

PALETTE PROPOSAL LOGO CONCEPTS

MARCH 2026



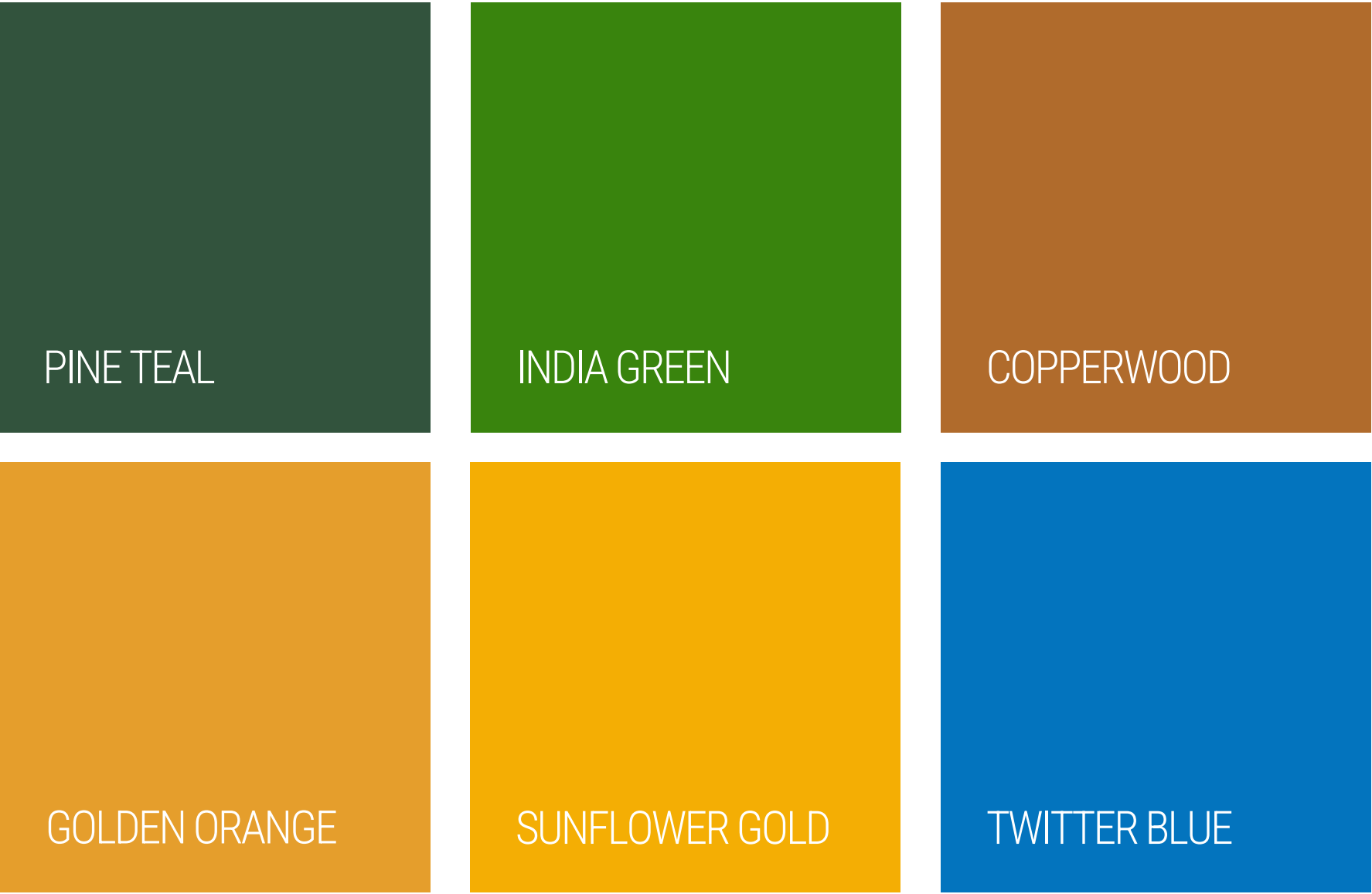


_THE COLOUR PALETTE

PINE TEAL AND INDIA GREEN GROUND THE PALETTE, COPPERWOOD ADDS WARMTH, GOLDEN ORANGE AND SUNFLOWER GOLD BRING ENERGY, AND TWITTER BLUE PROVIDES A CLEAN MODERN CONTRAST.



Colour contrast





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Concept #1



FRESH PLAYFUL BRIGHT CLEAN OPTIMISTIC





palette

_COLORFUL CROP PALETTE

BRIGHT, FRIENDLY, HIGH-KEY PHOTOGRAPHY THAT MIXES PAINT SWATCHES + FRESH CROP CLOSE-UPS. FEELS ENERGETIC AND APPROACHABLE, WITH A CLEAN “PALETTE” VIBE THAT SIGNALS VARIETY AND OPTIMISM.



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Concept #2

BOLD GRAPHIC CONTRAST MODERN ENERGY



Palette

A stylized landscape graphic to the right of the word 'Palette'. It features a green plant with three leaves growing from a green mound. Below the mound are two semi-circular shapes: an orange one with a white gear-like pattern and a brown one with three white circles.

_MODERN GREEN LANDSCAPE

CALM, CREDIBLE, AND NATURE-LED: ROLLING FIELDS, CROP ROWS, AND BOTANICAL DETAILS WITH RESTRAINED GREENS AND WARM SUNLIGHT. COMMUNICATES STABILITY, SUSTAINABILITY, AND A MORE INSTITUTIONAL/AGRI-PROFESSIONAL TONE.



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Concept #3

REFINED EDITORIAL MINIMAL TRUSTWORTHY CLEAN PREMIUM



_EDITORIAL RESEARCH MINIMAL

REFINED, MINIMAL, PREMIUM: PAPER/PAINT TEXTURES + PRECISE CROP MACROS WITH LOTS OF CLEAN NEGATIVE SPACE. FEELS CONTEMPORARY AND TRUSTWORTHY—AN “EDITORIAL RESEARCH” MOOD THAT SUPPORTS A SERIF/MINIMAL IDENTITY.