




# GUERRILLA GARDENS

Brand Identity and Guidelines





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**Guerrilla Gardens Graphic Standards Manual**





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## Introduction

Mutual aid and community solidarity are vital in current and future efforts towards social change and humanity's survival. These group structures are non-hierarchical and allow individuals to have agency in cultivating solutions and relationships according to value.

Guerrilla gardening is one such way to unify communities, their resilience, and to reclaim the urban landscape. With a mobile application on seed saving, composting, native species, and guerrilla gardening as a concept paired with a seed exchange kiosk and tool lending library, this practice can enable urban agriculture and education at a communal level while simultaneously reclaiming neglected space.

Seed packets will be redesigned for greater clarity and accessibility in understanding and exchange within the kiosk and guerrilla gardens. New materialities will be explored in the fabrication of seed capsules for a potential attribution to a zero waste economy.









## Goals

- + Create a badass unofficial organization sustained by participants to cultivate guerrilla gardens throughout empty city lots/soil sites
- + Replant native species and vegetable gardens for aesthetic cultivation and urban take back
- + Create conversations about urban gardening, seed saving, composting, and sustainable communal practices
- + Provide a tool lending library and seed exchange site – subsequently providing mutual aid and education on how to care for our local/regional environments
- + Modernize seed packets and packaging, making information more accessible and understandable through a mobile application
- + Disseminate information through a mobile application on pertinent topics related to gardening, native species, seed saving, composting, communal care, and mutual aid



## GUERRILLA GARDENS COLLATERAL



Mobile Kiosk with Tool  
Lending Library and Seed  
Exchange Site

Photography



Brand Style Guide

Mobile Application  
Kiosk Tracker



Digitization of Seed  
Packets



Wheat pasted Posters

Calendar of Events



Seed Bombs + Additional  
Print Collateral

Available Sites for  
Guerrilla Gardeners

Tutorials on Making  
Seed Bombs, Variations  
of Composting, Native  
Species, etc.



Accessible Seed Packets



## Logomark

### Marks for Mobility & Solidarity

The Guerrilla Gardens logomark is established through a sans serif typeface created by Vocal Type Co. Inspired by lettering used on signs created for the 1963 March on Washington.

Set in all caps, Guerrilla Gardens establishes a presence of protest and strength. With slightly rounded terminals and edges, additional emphasis of friendliness and inclusion is created.

The paired symbol represents an offshoot of growth after the development of a flower – visually associating Guerrilla Gardens with growth, upwards movement, and rising up in protest for urban resilience.

The Guerrilla Gardens logomark must always be left aligned with the logo centered with the stacked type.

















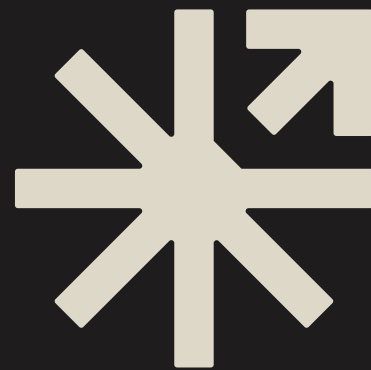
## Secondary Marks

### **Small Space – Big Impact**

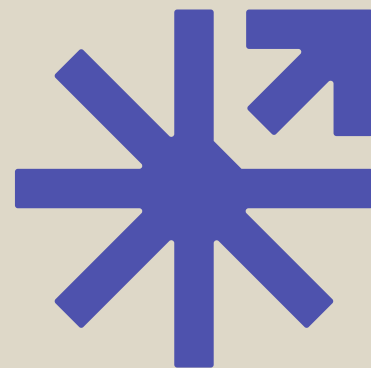
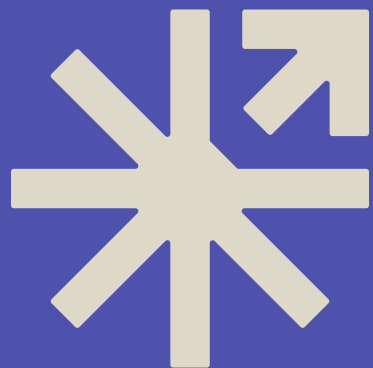
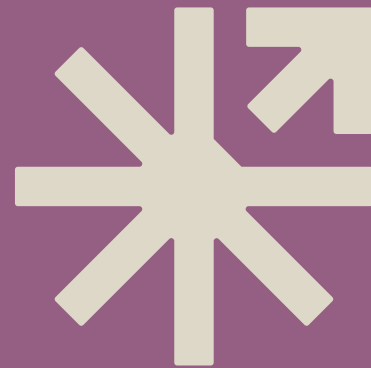
The Guerrilla Gardens logomark can make a big statement in a small space. Optimized with the same stroke weight as the set typography in the full logo suite, this mark draws an immediate visual parallel.

Created from an asterisk emulating a flowering plant, an upward arrow and emerging petal shoots off and beyond. This creates a visual association between Guerrilla Gardens and its mission towards natural urban growth, communal resilience, and the changing mutual efforts of the future.

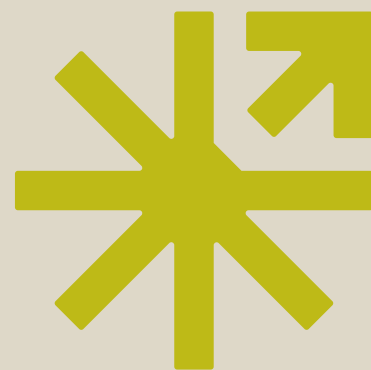
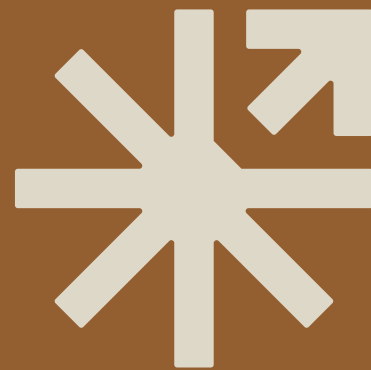














## Logo Clear Space

### **Proportions and Guidelines**

The clear space around the logo exists to ensure that the Ethic logomark will be displayed appropriately and legibly at all times.

Do not violate the signature clear zone.

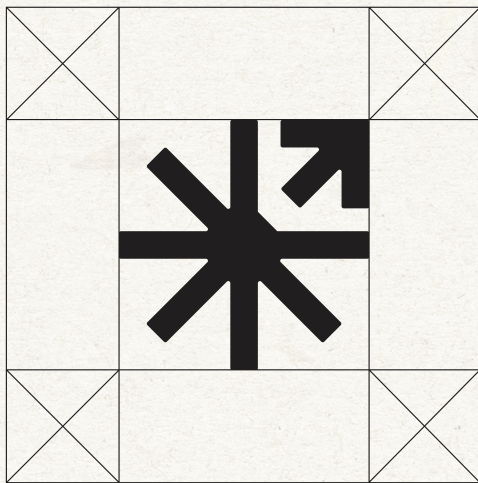
Do not rotate the logo to any degree.

The logomark shape should never be filled with patterns, textures, or other special effects.

Do not skew or scale the width or height of the logomark.

Do not add an additional stroke to any of the letterforms or marks.







## Typography

### **Resistance Type Bound in History**

Heading type is to be set in Bayard by Vocal Type Co. Inspired by people-driven movements and protest lettering, this typeface is rooted in the grounds of change and resilience. Weights and condensed faces may be uniform in appearance or mixed to create increasingly engaging and varied construction.

Body copy, subheadings, and alternative heading styles are to be set in Input Mono. Bold, medium, regular, and light weights may be implemented and paired based on varying hierarchal needs and applications medium (print v. mobile; exhibition v. collateral).

Originally designed for code, Input Mono is a monospaced typeface with proportional letterforms. Large punctuation makes this typeface perform well at a small scale and brings a semblance of technology into an evolving physical practice.



Headings

**BAYARD**

**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**

Body and Subheadings

Input Mono Light, Regular, **Bold**

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



## Color Palette

### Colorways and Meaning

The Guerrilla Gardens color palette is grounded in neutrals: cream (Oat) and off-black (Raven). Neutrals serve to augment the primary colors of the brand: bright blue (Bluestem), purple (Prairie Phlox), green (Lemongrass), and orange (Milkweed).

Primary pops of color emphasize the difference between variations of content within applications, while simultaneously modernizing the act of gardening and the role of native species through an unexpected and contemporary color palette.

Tints and shades of each primary color may be used to expand on use and application needs. Brand awareness will be heightened by pairing Bluestem, Prairie Phlox, Lemongrass, or Milkweed singularly with neutral colors Raven and Oat. All four primary colors should not be directly combined – this would create a disorienting and overwhelming experience.





