



# Stand out in your field

MARKETING FOR FARMERS



## BRANDING

Welcome to our Branding Lesson! Branding your farm is an important first step in establishing and communicating your story to your customers. Your brand is much more than just your logo; it is defined by all aspects of your farm's communications - from your website and the labels you put on your produce to how you tell the story of your farm.

In this lesson we will help you think about how to build your brand and outline the various elements that can help you be recognizable to customers and stand out among the other vendors at the farmers market. We will incorporate examples from farms who are doing a great job with their branding.

### START BY DEFINING YOUR BRAND

Your brand establishes your unique identity for customers. You're more likely to succeed as a business if your customers know who you are, what your story is, and what sets you apart from other farms. You want customers to *choose you* to be their farmer, and you want them to keep coming back. You can help facilitate this relationship by having a clearly defined brand identity that helps them have a relationship with your farm, not just your food.

Think about your brand in relation to your farm's story and mission. Branding is conveyed through everything from your website, marketing materials, social media to your presence at the market. It's both how you represent yourself visually and also how you talk about the farm to your customers.

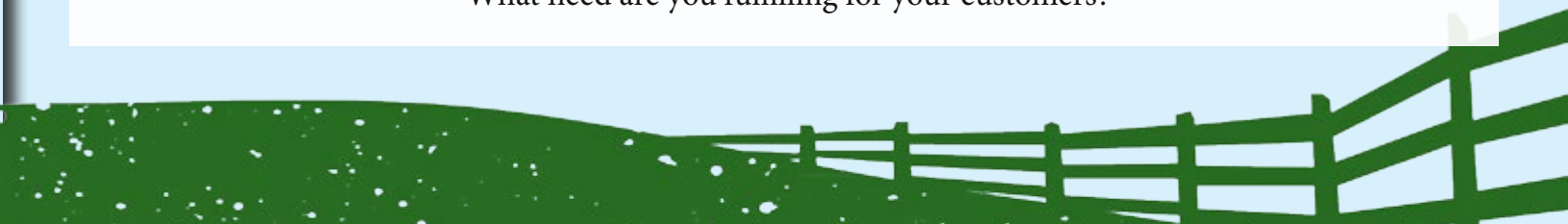
Defining your brand is like a journey of farm self-discovery. It requires you to step outside your daily routine and reflect on who you are, answering some basic questions like the ones listed below.

What are your values?

What is your farm's personality?

What do you do best as a farmer?

What need are you fulfilling for your customers?





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## THE LOGO: YOUR BRAND'S FOUNDATION



Your logo is the foundation of your brand, but don't confuse having a logo with having a brand. A brand is the much broader character of your company across platforms and the way in which your customers ultimately think of you.



Paul Rand, who designed the IBM and UPS logos, among many others, once said that "a logo is a flag, a signature, an escutcheon, a street sign. A logo does not sell (directly), it identifies. A logo is rarely a description of a business. A logo derives meaning from the quality of the thing it symbolizes, not the other way around. A logo is less important than the product it signifies; what it represents is more important than what it looks like. The subject matter of a logo can be almost anything."



Your logo is an important first step in signifying the character of a business. This visual element symbolizes the brand and can play a large role in establishing an emotional connection with the product. Your logo should be integrated into all elements of your communications (advertising, signage, website, social media, etc.).



## DESIGNING YOUR LOGO

A good logo is distinctive, practical, simple in form and conveys the owner's intended message. A good logo can speak for itself.

### 4 Principles of Effective Logo Design

Memorability

Timelessness

Versatility

Simplicity



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## MEMORABILITY

**GOOD DESIGN IS MAKING SOMETHING INTELLIGIBLE AND MEMORABLE.**

**GREAT DESIGN IS MAKING SOMETHING MEMORABLE AND MEANINGFUL.**

**- DIETER RAMS**

Good logos feature something unexpected or unique without being “overdrawn.” [Denison Farm](#) in Schaghticoke, NY has a lovely and very simple logo designed by [Alison Farrell](#). The silhouette of the farmer crouching down and planting into the “I” is clever and endearing and looks great printed on their tote bags and hats!

