



Cow Bella Farms

INTERACTION 2023

/ VISUAL

MAIN TOOLS: Figma

Preview

As the lead designer, build a brand new visual identity system (VIS) for CowBella Farm from scratch. The project aims to establish a unique and attractive image for the brand and enhance brand recognition through innovative visual strategies.

CowBella Farm is a community supported agriculture (CSA) and daily farm that specializes in producing high-quality dairy products.

TARGET AUDIENCE

A foodie who loves outdoor activities

Persona

LUNA



Career
Officer



Location
SF, CA



Family
Married



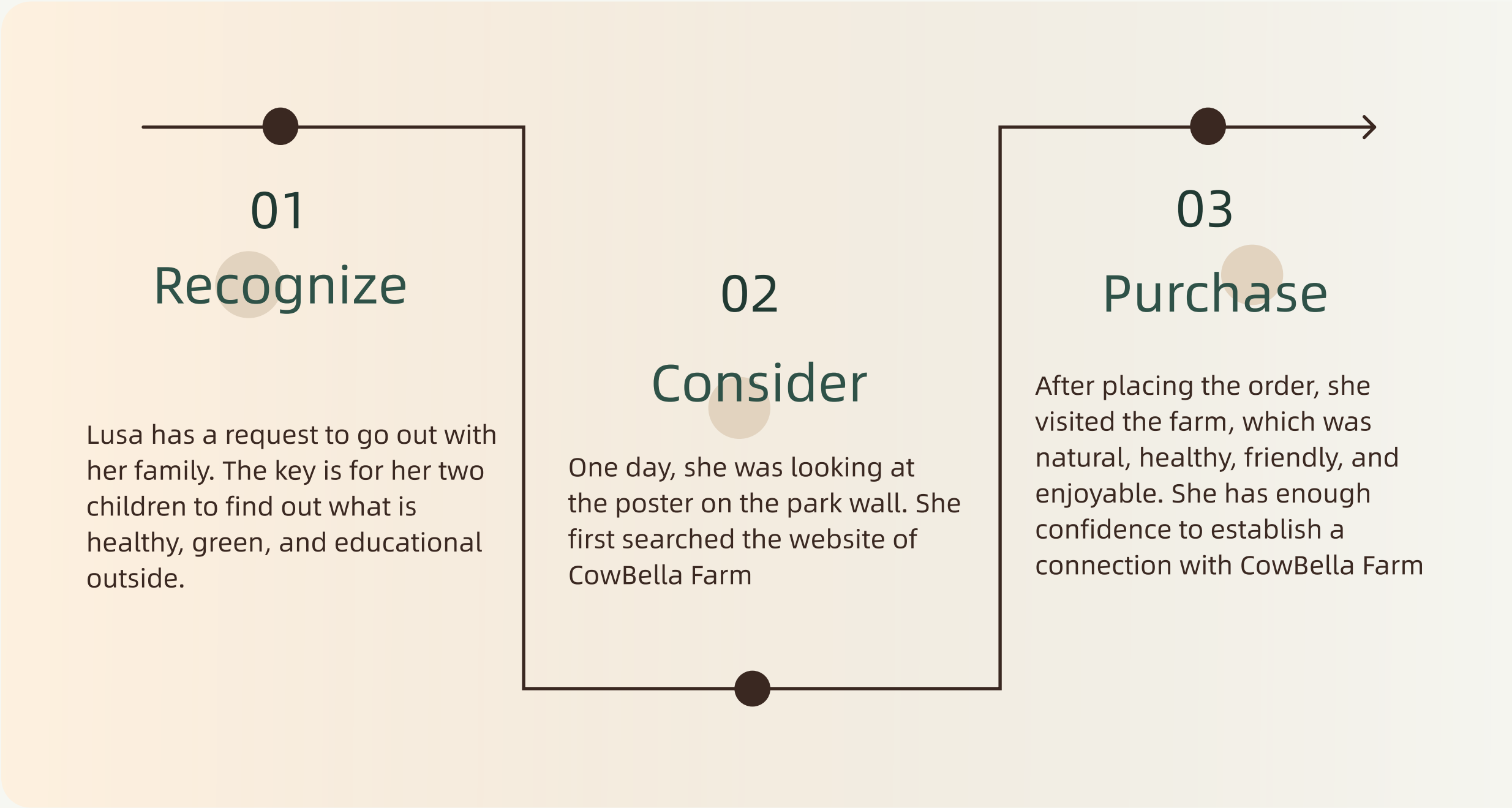
Age
35



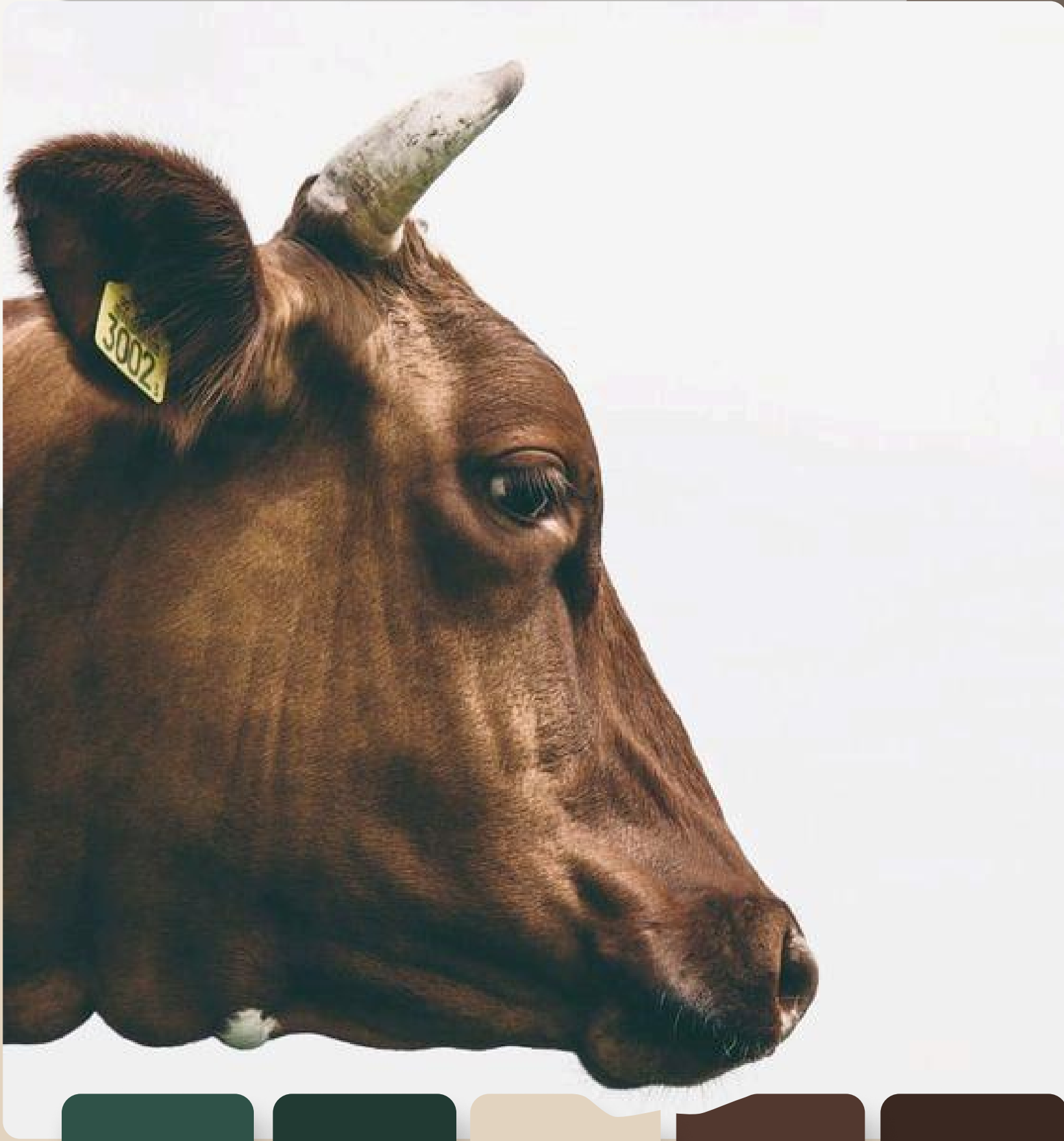
- All natural
- Handmade
- delicious
- Joyful
- community
- Friendly
- cultivate
- Outdoor