Bluestem

RGB: 78, 82, 173  
CMYK: 80, 77, 0, 0  
Hex: #4e52ad  
Pantone: 2367C

Prairie Phlox

RGB: 148, 95, 130  
CMYK: 44, 71, 29, 4  
Hex: #945f82  
Pantone: 2055C

Lemongrass

RGB: 190, 186, 23  
CMYK: 30, 17, 100, 0  
Hex: #beba17  
Pantone: 4505C

Milkweed

RGB: 148, 95, 48  
CMYK: 32, 62, 91, 21  
Hex: #945f30  
Pantone: 464C



Raven

RGB: 33, 30, 31  
CMYK: 71, 67, 64, 75  
Hex: #211e1f  
Pantone: Black C

Oat

RGB: 223, 217, 201  
CMYK: 12, 11, 20, 0  
Hex: #dfd9c9  
Pantone: 7534C



## Photography

### **Collages and Stand Alone Images**

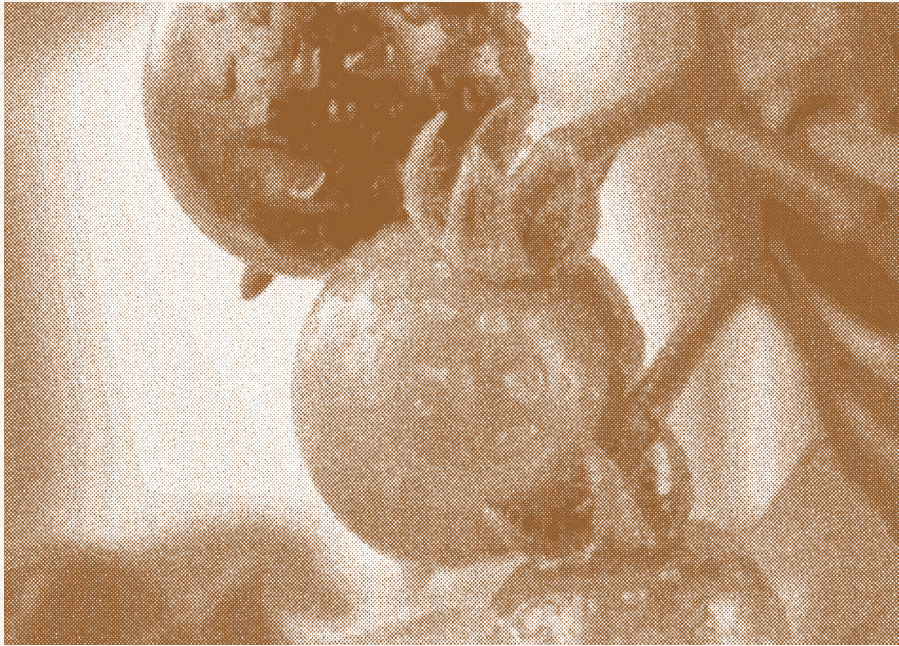
Photography implemented within the Guerrilla Gardens brand will primarily focus on the act of gardening abstractly.

Brand photos will not include faces but be limited to hands, body without hand, silhouettes, plants, and acts of gardening.

All photos will be edited through half-tones and variations of glass filters in order to emulate a risograph texture. They will then be overlain with a color from the Guerrilla Gardens color palette.

Images may be cut out to focus on a subject or include both subject and ground based on application use. (i.e. hero images, mobile app pages, posters, and additional print collateral).







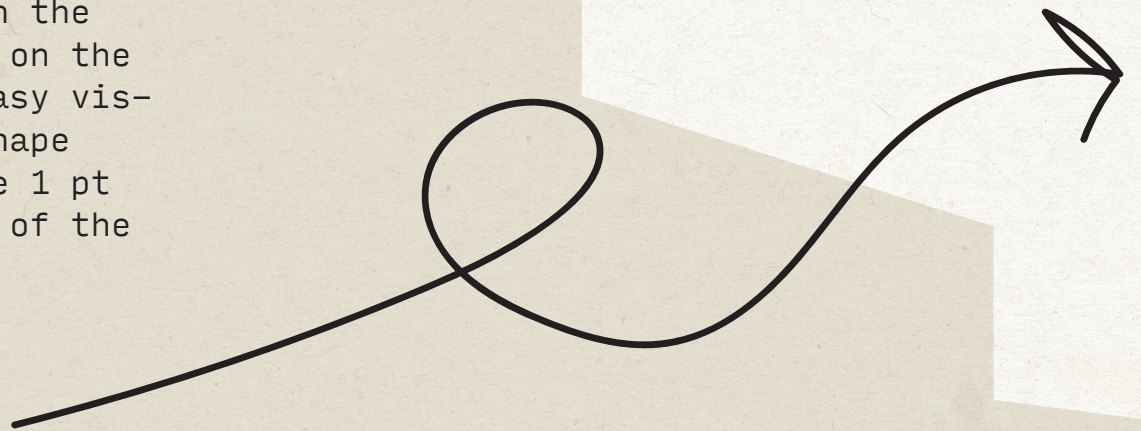
## Additional Graphic Elements

### Sketch and Collage Language

While photos will be the primary focus of collages, additions of hand drawn elements and flat geometric shapes will serve to add texture and emphasis to images.

Shapes will be both hard-edged geometric forms and circular/rounded artifacts. Contrasting textures will create a collage of great depth while centering the photographic image as the highest priority.

Hand drawn elements like arrows, circles, underlines, stars, and other shapes will be created using a rounded brush in Illustrator. This line work may be in the color or neutral palette dependent on the ground. Weights should allow for easy visibility of photographs and other shape elements, kept minimally around the 1 pt to 7 pt mark dependent on the size of the final application.





## OUR TENETS

Create a badass unofficial organization sustained by community members to cultivate guerrilla gardens throughout empty city lots/soil sites

Replant native species and vegetable gardens for aesthetic cultivation and urban reclamation

Create conversations about urban gardening, seed saving, composting, and sustainable communal practices

Provide a tool lending library and seed exchange site — subsequently providing mutual aid and education on how to care for our local/regional environments

Modernize seed packets and packaging, making information more accessible and understandable through the addition of a mobile application

Disseminate information through an app on pertinent topics related to gardening, native species, seed saving, composting, communal care, and mutual aid

Create solidarity and community through interest- and location-based action



# GUERRILLA GARDENS



## GUERRILLA GARDENS

### SEED EXCHANGE MOBILE KIOSK

### 707 26TH STREET IN DSM, IA

Free Seeds For Community Growth









Collateral Items & Elements



## Seed Packets

Seed packets serve as pocket sized primers on the biography a gardener needs to know in order to successfully cultivate a species. Guerrilla Gardens has 11 seed packets of both native and vegetable species that can be both used in seed exchanges and personally digitized.

Care instructions are separated into distinct categories of: overall care, sun, H2O, soil, and yield. Side containers of information list how deep and far apart to plant seeds and days to complete germination and maturity.

Packets can be digitized and expounded upon within the Guerrilla Gardens mobile application, allowing individuals to curate unique information about a species in relationship to their specific location and knowledge.

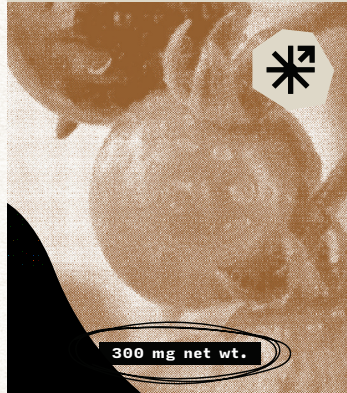






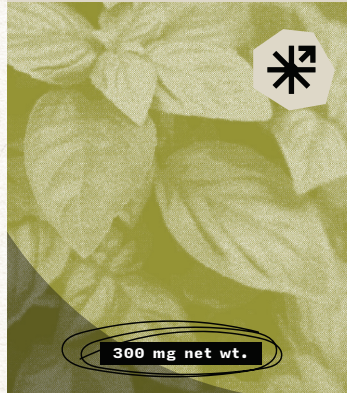


**CHERRY TOMATOES**



300 mg net wt.

**BASIL**



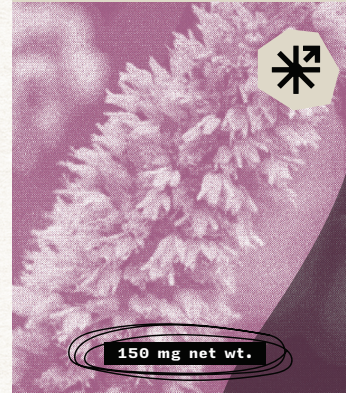
300 mg net wt.

**PURPLE CONEFLOWER**



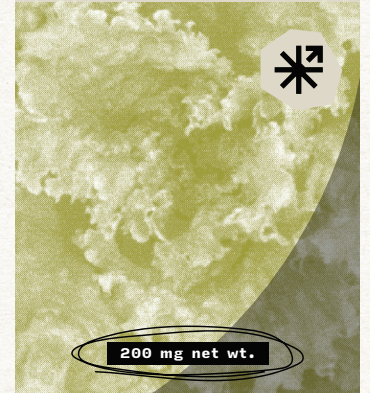
150 mg net wt.

**BUTTERFLY MILKWEED**



150 mg net wt.

**BUTTERHEAD LETTUCE**



200 mg net wt.

**SPRING WHEAT**



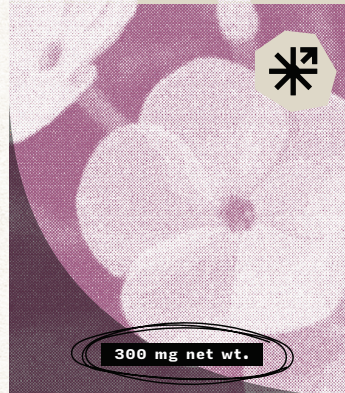
150 mg net wt.

**STRAWBERRIES**



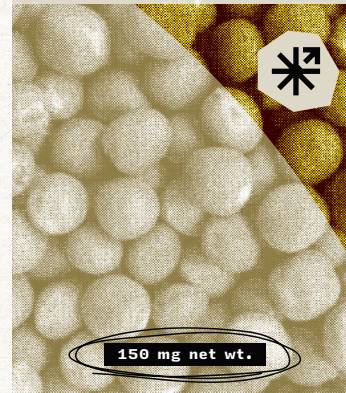
300 mg net wt.

**PRAIRIE PHLOX**



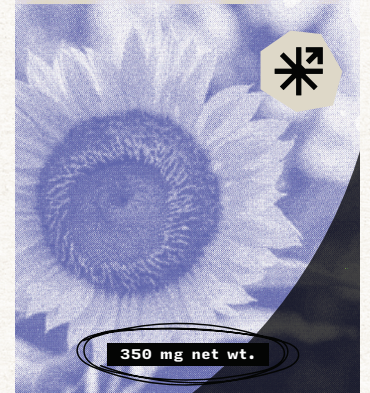
300 mg net wt.

