

vertical*field*
get real.

Welcome

We are Vertical field

Vertical Field is an agtech company that develops smart solutions for urban agriculture and landscaping. Our soil-based plants grow vertically to make the most efficient use of urban spaces. Our urban vertical field provides real results, making cities greener, healthier, and more sustainable.

04

Our logo & logo type

Primal and secondary logos 05

Spacing and grids

Logo variants

Do & Don't

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Our color scheme

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Coleteral graphics

Iconography

Typography; Main

Typography; Headlines

Typography; Languages

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How to use

Examples

OUR LOGO

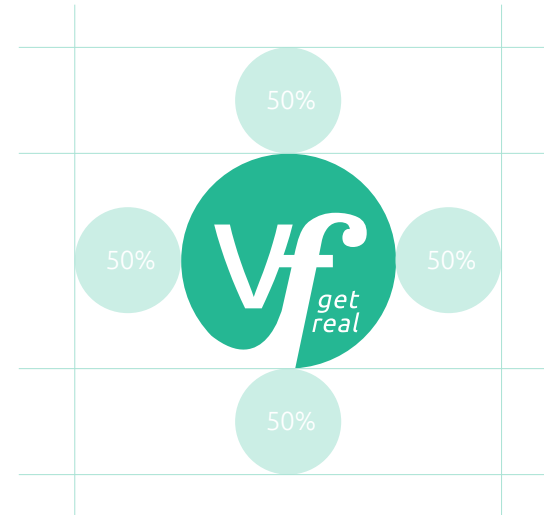
FULL VERSION

vertical*field*
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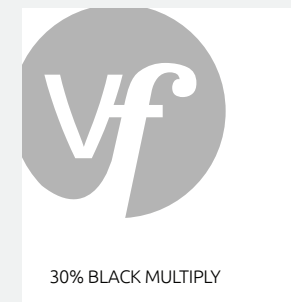
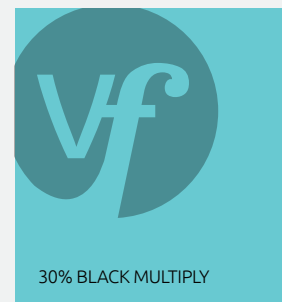
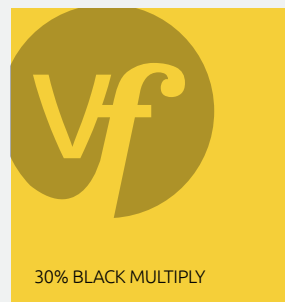
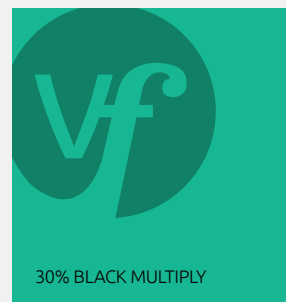
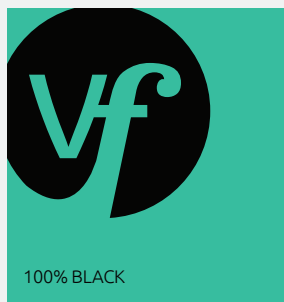
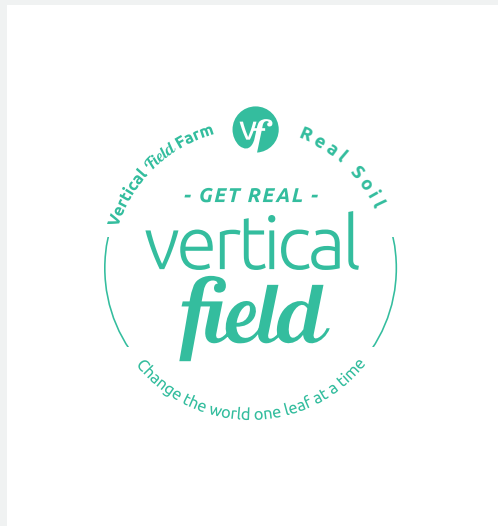
SHORTENED SYMBOL