### BRAND BUILDING TIP:

Many designers start their work in black and white to ensure that their finished product always looks good, regardless of whether or not it has been printed in color. Regardless of how your designer works, request a black and white version of your logo before you sign off on the design. If the logo only works in color, you might want to reconsider the design.







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## TIMELESSNESS

**ARCHITECTURE SHOULD SPEAK OF ITS TIME AND PLACE, BUT YEARN FOR TIMELESSNESS.**

**- FRANK GEHRY**

Make sure you're not following a trend too closely so your logo is as timeless as possible. Ask yourself if your logo will still be effective in 10, 20 or 50 years. Don't follow the latest fad. Don't be afraid to stand out in your design.

### BRAND BUILDING TIP:

Use your logo everywhere - Make some business cards, labels, stationary - anything that will get your brand out into the world. [Skylight Farm](#) in Douglasville, Georgia recently hired [Russell Shaw](#) to give their brand a face-lift. He put their logo on everything from notebooks to cutting boards!

### BRAND BUILDING TIP:

Going the extra mile often pays off. Skylight Farm used paper with seeds embedded into it so their customers can plant the business cards and stationary that they receive! What a fun way to express their commitment to the planet and provide a fun little conversation piece for their customers to talk about with their friends.





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## VERSATILITY

It's important to have a versatile logo that allows you to be consistent across platforms. It's always good to think about making a few different versions of your logo (perhaps a vertical and a horizontal version), and then use them as much as you can. Update your website, your Facebook page and any printed collateral that you might have. Maintain the same color scheme and font throughout.

[Hailey Lowe Fennell](#) designed a great, simple logo for [Happy Earth Farm](#) in Aiken, SC that they utilize across the board. The bright red tractor stands out well on most surfaces but could also be printed in black without losing its character.

### BRAND BUILDING TIP:

An effective logo works across a variety of media and applications. Keep in mind that logos designed in vector format can scale to any size, whereas a sketch that's scanned into the computer will lose some of its sharpness when it's scaled up.



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## SIMPLICITY

**THERE IS NO GREATNESS WHERE THERE IS NO SIMPLICITY, GOODNESS AND TRUTH.**

**- LEO TOLSTOY**

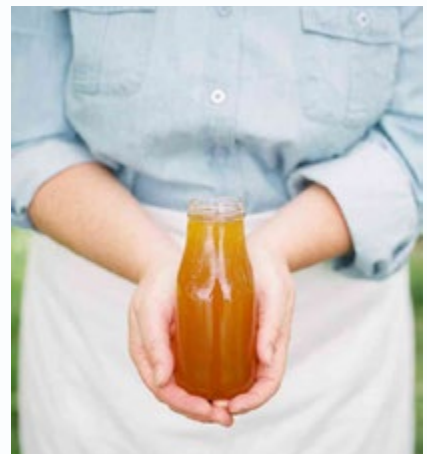
When in doubt, choose simplicity. Queen Farina's logo of a queen bee, designed by [Brett Smith](#), is a great example of a simple and effective logo.

### BRAND BUILDING TIP:

A picture is worth a thousand words! Sometimes it pays to hire a photographer for a product session, especially if you're about to set a new online store up. Queen Farina hired [Chelsea Scanlan Photography](#) to take beautiful photos for their online shop. The end result is a cohesive and inviting website with a clear brand!

### BRAND BUILDING TIP:

Maintain a consistent look throughout your marketing efforts. Queen Farina's brand includes a lot of crisp, white imagery. Their brand carries itself across their marketing collateral, from the coffee mug to the apron of the person holding the honey. Think about the colors, font and feel of the images you use. You'll be surprised at what a little intention will do to your branding!