Target Audience Research
Cow Bella Farms

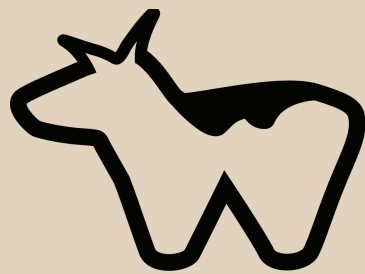
User journey map



Style tyle
Cow Bella Farms



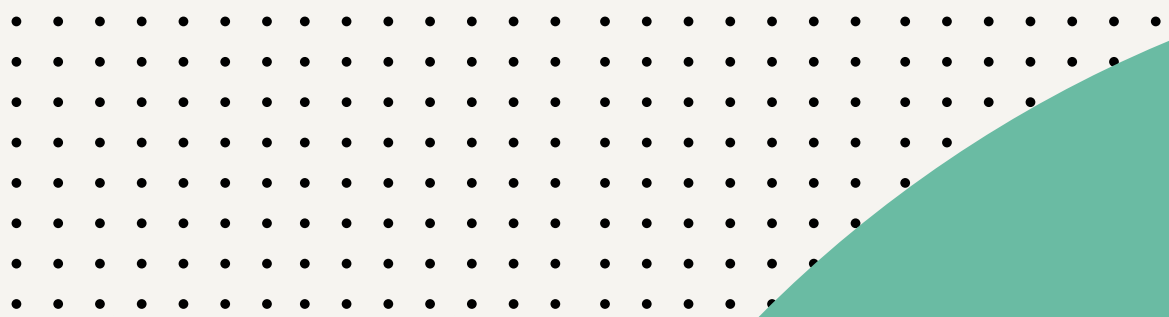
Cow
Bella Farms



CowBellaFarms



Logo



Fonts

Level01: *Pristina/ 24 PT/ 2 Tracking/ 100 Leading*

Aa

Level02: **Baloo Tammudu 2 bold/ 15 PT/ 2 Tracking/ 100 Leading**

Aa

Level03: **Baloo Tammudu 2 SemiBold / 12 PT/ 0 Tracking/ 100 Leading**

Aa

Level04: **Baloo Tammudu 2 Regular/ 10 PT/ 2 Tracking/ 120 Leading**

Aa

Color

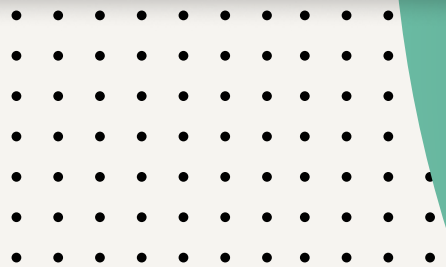
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#E3D3BF

