

# THE Garden Shed

**AUTUMN**

**STICKERS, TAGS  
& GIFT CARDS**

**MONTHLY  
PLANNER**

**THE ULTIMATE  
BRANDING  
CHECKLIST**

**FACTS ABOUT  
FONTS**

**WAYS TO GROW  
YOUR EMAIL LIST**

**CAPTIONS TO  
ENGAGE**

**LOGO AND  
BRAND  
DIFFERENCES**

**COLOUR  
PALETTE ENVY**

**DESIGN TOOLS FOR YOUR GROWING BUSINESS**





Hey there

**I'M KIM - GRAPHIC DESIGNER &  
CREATIVE BOSS WOMAN  
BEHIND WILD SEED DESIGN**

With over 25 years in the design and print industry, I've worked in all of the roles. Freelance, in-house designer, running my own studio - you name it, I've thrived whilst doing it. I founded Wild Seed Design 15 years ago and haven't looked back since. Floral and botanical design is where my passion lies and nothing brings me more joy than working with florists, plant stores, wineries, botanical skincare brands, photographers or anyone who wants a floral touch, to grow their business through beautiful design.

I've got a knack for nailing the brief and efficiently managing and executing every project that comes across my desk. I know what my clients need to bloom, and my impeccable eye for detail means that the final piece - whether that's branding, stationery, packaging, catalogues, advertising and social media - is supplied with love and finesse.

So if you're looking to join forces with a designer who knows the industry inside out and has a serious passion for flowers and plants, then I'd love to work with you!

Welcome to Issue 9

*I hope 2021 is a lot better for you than 2020. I am in Melbourne, so we have had more Covid lockdowns but hopefully things will start getting better soon.*

*I have loved working with so many amazing new clients the past three months. So many contact me as I specialise in botanical design and they feel a connection with me as I understand what they are wanting for their dream brand.*

*In this issue, I have added a lot more info on design and business-related problems and answered many questions I have been asked recently. There is also some fantastic tips that I think you will love as well.*

*So happy reading everyone!*

Kim x

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BEAUTIFUL BRANDING  
the blooms from seeds  
NOURISHED AND NURTURED  
THROUGH THE SEASONS



# Be your own boss

You're probably reading this magazine as you are now at the stage to take your business to the next level or maybe you're looking at starting a new business in 2021... Yay to you!

Do you want a beautiful, authentic brand that will not only connect with your dream clients but also be clear, consistent and engaging?

A brand that has been tailor made for you?

Great branding is so much more than just a logo, colours and fonts, it's a well thought out strategy on how your dream clients will connect with you through your visual story.

With research and assessment, I'll help you discover what's important and create a brand that will truly bloom.

A beautifully crafted and creative brand that will excite you and offer solutions to your audience.

Contact me today and let's get your business blooming!



Wild Seed  
DESIGN

Hey, I'm Kim, a Melbourne based designer with over 25 years of experience empowering businesses with thoughtful, considered design solutions. I specialise in floral, plant and botanical design for female entrepreneurs and I deliver intuitive, thoughtful and beautiful design solutions to clients across the globe.



So with my experience, I know how hard it can be to find the right graphic designer who will suit and understand your vision while offering the best communication skills for your business. It can be all overwhelming on who to choose as they need to be the right fit for you. Someone who just 'gets' you!

I'll be there to listen and take the time to get to know you and your business and get a clear understanding of what you want to accomplish. I'll always strive to achieve amazing results in the process so we can build a long term relationship.

My ultimate goal is to create a brand that my clients can be proud of and it represents their success, unique vision and values.

So if you're ready to start your amazing new business and be your own boss, don't wait, book your **FREE 15 minute BRAND CONNECTION CHAT** and also download my **PRICE LIST**

*I'd love to work with you to make your business bloom!*

[BOOK A CONNECTION CHAT](#)

## WHAT IS THE DIFFERENCE BETWEEN A

# Logo and a Brand?

*This is the most asked question from my customers. Many think if their logo is on business cards, flyers, website, email signatures and brochures then this is their branding as it's on all their print and online files. However this isn't true as the message, the colours, the fonts used, the design and even your authentic voice used in the materials will be completely inconsistent. If anyone covers up your logo on any of your marketing materials, would they have an idea who or what business the piece is for?*

**A logo and a brand are definitely not the same thing.**

They do however work together cohesively. A logo all by itself is merely a graphic element with a name. A brand is everything that represents your business and gives your logo meaning. When combined, a well designed logo and brand strategy will help you effectively and efficiently reach your target audience, communicate your message, your value and benefits and visually attracts more attention from your client market.

