

Selected design:



Variations on leaf element:





Recommendation:

Keep original “g” design.

- Better Legibility
- Plant “sprouts” more naturally from the horizontal surface of the “g”



Single Color Variations

Black and white



Single Color Variations

White on green



Single Color Variations

Green on white

Single color
label on carton





Label design with farm number



Option One

Typographic design

- Clean simplicity
- Contemporary
- Bold
- Highly legible



Option One Sample applications

Not shown to scale



grow
monroe
eat fresh. buy local.

proud
monroe
county
grower

growmonroe.org



Grow Monroe Farms

Fresh Picked
Cantelopes

2 for \$7.00

grow
monroe
eat fresh. buy local.

growmonroe.org



growmonroe.org

grow
monroe
eat fresh. buy local.

- Enjoy our year-round bounty
- Reduce ecological costs through reduced shipping
- Strengthen our county's economy



farm stand



grow
monroe
eat fresh. buy local.

growmonroe.org



grow
monroe
eat fresh. buy local.

It's good
for all
of us.

growmonroe.org



growmonroe.org

growmonroe
eat fresh. buy local.

CHASE'S
FARM
MARKET


eat fresh. buy local.

proud
monroe
county
grower

growmonroe.org





grow
monroe

eat
fresh
buy
local

growmonroe.org

growmonroe
eat fresh. buy local.



grow THE FRESH MARKET
Cantaloupes
2 for \$7.00

grow THE FRESH MARKET
Cantaloupes
2 for \$7.00

grow THE FRESH MARKET
It's good for all of us.



Banner and Large Sign deliverables (continued):

C. Large Sign

Vertical sign/banner format

(approximate 2:3 proportion,
if different, please specify exact
requirements)

(The file provided may be
used to produce signs or banners)



(Sample sign, content and design may differ)

Point of purchase deliverables (continued):

D. One small sign

Provides motivational information about the program

(8.5" x 11" for desktop printing, if different please specify)



(Sample sign, content and design may differ)

EAT FRESH. BUY LOCAL. GROW MONROE.

A Smart Choice for Your Family, the Environment and Our Economy



When you go green by purchasing locally grown produce, you're looking with your dollars supporting Monroe County agriculture. You'll ensure our year-round freshness and the increasing variety of local agricultural products.

Smart "Buy-Local" Choices:

- Save time and support fresh fruits and vegetables
- Reduce ecological costs of shipping from distant growers
- Strengthen Monroe County's economy

AGRICULTURE AND LIFE SCIENCES INSTITUTE



EAT FRESH. BUY LOCAL. GROW MONROE.

Local Agriculture Grows Our Economy

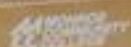


Monroe County's local agriculture generates nearly \$22 billion in sales for our economy each year. Agriculture supports thousands of jobs — many of them in farm- or food-related occupations. You'll find your way to necessary products, to be sure, but agriculture is intertwined with big returns to Monroe County.

Monroe County Supports and Values Agriculture:

- Our county is home to successful national food brands
- Our farms offer a wide range of quality products
- Our county supports a wide variety of ag-related employment opportunities

AGRICULTURE AND LIFE SCIENCES INSTITUTE



grow monroe

eat fresh. buy local.



Enjoy the most delicious food and freshest products grown and produced right here in Monroe County.

AGRICULTURE AND LIFE SCIENCES INSTITUTE



EAT FRESH. BUY LOCAL. GROW MONROE.

Learn a Growing Profession



The study of today's agriculture teaches a far more than farming. It includes management, engineering, biology, economics, renewable energy, and food education. It's more just a few miles. The Agriculture and Life Sciences Institute at Monroe Community College is leading the way to a more sustainable future.

Multiple resources for agricultural education:

- Agricultural workforce training
- Pathways to an agriculture degree at Cornell University
- Advocacy and advancement of local agriculture

AGRICULTURE AND LIFE SCIENCES INSTITUTE

EAT FRESH. BUY LOCAL. GROW MONROE.

Farmland's Future is in Your Hands



Monroe County is home to more than 600 farms and over 100,000 acres of farmland. More than a quarter of the land is dedicated to agriculture. Farms are a vital part of our economy and quality of life. And yet, Monroe County loses 700 acres of farmland each year to development. Once developed, farmland is lost forever. Your support can have meaningful impact on farmland preservation.

How the Agriculture and Life Sciences Institute at Monroe Community College helps preserve farmland:

- We assist farmers, landowners and municipalities to protect and promote farmland
- We interpret existing land use policies
- We guide comprehensive planning processes
- We consult on drafting land-use ordinances