OUR LOGO SPACING



OUR LOGO VARIANTS



DO ✓



DON'T X

verticalfield
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OUR COLORS

REAL **GREEN**

R37 G183 B147
C74 M0 Y56 K0
21B893
P 339C

REAL **CHANGE**

R78 G195 B205
C62 M0 Y21 K0
60D1E0
P 3105C

REAL **SOIL**

R168 G93 B97
C29 M71 Y53 K10
A85D61
P 7523C

REAL **FRESH**

WHITE

REAL **TECH**

R128 G106 B170
C56 M64 Y3 K0
7665A0
P 7676C

REAL **JOY**

R244 G201 B34
C4 M19 Y96 K0
FFD141
P 122C

ICONOGRAPHY



FROM WALL
TO FORK



FRESHER
& LONGER
SHELF LIVE



GENERATES
OXYGEN



ZERO
PESTICIDES



STRESS
REDUCER



LOCAL
PRODUCE



ACOUSTIC
ISOLATOR



OUR TYPES

UBUNTU

* Used for headlines & body text

LIGHT

Vertical Field is all about making our cities, buildings and food greener, healthier, and prettier.

Our unique combination of beauty, nature and advanced technology solutions for urban agriculture and landscaping.

LIGHT ITALIC

Vertical Field is all about making our cities, buildings and food greener, healthier, and prettier.

Our unique combination of beauty, nature and advanced technology solutions for urban agriculture and landscaping.

MEDIUM WELL

Vertical Field is all about making our cities, buildings and food greener, healthier, and prettier.

Our unique combination of beauty, nature and advanced technology solutions for urban agriculture and landscaping.

BOLD

Vertical Field is all about making our cities, buildings and food greener, healthier, and prettier.
Our unique combination of beauty, nature and advanced technology solutions for urban agriculture and landscaping.

OUR TYPES

lobster

* Used for bolder bolder headlines, focus & fun.

Change the way you consume food. Vertical urban farming systems, a new local food source

OUR TYPES

HEEBO

* Used for ME hebrew

שלום וברוכים הבאים לספר המותג של ורטיקל פילד.
מסמך זה נועל לסיוע בשמירה על נראות ואופי המותג.
אנא, שימרו על החוקיות המוצגת במסמך

שלום וברוכים הבאים לספר
המותג של ורטיקל פילד. מסמך
זה נועל לסיוע בשמירה על
נראות ואופי המותג. אנא, שימרו
על החוקיות המוצגת במסמך

שלום וברוכים הבאים
לספר המותג של ורטיקל
פילד. מסמך זה נועל לסיוע
בשמירה על נראות ואופי
המותג. אנא, שימרו על
החוקיות המוצגת במסמך

שלום וברוכים הבאים לספר
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זה נועל לסיוע בשמירה על
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פילד. מסמך זה נועל לסיוע
בשמירה על נראות ואופי
המותג. אנא, שימרו על
החוקיות המוצגת במסמך**

HOW TO IMPLEMENT



IN LEFT



- This is us -

Vertical Field aims to transform the way we consume food, shortening the distance from the consumer to the edible plant. The company brings all the benefits of plants into the urban ecosystem including air and noise filtering, decreasing waste, creating pesticide-free and naturally bug-free plant walls.

- Smart farming Since 2006 -
But mostly, since we need to save this planet!

OUT LEFT



Shhh...

Baby leafs are sleeping inside

OPENING HRS
8AM - 8PM

IN RIGHT

- Yes, we sell -
Great food

Romaine lettuce	\$2.5
collards	\$2
radicchio	\$4.20
iceberg lettuce	\$2.5
escrole	\$2
ornamental kale	\$4.20
Romaine lettuce	\$2.5
collards	\$2
radicchio	\$4.20
iceberg lettuce	\$2.5
escrole	\$2



