



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.

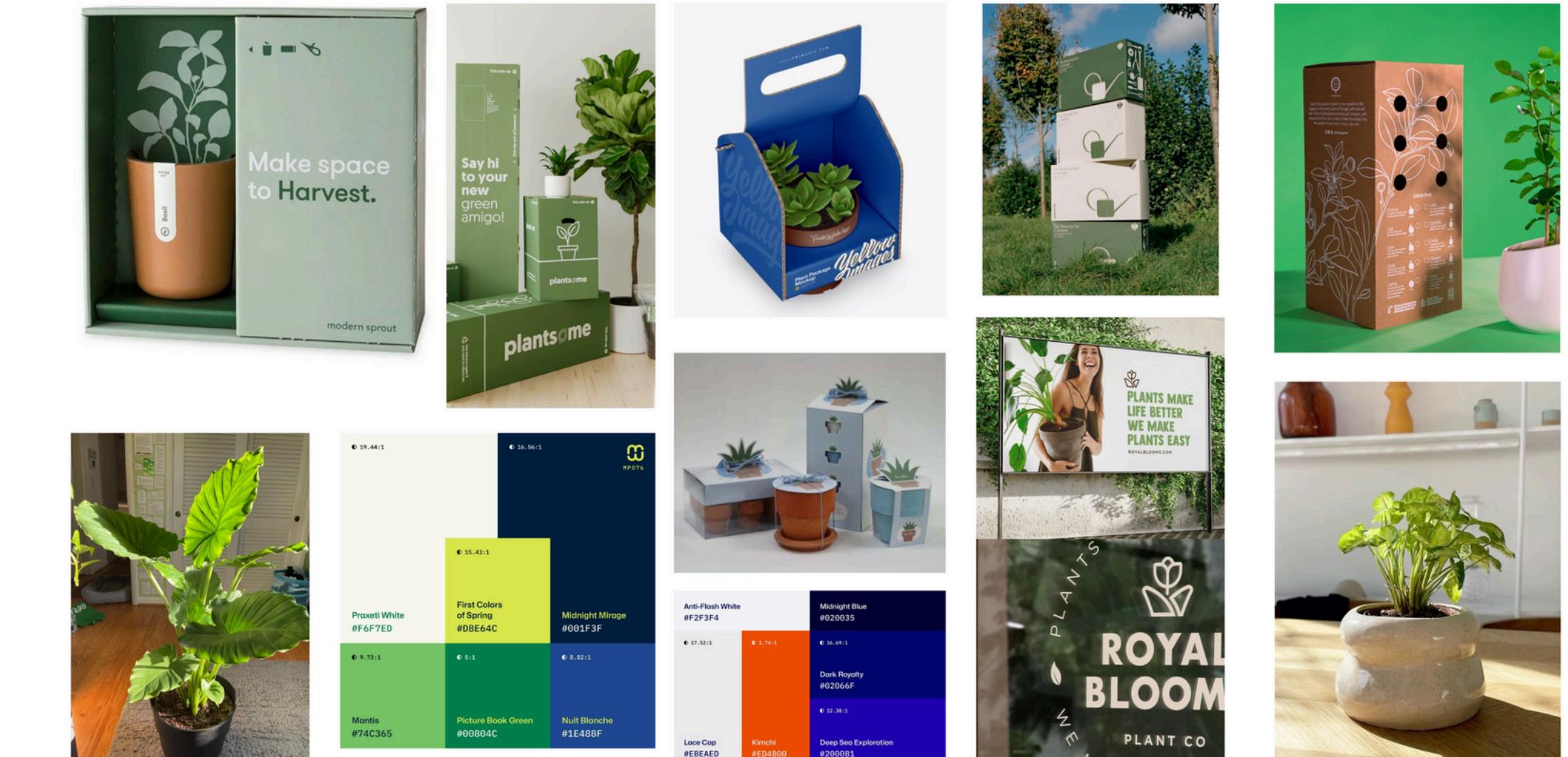
Tone:

Clean, modern, tech-meets-nature.

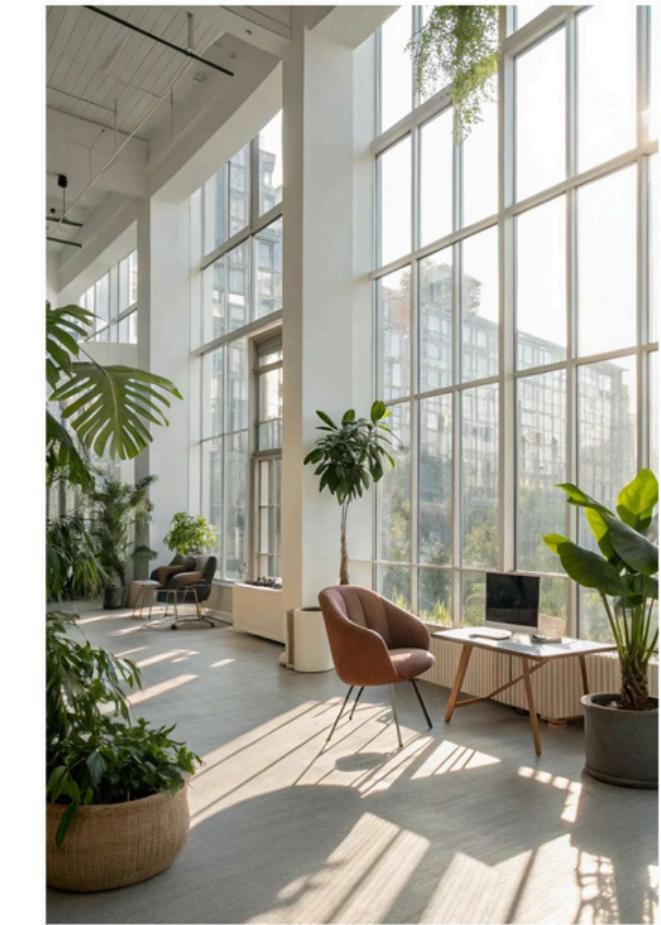
Deliverables:

