is prominently placed, creating instant recall, and the overall layout feels professional yet grounded, true to the brand's ethos.



Farm Brand Challenge: Marketing Material



Poster

The poster reflects the ethos with warm, human-centric imagery of a farmer and child, reinforcing trust and a farmer-first vision. Bold typography paired with earthy greens and deep purple conveys clarity, growth, pride, and resilience. The balanced layout and anchored call-to-action make the design modern yet grounded, true to the brand's soil-to-soul philosophy.



Farm Brand Challenge: Marketing Material

Social Media

Our social media celebrates the human face of farming — real farmers, real stories, real pride. Every post builds authenticity and emotional connection.





thank you

Sujatha Isabelle Moraes & Dhruv Anand