



busi**Bloom**

Branding

By: Lizette Orozco and Sharan Satish

What is busiBloom?

Brief:

A compact, automated plant feeder for busy spaces. Uses smart sensors to water plants effortlessly—perfect for desks, offices, or homes. Target: Professionals and plant lovers who want greenery without the hassle.

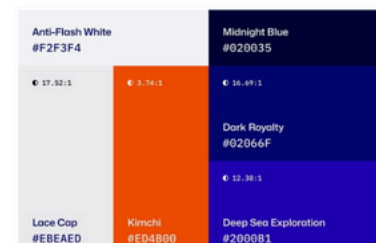
Tone:

Clean, modern, tech-meets-nature.

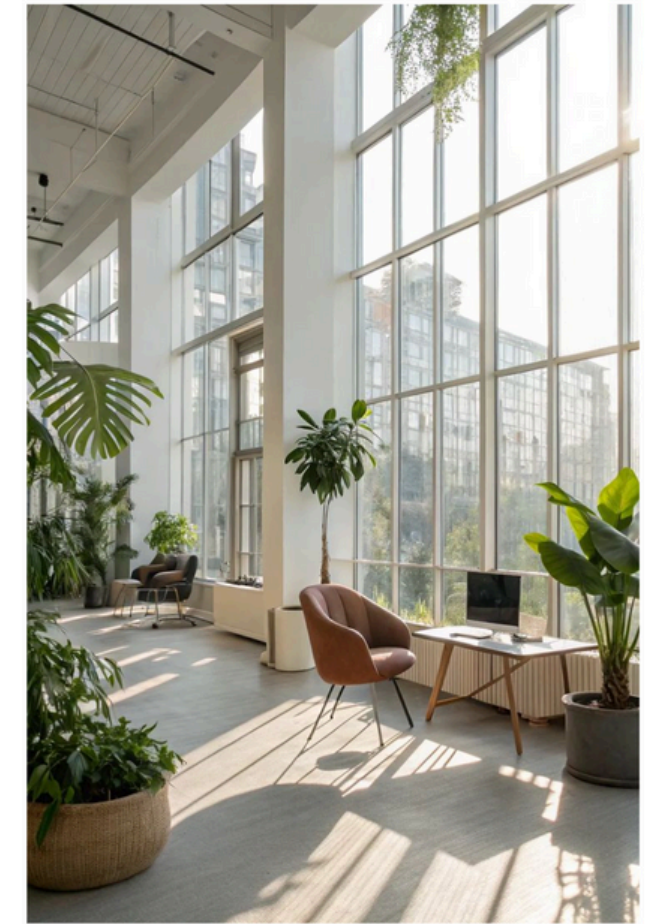
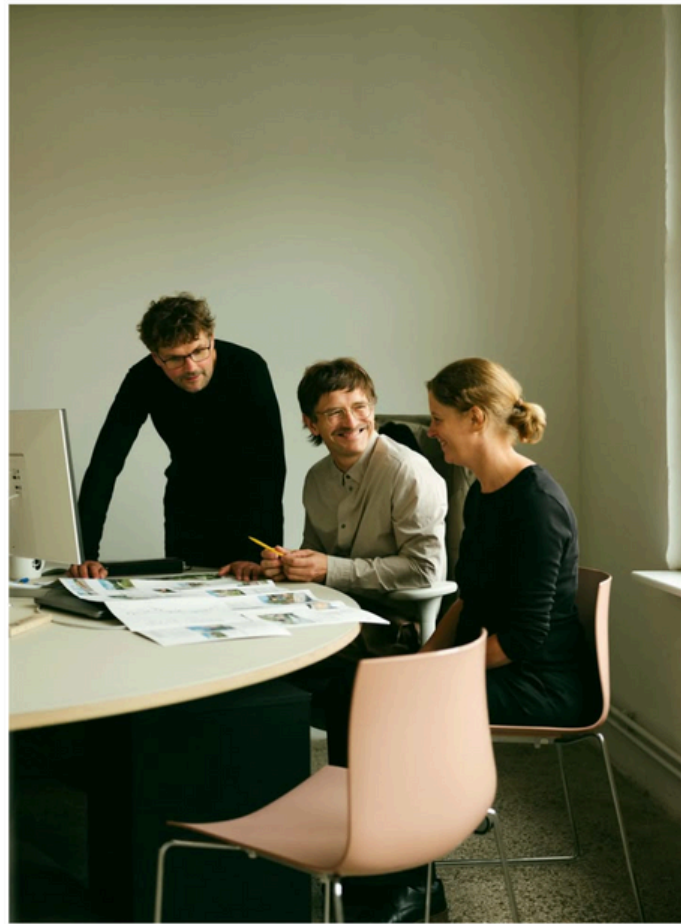
Deliverables:

Logo, packaging, mockups, and promotional visuals.