OUT RIGHT

vertical field



SIDE A



SIDE B



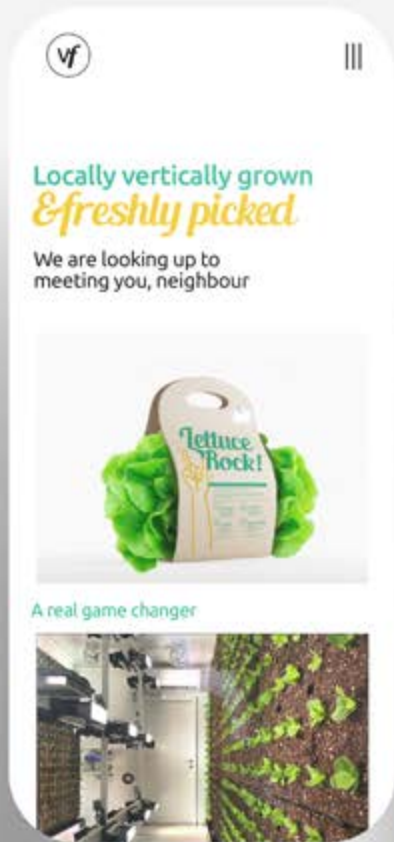


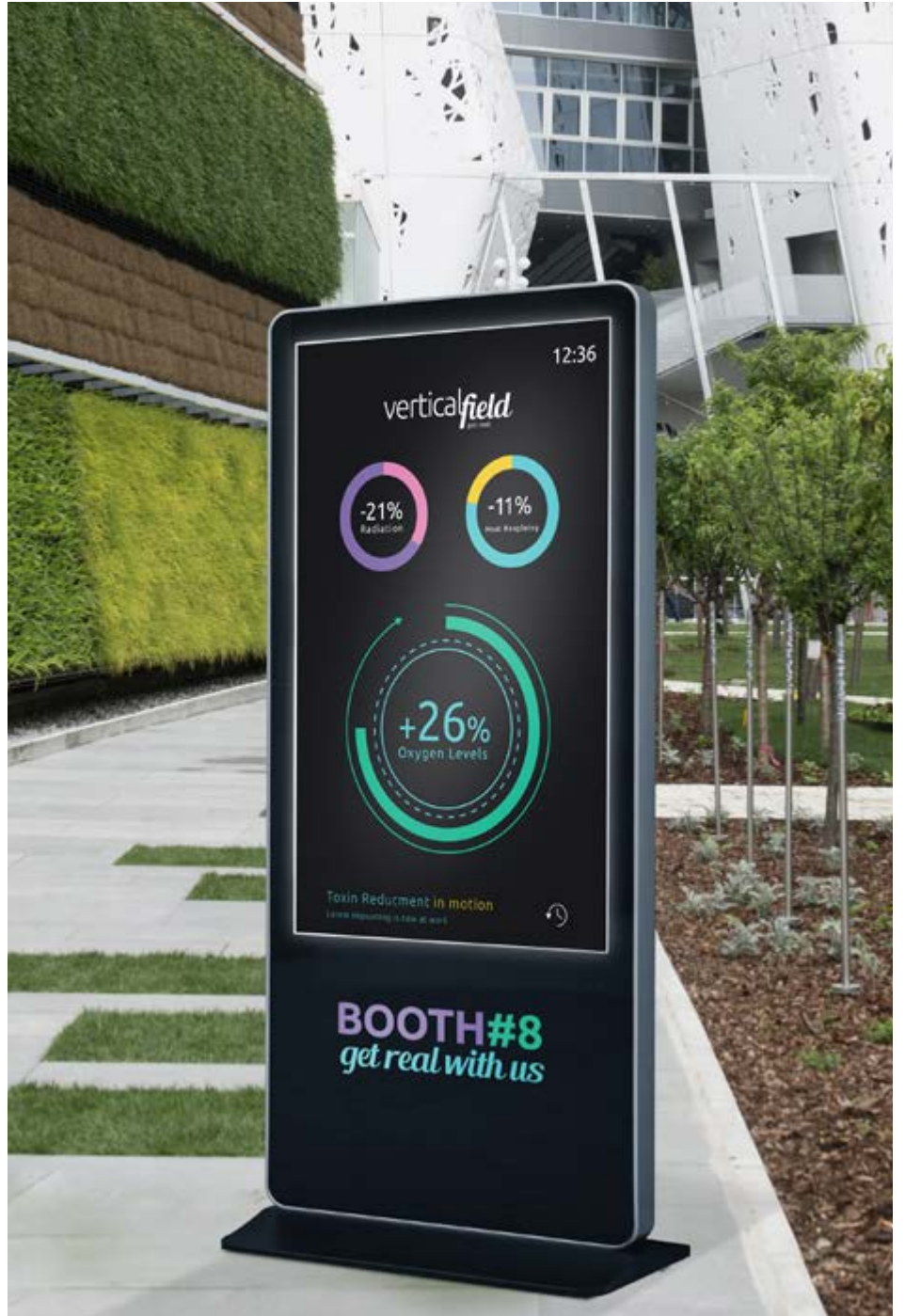