**CASCADIA PEAS**



150 mg net wt.

**SUNFLOWERS**



350 mg net wt.



## CHERRY TOMATOES

**CARE:** When growing from seed, begin indoors 6-8 weeks after last frost date. Cover seeds with 1/4" of seed starting mix and keep soil moist, warm, and in the sun

**SUN:** Cherry tomatoes need to be planted in at least 6-8 hours of daily direct sun

**H2O:** Instead of frequent light watering, deeply water weekly. These tomatoes require 1-2 inches of water per week

**SOIL:** Soil should be well-draining and fertile with a pH of 6.2-6.5. Fertilize monthly

**YIELD:** Flowering begins within a month, followed by unripe green fruits. Ripe tomatoes will be their expected color and come off of the stem easily

**PLANTING DEPTH:**  
1/2" or 13 mm

**SEED SPACING:**  
6" or 5 cm

**DAYS TO TOTAL GERMINATION:**  
14-18 days

**MATURITY:**  
95-120 days from planting



MORE CARE INFO



## BASIL

**CARE:** When growing from seed, begin indoors 4-6 weeks before last frost. Basil is extremely sensitive to frost and should only be transported outside 1-2 weeks after last frost

**SUN:** Basil needs 6-8 hours of daily sunlight. Basil benefits from afternoon shade as full sun can scorch leaves into drooping

**H2O:** Basil needs to stay moist and needs ~1" of water weekly. Soil cannot dry out and should be watered early in the morning

**SOIL:** Soil should be well-draining and fertile with a pH of 6-7

**YIELD:** Basil can be harvested consistently during growing season. Remove 1/3 of the leaves each month to encourage new growth

**PLANTING DEPTH:**  
1/4" below soil

**PLANT SPACING:**  
12" apart

**DAYS TO TOTAL GERMINATION:**  
7-10 days

**MATURITY:**  
21-30 days



MORE CARE INFO



## PURPLE CONEFLOWER

**CARE:** To grow from seed, plant in a damp seed starter and put in fridge for an 8-10 week chilling period. Then plant 1/2" deep in indoor soil for 2 weeks

**SUN:** Coneflowers should be exposed to conditions ranging from full sun (6-8 hours) to partial shade

**H2O:** While a drought-tolerant plant, daily waterings to dry soil are necessary in the beginning. After planting outside, watering can be decreased to ~1" weekly

**SOIL:** Soil should be well-draining with a neutral soil pH of about 6.5-7. Soil type may range from sandy to rocky to clay

**YIELD:** Coneflowers bloom mid-summer through early fall. Flowers may take 2-3 years to produce

**PLANTING DEPTH:**  
1/8" below soil

**SEED SPACING:**  
12-18" outdoors

**DAYS TO TOTAL GERMINATION:**  
7-30 days

**MATURITY:**  
95-120 days, some 2-3 years



MORE CARE INFO



## BUTTERFLY MILKWEED

**CARE:** Milkweed can be planted outdoors after the last frost after being vernalized (soaked in water overnight and refrigerated for 30 days)

**SUN:** Milkweed needs to be planted in at least 6-8 hours of daily direct sun

**H2O:** Water deeply (about 1-2") when the top inch of soil is dry. Overwatering can cause fungus. Milkweed can survive some dryness

**SOIL:** Soil should be well-draining with a pH of 4.8-7.2. Soil can be dry, infertile, and rocky

**YIELD:** Milkweed can grow up to two feet tall and range from mauve to orange blooms from June-August. Flowers appear in round clusters and 1-2" across

**PLANTING DEPTH:**  
1/4" below soil

**SEED SPACING:**  
1/4"-1/2" apart

**DAYS TO TOTAL GERMINATION:**  
10-15 days

**MATURITY:**  
1-2 years for full flowering



MORE CARE INFO



## BUTTERHEAD LETTUCE

**CARE:** When growing from seed, begin indoors 3-4 weeks before last frost date. Otherwise, they can be planted outdoors early to late spring away from intense sunlight

**SUN:** Butterheads can to be planted in areas of full sun to partial shade. Eastward sun exposure lessens heat damage on leaves

**H2O:** Because it is a shallow-rooted plant, butterheads need light and frequent waterings - about 1-2" weekly. Keep soil moist

**SOIL:** Soil should be well-draining, cool/moist, and loose with a pH of 6.5-6.9

**YIELD:** Mature leaves can be harvested at any time in the growing cycle. Ensure harvest before a central stem forms in a new leaf

**PLANTING DEPTH:**  
1/8" below soil

**SEED SPACING:**  
1" apart

**DAYS TO TOTAL GERMINATION:**  
7-14 days

**MATURITY:**  
45 days from first planting



MORE CARE INFO



## SPRING WHEAT

**CARE:** Plant wheat outdoors in the spring at about 25-32 seeds per square foot. Germinate by watering the soil before planting

**SUN:** Wheat requires a lot of sun and grows best in direct sunlight. While it can grow in shade, more sun means a greater yield.

**H2O:** Spring wheat typically needs about 12-15" of rain over a growing season - overall not requiring much water as a cool season crop

**SOIL:** Soil should be fortified with nitrogen fertilizer and should be loose and moist

**YIELD:** Spring wheat takes about 120 days from seed to harvest. Harvest wheat berries when hard, not chewy. This grass can grow from 3-5' tall if kept stress-free

**PLANTING DEPTH:**  
1-1.5" below

**SEED SPACING:**  
40" apart

**DAYS TO TOTAL GERMINATION:**  
5 days

**MATURITY:**  
4 months from spring planting



MORE CARE INFO



## STRAWBERRIES

**CARE:** When growing from seed, begin indoors 8 weeks before last frost, then transplant outdoors three weeks after last frost

**SUN:** Strawberries require 10+ hours of sunlight a day. Minimum of 6 hours necessary

**H2O:** Strawberries dry out quickly and need about an 1" of water per week or 2.5" during hot weather. Water when top two inches of soil is dry to the touch

**SOIL:** Soil should be well-draining and on higher ground to minimize frost damage. Soil pH must be between 5.5-7

**YIELD:** Produces large annual crop during a 2-3 week period in the spring. Pick when berries turn deep red and quickly release

**PLANTING DEPTH:**  
Sow on surface

**PLANT SPACING:**  
1 inch apart

**DAYS TO TOTAL GERMINATION:**  
2-3 weeks

**MATURITY:**  
3-4 months



MORE CARE INFO



## PRAIRIE PHLOX

**CARE:** Seeds can be vernalized (soaked in water overnight and refrigerated for 30 days) and should fully sprout before planting outdoors after the last frost

**SUN:** Phlox should be planted in an area to receive at least 6 hours of daily direct sunlight

**H2O:** Water phlox about an 1" per week in the rootzone during growing season. Phlox does not do well in dry soil

**SOIL:** Soil should be well-draining and alkaline with a pH of 6.8. Soil can be sandy or rocky

**YIELD:** Blooms of these purple flowers occur for 3-4 weeks in late spring throughout summer during the first year planted. They can grow up to 12-18" tall

**PLANTING DEPTH:**  
1" below soil

**PLANT SPACING:**  
18" apart

**DAYS TO TOTAL GERMINATION:**  
5-10 days

**MATURITY:**  
2-3 years from first planting



MORE CARE INFO



## CASCADIA PEAS

**CARE:** Soak pea seeds for 24 hours then strain. Plant outdoors 2-3 weeks after the last frost date. Provide trellis support as vines grow 4-6' tall

**SUN:** Peas need to be planted in at least 6-8 hours of daily direct sun. They can grow in partial shade, but at slower rates

**H2O:** About 1" of water weekly to ensure strong growth with a general aim to simply keep soil moist

**SOIL:** Soil should be well-draining and loose with a soil temperature of about 58-70 F and a pH of 6-6.7

**YIELD:** Peas will be ready for harvest about 3 weeks after flowers first appear. Edible pea pods are typically about 2-3" long and appear swollen with seeds

**PLANTING DEPTH:**  
1" below soil

**SEED SPACING:**  
2-3" apart

**DAYS TO TOTAL GERMINATION:**  
7-10 days

**MATURITY:**  
51-72 days from first planting



MORE CARE INFO



## SUNFLOWERS

**CARE:** When growing from seed, sow seeds directly into the soil after last frost. Ensure that future plants will be protected from the wind to avoid toppling over

**SUN:** Sunflowers need at least 6 hours of daily sun, but with more sun comes greater growth

**H2O:** While small, water 3-4 inches around the soil. Once established, water once a week with a 2-3 gallons of water

**SOIL:** Sunflowers are tough plants and can thrive in any variety of soil as long as it drains well. They prefer a soil pH of 6-7.5

**YIELD:** Sunflowers bloom during August into autumn and range in height from 10-120" tall

**PLANTING DEPTH:**  
1-2" below soil

**SEED SPACING:**  
6" apart

**DAYS TO TOTAL GERMINATION:**  
10-14 days

**MATURITY:**  
70-100 days from planting



MORE CARE INFO





## CHERRY TOMATOES

# CHERRY TOMATOES

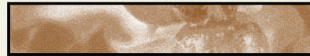
**CARE:** When growing from seed, begin indoors 6-8 weeks after last frost date. Cover seeds with 1/4" of seed starting mix and keep soil moist, warm, and in the sun

**SUN:** Cherry tomatoes need to be planted in at least 6-8 hours of daily direct sun

**H2O:** Instead of frequent light watering, deeply water weekly. These tomatoes require 1-2 inches of water per week

**SOIL:** Soil should be well-draining and fertile with a pH of 6.2-.5. Fertilize monthly

**YIELD:** Flowering begins within a month, followed by unripe green fruits. Ripe tomatoes will be their expected color and come off of the stem easily

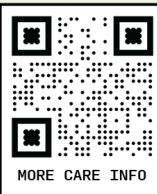


**PLANTING DEPTH:**  
1/2" or 13 mm

**SEED SPACING:**  
6" or 5 cm

**DAYS TO TOTAL GERMINATION:**  
14-18 days

**MATURITY:**  
95-120 days  
from planting



MORE CARE INFO



300 mg net wt.



