

Below is the starting point design. It utilizes existing logo as is, and adds Celebrating to the top which highlights the farm and not the barn.

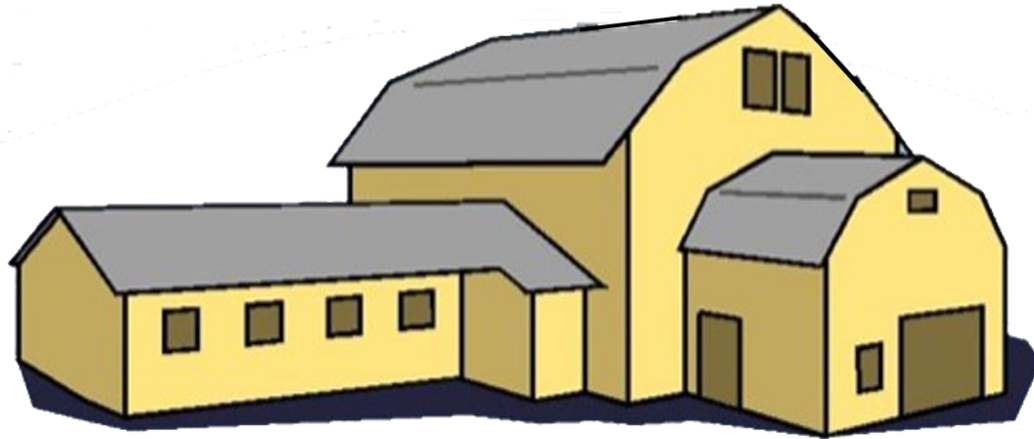
The use of “Our Barn” keeps the barn associated with the farm. The barn is not positioned as a separate entity that can be used in branding or as a marketing device.

By simply naming the barn as what it is, “The Big Yellow Barn”, it becomes a multi-use, easily-recognized entity that can reminisce about the past, talk about the present (how it got new doors, etc.), and remain a constant, recognizable and relatable presence as the farm moves into the future.

The Big Yellow Barn can be the farm’s storyteller and tell stories via illustrated books, coloring and sticker books for children and other materials for both children and adults.



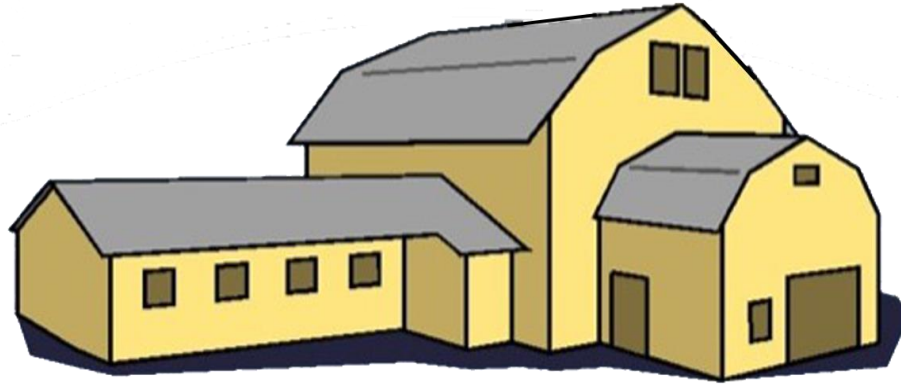
Celebrating Our Barn's 100th Year!



November 1917



Celebrating

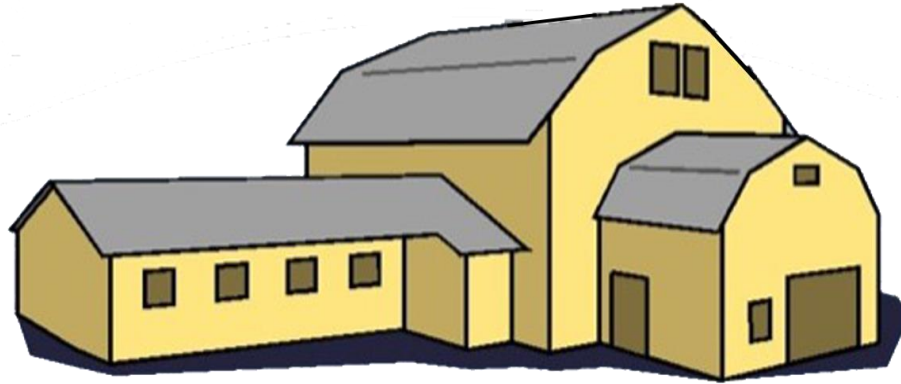


November 1917

Our Barn's 100th Year!



Celebrating

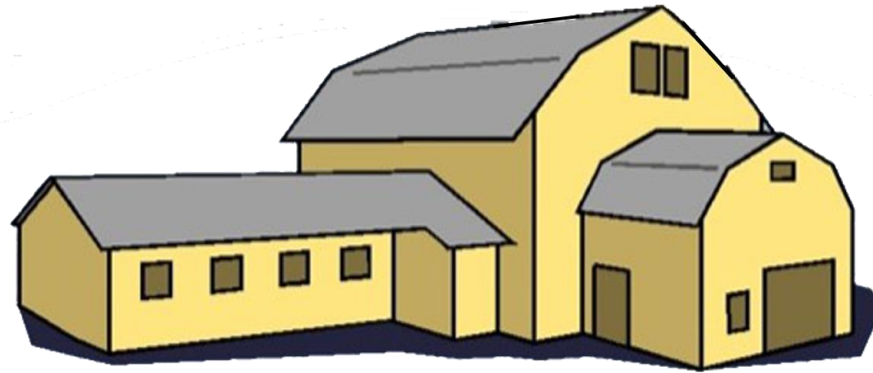


November 1917

The Big Yellow Barn's 100th Year!