## WHAT IS A LOGO?

A logo is simply an icon or symbol, written text or both, has specific colours that tells people your brand name and what your business does. It is a quick, visual representation of a brand's message. A well designed logo should evoke some memory or emotion from the viewer depending upon their relationship with the brand. A logo is important as it's a key starting point of a brand's identity and it helps build brand recognition, however it is not your overall brand.

## WHAT IS A BRAND?

Branding is the experience that your customers or clients have through any interactions with your business. It is all forms of communication, feelings, vibes, emotional experience, language and qualities flowing from your business. It is a consistent tone or visual voice that represents its competitive advantages and the company's position within the market.

**Branding is the foundation of your business and it's reputation.**

**Branding is:**

- Your (business) voice
- Your words
- Your message
- Your language
- Your visual identity (logos, colours, fonts...etc.)
- Your images
- Your website
- Your packaging
- Your marketing
- Your business relationships
- Your client process
- Your experience
- Your collaborators
- Your alignment
- Your vibe
- Your business model
- Your pricing
- Your core values
- Your Instagram & Facebook feed
- Your imagery

Logo  
ONLY

Lauren Brown  
PHOTOGRAPHY

YOUR  
Brand  
JUST SHOWING  
SOME ELEMENTS  
THAT MAKE A BRAND

Lauren Brown  
PHOTOGRAPHY

### SECONDARY LOGOS

Lauren Brown  
PHOTOGRAPHY

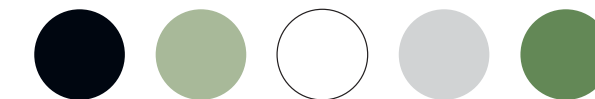
Lauren Brown  
PHOTOGRAPHY

Lauren Brown  
PHOTOGRAPHY

### INSPIRATION



### SOCIAL MEDIA



Hemico  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### ARCHER BOOK

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abcdefghijklmnopqrstuvwxyz

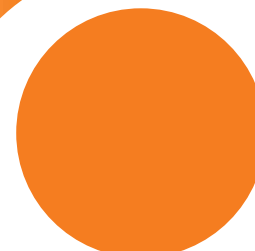




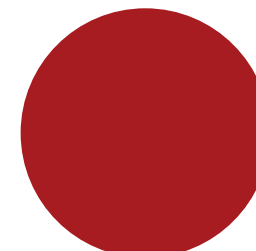
– 2021 –

## Autumn Colour Trends

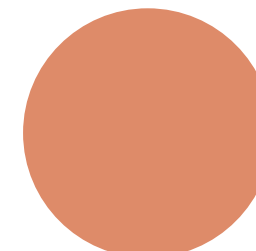
hello  
Autumn



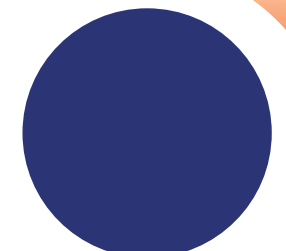
EXUBERANCE



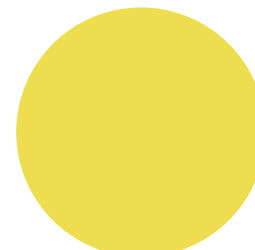
SAMBA



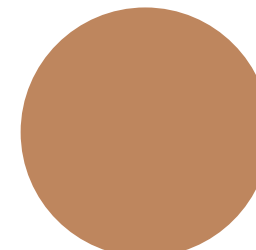
SANDSTONE



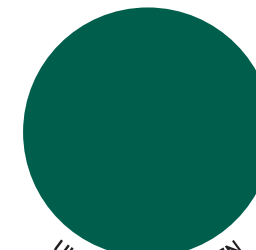
TRUE BLUE



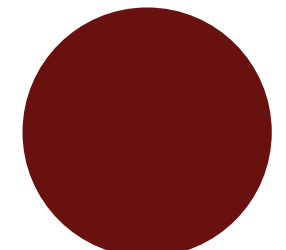
CELERY



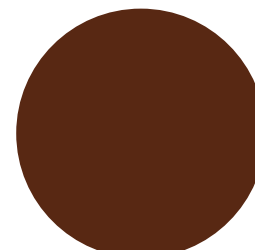
TAWNY BIRCH



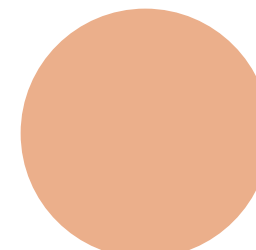
ULTRAMARINE GREEN



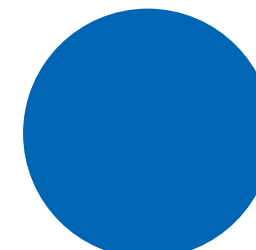