BASIL

**BASIL**



**CARE:** When growing from seed, begin indoors 4-6 weeks before last frost. Basil is extremely sensitive to frost and should only be transported outside 1-2 weeks after last frost

**SUN:** Basil needs 6-8 hours of daily sunlight. Basil benefits from afternoon shade as full sun can scorch leaves into drooping

**H2O:** Basil needs to stay moist and needs ~1" of water weekly. Soil cannot dry out and should be watered early in the morning

**SOIL:** Soil should be well-draining and fertile with a pH of 6-7

**YIELD:** Basil can be harvested consistently during growing season. Remove 1/3 of the leaves each month to encourage new growth

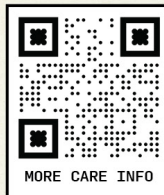


**PLANTING DEPTH:**  
1/4" below soil

**PLANT SPACING:**  
12" apart

**DAYS TO TOTAL GERMINATION:**  
7-10 days

**MATURITY:**  
21-28 days



MORE CARE INFO

**300 mg net wt.**



## PURPLE CONEFLOWER

# PURPLE CONEFLOWER

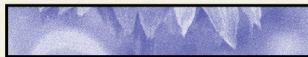
**CARE:** To grow from seed, plant in a damp seed starter and put in fridge for an 8-10 week chilling period. Then plant 1/2" deep in indoor soil for 2 weeks

**SUN:** Coneflowers should be exposed to conditions ranging from full sun (6-8 hours) to partial shade

**H2O:** While a drought-tolerant plant, daily waterings to dry soil are necessary in the beginning. After planting outside, watering can be decreased to ~1" weekly

**SOIL:** Soil should be well-draining with a neutral soil pH of about 6.5-7. Soil type may range from sandy to rocky to clay

**YIELD:** Coneflowers bloom mid-summer through early fall. Flowers may take 2-3 years to produce

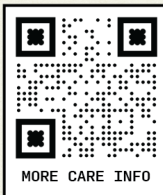


**PLANTING DEPTH:**  
1/8" below soil

**SEED SPACING:**  
12-18" outdoors

**DAYS TO TOTAL GERMINATION:**  
7-30 days

**MATURITY:**  
90-120 days,  
some 2-3 years



MORE CARE INFO



150 mg net wt.



BUTTERFLY MILKWEED

## BUTTERFLY MILKWEED

**CARE:** Milkweed can be planted outdoors after the last frost after being vernalized (soaked in water overnight and refrigerated for 30 days)

**SUN:** Milkweed needs to be planted in at least 6-8 hours of daily direct sun

**H2O:** Water deeply (about 1-2") when the top inch of soil is dry. Overwatering can cause fungus. Milkweed can survive some dryness

**SOIL:** Soil should be well-draining with a pH of 4.8-7.2. Soil can be dry, infertile, and rocky

**YIELD:** Milkweed can grow up to two feet tall and range from mauve to orange blooms from June-August. Flowers appear in round clusters and 1-2" across

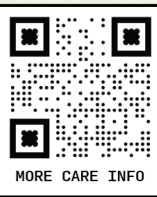


**PLANTING DEPTH:**  
1/4" below soil

**SEED SPACING:**  
1/4"-1/2" apart

**DAYS TO TOTAL GERMINATION:**  
10-15 days

**MATURITY:**  
1-2 years for full flowering



MORE CARE INFO



150 mg net wt.



**BUTTERHEAD LETTUCE**

# **BUTTERHEAD LETTUCE**

**CARE:** When growing from seed, begin indoors 3-4 weeks before last frost date. Otherwise, they can be planted outdoors early to late spring away from intense sunlight

**SUN:** Butterheads can to be planted in areas of full sun to partial shade. Eastward sun exposure lessens heat damage on leaves

**H2O:** Because it is a shallow-rooted plant, butterheads need light and frequent waterings – about 1-2" weekly. Keep soil moist

**SOIL:** Soil should be well-draining, cool/moist, and loose with a pH of 6.2-6.9

**YIELD:** Mature leaves can be harvested at any time in the growing cycle. Ensure harvest before a central stem forms in a new leaf

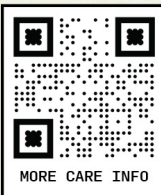


**PLANTING DEPTH:**  
1/8" below soil

**SEED SPACING:**  
1" apart

**DAYS TO TOTAL GERMINATION:**  
7-14 days

**MATURITY:**  
45 days from first planting



MORE CARE INFO



**200 mg net wt.**



STRAWBERRIES

# STRAWBERRIES



**CARE:** When growing from seed, begin indoors 8 weeks before last frost, then transplant outdoors three weeks after last frost

**SUN:** Strawberries require 10+ hours of sunlight a day. Minimum of 6 hours necessary

**H2O:** Strawberries dry out quickly and need about an 1" of water per week or 2.5" during hot weather. Water when top two inches of soil is dry to the touch

**SOIL:** Soil should be well-draining and on higher ground to minimize frost damage. Soil pH must be between 5.5-7

**YIELD:** Produces large annual crop during a 2-3 week period in the spring. Pick when berries turn deep red and quickly release

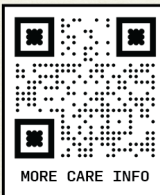


**PLANTING DEPTH:**  
Sow on surface

**PLANT SPACING:**  
1 inch apart

**DAYS TO TOTAL GERMINATION:**  
2-3 weeks

**MATURITY:**  
3-4 months



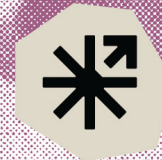
MORE CARE INFO

300 mg net wt.



PRAIRIE PHLOX

# PRAIRIE PHLOX



**PLANTING DEPTH:**  
1" below soil

**PLANT SPACING:**  
18" apart

**DAYS TO TOTAL  
GERMINATION:**  
5-10 days

**MATURITY:**  
2-3 years from  
first planting

**CARE:** Seeds can be vernalized (soaked in water overnight and refrigerated for 30 days) and should fully sprout before planting outdoors after the last frost

**SUN:** Phlox should be planted in an area to receive at least 6 hours of daily direct sunlight

**H2O:** Water phlox about an 1" per week in the rootzone during growing season. Phlox does not do well in dry soil

**SOIL:** Soil should be well-draining and alkaline with a pH of 6.8. Soil can be sandy or rocky

**YIELD:** Blooms of these purple flowers occur for 3-4 weeks in late spring throughout summer during the first year planted. They can grow up to 12-18" tall



MORE CARE INFO

300 mg net wt.



## SPRING WHEAT

# SPRING WHEAT

**CARE:** Plant wheat outdoors in the spring at about 25-32 seeds per square foot. Germinate by watering the soil before planting

**SUN:** Wheat requires a lot of sun and grows best in direct sunlight. While it can grow in shade, more sun means a greater yield.

**H2O:** Spring wheat typically needs about 12-15" of rain over a growing season – overall not requiring much water as a cool season crop

**SOIL:** Soil should be fortified with nitrogen fertilizer and should be loose and moist

**YIELD:** Spring wheat takes about 120 days from seed to harvest. Harvest wheat berries when hard, not chewy. This grass can grow from 3-5' tall if kept stress-free

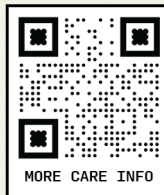


**PLANTING DEPTH:**  
1-1.5" below

**SEED SPACING:**  
~3" apart

**DAYS TO TOTAL GERMINATION:**  
5 days

**MATURITY:**  
4 months from  
spring planting



MORE CARE INFO



150 mg net wt.



CASCADIA PEAS

# CASCADIA PEAS

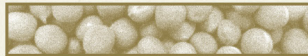
**CARE:** Soak pea seeds for 24 hours then strain. Plant outdoors 2-3 weeks after the last frost date. Provide trellis support as vines grow 4-6' tall

**SUN:** Peas need to be planted in at least 6-8 hours of daily direct sun. They can grow in partial shade, but at slower rates

**H2O:** About 1" of water weekly to ensure strong growth with a general aim to simply keep soil moist

**SOIL:** Soil should be well-draining and loose with a soil temperature of about 50-70 F and a pH of 6-6.7

**YIELD:** Peas will be ready for harvest about 3 weeks after flowers first appear. Edible pea pods are typically about 2-3" long and appear swollen with seeds

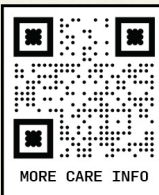


**PLANTING DEPTH:**  
1" below soil

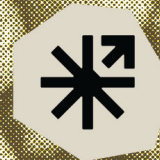
**SEED SPACING:**  
2-3" apart

**DAYS TO TOTAL GERMINATION:**  
7-10 days

**MATURITY:**  
57-72 days from first planting



MORE CARE INFO



150 mg net wt.



## SUNFLOWERS

# SUNFLOWERS



**CARE:** When growing from seed, sow seeds directly into the soil after last frost. Ensure that future plants will be protected from the wind to avoid toppling over

**SUN:** Sunflowers need at least 6 hours of daily sun, but with more sun comes greater growth

**H2O:** While small, water 3-4 inches around the soil. Once established, water once a week with a 2-3 gallons of water

**SOIL:** Sunflowers are tough plants and can thrive in any variety of soil as long as it drains well. They prefer a soil pH of 6-7.5

**YIELD:** Sunflowers bloom during August into autumn and range in height from 18-120" tall

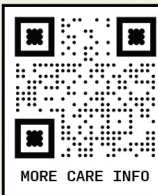


**PLANTING DEPTH:**  
1-2" below soil

**SEED SPACING:**  
6" apart

**DAYS TO TOTAL GERMINATION:**  
10-14 days

**MATURITY:**  
70-100 days  
from planting



MORE CARE INFO

350 mg net wt.



