

## WHAT IS BRANDING? WHAT IS GRAPHIC DESIGN? WHY DO I NEED A BRAND OR GRAPHIC DESIGN?



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- I. Ok, so I spent some time & effort defining my Brand? Now what?
- J. What does this all cost?

### A. What is Branding?

Branding is the visual communication of the emotional response you want your farm/business/product to have. Your brand is what your business believes & strives to accomplish. Your brand is your public personality. A brand bears much more responsibility than a logo but you can't have a good brand without a good, solidly designed logo. You want your fans to have a positive experience of your brand.

### B. What is Graphic Design?

Graphic design is a creative process, one most often involving a client and a designer to produce logos, signage, or websites, that represent your brand! Graphic design is undertaken to convey a specific brand message to a targeted audience. Graphic Design is also called Visual Communication or Communication Design. Graphic design often refers to both the process (designing) by which the brand communication is created and the branded designs are what is generated by the designer.

A designer can help create identity (logos, brand direction), publications (magazines, newspapers and books), websites (blogs, e-commerce sites) advertisements and product packaging among many other print and web products.

### C. Why do I need a Brand?

Great branding helps your customers know what products and services you offer. Branding also helps your fans know what you and your awesome farm are all about using a clear, concise message. Without a brand direction your message is likely to be confusing and look unprofessional, and portray the message that you don't really care about what you are doing. The visual part of the brand (logo, colors, fonts, textures, images, etc) have an immediate impact on how your farm is perceived, before your customer ever meets you or tries your awesome products. Creating a strong brand is the key to growing your business. A good brand saves time, & most importantly makes your farm/products easily identifiable in the marketplace.

### D. A defined Brand will help you:

- Understand your customers, fans and your place in the community.
- visually communicate your brand on any and all product you sell.
- have more confidence in your farm and its awesomeness.
- Decide if someone is a good partner to you & your farm
- to build your reputation & credibility, in addition to building your own self confidence about your farm & your vision.
- Help your fans/customers remember your farm/product/business and how awesome it all is!

### E. How to define your brand?

Defining your brand is like a journey of farm self-discovery. Branding can be difficult, & time-consuming but it's completely worth all the effort.

- What is your farm and/or products mission?
- What are the benefits, features of your farm and/or products?
- What make your farm and/or products special?
- What do people already think of about your farm and/or products?
- What qualities do you want your customers to associate with your farm and/or products?

## F. Why do I need to hire a graphic designer?

Creating a brand direction for your farm or product is not a DIY project. A designer will bring a lot of experience & outside perspective. A designer will save you time, money and energy so you can spend that time doing other important stuff, like run your farm or make your products! They can help you figure out loads of things, like where to market, do I need a Facebook account, do I need to tweet, & what the heck is google +? Graphic designers have loads of practice being good communicators & they can show you a lot of great ways to communicate effectively. Designers are problem solvers. Let a designer use their business experience to help you solve your problems, quickly and on budget! You and your farm/products are worth the time, money & effort.

**G. What the heck is a logo?** A logo is a graphic mark or type that aid & promote instant public recognition. This is what your customers/fans use to recognize your business. A logo is used to identify what you do, not sell your service/product or location. A logo is also the foundation for all of your colors, fonts, and graphics. All good branding starts with a nicely designed logo & a great name. I describe logo and name to a brand as a foundation is to a house. If you want your brand to be great, you need to start with a great logo and name. Name your business something people can spell, remember and understand in about 3 seconds or less.

## H. How do I pick a graphic designer that is right for me, my business and my project?

- **Research!** Ask your friends and family if they know a good designer, or do an online search, or ask ASAP for a recommendation. Check out their work online first, if you like what you see, meet up with them!
- **Chemistry!** Meet with a few designers. Getting along with your designer is very important to getting the brand right!
- **Style!** If you like a designers style, you will like what they will create for you. Contact the designers whose work you love.
- **Experience!** Like in any profession, there are designers who have been working for a long time & new ones that are just starting their career. I recommend going with the most experienced level of designer you can afford budget wise. The experience can save you a lot of money & headaches.
- **Budget!** Get pricing from 2 or 3 designers you like, & see which designer is the best fit for you.
- **Timeframe!** When you ask for pricing, ask about timeframe for production.

## I . Check list for defining your brand : most business owners need help with some or all of this list.

- Pick a great name for your farm/product : Make sure your name gets right on the point about what you grow on your farm, where you are and what message you want to convey. Ask a lot of people what they think!
- Start with a new logo! Pay a professional graphic designer to do this for you. Put the new logo on everything
- Write a tagline. Create a memorable, and concise statement that captures the essence of your farm or product. Remember, short and sweet, nobody reads anything these days.
- Define your brand direction in writing. What are the most important messages you want to communicate about your farm? Where is your brand now? where do you want to go with your brand? Set 1/3/5/10 year goals!
  - Brand everything! Branding extends to every aspect of your farm, your farm signage, your website, your business card, your ads, even your e-mail signature, everything!
  - Be consistent. Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent. You must be consistent for 3-5 years to get your users used to and familiar with your brand. Your brand needs to be well thought out. It's worth the time to get it right. you don't want to push a brand for 5 - 20 years or longer that is not your real, true vision.

**J. What does all this cost?** A new brand usually consists for a great name creation, a professionally deigned logo, help creating your brand direction, a new website, social media advisement/help with set up, business cards, product labels and other stuff depending on your needs..

- **Budget!** \$2500 is a good amount to start creating your brand. That price may include logo design can range from \$350 for a logo to about \$3000. A simple website starts at \$1500 and go up from there in cost, depending on complexity.
- Website design/programming/hosting? Custom website work starts at about \$1000 and goes up from there depending on your farms needs. Hosting is about \$20 [simple site] , \$25 [wordpress], \$150 [complex e-commerce] per month.
  - If you have \$500 or less, you can't afford help, and you likely need to borrow some money to get your brand going, if you have a \$1000 or more, there are some folks out there who can help you. \$2500 is a good average cost to get a nice brand.
  - **Timeframe!** Logo design can take about 4- 6 weeks. Do not rush this process. A good logo should last 20-30 years. Rome was not built in a day!
  - Websites take about 16-20 weeks to produce. Sometimes longer depending on complexity. You want to take your time and write good copy and get some nice photos, videos and other original content. Your website should work for at least 3-5 years, and even longer if it's built in a way that can be updated. (wordpress!)

**Beware of super cheap work out there, if it sounds to good to be true, it probably is.**