Logo, packaging, mockups, and promotional visuals.

Moodboard

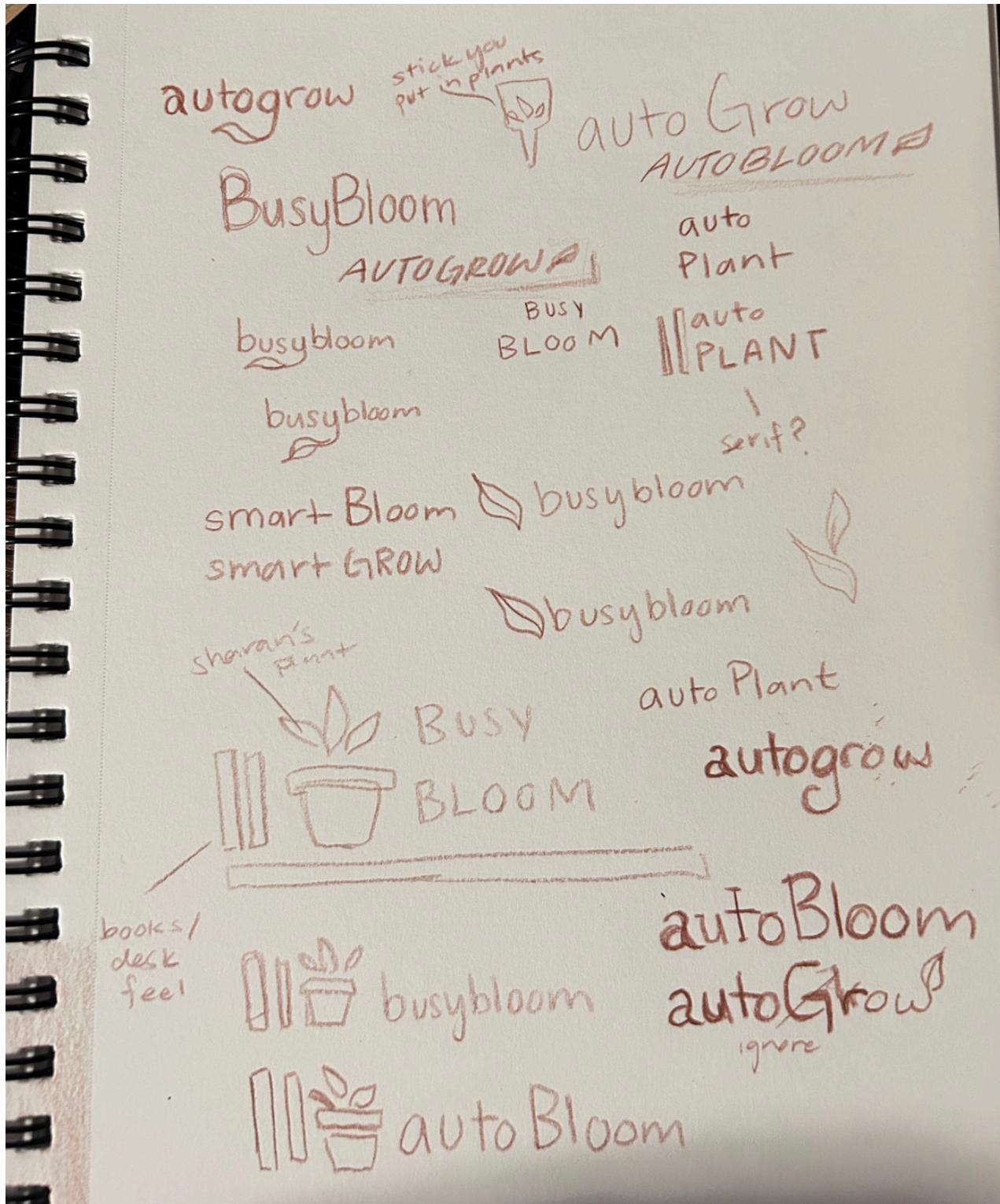


Target Audience



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

Sketches/Ideation



Logo Development

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busiBloom

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

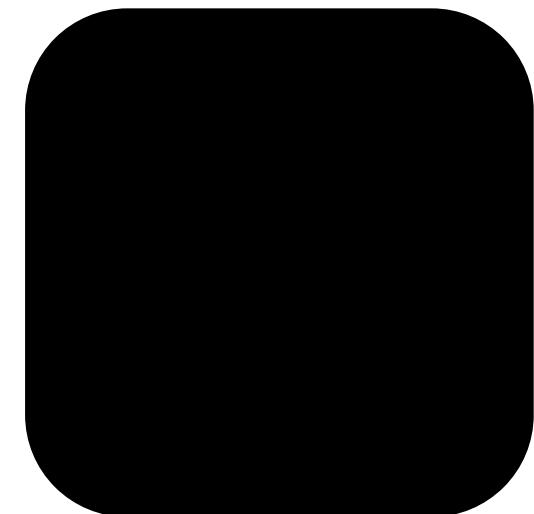
Colors



#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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Assets/Symbols



- Used to convey product's functionality



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



Final Deliverables

Poster Board

Engineering Team: Jesus Cruz, Brandon Leon, Benjamin Laberque

Design Team: Lizette Orozco, Sharan Satish

busiBloom
Auto Desk Plant Feeder

EMGT 142
ARTS 171
UNIVERSITY OF THE PACIFIC

Opportunity Statement

Many workplaces and homes struggle with keeping plants alive due to busy schedules and inconsistent care. Our goal was to develop a simple, reliable solution that automates plant watering helping people enjoy greener spaces without extra effort.

Research Insight

- Research and feedback showed high interest in automated plant care.
- Many users forget to water their plants at least once a week.
- Our system fills this gap with a self-watering, sensor-based solution.
- It ensures consistent plant care with minimal effort from the user.

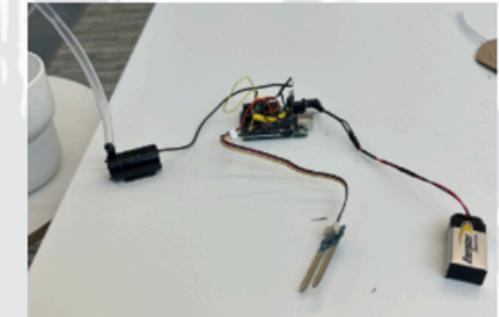
Vision

We envision busiBloom as a staple in home offices, corporate desks, and classrooms, anywhere people want a touch of greenery with zero hassle. Future versions may include app integration and solar-powered options for increased sustainability.

Functionality

Our Auto Desk Plant Feeder uses moisture sensors to detect when soil is dry. Once triggered, a water pump automatically delivers the right amount of water to the plant. The system resets after each watering cycle to prevent overwatering and ensure consistency.

Final Product



Sensor probes are inserted into the soil to monitor moisture levels in real time.

The circuit includes an Arduino board, moisture sensors, and a small water pump for automatic control.



Two available pot sizes to fit different plant types and complement any décor.

Sustainability/Components

We focused on using cost-effective, low-power components like Arduino, moisture sensors, and a small pump. The base and container are reusable and recyclable, encouraging long-term sustainability and minimal waste in the final product.

Apps/User Navigation

Currently, the prototype runs independently without an app. However, we plan to integrate a mobile app for real time soil moisture tracking, battery alerts, and watering customization. User-friendly design and accessibility will drive future development.

Citations/Thanks

We thank our professor and the University of the Pacific Makerspace for guidance, tools, and support throughout our project. We also acknowledge feedback from initial user testers, which was critical in refining the product design and features.