## Guerrilla Gardens Posters

### **Wheat pasting and Identification**

Wheat pasting is a method often used by collage artists and graffiti. Created by mixing flour and water over a heating agent, this “glue” is then smeared on a surface – both over and under a poster in order to adhere.

Activists have used this method of wheat pasting or “poster bombing” in order to quickly spread their message in a low-risk way. Guerrilla Gardens employs this method to notify community members of the practice while simultaneously serving to tag certain neglected spaces.

Visual cues are drawn from hand drawn scribbles, collaged images, and our logo. Each poster employs a single color from our brand palette in order to emphasize a phrase or concept. Some posters include the tenets of our cause while others simply advertise our name, inviting the viewer to engage with our practice by scanning the QR code for more information or visiting our mobile kiosk.



## OUR TENETS

Create a badass unofficial organization sustained by community members to cultivate guerilla gardens throughout empty city lots/soil sites

Replant native species and vegetable gardens for aesthetic cultivation and urban reclamation

Create conversations about urban gardening, seed saving, composting, and sustainable communal practices

Provide a tool lending library and seed exchange site — subsequently providing mutual aid and education on how to care for our local/regional environments

Modernize seed packets and packaging, making information more accessible and understandable through the addition of a mobile application

Disseminate information through an app on pertinent topics related to gardening, native species, seed saving, composting, communal care, and mutual aid

Create solidarity and community through interest- and location-based action



# GUERRILLA GARDENS

 GUERRILLA GARDENS

SEED EXCHANGE MOBILE KIOSK  
707 26TH STREET IN DSM, IA

Free Seeds For Community Growth

 GUERRILLA GARDENS

TAKE BACK THE LANDSCAPE  
IN COMMUNITY WITH  
GUERRILLA GARDENS



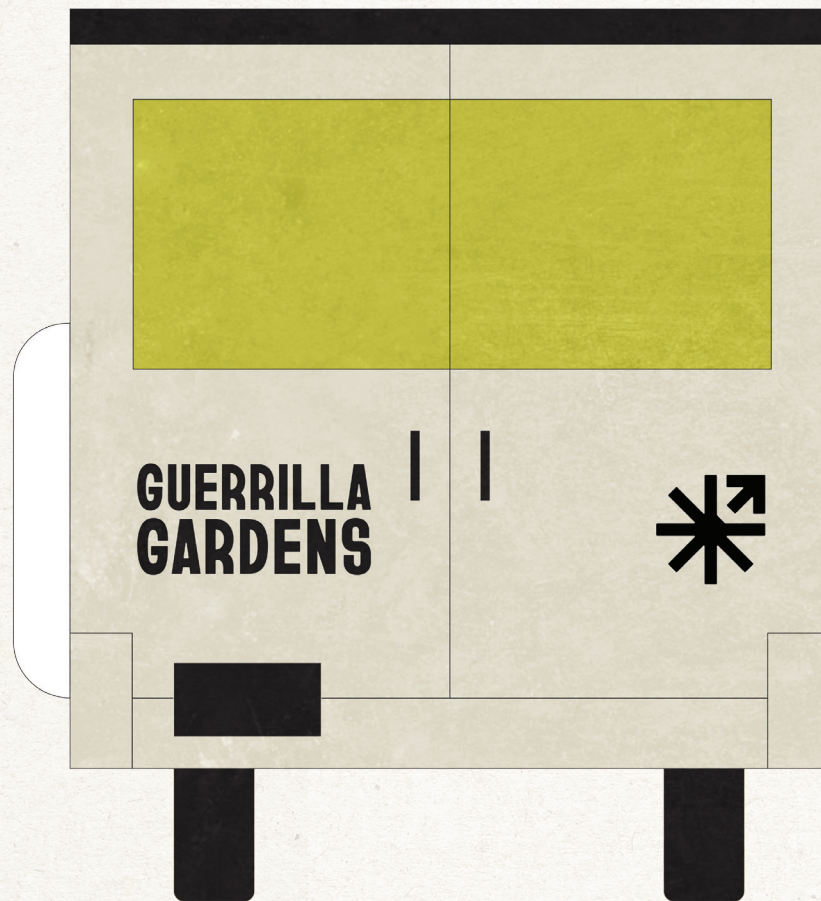
## Guerrilla Gardens Kiosk

### Mobile Solutions for Urban Areas

The Guerrilla Gardens mobile kiosk is replete with free dispensers of native seed varieties, a tool lending library, a seed exchange site, a rain barrel depository, and a hub of education on seed bombs, native species, the role of guerrilla gardening in urban and communal spaces.

As this kiosk moves throughout the city, the resources it holds are accessible to new areas and communities, encouraging the practice of guerrilla gardening in available spaces.









**OUR TENTS**

Guerrilla Gardens is a mobile garden truck that provides a variety of services to our customers. We are currently looking for experienced gardeners to join our team. If you are interested in becoming a Guerrilla Gardens gardener, please contact us at 503.555.5555 or visit our website at guerrillagardens.com.