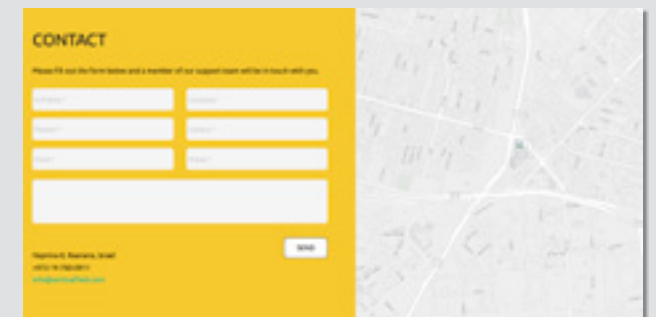
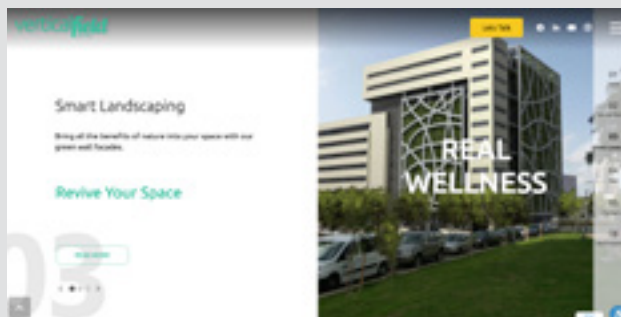
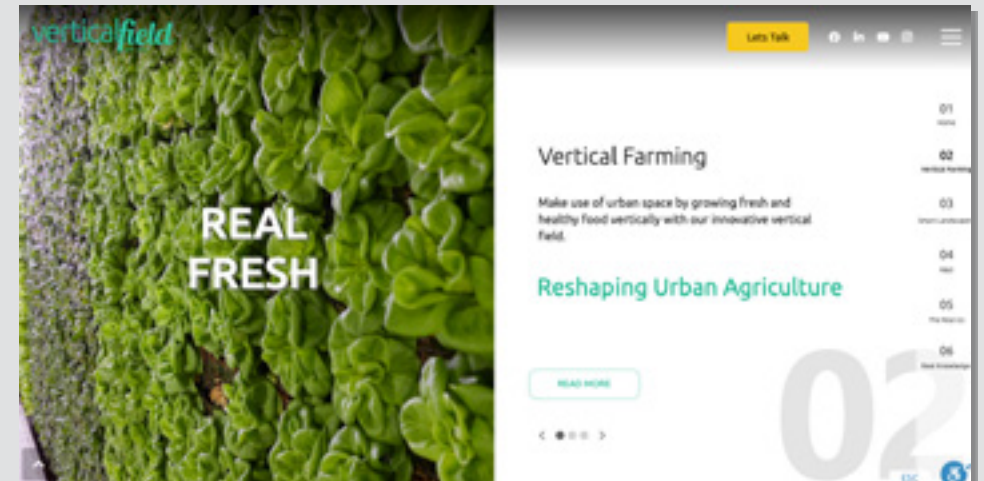