Spring 2025

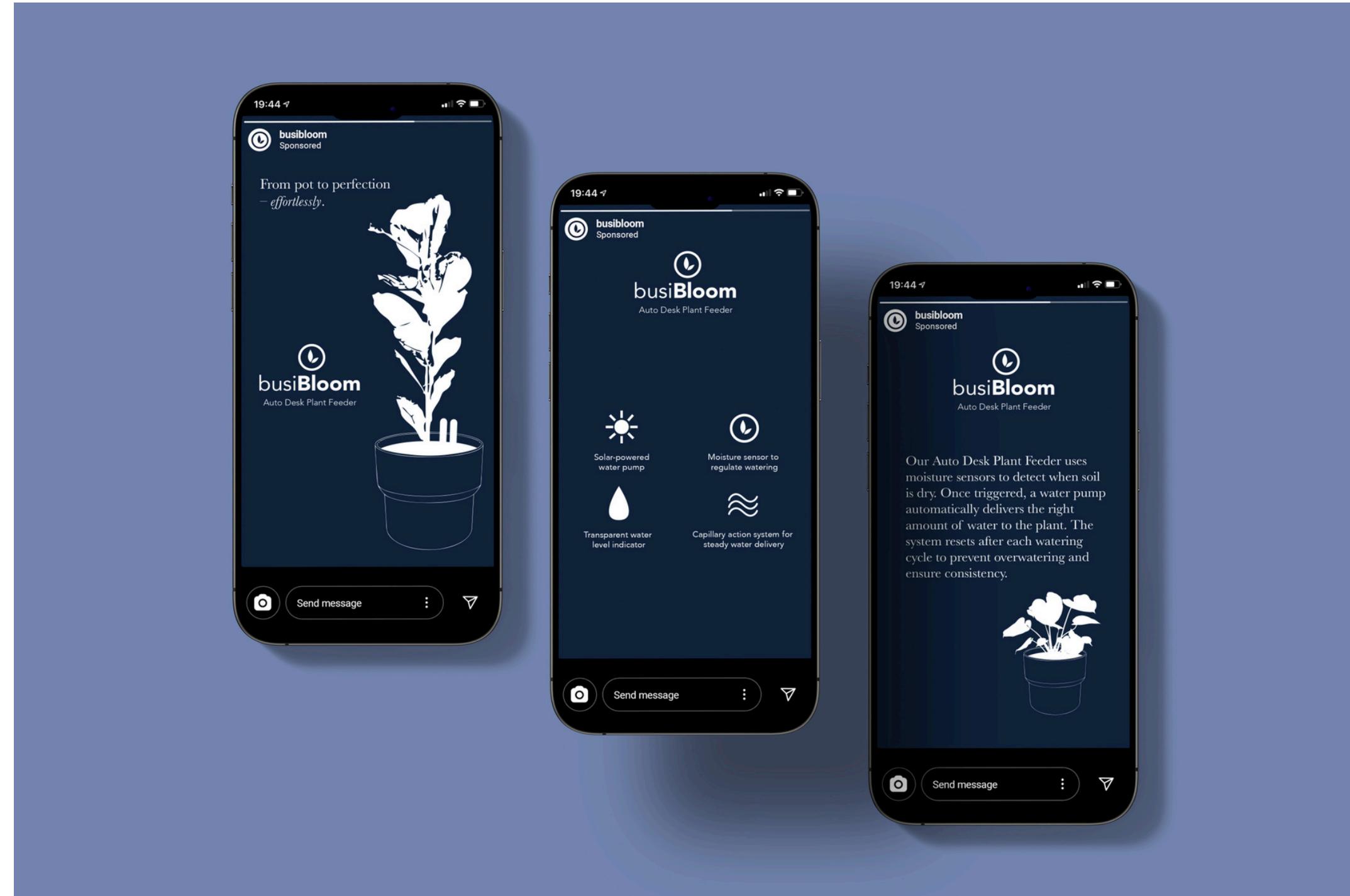
Packaging