BURNT HENNA



ROOT BEER



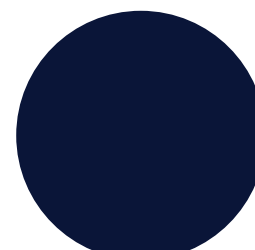
SHEEPSKIN



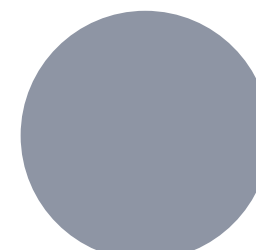
STRONG BLUE



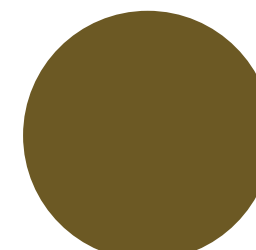
JET STREAM



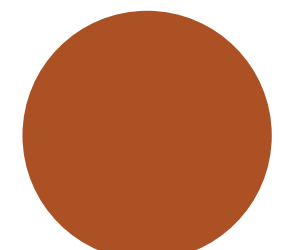
DRESS BLUES



SLEET



MILITARY OLIVE



ADOBE



## CUSTOM DESIGNED AND PRINTED

# Stickers, Tags and Gift Cards

Having personalised stickers, tags and gift cards with your logo and branding will allow your customers to easily recognise your business quickly. Brand consistency is extremely important for all businesses. People learn to trust businesses based on how they come across, their values and the connection they make with their target audience.

These printed collaterals can all come in a wide range of sizes and styles, so contact me if you would like a quote for your business.





## FACTS ABOUT

# Fonts

The small features and decorative design on the ends of strokes in some fonts are known as “Serifs” (commonly called feet)

Some common Serif typefaces are Times New Roman, Georgia, Palatino and Garamond.



When the font doesn't have the serifs, it is called a “San Serif” font. Sans means ‘without’ (so without feet)

Common Sans Serif typefaces include Arial, Helvetica and Tahoma.



Serif typefaces are used in books, newspapers and most magazines because it increases readability and reading speed.

Serif is a traditional/old typeface and some people say that they are more readable due to their serifs. It helps eyes moving from one letter to another.

The tailer stroke can be blunt, sharp, decorative or plain.

Serif typefaces are known to be classic, elegant, confident, established and formal.

However there will be some occasions where you will find it hard to read paragraphs because of a serif typeface. This may be due to a small font size.

Sans Serif is called a modern typeface. Unlike Serif, they are more popular for websites, blogs, software, etc. as they are more readable on a computer/phone.

Which one is better is actually depends on one's choice or particular project and it's requirements. It's totally up to you.

SERIF

SAN SERIF

## FONT TERMS

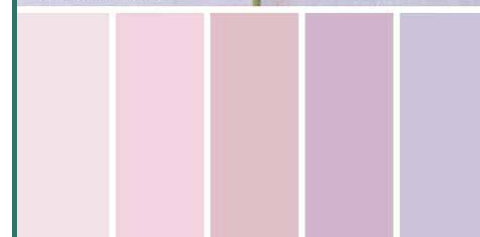
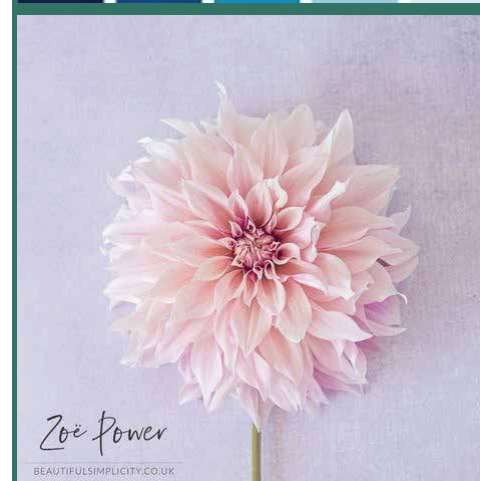
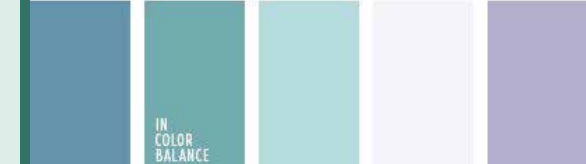
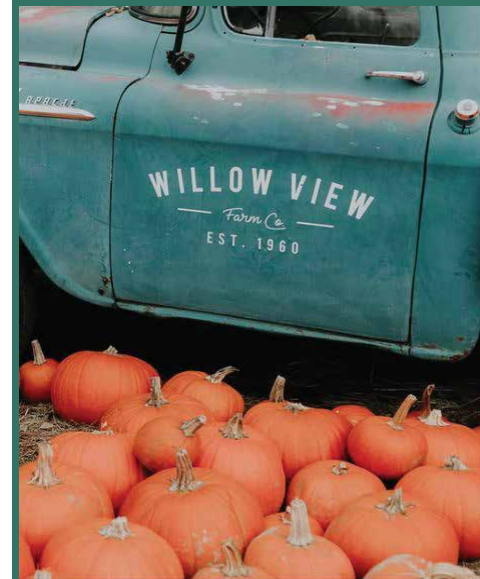
Typeface - Times New Roman  
Font Style - **Times New Roman Bold**  
Font size - **Times New Roman Bold - size 19pt**