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## MORE FANTASTIC BRANDING EXAMPLES



[Roots Memphis](#) in Memphis, TN has such a great, edgy look. We also love their usage of silver print on their CSA bags - a clever way to maintain the white logo they love on a lighter background! The paper bag feel is very rustic and earthy, and it's carried over their website's homepage as well. They also have a few very cool illustrations cycling through on their front page which pushes the reach of their branding into new realms (this is a tricky thing to pull off!).



[Laughing Stock Farm](#) in Sheridan, AK has an incredibly fun look and feel for their logos, which were designed by [CHACH CO.](#) These veggie heads are not only memorable, but sure to make their customers smile every time they see them.

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[Jason Harwell of Mathlete Media LLC](#) used a hand-drawn image for [Collective Harvest's](#) logo, which works well in both the horizontal and vertical versions. Their name and logo reflects their structure as a collective of local family farms.



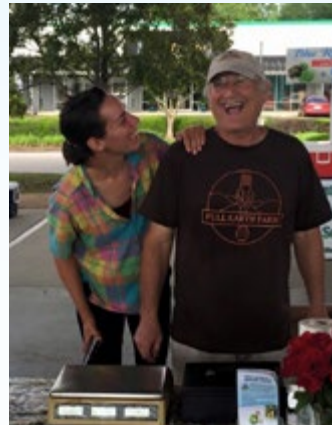
[Plowbreak Farm](#), located outside of Ithaca NY, has a black and white logo that Matt Cahill designed that they've made more versatile by allowing some of the image to be transparent in some places so it can be placed over photos, signs and printed materials.





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The [Full Earth Farm](#) logo does a terrific job of making sure they put their logo everywhere - check out that cool truck! The black and white design means they can easily change the color depending on what background they're placing the logo on. Logo designed by the farmer Katie Harris and her mother Lucy Harris.

## Taglines

Taglines can help you define your brand. Your tagline should reflect your farm's mission and character. Don't feel pressured to include your tagline in your logo design though; the extra words can complicate the design.

Here are some of our favorite taglines.

[Roots Memphis](#): Eat Well. Be Well.

[Blue Gate Farm](#): Promoting sustainable stewardship of the land

[Victory Farms Inc](#): (VA): Fresh, local, unconventional

[Broadfork Farm](#): Real Food. Really Clean. Really Local.

[Origins Farm](#): Grow Different

[Full Earth Farm](#): A Small Farm with a Big Appetite

[Laughing Stock Farm](#): Local Food for Local Folks



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## CHOOSING A DESIGNER

When choosing a designer, keep an eye out for certain things:

- Experience: Do they have a proven track record?
- Testimonials: Talk to people who have worked with this designer - were they happy with the experience?
- Process: Do they follow a logo design process?
- Portfolio: Do you like their other designs? How strong is their portfolio? Have they won any awards for their work?
- Price: The cost of the service usually reflects what you will receive, but price is not the only indication of quality.
- Questions asked: Your designer should ask LOTS of questions about your farm's history, target market, goals, etc.

Once you've chosen your designer, keep these points in mind:

- Vector Files: Your logo should be recognizable printed at any size - the safest way to ensure this is to ask your designer to make your logo as a vector file.
- CMYK vs RGB: Most printers want a document that is in the CMYK color space, but sometimes they'll want an RGB file. Get your designer to create one of each to be on the safe side.
- All the formats: Ask your designer to give your logo file to you in all the formats (.jpg, .png, .eps) and preferably at a few different resolutions (DPI stands for dots per inch - you need 72 DPI for web and 300 DPI for print).

## USING YOUR LOGO

Once you've got your logo, you have to make sure you use it! Below is a list of marketing elements that can carry your logo and help you establish your brand.

- |                  |                    |                     |
|------------------|--------------------|---------------------|
| • Farm Website   | • Shirts           | • Instagram Profile |
| • Farm Sign      | • Caps             | • Twitter Profile   |
| • Business Cards | • Aprons           | • Food Labels       |
| • Brochures      | • Shopping Bags    | • Table Cloth       |
| • Truck Magnet   | • Facebook Profile | • CNG Listing       |