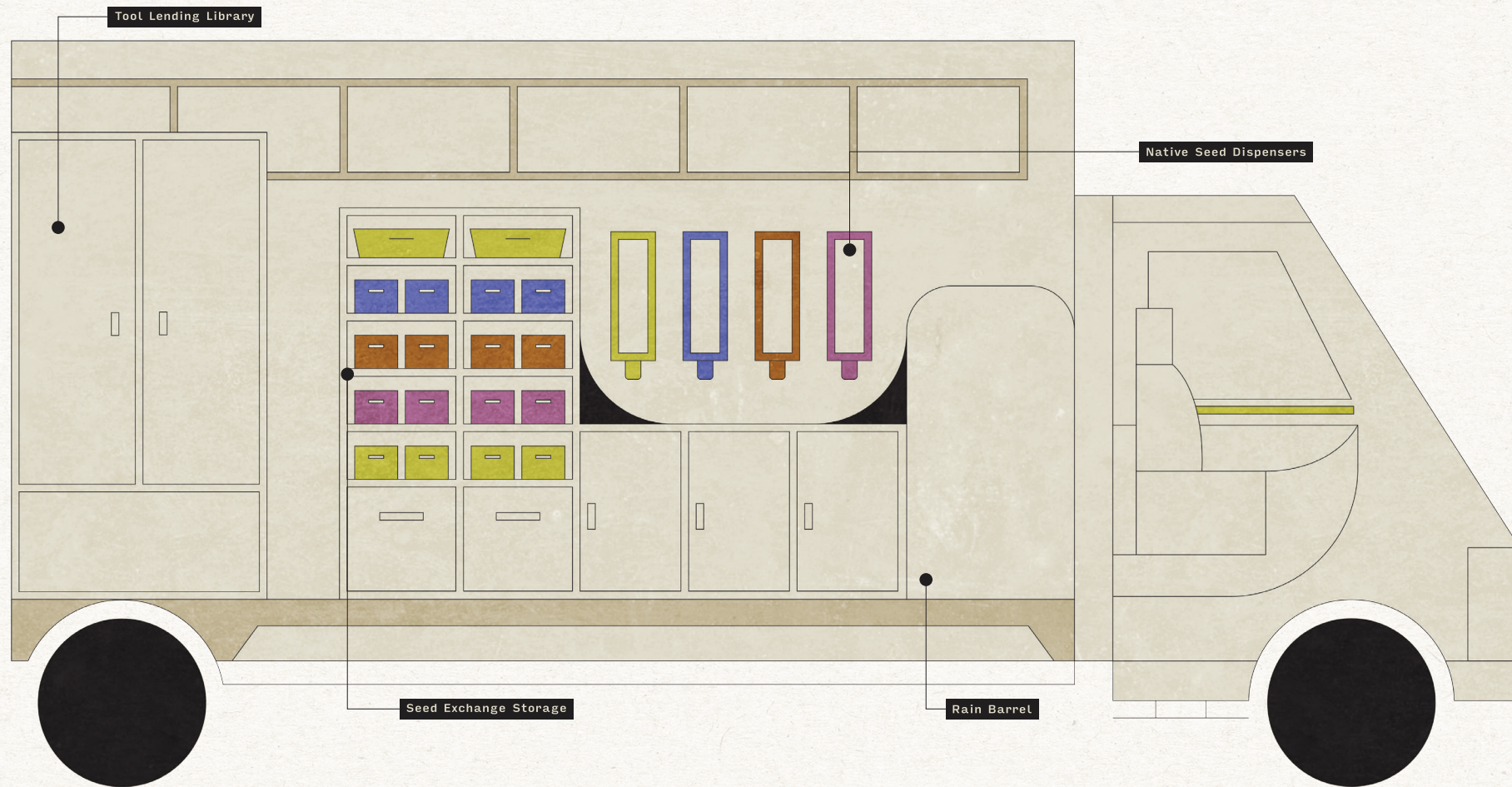
**GUERRILLA GARDENS**

Exterior Closure

Accessible Counter

GUERRILLA  
GARDENS

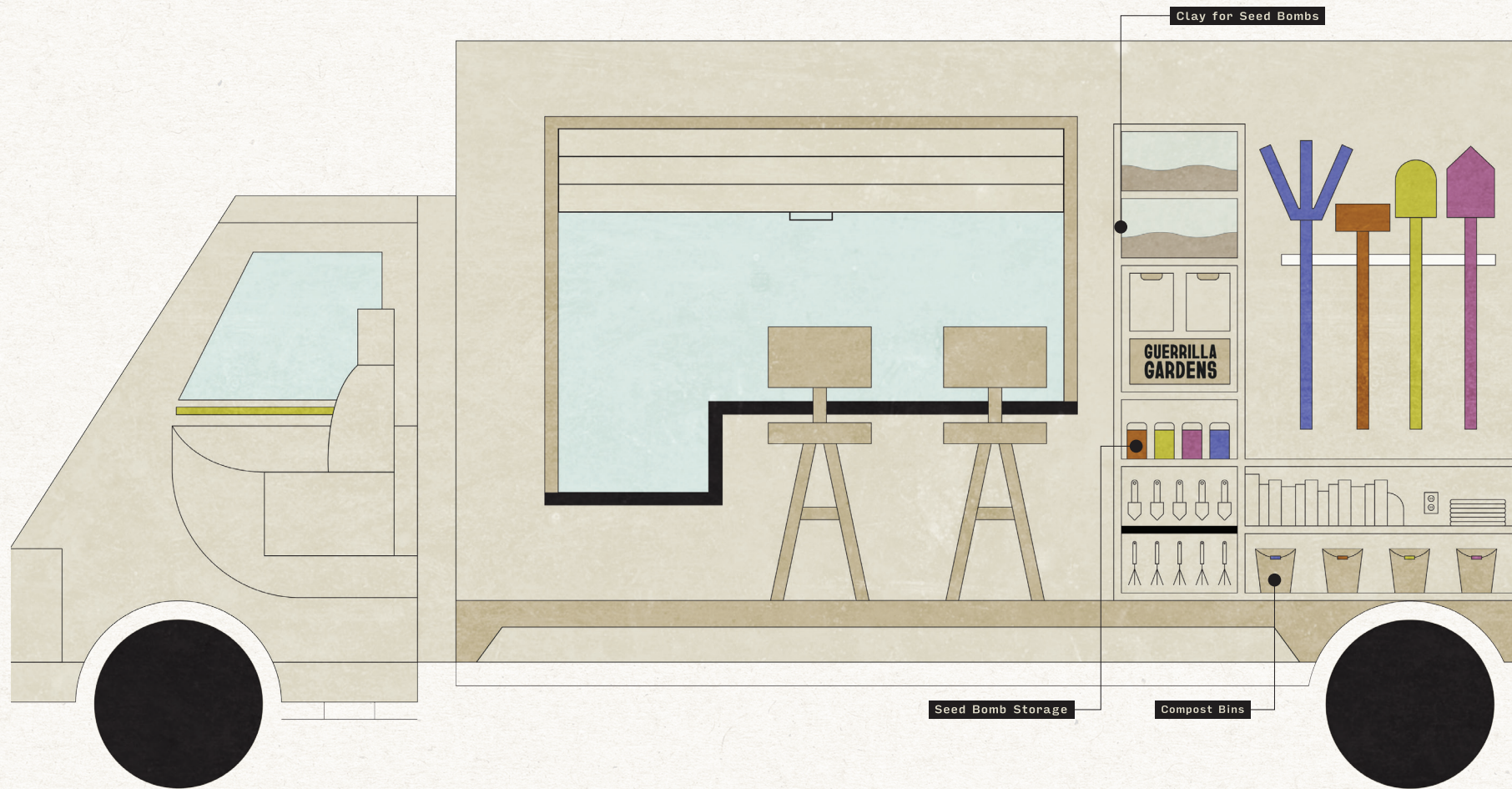














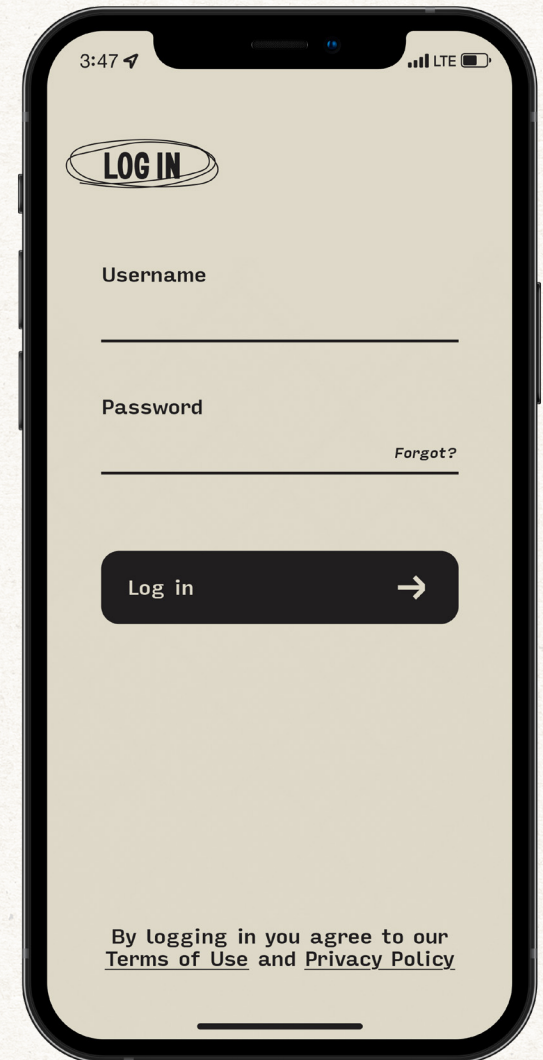
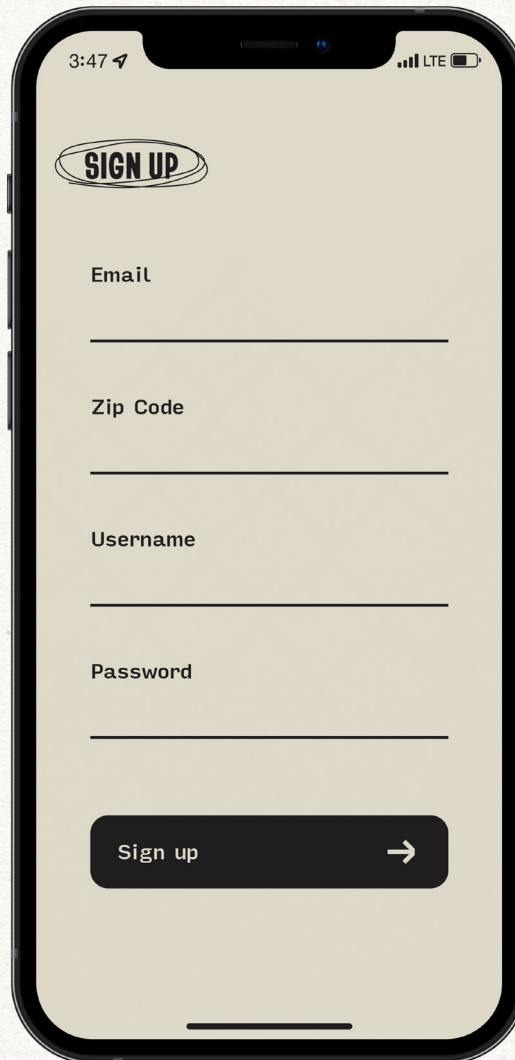
## Guerrilla Gardens App Screens

### Guerrilla Gardens & UI Design

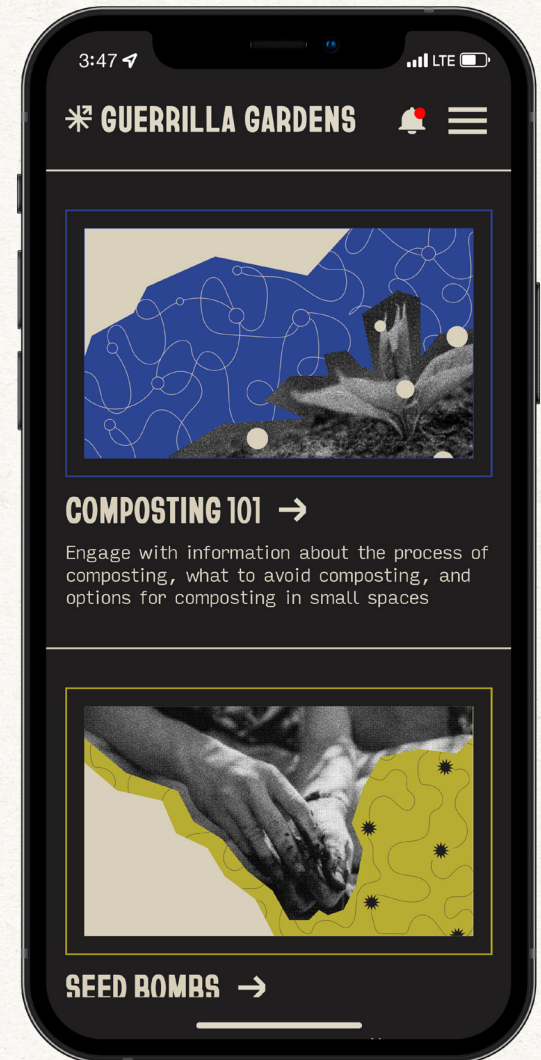
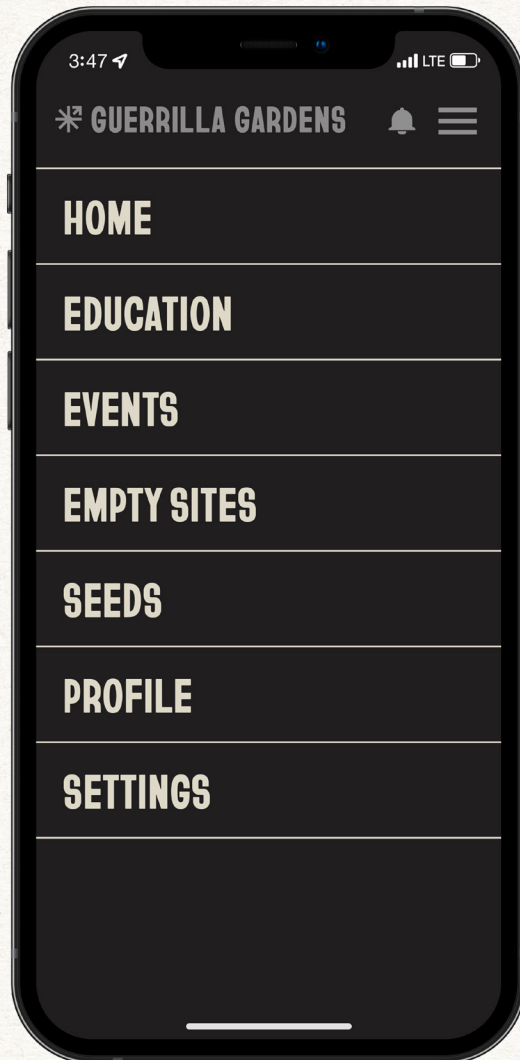
The Guerrilla Gardens app disseminates education in an ideal form to an intended Gen Z audience. Regardless of the physical location of the user, this app is fully accessible and provides mobile education, a digitized library of seed packets, the current location of the kiosk, a listing of neglected spaces and their attributes, and a multitude of ways to connect with guerrilla gardeners – both local & beyond.