#53392F

#3A2821



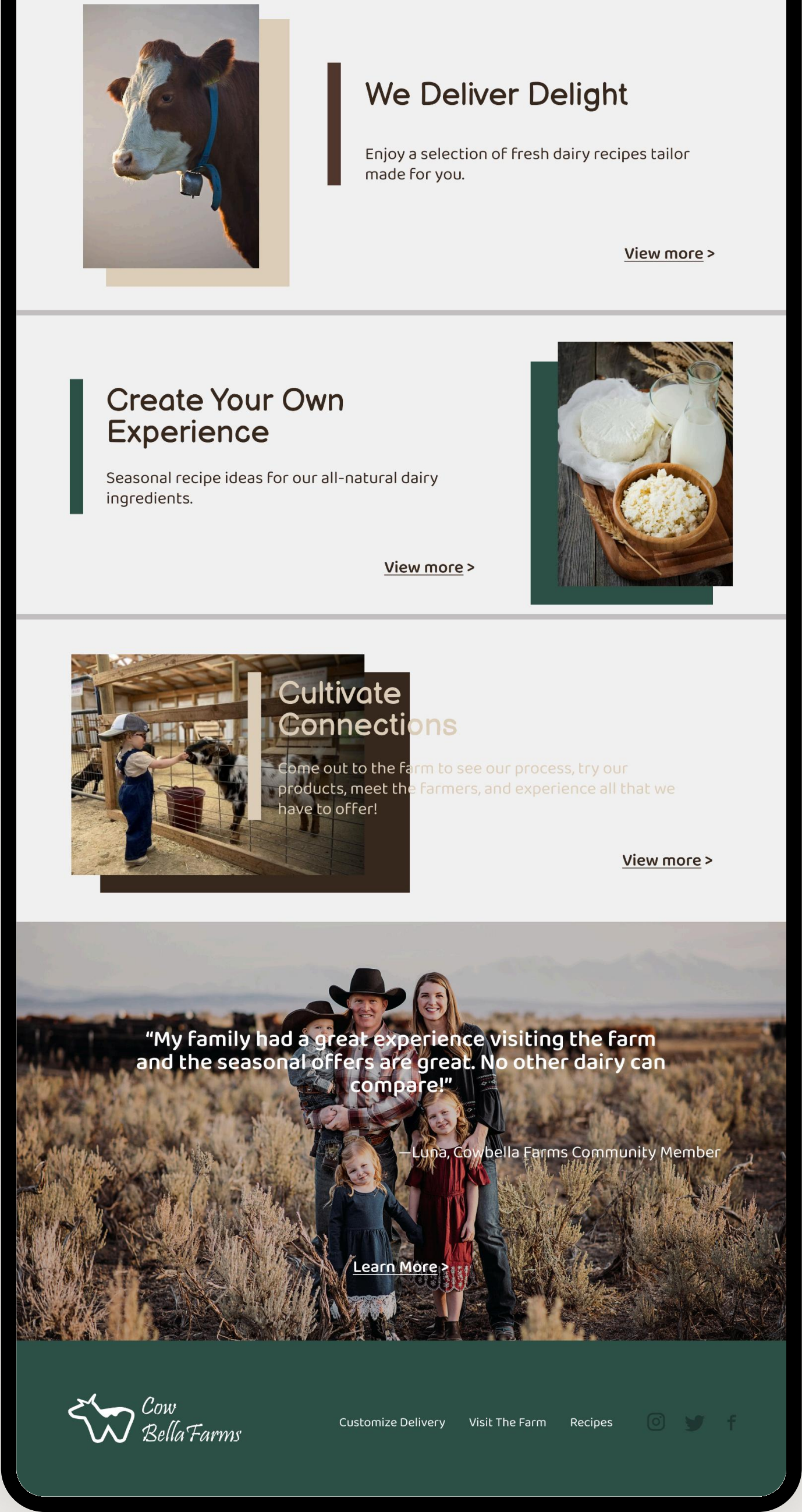
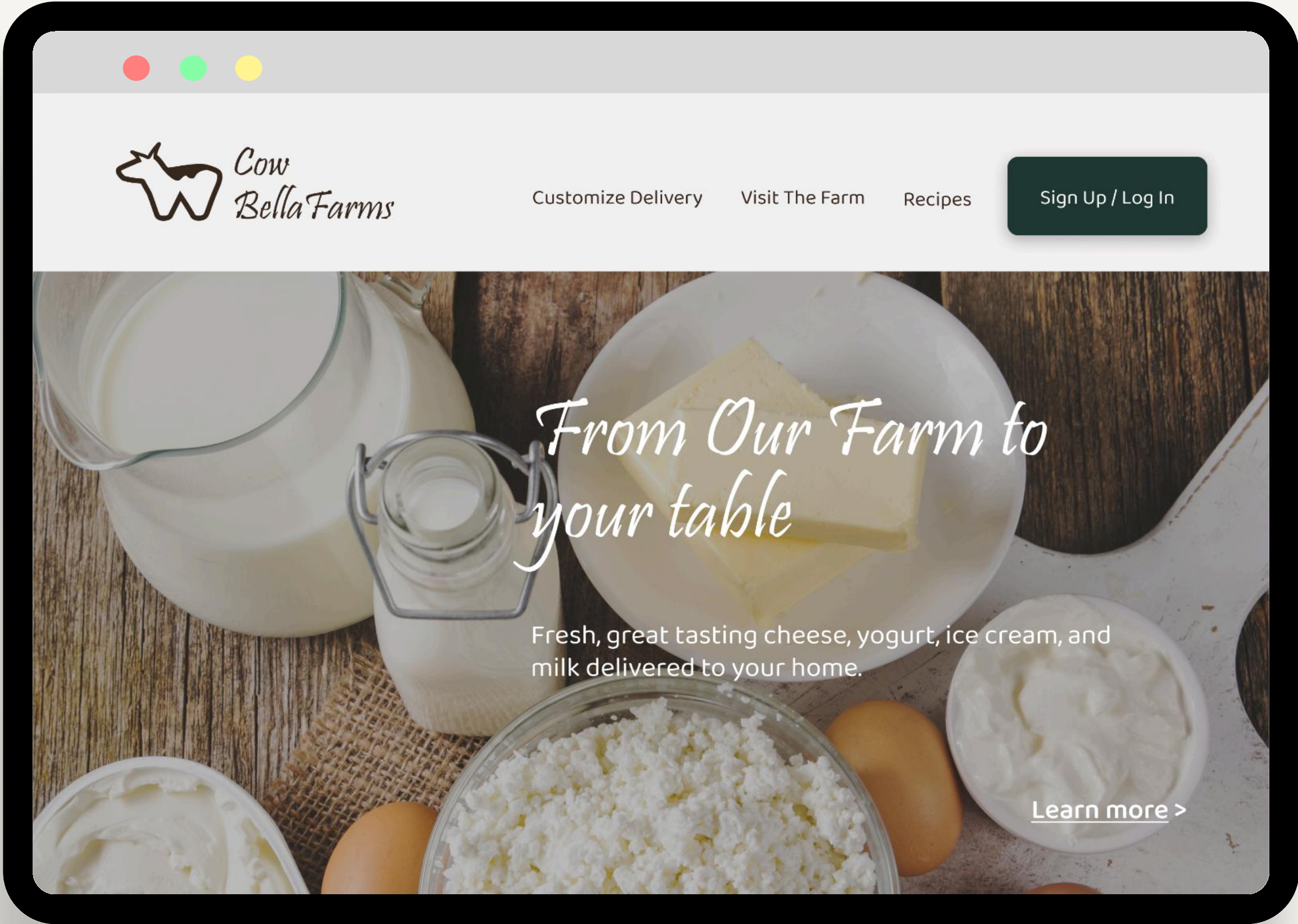
Poster

Cow Bella Farms



Website

Cow Bella Farms



Mobile

Cow Bella Farms