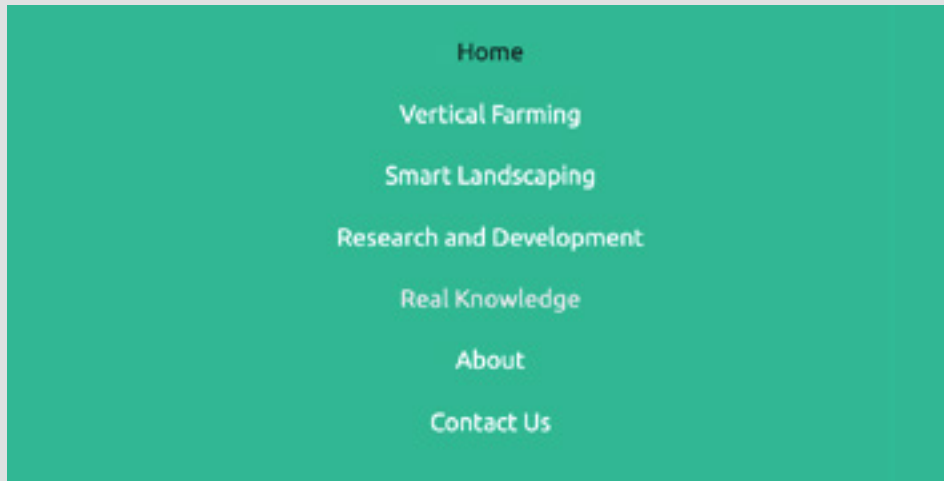
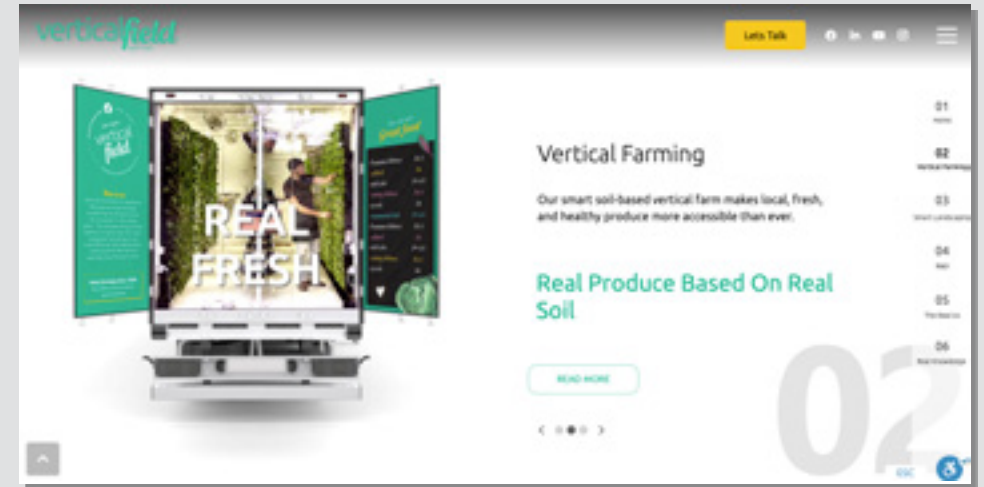
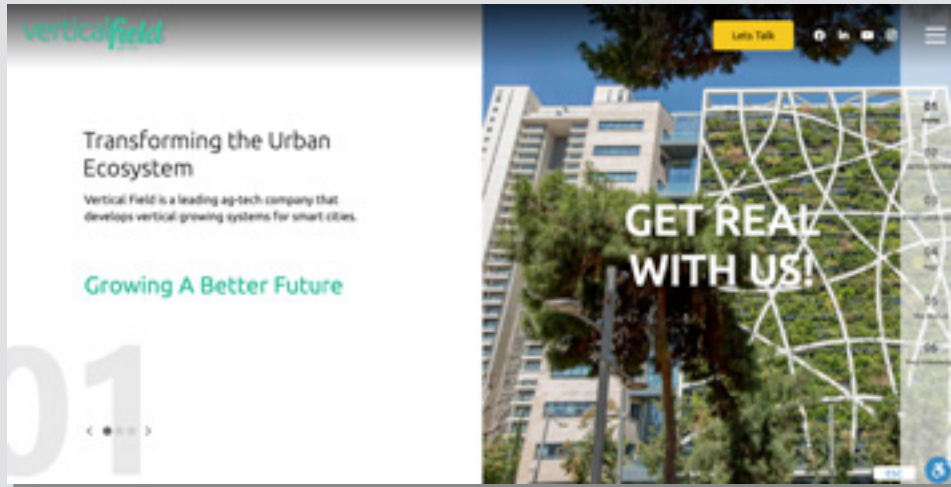
















OPTIONAL BACKGROUND