Set in a dark screen mode, the appearance of this app is easy on the eyes of younger viewers. Augmented with vibrant pops of color from the GG brand palette, information hierarchy between image, text, and graphic element is supported and visible. Additional animation and prototyped movement create an engaging interactive and aesthetic experience





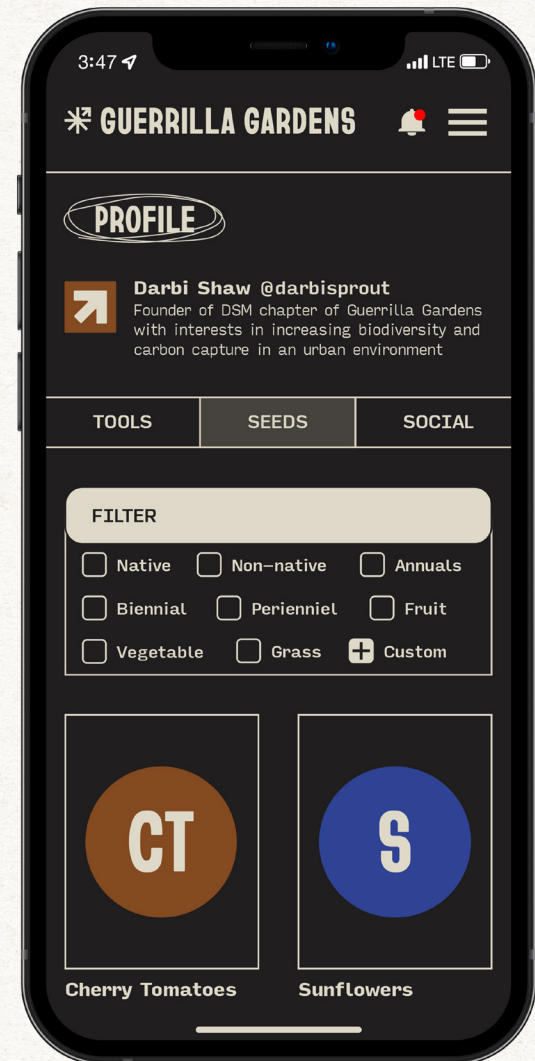
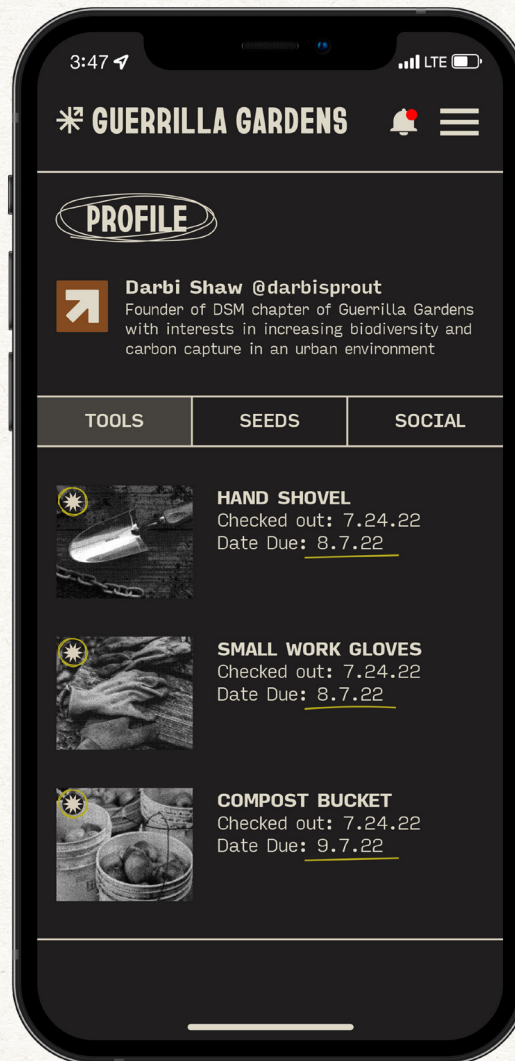
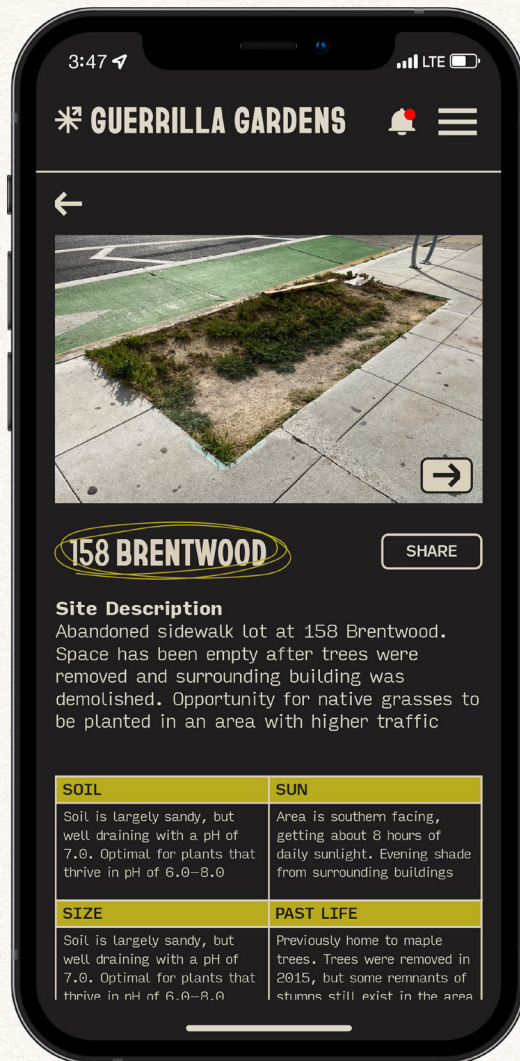




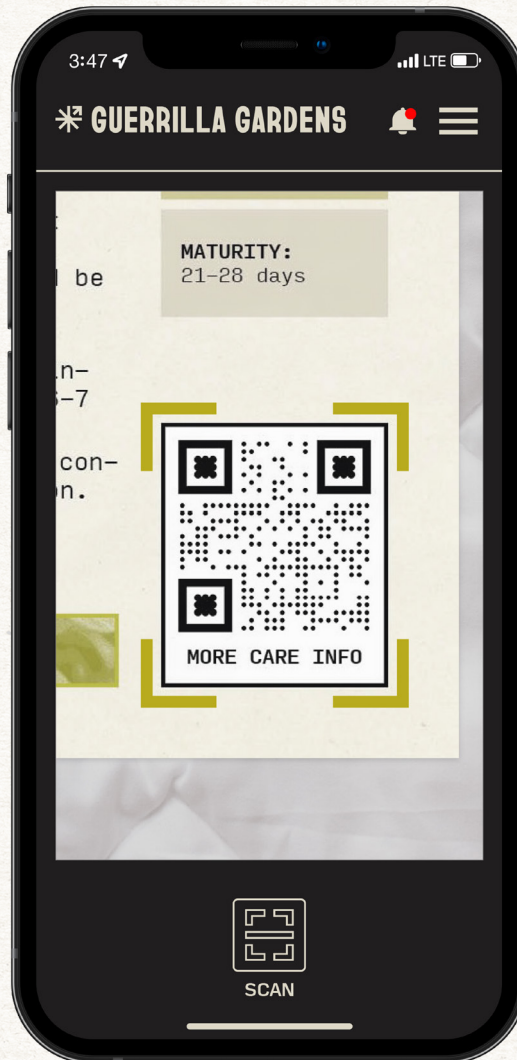
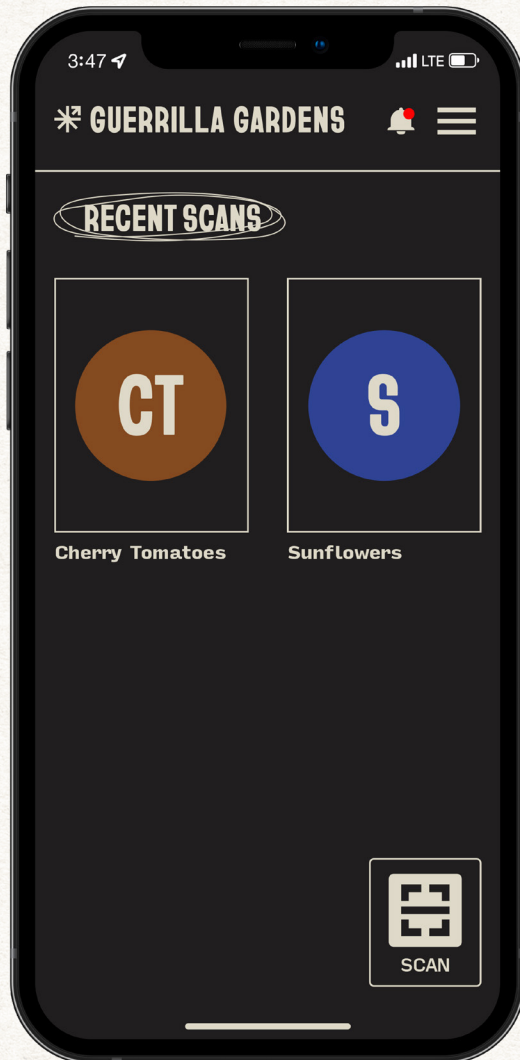