Celebrating The Big Yellow Barn's



November 1917

100th Year!



Celebrating The Big Yellow Barn's



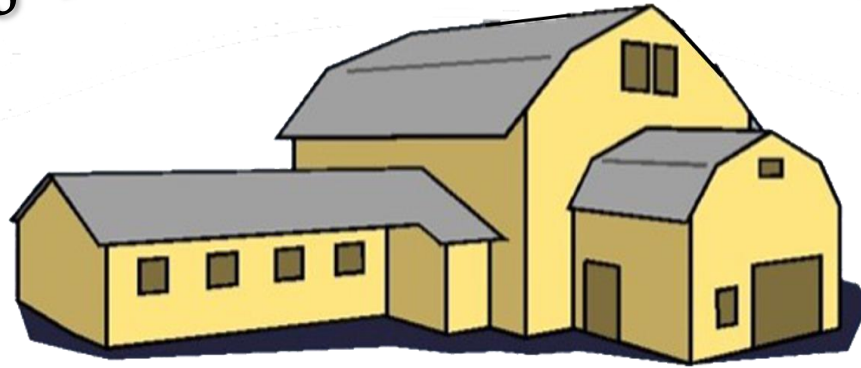
November 1917

Centennial Year



Celebrating The Big Yellow Barn!

100 YEARS AND COUNTING!

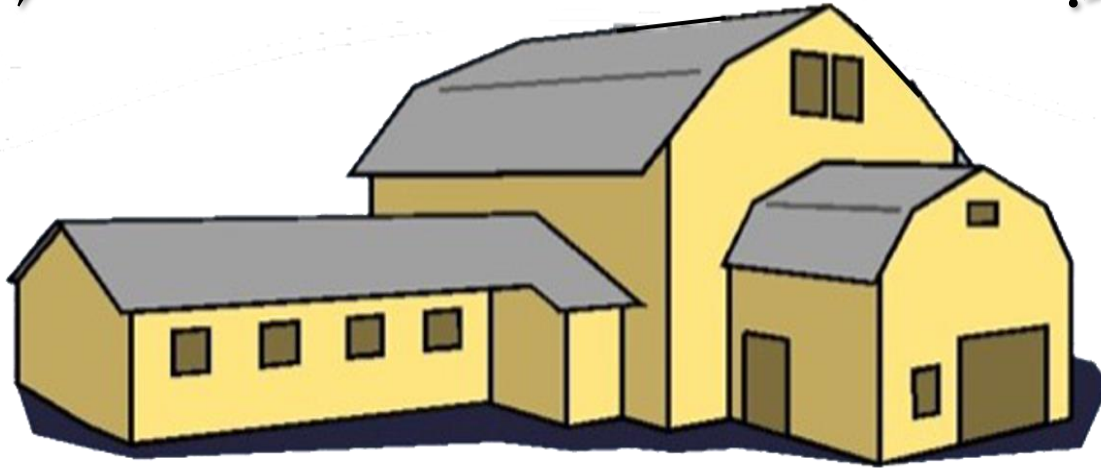


November 1917



100 YEARS AND COUNTING!

Saturday
October
21st



From
10 to 4

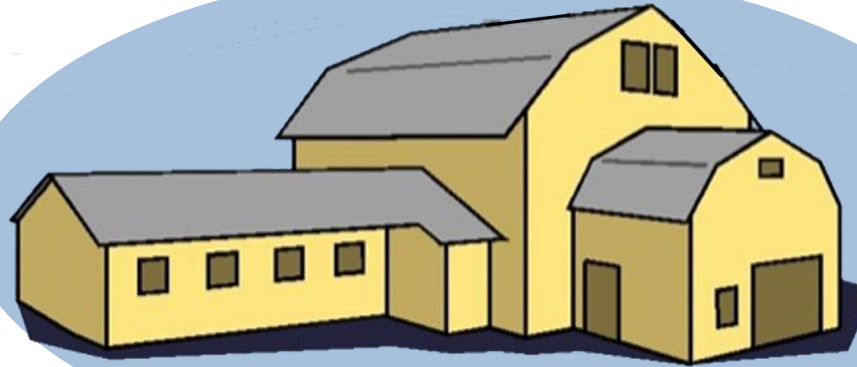
November 1917

The Big Yellow Barn's Centennial Celebration Kicks Off at the Harvest Fair!



Celebrating The Big Yellow Barn!

100 YEARS AND COUNTING!



November 1917



Celebrating The Big Yellow Barn!

100 YEARS AND COUNTING!



November 1917



100 YEARS AND COUNTING!

**Saturday
October
21st**



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November 1917

**The Big Yellow Barn's Centennial
Celebration Kicks Off at the Harvest Fair!**