## WHERE TO FIND FONTS

FonTS can be found online or pre-installed on your computer. Some are available for free or you can buy online from type businesses that design and sell fonts. If you are using for your business, make sure you have the commercial licence for that font used or you may be liable and breach of the creators terms. Try searching for 'font' online and you'll find many options.

## Colour Palette Envy

CREATING YOUR OWN LOGO AND STUCK FOR COLOURS, CHECK OUT PINTEREST FOR LOTS OF AWESOME OPTIONS







# THE ULTIMATE BRANDING Checklist

*So you need a new business brand or have you been in business for a while and it's now the time to rebrand so it's more aligned with your customer niche and your values, but have no idea where to start. That's okay, that's why I'm here to help.*

*This free ultimate checklist will help create a visual brand that will have your dream clients finding you and excited to use your services and it will help you understand the foundation of your brand.*

*Your brand is your visual representation of your business so it's really important to get it right the first time.*

☐

## WHY YOU'RE DOING THIS?

- Every business owner should figure out their “why?” Why are you doing this? Why are you building a business? Why this business? Do you have dreams? Are you doing this for your family? Do you want to work less hours and be flexible around family?

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## WHO IS YOUR IDEAL CLIENT / NICHE MARKET?

- Find out your ideal clients struggles, fears, wishes and goals. Picture this perfect client in real life.
- Speak directly to your ideal client and find out what their problems are that you can solve.

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## WHO ARE YOU?

- Clearly and simply define who you are, what you offer and who you are offering it too.
- Define your mission and values.

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☐

## WRITE DOWN YOUR GOALS

- What are your short-term and long-term goals for building a brand? Make them tangible. Is it to make \$10,000 a month? Is it to help 500 customers a year?

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## WHAT ARE YOUR MAIN SERVICES OR PRODUCTS?

- What are the main services or products you will focus on in your business?
- Will these help with brand awareness?

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## WHO ARE YOUR COMPETITORS AND HOW ARE YOU DIFFERENT TO THEM?

- Monitor your competitors and see what products and services they offer and how they market to customers and what prices they charge.
- Find your key element and point of difference that will make you stand apart from your competitors.

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### HOW WOULD YOU DESCRIBE YOUR BRAND?

- Will you go with your name or a business name? Will you include a tagline?
  - Write out three words that will describe your business, eg. fun, contemporary, stylish, modern, calming, ambitious, caring, earthy, fresh, lush, professional or trustworthy.
- 
- 



### HOW WILL PEOPLE FIND YOUR BUSINESS?

- Will they find you via online searches? Social media? A store front? Word of mouth?
  - Chat with your client market and find out how they do business. Learn where to focus your marketing.
- 
- 



### RESEARCH AND CREATE A PINTEREST MOODBOARD?

- Research brands, colours and styles you love and have a connection too.
- 
- 



### CHOOSE COLOURS TO REPRESENT YOUR BRAND

- Which colours will represent your brand to your ideal audience? Think about your keywords you chose.
  - What colours can help you communicate your overall brand tone?
- 
- 