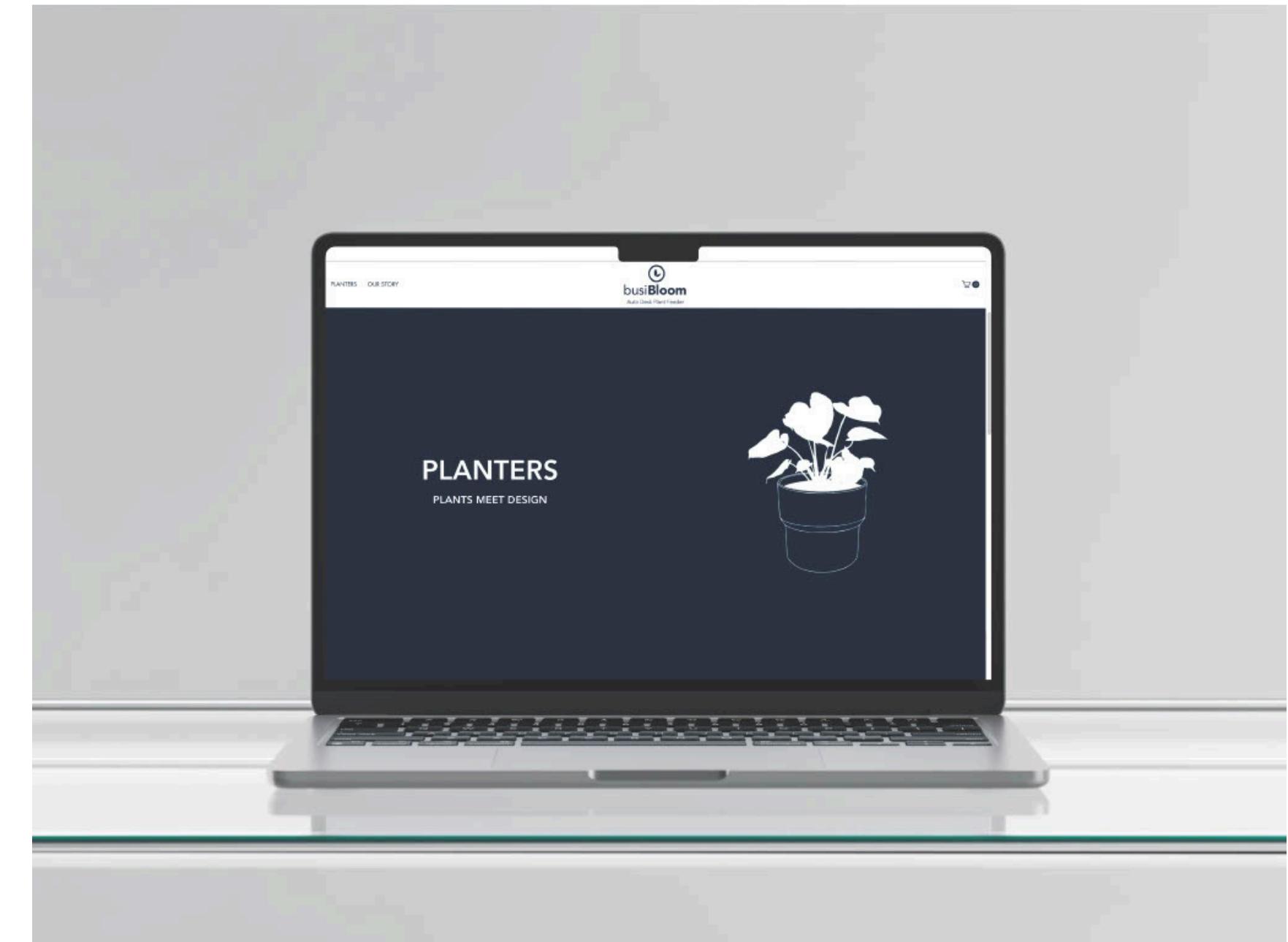
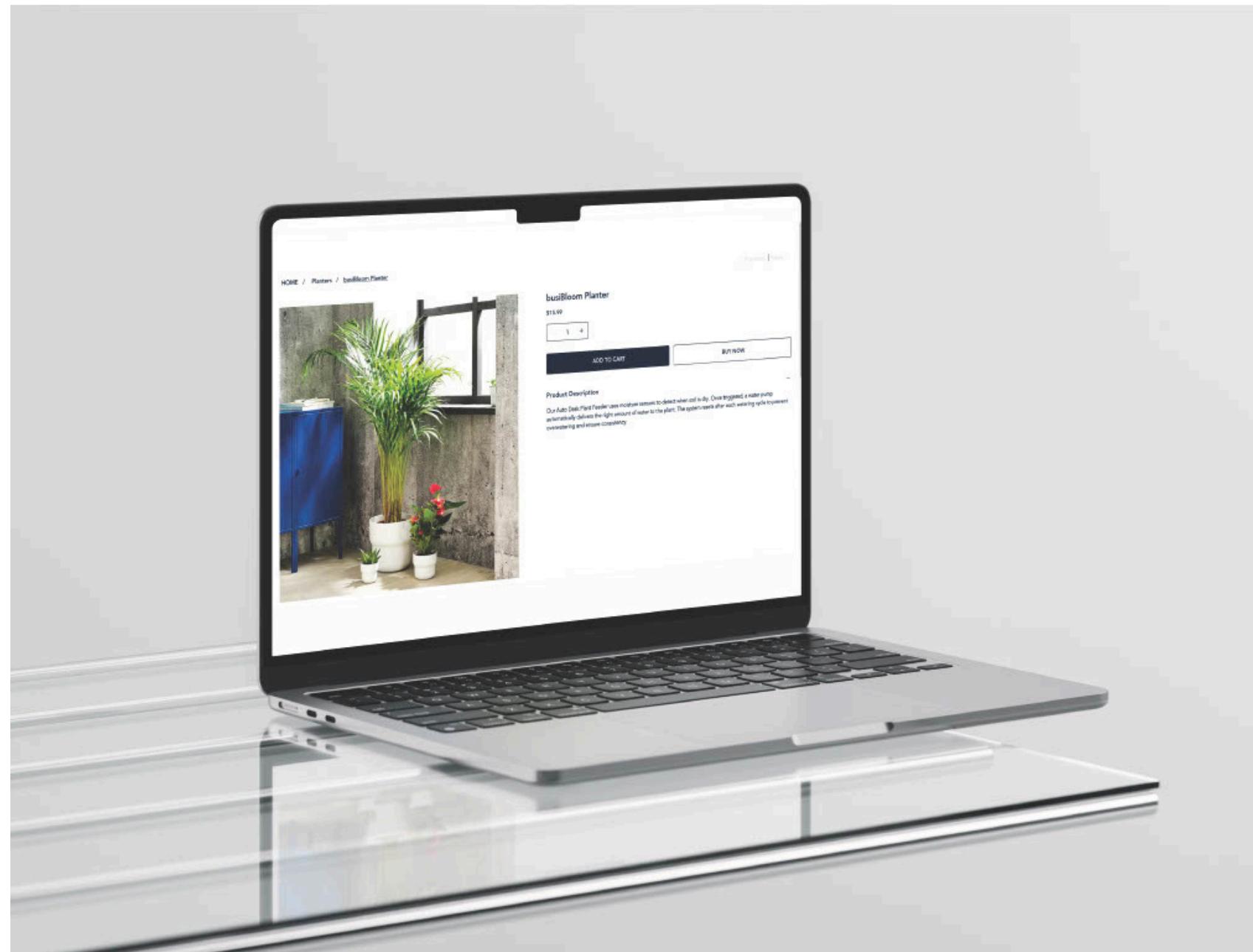
Pot Lids