Moodboard

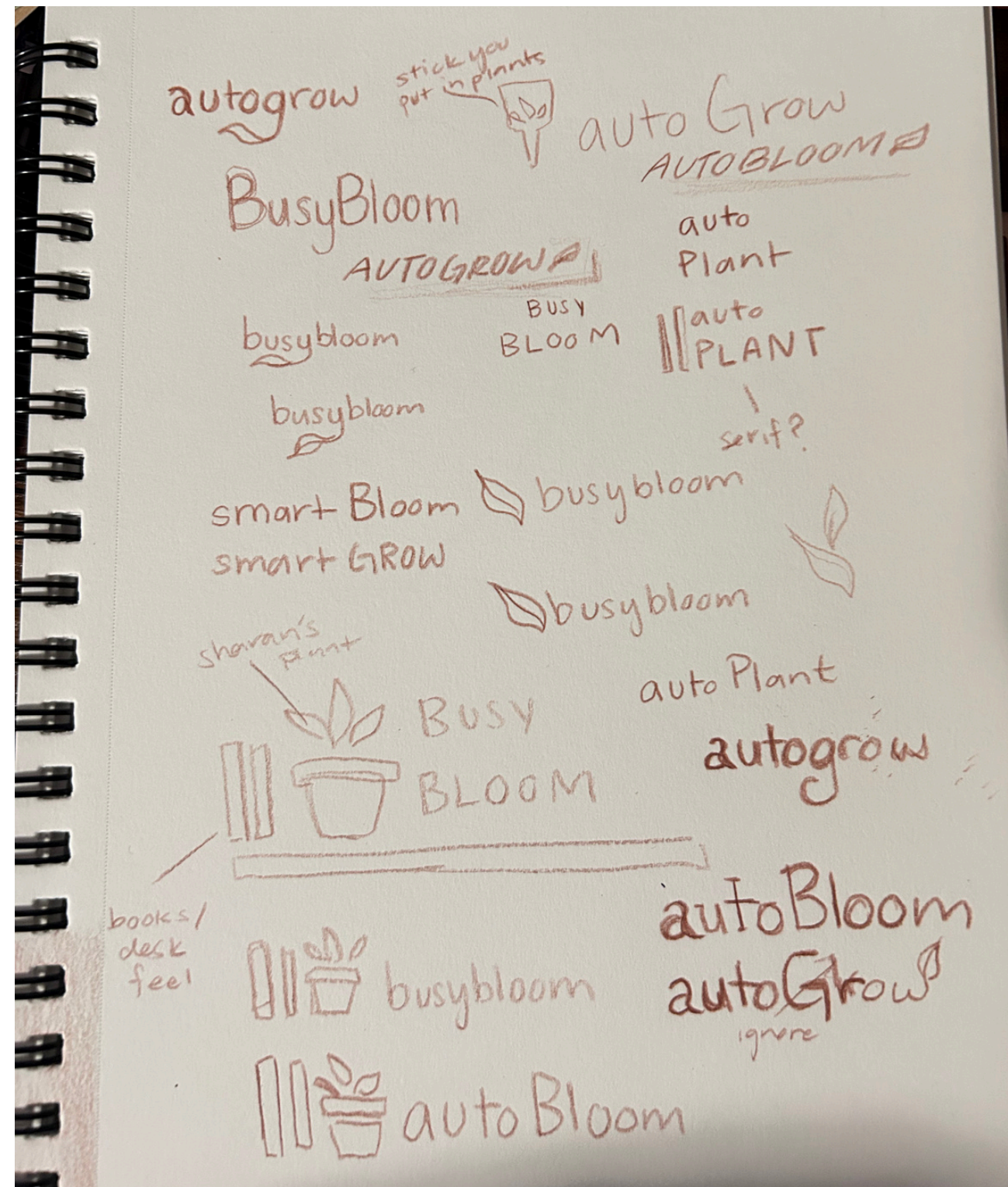


Target Audience

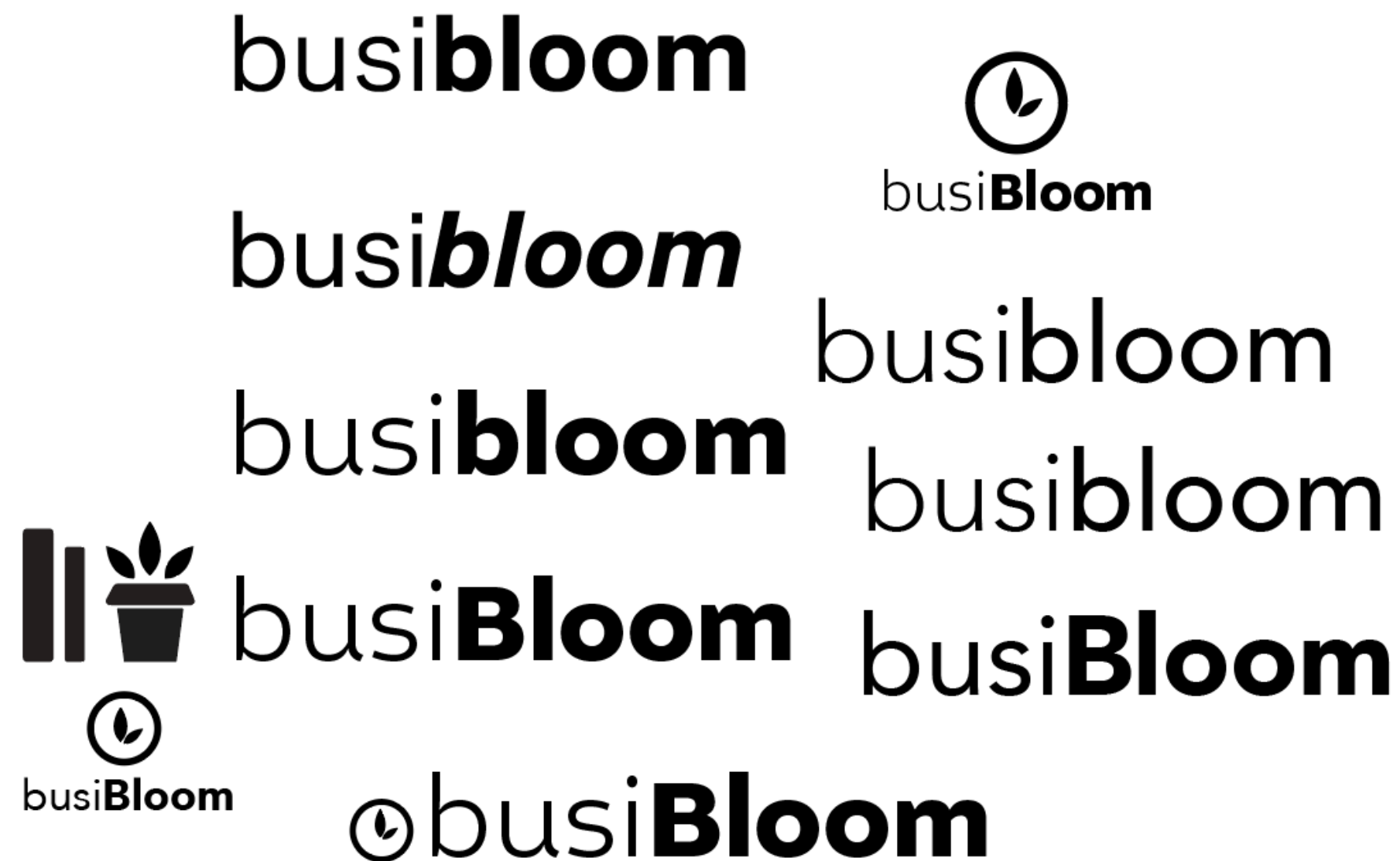


- Business people
- People who enjoy the presence of plants, but do not have the time to be actively maintaining them

Sketches/Ideation



Logo Development



- “busi” – a nod to its intended audience (businesses)
- “Bloom” bolded to emphasize the products function
- Plant/leaf symbolism
- Clock–saves time

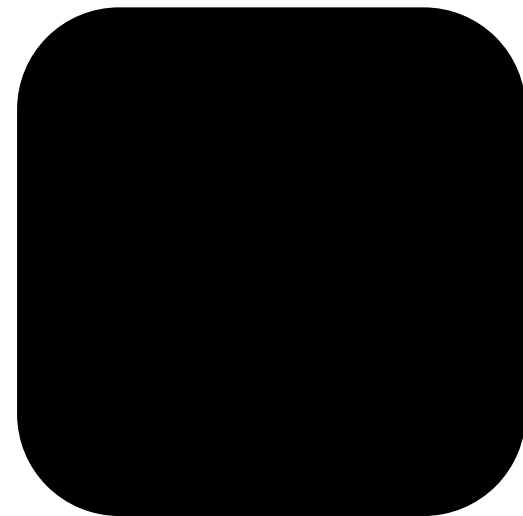
Colors



#0C1930



#FFFFFF



#000000

- The dark blue, white, and black colors were picked specifically to help to create a professional aesthetic and identity that keeps the target audience in mind.

Final Logo



Logo Typefaces

Typeface: Avenir
avenirroman**AvenirBlack**

Heading (Avenir Black)

Subheading (Avenir Light)

Body: Baskerville Regular

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- Used to convey product's functionality