### CHOOSE WHAT STYLE OF LOGO YOU WANT

- Wordmark – styled text logos that spell out the company or brand name, eg Facebook, Disney and Sony.
  - Symbol or Icon – the image is abstract, simple, stylised and bold, eg Apple, Shell and Mercedes-Benz.
  - These logos should be professional, scalable and all should be used consistently across all platforms, social media and websites to create a brand. *(I can help with all your branding!)*
- 
- 



### CHOOSE YOUR BRAND FONTS

- These will continue on from your logo fonts used.
  - What fonts will represent your brand to your niche audience and overall brand tone.
  - Choose 2-3 fonts only to avoid your brand being too busy,
- 
- 



### GET A PROFESSIONAL WEBSITE CREATED

- I recommend seeing a professional designer/website designer and developer as the first impression of your business is extremely important and builds trust with your audience.
- 
- 



### SET UP ALL YOUR SOCIAL MEDIA PROFILES

- Use the same business name handles, logos, fonts and imagery to represent your brand throughout. Your users will easily recognise your brand quickly.



### MARKETING YOUR BUSINESS

- Always stay true to your brand by building your audience, building relationships and staying consistent.
- Consistency is key to branding. Consistently post and be your authentic self. Build a relationship with your followers. Always use the same types of imagery, colours and fonts so your customers instantly recognise you and you become the forefront of your customers minds when they are ready to purchase or use your services.



# MONTHLY PLANNER

MONTH \_\_\_\_\_

## Goals

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## Important Dates


## Notes


## My Daily Goals

1.	
2.	
3.	
4.	
5.	

## Notes




# 30

# Days of Instagram

## CAPTIONS TO HELP YOU ENGAGE WITH YOUR AUDIENCE

- 1 -

Introduce yourself. Tell your audience who you are, where you're from, what you enjoy doing, about your family, what your obsessions are, and simple things you love. Chances are your audience has a lot in common with you.

- 2 -

Share your place of work - at home or a share office/studio. Highlight what it's like working in your space and the what you love about it.

- 3 -

Share your tools which help you in your business. What are your favourite supplies and how do they make your work stand out? Tag the brands you use in your caption.

- 4 -

Throwback time: Fly back in time, and point out the progress you've achieved until now. You can include a before and after picture.

- 5 -

Three truths and one lie about you, invite your followers to guess the lie.

- 6 -

Share random facts about yourself that others don't know.

- 7 -

Share a testimonial about your product or service. This is powerful and may resonate with potential customers!

- 8 -

Who inspires you? Feature your favourite teacher, blogger, artist, someone in your industry or that person that inspires you to be the best version of yourself. Invite your audience to tag someone who inspires them.

- 9 -

Share your reasons behind what you do, your 'purpose' and 'why' and how you got there.

- 10 -

Share a mantra of yours. What's your "word of the year" and the reasons behind it.

- 11 -

Share what you're working on right now - the process and your feelings about it.

- 12 -

Share something you're proud of. Personal or business related, show yourself and encourage others to share something they're proud of this year, month or week.

- 13 -

Share your story. People will love to hear the story behind your brand. How do you get started? What challenges did you face to where you are now?

- 14 -

Share your fails. We all have failures, and we want to know we are not the only ones. Talk about what you learned from them.

- 15 -

Talk about what happens in the 'day in the life' of a (your business / career)

- 16 -

Ask for advice - from personal things to business stuff, ask for advice, people love to give advice.

- 17 -

Inspiring quote: Share a quote that has been important in your life lately or something that resonates with you and your business and explain why. Invite them to double tap if they agree or feel they can relate.

- 18 -

Celebrate a milestone. Whether you launched a new product, finished your latest project, wrote your first email sequence, learnt a new skill, or published a new blog post, make it a big deal and share it.

- 19 -

Share 5 things you are thankful for today and invite your followers to share something they are grateful for.

- 20 -

Write something you believe in.

- 21 -

Share something about your location. What brought you there and what you love about it.

- 22 -

Share something you are into right now. Books, podcast, Netflix series, celebrities, a movement, share something authentic about you and ask if someone is on the same page or invite them to share their favourites, too.

- 23 -

Confession alert - share something people may not know about you. Show your vulnerability and highlight the silver lining in it.

- 24 -

Share a not-so-Insta-worthy corner of your life. Everyone wants to know the real you, and how human and ordinary you are so they can relate to you. Whether it's a no makeup picture, a messy home, or a toddler tantrum. Share the story behind it.

- 25 -

A lesson learned. Share something you've learned over time and how that has helped your life or business.

- 26 -

Share what's currently on your to-do list and ask what's on the to-do list of your followers.