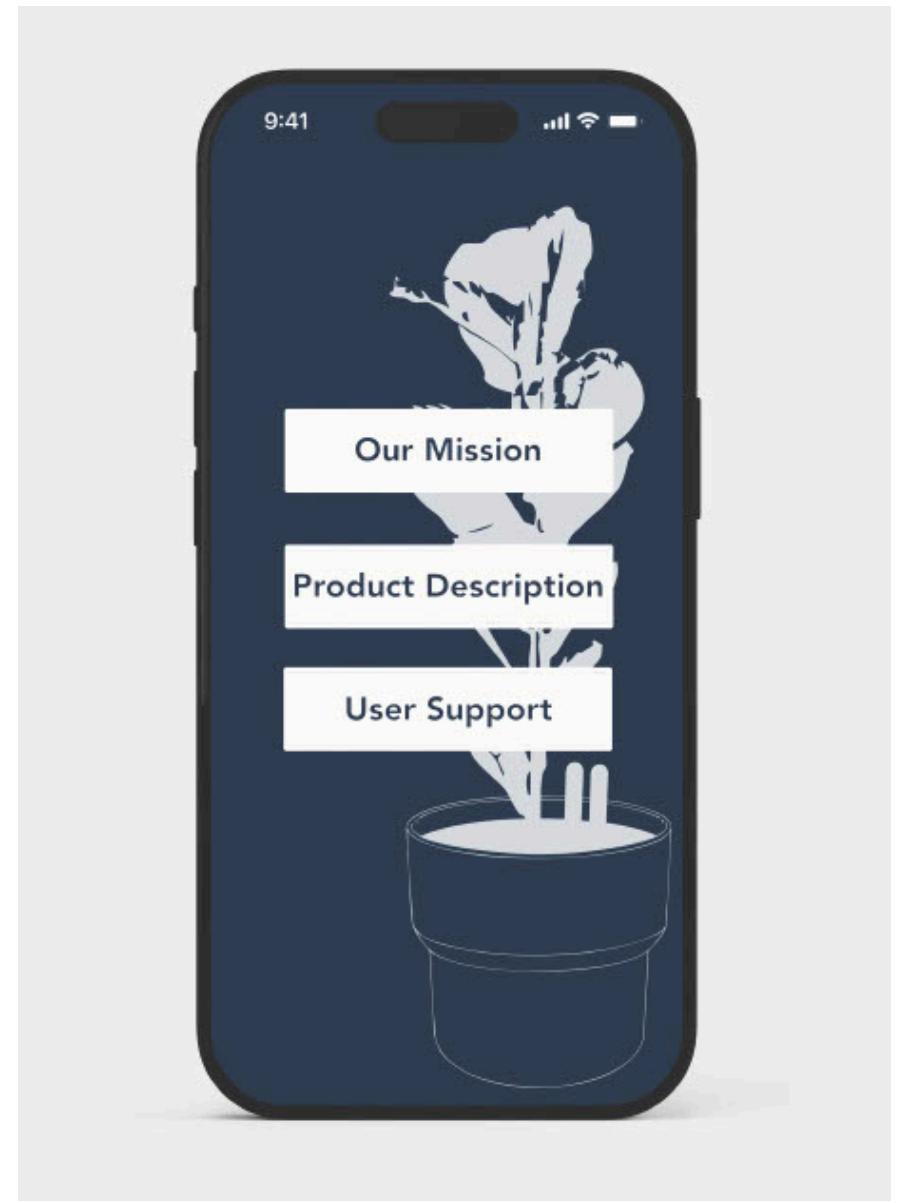
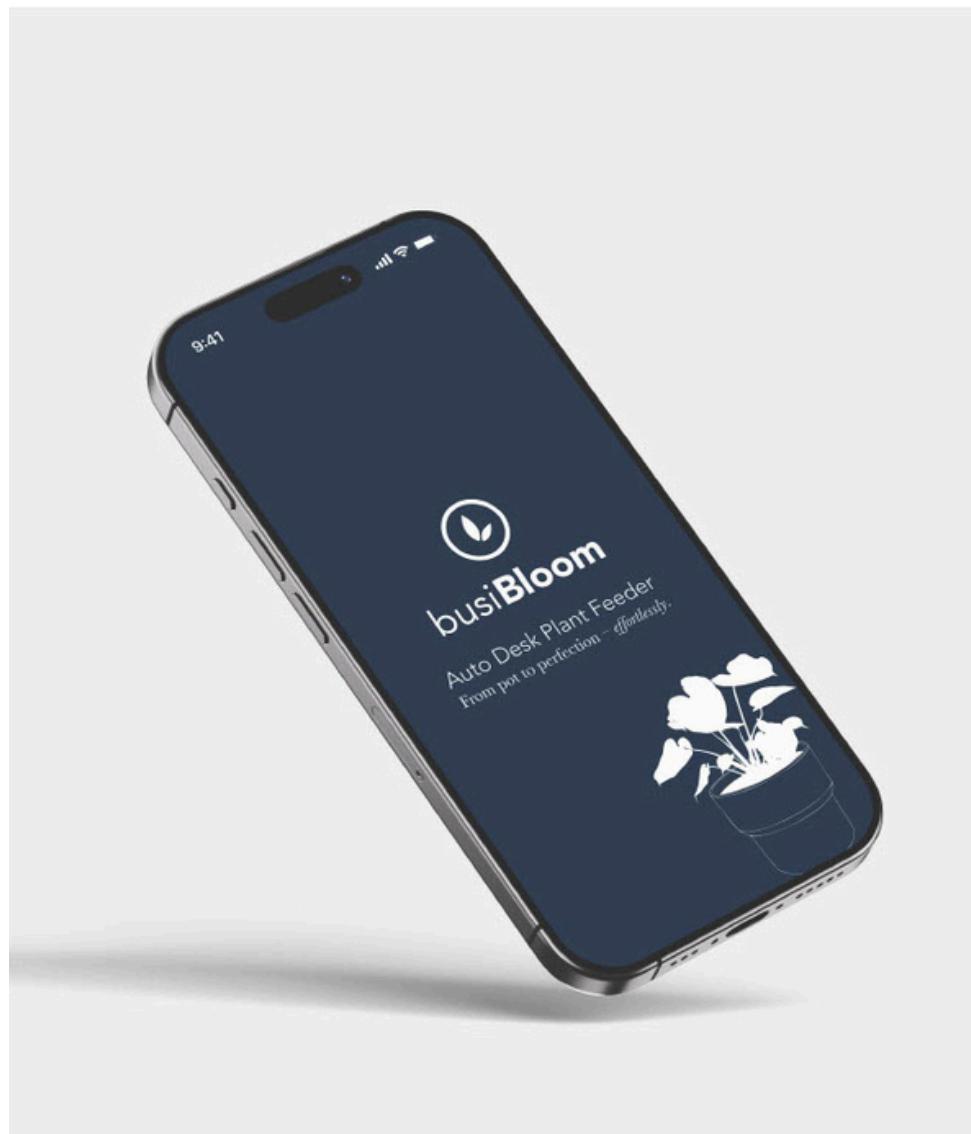
Instagram Post



