



Sunset Ridge

30766 N GOSSELL RD • WAUCONDA IL

a self sustainable hobby farm



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CONCEPT

1. Name of the Hobby farm will be "Sunset Ridge."
2. Aesthetics premised on old 'Western' town theme.
3. Aesthetically charming and more engaging than previous structures at the pasture side of the property.



Hotel

CHICKEN COOP

Shelter Naming convention follows atypical buildings and structure that you would typically see in an old western town



Saloon

DUCK SHELTER CONCEPT

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Blacksmith

GOAT SHELTER CONCEPT

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JAIL

BUNNY HUTCH CONCEPT

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Old Western Town – Distressed look

1. Weathered and rustic charm
2. Shelters are cheaper to build since material is repurposed/reclaimed/recycled to create the visual appeal
3. Tree's on property can be utilized with live edge
4. Less concern about perfect plumb or squaring
5. Less new material cost – lumber, siding, tin roofs, etc.
6. Town signage can be vinyl printed and applied using distressed sans-serif or serif fonts

VS

Old Western Town – Maintained look

1. Cleaner vibrant look of an old town that is maintained
2. Material cost is higher since lumber would have to be predominately new.
3. Requires more time for a trued square/plumb shelter. Plus, paint materials and time.
4. Town signage can be vinyl printed and applied.

General Store



12X10 Shed to become General Store and will contain:

1. Solar Inverters, LifePO batteris *2banks, and power distribution for the pasture side of the property.
2. Build lean-to shed on the side for hay and feed storage
3. Add gutters for water harvest and barrels to supplement IBC tote system.
4. Repaint and print signage – distressed fonts and typography

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Package Branding

Pre-Viz Concept only






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Pure Organic Goat's Milk



Straight from the farm

SUNSET RIDGE Goat Milk is 100% Pure • No Additives, Hormone and Antibiotic Free • Batch tested Gluten Free • and Non-GMO



HI HONEY!



PREMIUM ORGANIC
EXCLUSIVELY AT 30766 N GOSSELL RD
WAUCONDA IL

