



demeter
vertical garden co.



Welcome to Demeter 

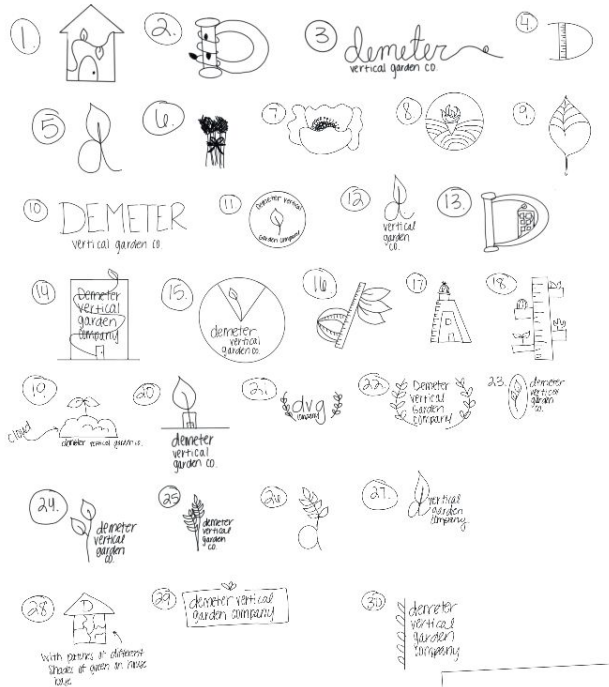
sustainable.

innovative.

transformative.



Logo Process



* disclaimer: some might be blurry from when i took the photo :)

Riley Robinson
 AD 418 © Project 1
 Demeter Logo Begins

demeter
 vertical garden co.

demeter
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 garden co.

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 vertical
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vertical
 garden
 co.



d



demeter
 vertical
 garden co.

demeter
 vertical
 garden co.

vertical
 garden
 company



dvg



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Logos by Riley Kate Robinson



Roslyn MN Medium



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Gamay Narrow Regular



Identity



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**forest
green**

HEX: #286125
RGB: (40, 97, 37)
CMYK: (63, 37, 100, 31)

primary

**living
leaf**

HEX: #53a344
RGB: (83, 163, 68)
CMYK: (72, 13, 100, 1)

secondary

**earth
stone**

HEX: #988e6e
RGB (152, 142, 110)
CMYK (41, 37, 61, 6)

accent

**urban
sage**

HEX: #bdd8ac
RGB: (189, 216, 172)
CMYK: (27, 3, 39, 0)

primary

**sprout
green**

HEX: #79ad5a
RGB: (121, 173, 90)
CMYK: (58, 13, 84, 0)

secondary

Branding Applications



**Elevate your space.
Grow a Greener future.**

Installing Demeter's vertical gardens boosts property value, attracts eco-conscious tenants, and stands out in a competitive market. Our hydroponic systems use minimal water and maintenance, creating vibrant green spaces with ease.



Let's Get Growing

Demeter Vertical Garden Co. brings affordable, low-maintenance vertical gardens to urban spaces. Our hydroponic systems improve air quality, reduce heat, and support local food, making city living greener and healthier.



**Scan to Learn More
About Our Gardens**

**Monstera Plant
Care Instructions**

- Set in bright, indirect light and plant using well-draining soil
- Water when top 1/2" of soil are dry
- Keep leaves warm with high humidity and temperatures of 65°F-85°F
- Fertilize every 4-6 weeks during growing season
- Repot every 1-2 years
- Provide support for climbing as it grows
- Wipe leaves regularly & check for pests
- Prune old/dying/epic leaves with proper care

*Don't want to take care of this plant?
Let us do it for you!*

0 125456 789012



Monstera Sample



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vertical garden co.

Monstera
Sample

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vertical garden co.



Commercial Property Owner
1401 Presque Isle Ave
Chicago, IL 60606

**Welcome to Demeter,
Let's Start Growing Together.**



Commercial Property Owner
1401 Presque Isle Ave
Chicago, IL 60606

**Welcome to De
Let's Start Growing**



Imagine a city where concrete meets green

THANK YOU