Assets/Symbols



- Illustrations done based of size and function when in full bloom



Final Deliverables

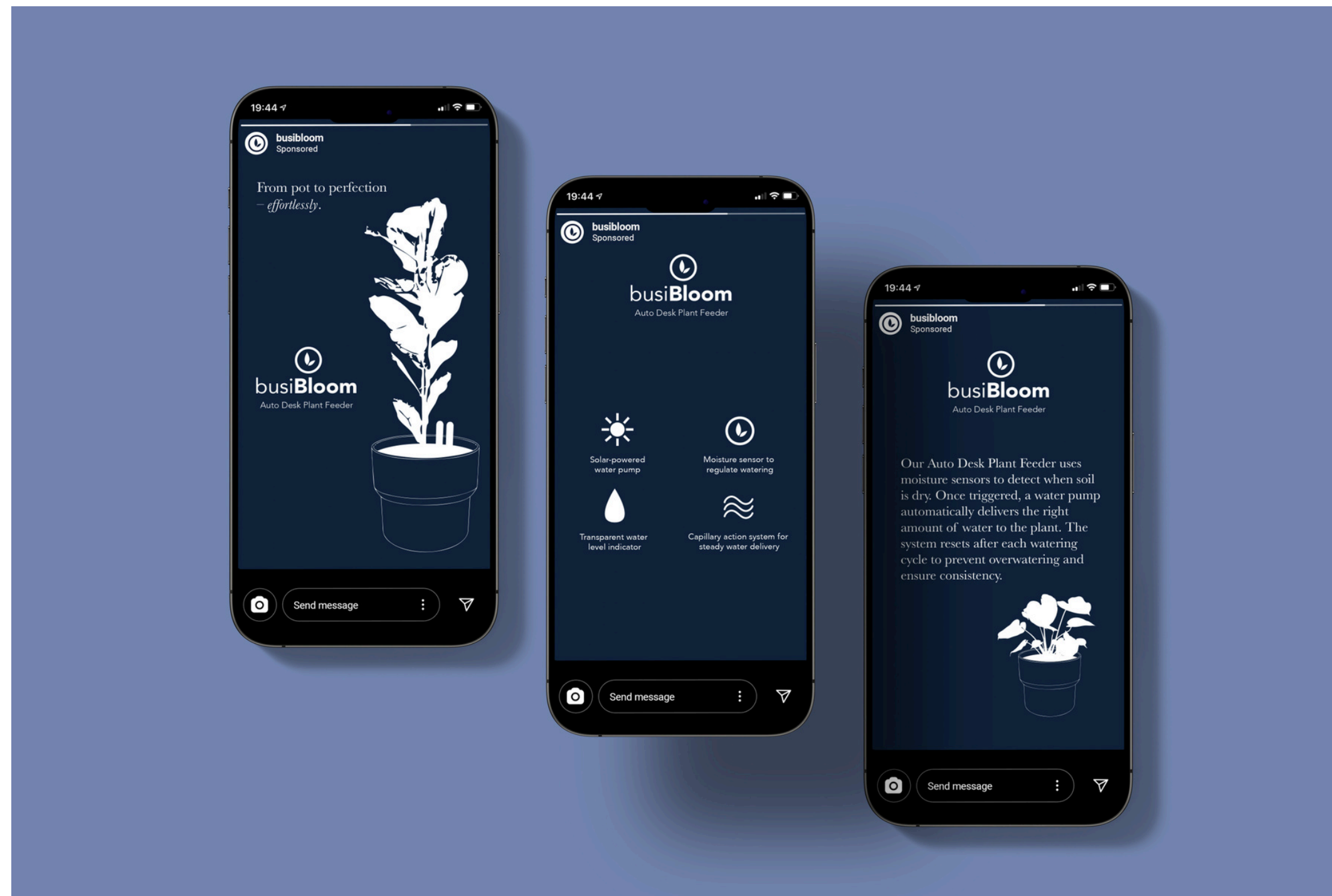
Packaging



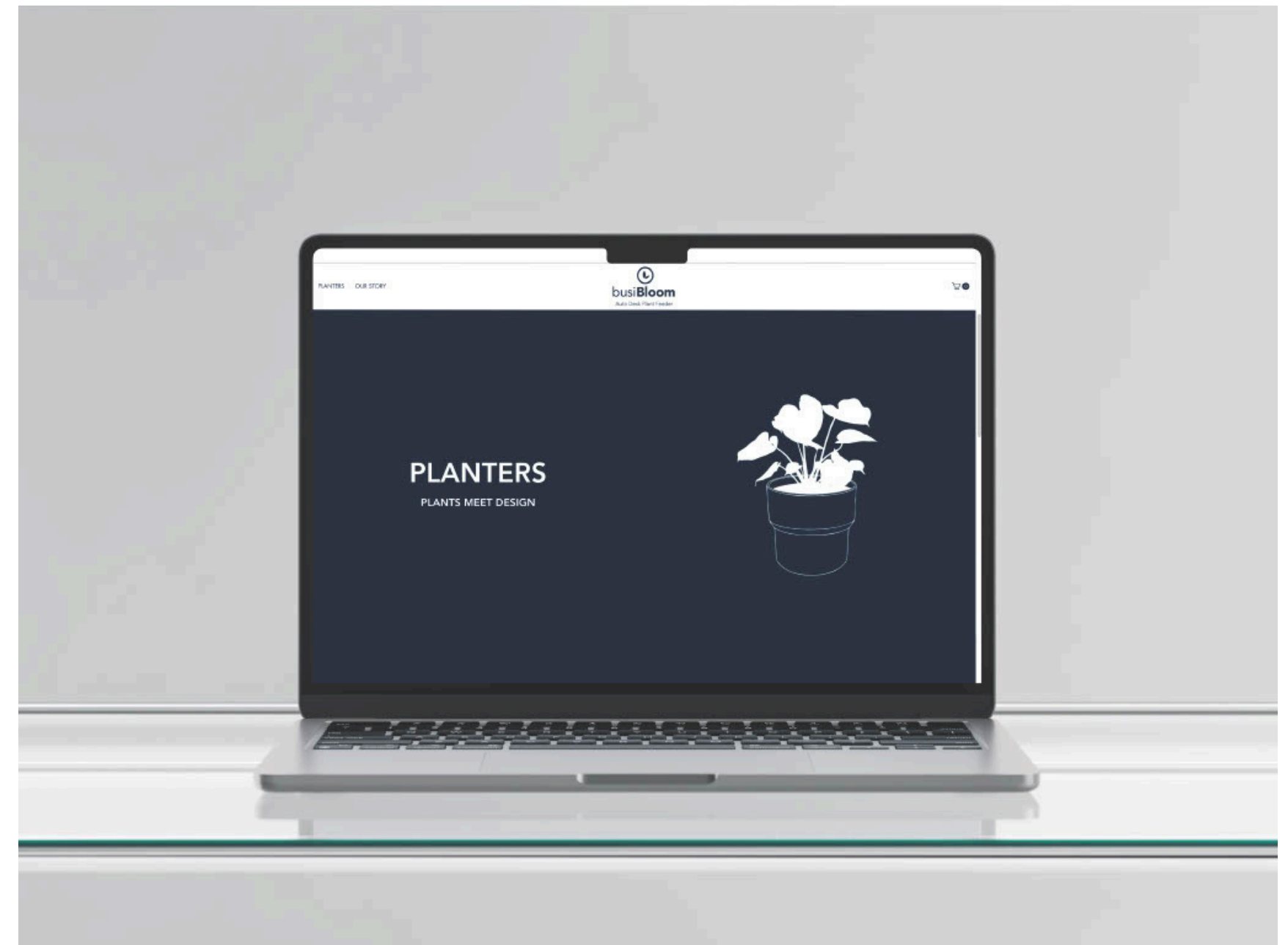
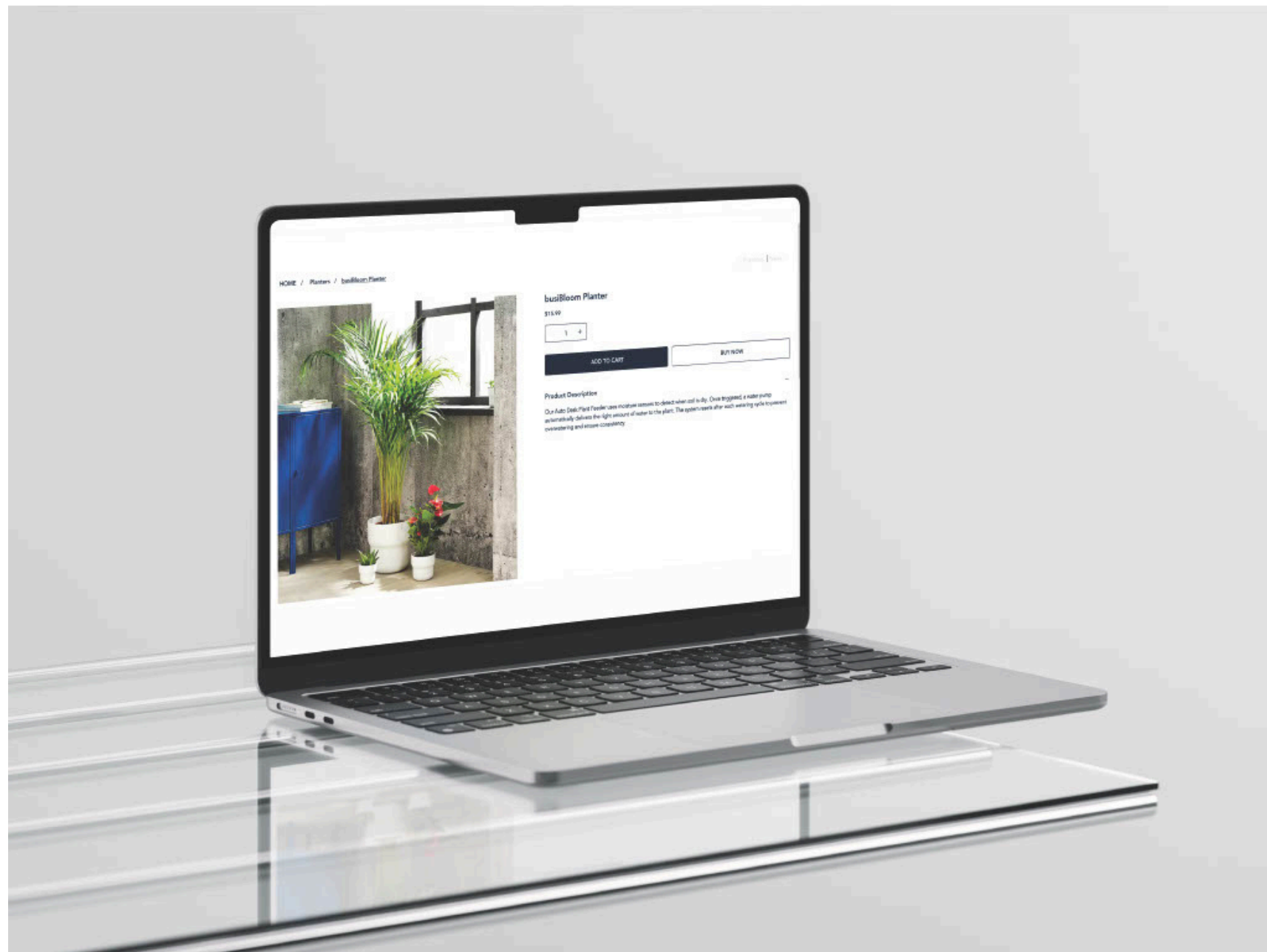
Pot Lids