Website

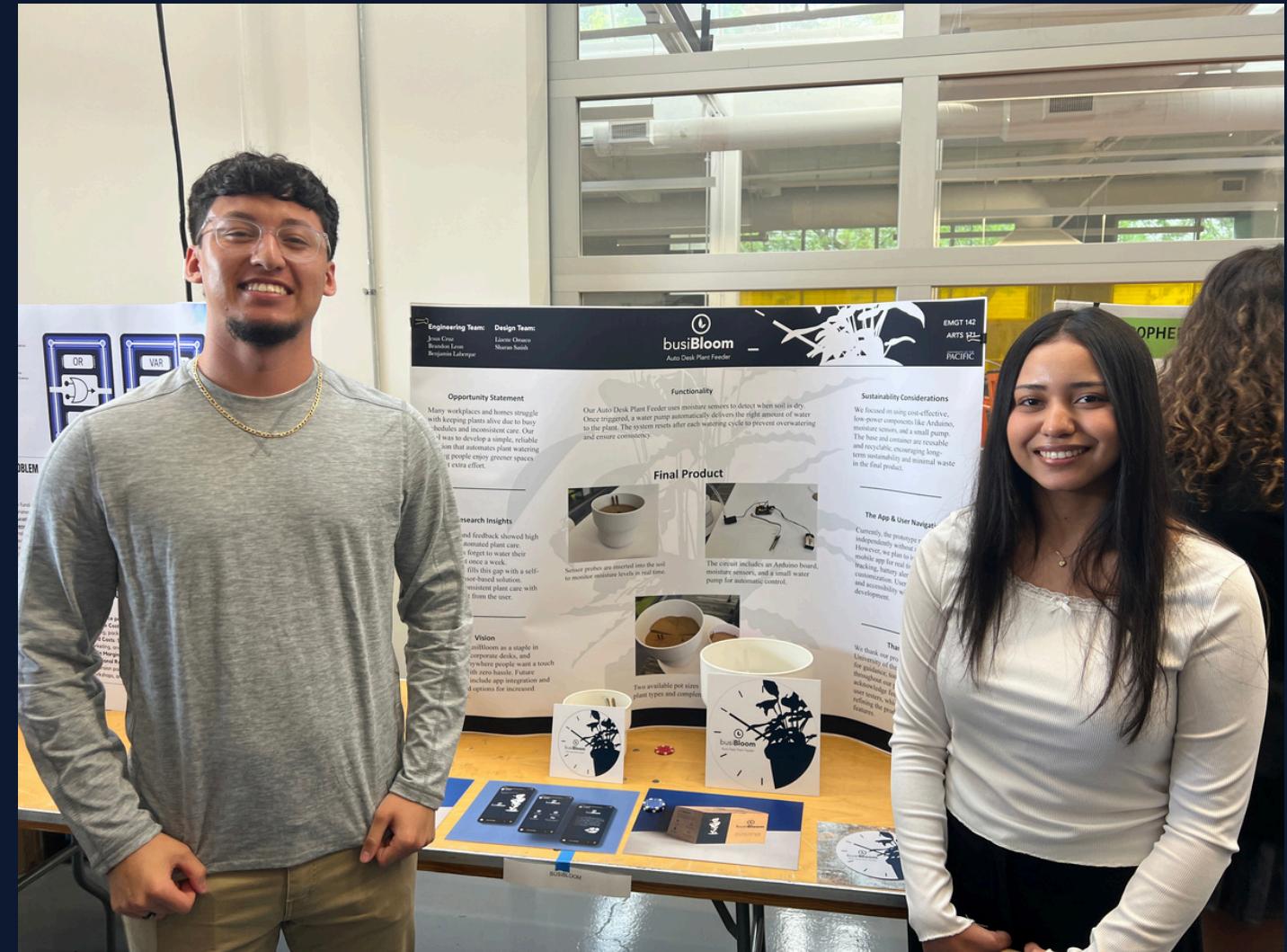
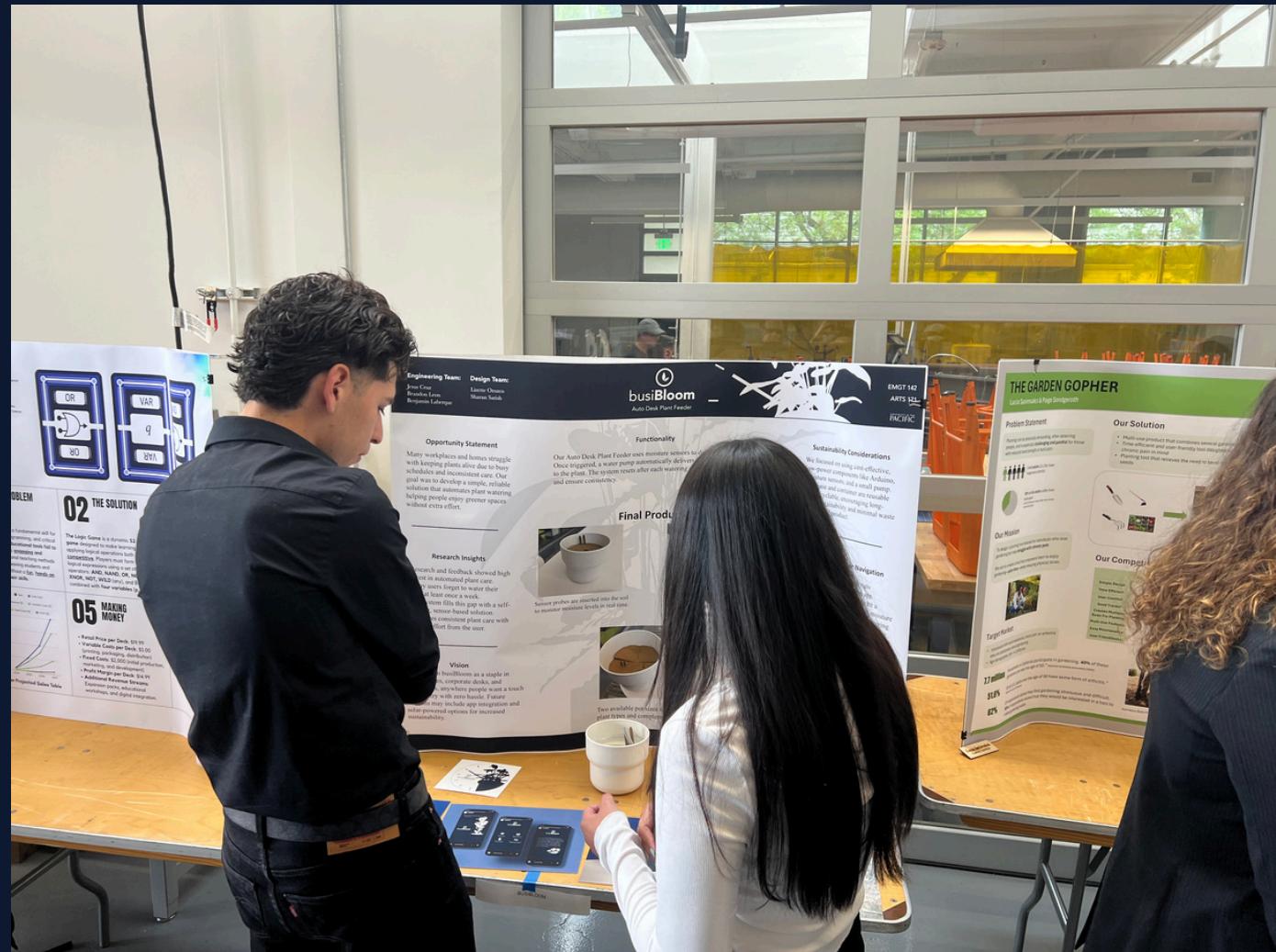


App



Poster Presentation





Thank you to our Engineering Team!



Thank you!