Farm Brand Challenge





United by soil, grown by all

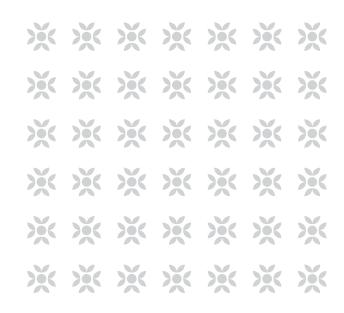


Farm Brand Challenge: Brand Identity









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 (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 Raju Singh FIROZPUR, PUNJAB T 1800 837 0298 E hello@mitticollective.in www.mitticollective.in **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. Raju Singh FIROZPUR, PUNJAB The logo is prominently placed, creating instant recall, and the overall layout feels T 1800 837 0298 E hello@mitticollective.in professional yet grounded, true to the w www.mitticollective.in T 1800 837 0298 E hello@mitticollective.in w www.mitticollective.in



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