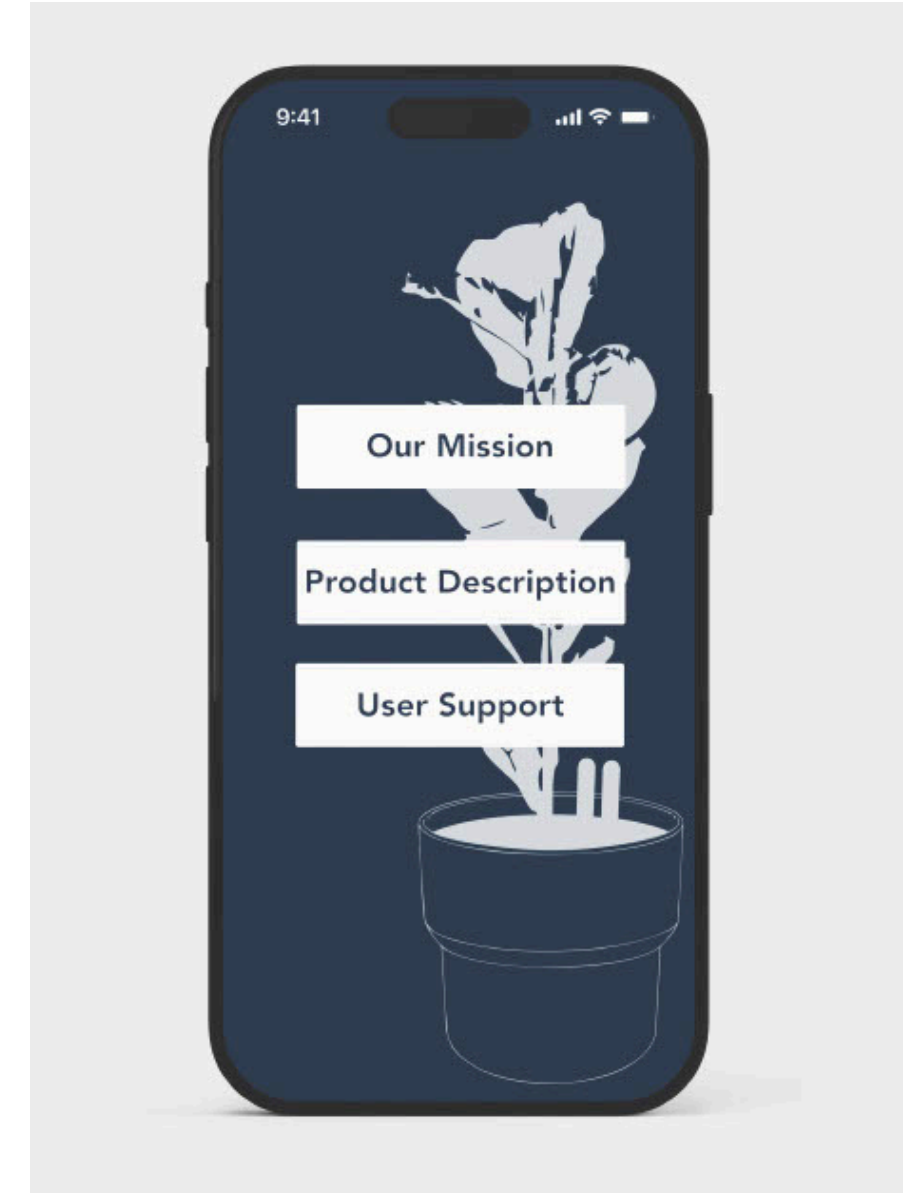
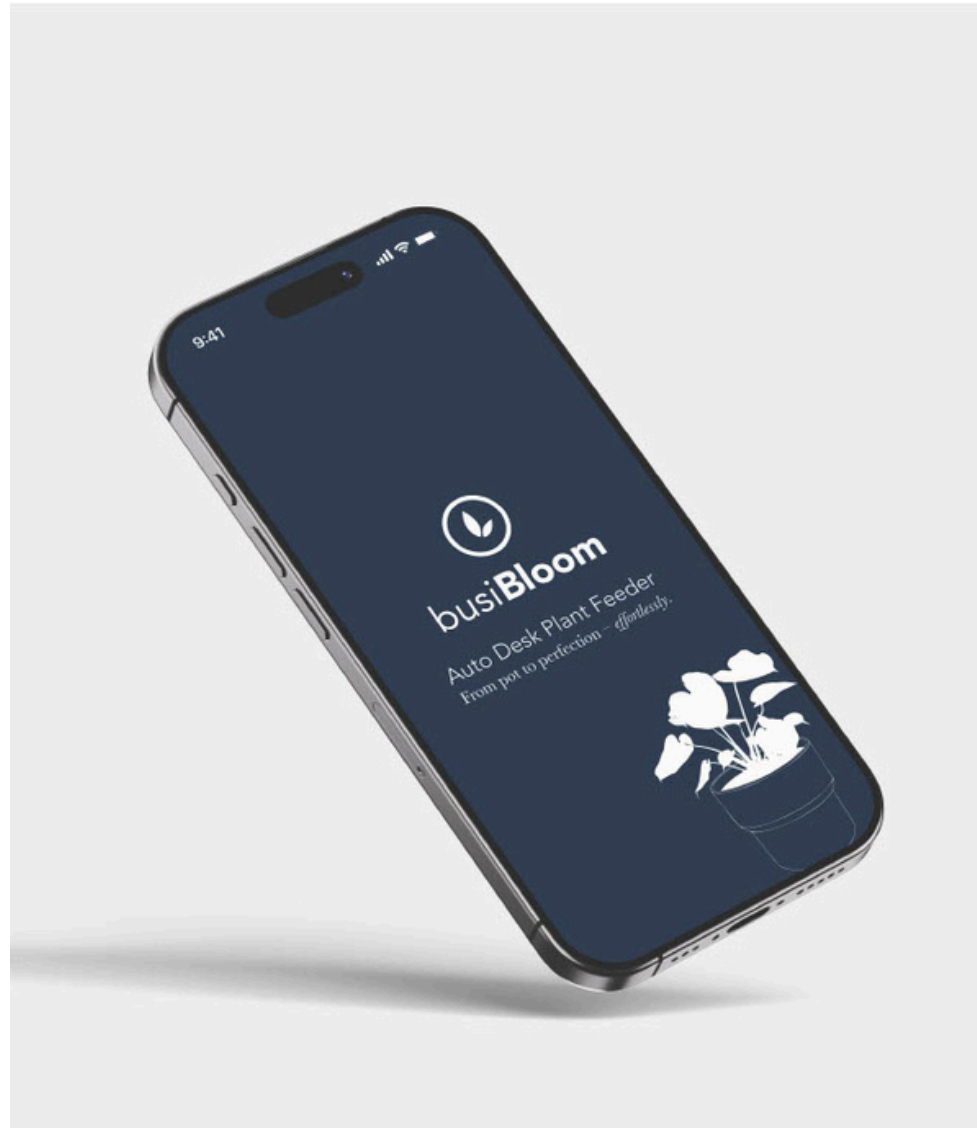
Instagram Post



