

**TRUE EARTH**

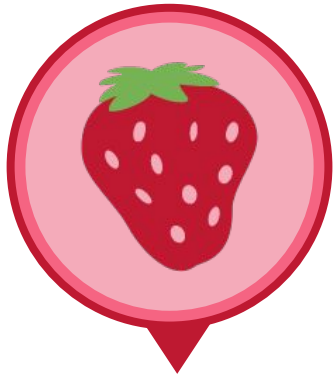


## TRUE EARTH

Founded in 2011 by Claude Galipeau, True Earth uses natural, innovative farming processes to heal the Earth and the people. It sells natural fertilizers that increase food production without harsh, toxic chemicals. Using these fertilizers, True Earth also grows its own crops for its herbal supplements, including hemp CBD and black turmeric.

For **food planters** and **lovers** who want natural resources free of pollutants, our **herbal supplements** and **fertilizers** provide food for the soil and the soul, avoiding chemicals while producing **larger crop yields** and **safer health aids**.

# OUR TEAM



**Lauren Sciortino**  
Project Manager



**Gaby Romero**  
Creative Director



**Jin Koo**  
Presentation Manager



**Mengrao Li**  
File Manager

## TARGET AUDIENCE

- farmers
- gardeners
- green friendly people
- parents wanting to give fresh food to their children
- healthy people who care about their diet

## DEFINE CUSTOMER PROBLEM

Many foods customers consume are filled with chemical and radioactive contaminants. These pollutants not only affect our health but the environment and harm it. Customers want food that is grown with natural fertilizers, ensuring the health of the consumers that eat them and the ecosystem so more food this healthy can be grown.

## OUR PRODUCT

TrueEarth's products include fertilizers for any kind of flower or crop, oils made from different flowers or hemp, and some pet friendly oils.

## BENEFITS

The products, noticeably the fertilizers help yield more and bigger crops and bigger and healthier flowers. The ingredients in TrueEarth ensure that it is eco friendly towards the crop/flower and soil and that it is healthy and safe to consume.

## MOOD BOARD

### ORGANIC & MINIMAL

As we see green the most in nature, this concept delivers the symbolism of **good health** and **harmony of nature**. The minimal design with earth colors conveys the **positive image** of the company. It also highlights the company's mission to provide customers with **healthier products**.





**TRUE EARTH** Montserrat / Bold

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**TRUE EARTH** Cabin / Bold

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**TRUE EARTH** Exo 2 Extra / Bold

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**TRUE EARTH** Karla Extra / Bold

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**TRUE EARTH** Ubuntu / Bold

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**TRUE EARTH** Vollkorn / Extra Bold

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**TRUE EARTH** Nunito / Bold

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**TRUE EARTH** Tinos

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**TRUE EARTH** Sanchez

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### TRUE EARTH

Owned and operated by Claude Galipeau and David Little, True Earth is a family of companies focused on enabling a natural balance or homeostasis in the soil (True Earth) and in the body (True Earth Farmacy).

Bungee Regular 30pt  
Arial Regular 12pt

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Calibri Bold 45pt  
Acumin Variable Concept SemiCondensed Thin 12pt

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Constantia Bold 45pt  
Acumin Variable Concept SemiCondensed Thin 12pt

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Acumin Variable Concept ExtraCondensed Black 30pt  
Acumin Variable Concept SemiCondensed Thin 12pt

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Dogma OT Bold 45pt  
Source Serif Variable ExtraLight 12pt

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Georgia Bold 45pt  
Helvetica Neue 65 Medium 12pt

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Futura PT Extar Bold 45pt  
Acumin Variable Concept SemiCondensed Thin 12pt

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Bahnschrift Bold SemiCondensed 45pt  
Franklin Gothic Medium Regular 10pt

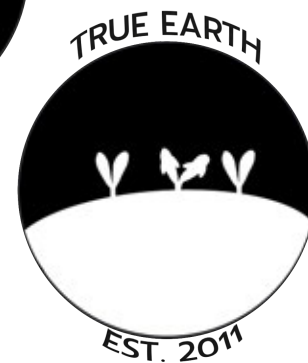
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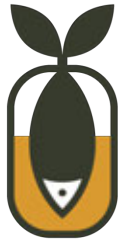
Impact Regular 40pt  
Bookmania Regular 10pt



LOGO ROUGHS



# LOGO ROUGHS



**TRUE EARTH**  
EST. 2011



**TRUE  
EARTH**



**TRUE  
EARTH**

LOGO SYSTEM #1



LOGO SYSTEM #2



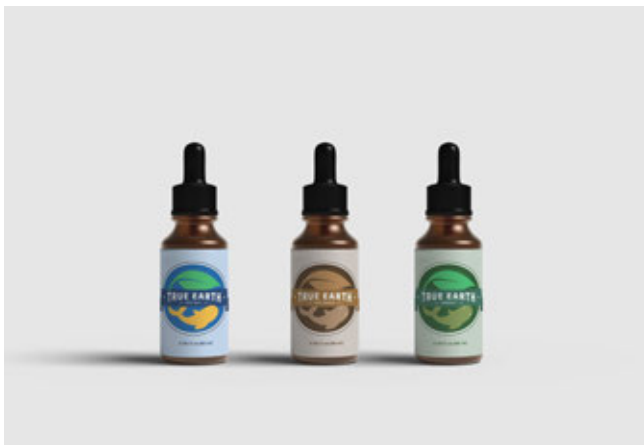
OPTION TWO: CIRCLE OF LIFE



OPTION ONE: NATURE'S MEDICINE



## PRODUCT APPLICATIONS



## WEBSITE OPPORTUNITIES

HOME



ABOUT

