

DIRTY
Dirt

The logo consists of two lines of text. The top line, 'DIRTY', is in a bold, dark brown, blocky sans-serif font with a green outline. A green leaf is attached to the top of the 'D'. The bottom line, 'Dirt', is in a dark brown, cursive script font with a green outline. A blue flower with five petals is positioned above the 'i'.

A PRESENTATION OF APPROVED BRAND IDENTITY

01/2025 | V2

PRIMARY LOGO

The logo for "Dirty Dirt" combines masculine and feminine qualities through the use of the Nexa Rust font family. The word "DIRTY" is in bold, heavy letters that project a sense of solidity and force, suggesting masculine attributes. In contrast, "Dirt" is styled in an elegant, cursive script that adds a touch of finesse and grace, bringing a feminine energy to the logo.

The addition of a small flower silhouette as the dot over the 'i' in "Dirt" further enhances the design's feminine appeal. This design achieves a visual balance that reflects the brand's quality soil products for a diverse gardening audience.



COLOR USAGE

The color usage for Dirty Dirt is fairly minimal. The logo will mostly be used in color against a white background (A), or reversed with white lettering against a brown (B) and green background (C).

A.



B.



C.



ICONS

PODCAST BADGE

The Dirty Dirt Talk podcast's promotional badge shows its fun and friendly tone, which is all about gardening and soil care. The bright colors and natural design elements show its connection to nature, while the strong font makes the podcast's fun and friendly brand stand out. It's made to be used in digital and printed materials, inviting listeners to "dive into the dirtiest gardening podcast around."



BUILDING SUCCESSFUL GARDENERS

This promotional icon for Dirty Dirt shows a green leaf. The leaf stands for growth and sustainability. It is paired with the words "Building Successful Gardeners One Dirtbag at a Time!" This reflects the brand's mission to empower gardeners while staying connected to nature. This icon was created just for promotions. It shows the brand's spirit in a small and easy-to-remember form.



TYPOGRAPHY

In Dirty Dirt's branding, the combination of Arvo for headlines and Alegreya Sans for body copy achieves a balance between boldness and readability. Arvo, a geometric slab-serif font, commands attention with its strong presence in headlines.

Alegreya Sans, on the other hand, complements this with its humanist sans-serif design, making body text approachable and easy to read. Together, these fonts establish a strong yet friendly tone for the brand's identity.

Arvo

Use this for headlines.

Arvo

Regular

Arvo

Bold

Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Alegreya

Use this for body copy.

Alegreya

Regular

Alegreya

Bold

Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

H1
H2

Arvo 60 PT
Arvo 30 PT

BODY COPY

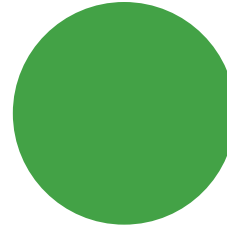
Alegreya Regular 16 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum ril delenit augue dui dolore te feugait nulla facilisi.

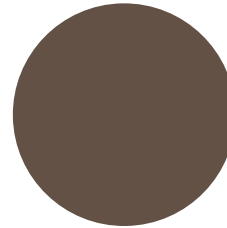
COLOR PALETTE MAIN COLORS

For Dirty Dirt's main color palette, we've curated a harmonious blend of shades that reflect the essence of nature and growth. The primary colors include a rich green, reminiscent of lush foliage, symbolizing vitality and abundance; a deep earthy brown, evoking the richness of fertile soil, grounding the brand's identity in its roots; and a vibrant blue hue, representing the clear skies and refreshing waters essential for nurturing thriving gardens. Together, these colors convey Dirty Dirt's commitment to sustainable gardening practices and its harmonious relationship with the environment.

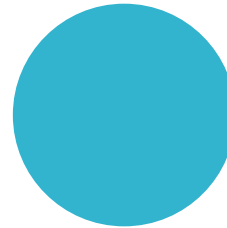
In addition to Dirty Dirt's main color palette, we've carefully selected a range of accent colors to add vibrancy and versatility to the brand's visual identity. These accent colors include a bold coral pink, exuding energy and enthusiasm; a warm orange, evoking feelings of warmth and vitality; a vibrant red, symbolizing passion and determination; a radiant yellow, reminiscent of the sun's vitalizing energy; a deep magenta, adding a touch of sophistication and drama; and a rich indigo, representing depth and introspection. Together, these accent colors provide ample opportunity for creative expression and visual impact, enhancing the overall aesthetic of Dirty Dirt's brand identity.



PANTONE 7738 C
CMYK: C 76 | M 13 | Y 100 | K 1
RGB: R 69 | G 160 | B 65
HEX: #45A041

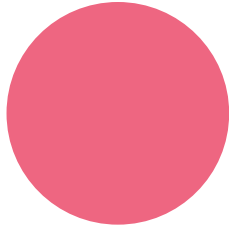


PANTONE 7519 C
CMYK: C 52 | M 58 | Y 66 | K 35
RGB: R 99 | G 82 | B 70
HEX: #635246

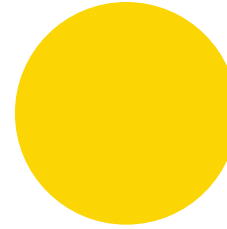


PANTONE 631 C
CMYK: C 69 | M 7 | Y 16 | K 0
RGB: R 51 | G 180 | B 207
HEX: #33B4CF

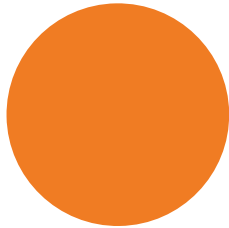
COLOR PALETTE ACCENT COLORS



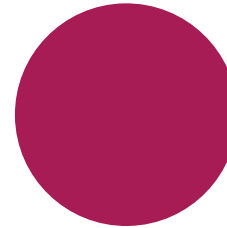
PANTONE 709 C
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RGB: R 238 | G 103 | B 129
HEX: #EE6781



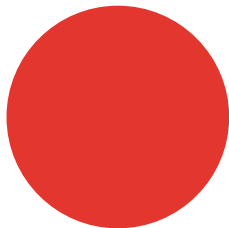
PANTONE YELLOW 012 C
CMYK: C 1 | M 14 | Y 100 | K 0
RGB: R 255 | G 213 | B 0
HEX: #FFD500



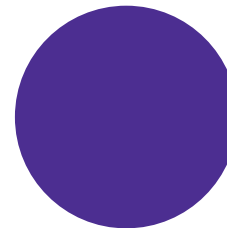
PANTONE 716 C
CMYK: C 3 | M 63 | Y 100 | K 0
RGB: R 239 | G 123 | B 4
HEX: #EF7B04



PANTONE 220 C
CMYK: C 27 | M 100 | Y 49 | K 12
RGB: R 168 | G 0 | B 80
HEX: #A80050



PANTONE 179 C
CMYK: C 6 | M 92 | Y 91 | K 0
RGB: R 225 | G 59 | B 48
HEX: #E13B30



PANTONE VIOLET C
CMYK: C 87 | M 100 | Y 0 | K 0
RGB: R 71 | G 20 | B 160
HEX: #4714A0