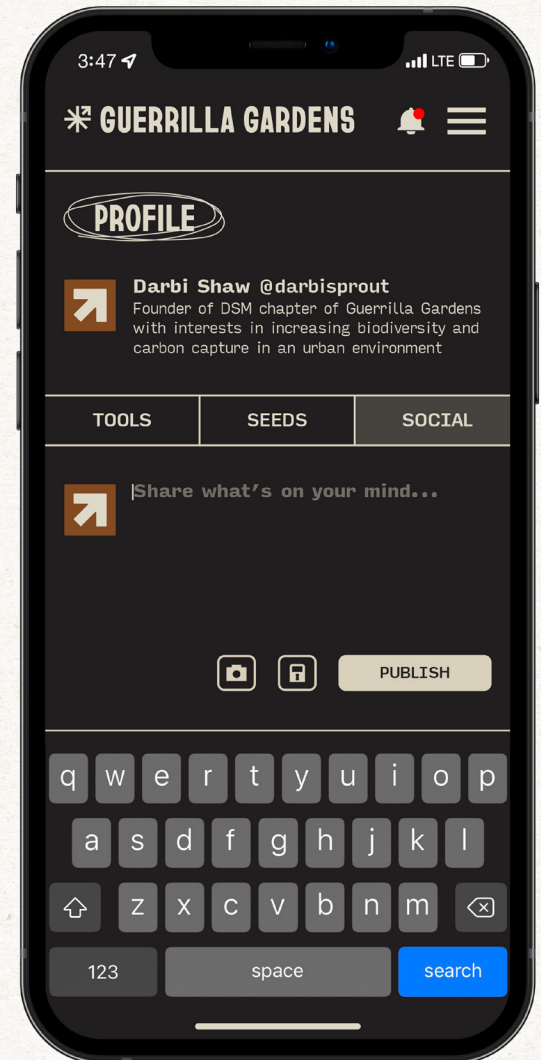
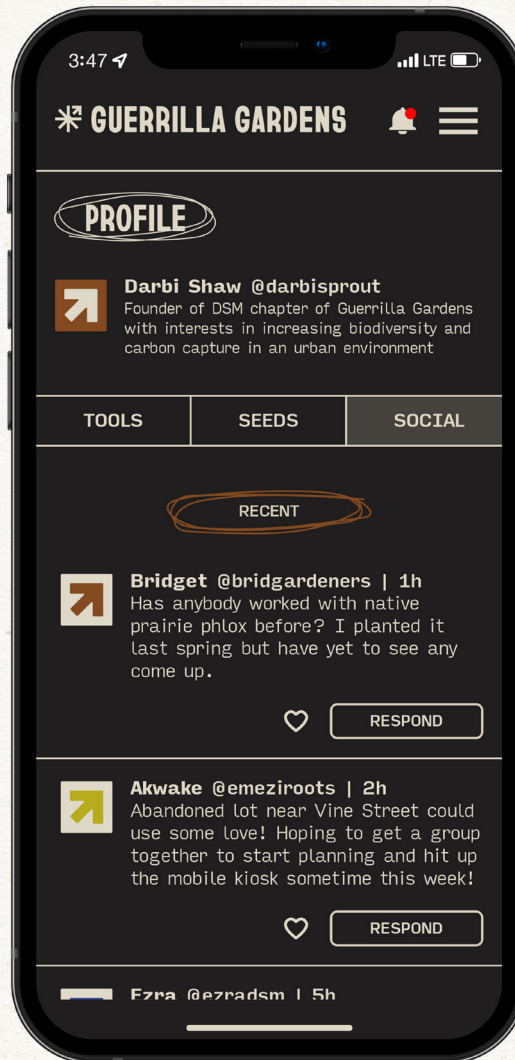














## Seed Bombs & Seed Bomb Cards

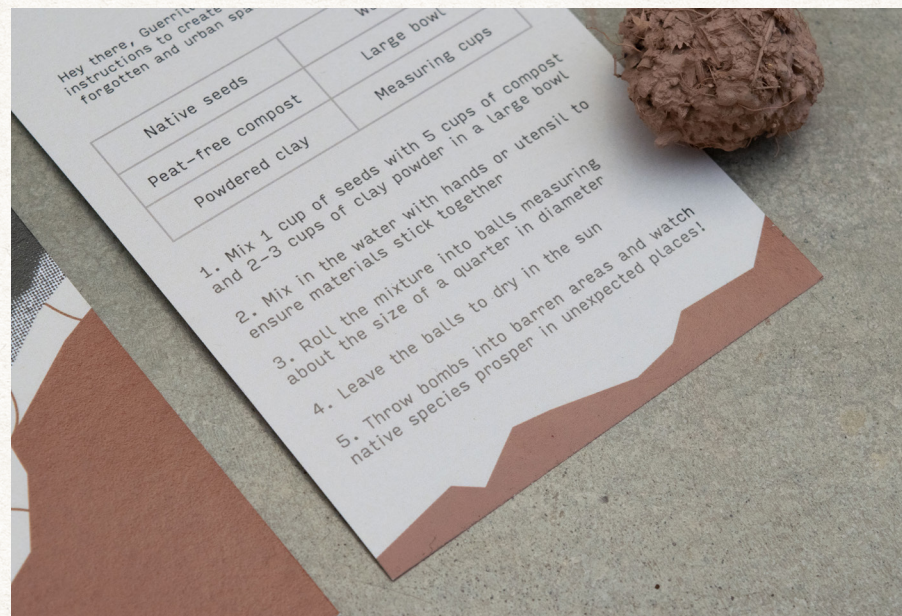
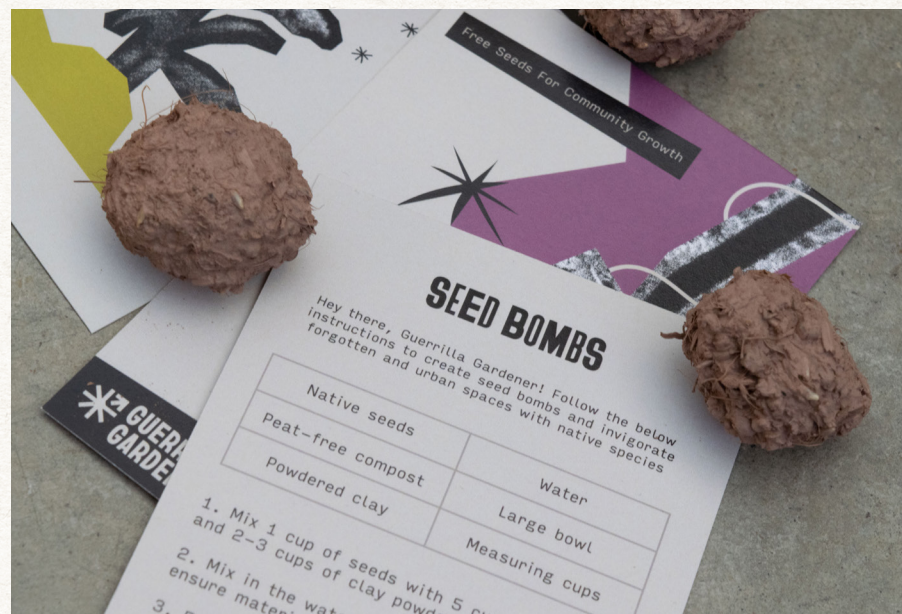
### **Individual & Communal Engagement**

Seed bombs are an accessible introduction into the field and practice of guerrilla gardening. Easy to make with only four ingredients, pre-made seed bombs can be picked up from the Guerrilla Gardens kiosk or made by following instructions from our app or instructional postcard.

Originating from ancient Egypt as a way to replant fields after flood seasons, the concept of seed bombs are not new. They saw a revival in the 70's with the rise of guerrilla gardening as a way to replant in neglected areas that were otherwise unreachable. Serving the same contemporary role today, seed bombs are an easy way to become involved with Guerrilla Gardens in a low-stakes way.

Photos and video of the process accompany instructional text on the app, allowing community members of all ages to engage in this practice.



















# SEED BOMBS

Hey there, Guerrilla Gardener! Follow the below instructions to create seed bombs and invigorate forgotten and urban spaces with native species

Native seeds	Water
Peat-free compost	Large bowl
Powdered clay	Measuring cups

1. Mix 1 cup of seeds with 5 cups of compost and 2-3 cups of clay powder in a large bowl
2. Mix in the water with hands or utensil to ensure materials stick together
3. Roll the mixture into balls measuring about the size of a quarter in diameter
4. Leave the balls to dry in the sun
5. Throw bombs into barren areas and watch native species prosper in unexpected places!

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## Guerrilla Gardens Stickers

### Tagging Public Spaces

Guerrilla Gardens incorporates the use of stickers into our brand in order to quickly tag spaces, items, and areas in a memorable, yet removable way. By placing these symbols and statements in public spaces, we can create heightened intrigue and awareness regarding our mission and brand.

Stickers with pithy statements like “Take Back the Landscape,” “Guerrilla Gardens,” and “Seeds for Community Growth” invite community members to engage with our organization through visual recognition. This invitation serves to invite folks into the mission of Guerrilla Gardens through tagging public spaces.