- 27 -

Share one thing you struggle with. Whether it's planning, organising, writing, designing, balancing your life, or anything that's a challenge for you. Open your heart and ask for tips in managing it.

- 28 -

Describe in 3 words your product and service and why your audience will love the experience of it, too.

- 29 -

Thank your followers for supporting you and letting you create a community. Highlighted the good things you've taken from the app and how it helps your life or business.

- 30 -

Share one thing that makes your day perfect and ask your followers to share theirs. For instance: your family, the beach, a coffee, an ice cream, a client testimonial, holidays ...

## ALWAYS BE AUTHENTIC

# WAYS TO GROW YOUR Email List

## WHAT IS AN EMAIL LIST?

An email list is simply a list of emails that businesses have gathered from your website visitors/-customers that have completed an online form to give permission to receive information, updates, discounts, and other details from your business in a digital format that is sent to their email inbox.

Building an email list is crucial for your business because it's the best way to build a relationship with potential customers in an intimate way. Unlike social media, where your just a status update that's there and gone; you're right in someone's inbox, where they receive other important communication from you. This may lead to them booking a product or service with you.

Emails have been around for longer than Facebook and Instagram. They're simple to use and everyone has access to email these days. They are a great way to connect and are more likely get a higher click through rate and they acquire more customers than social media.

Emails are easy and cheap to set up and automation programs have made them even easier. You can use programs like Mailchimp, Active Campaign (which I use), ClickSend, Sendinblue, M2media, and there are so many more out there so check the costs against the offerings and work out which will benefit your business more.

So here's a challenge to help you grow your email list. Over the next three months I want you to do all these ideas and take note on how many email subscribers you have gained.

Firstly you need to have a lead magnet. This could be a discount code, a freebie pdf sharing your knowledge or a free magazine (like this one) and start advertising it on your social media.

### ***Here are 8 ideas to help you grow your email list!***

- 1** Share a post to your Instagram page with a mock up image of your lead magnet (maybe your freebie) and direct your audience to the link to sign up.
- 2** Make sure your 'call to action' (CTA) is in every post on your Instagram feed as an invitation to sign up for your lead magnet.
- 3** Update the cover image on your Facebook page with a graphic to promote your lead magnet and add the link to your sign up page in image description.
- 4** Talk about and promote your lead magnet in your Instagram Stories each week and share to Facebook.
- 5** Promoting your lead magnet on your Facebook page and 'pin' the post so it stays at the top of your page so anyone new to your page will see it instantly.
- 6** Add a graphic or text about your lead magnet to the bottom of your email signature.
- 7** Make sure your lead magnet sign up is one of the first things your website so visitors can see it straight away - i.e near the top of your homepage, and/or with a link in your menu
- 8** Go live on Instagram or Facebook with a tutorial, tips, Q&A or tour - and mention your lead magnet several times throughout!



# HOW TO PREPARE YOUR DESIGN FOR PRINT

A Beginners Guide in 6 Easy Steps

6 MODULES  
AND INCLUDES  
THREE BONUS  
FREEBIES

ONLY \$67AU

CLICK HERE  
FOR INFO

I have just launched my first ecourse called **How to Prepare your Design for Print - A Beginners Guide in 6 Easy Steps** and I am so excited to finally share this with you all.

## DOES THIS SOUND FAMILIAR?

You have just started your business and money is bloody tight, and you can't afford to hire a professional graphic designer, so you have a crack at designing your artwork yourself. It can't be that hard, you're thinking!!!

Well, it is all going well, until you need to send your artwork to the printers. You then realise you have no idea what you are doing and don't understand any of the lingo like CMYK, trims and bleed and so many more. Your head is spinning in confusion.

You feel lost because no matter how hard you try, you don't know how to make your artwork print suitable.

You start panicking, thinking how will you get through this and will your design job actually be ok to print.

You know you have got to get this right but it's so much work and all so confusing.

I totally understand all these feelings. I would get so nervous about sending artwork to the printer, hoping everything will print perfectly when I first started designing. You don't want to cost yourself money for reprints.

So if you feel anxious sending artwork to print, you are definitely not alone. So I created this course to help everyone with their fears.

**Just follow these 6 easy steps in this course and you will have the confidence to be a print queen!**

Look out for my *Winter* Magazine issue  
OUT IN JUNE

Wild  
Seed  
DESIGN

Now it's  
time to bloom!

If you are wanting to work together,  
send me an email to book in your  
free 15 minute call.



kim@wildseeddesign.com.au



www.wildseeddesign.com.au



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