Website

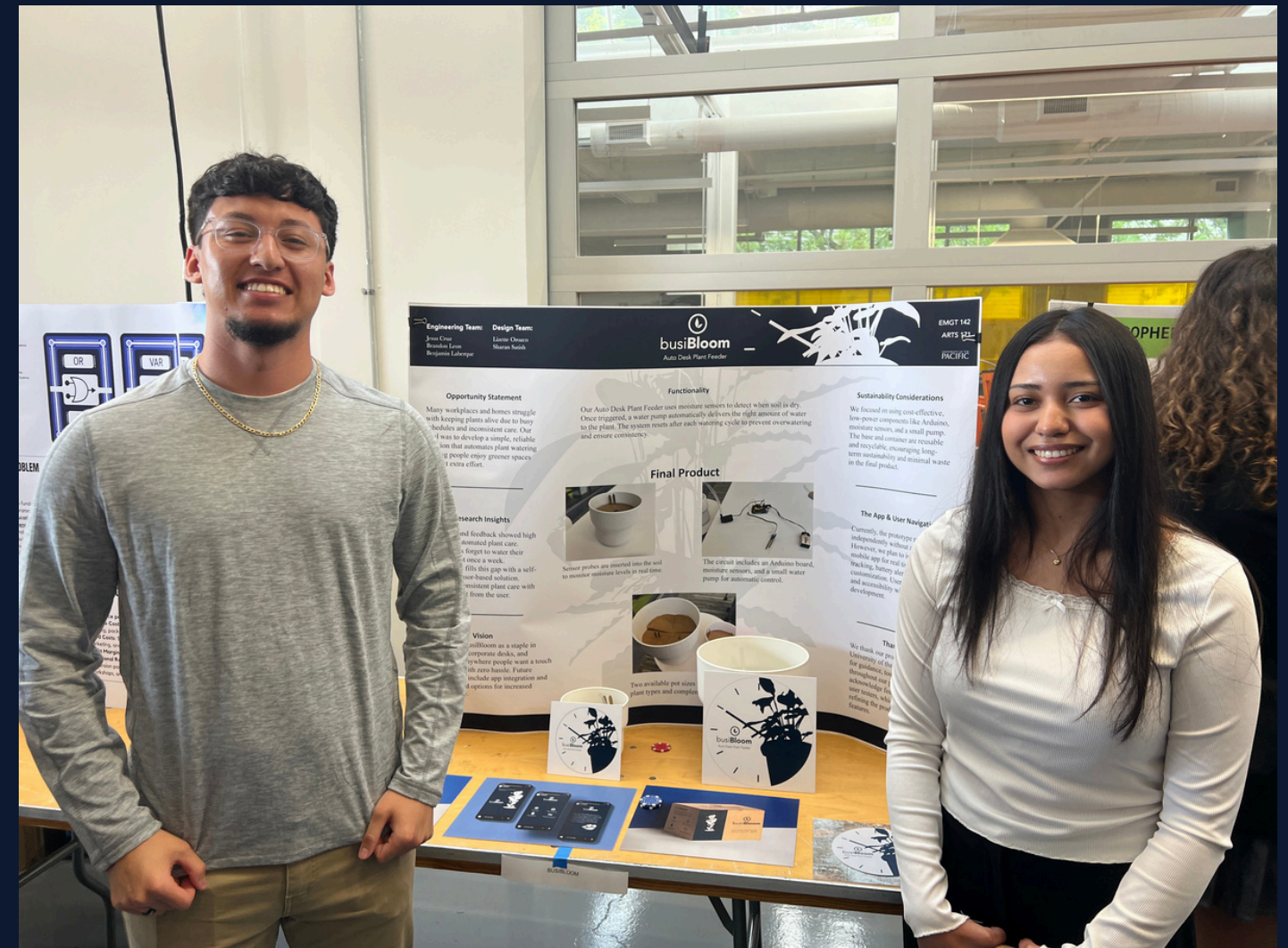
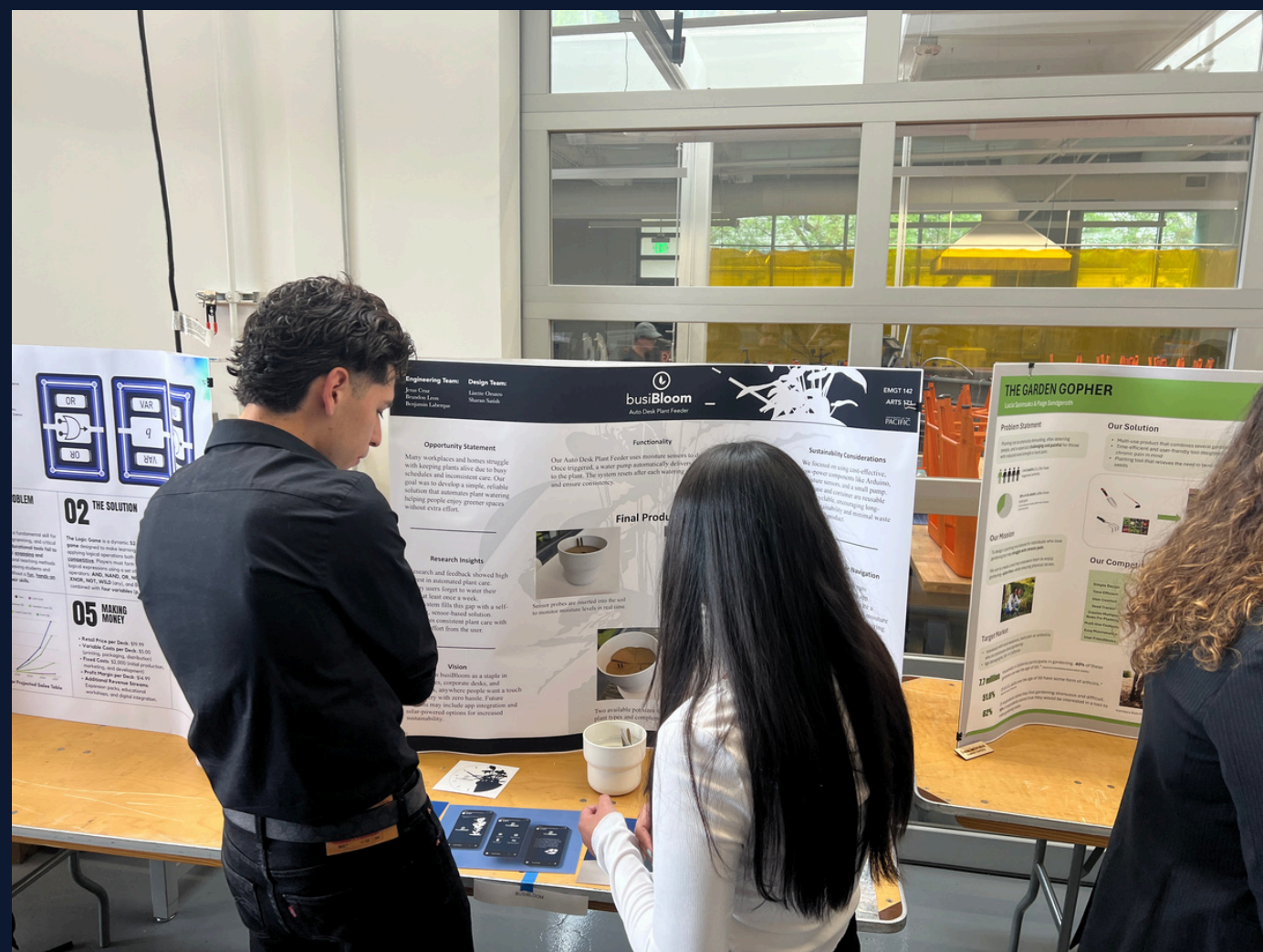


App



Poster Presentation





Thank you to our Engineering Team!



Thank you!