

Plante Vivante Logo

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My brief was to create a distinctive logo for the plant accessory company, 'Plant Vivante'. This logo needed to be versatile, relate to the product, tell the story of the brand and be easy to distinguish against competitors.

I aimed to prominently draw influence from Henri Matisse's artwork 'The Sheaf'. Within this artwork, Matisse reflected a commitment to form and colour, with his abstract cut-outs demonstrating a true connection to nature. Further, I examined William Morris's work, in which he depicted a close observation of nature, successfully stylising the forms of plants. Research was conducted on the visual appeal of existing plant logos, assisting in the development of my logo. The exploration into the plant accessory brands, Plant Scouts and Luxe Foliage, and their successful product application, is evident in my final presentation. I took direct inspiration from my own indoor plants during the concept stage of this project to ensure accuracy in shape and form, and to aid the aesthetic, as most people visiting this business will be plant lovers.

My final logo successfully met the required brief, expertly integrating a connection to nature. My logo is balanced, and harmoniously incorporates forms to represent the vision of Plant Vivante. The focal point is the memorable plant form, which is heavily influenced by Henri Matisse. The plant form's orientation is effective, suggesting movement and growth. The abstract forms are reminiscent of the sun, relevant for the Vivante (living) aspect of the brand. Their varying thicknesses create interest and flow, and their rounded edges suggest calmness. The plant form is a successful size, allowing the sun forms to extend outwards into the negative space. The striking colour palette includes a vibrant green, which associates with nature, freshness, and quality. The green of the leaf successfully contrasts with the bold orange and yellow tones of the sun. These strategic colour choices establish the hierarchy and associate the forms with the intended inspiration. The appropriate spacing of vital elements makes the logo versatile and scalable. The black serif text has successful readability and strikes a balance with the organic nature of the logo. The capitalisation of 'Plant' emphasises the text, which correlates to the hierarchy found in the logo. The textual arrangement is successful, aligning with the larger negative space within the logo.

The logo is effective not only as a stand-alone icon, but when applied with other elements to form patterns and illustration prints, appropriate for use on packaging and a variety of promotional products. I have created a memorable logo that is simple and designed for a specific audience. Unity throughout my applications was achieved with the use of navy blue and white. These repeated colours created a stark contrast emphasising my unified vibrant colour palette.

My practical work clearly communicates the theme of a plant accessory company, captures my personal design aesthetics, and illustrates a true inspiration from nature.