

# THE Garden Shed

**WINTER**

**DESIGN  
IDEAS**

**WINTER  
COLOUR  
TRENDS**

**THE ULTIMATE  
BRANDING  
CHECKLIST**

**THE INDOOR  
PLANT TREND  
OF 2019**

**WINTER  
PRODUCE  
GUIDE**

**DELICIOUS  
WINTER  
RECIPE**

*Free*  
**INSTAGRAM  
HIGHLIGHT  
ICONS**

**THE BEST  
PLANT  
INSTAGRAM  
ACCOUNTS**

**DESIGN TOOLS FOR YOUR GROWING BUSINESS**





Hey there green thumb!

**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 14 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 and social media businesses, wineries and botanical skincare brands (just to name a few!) to grow their businesses 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 plants, then I'd love to work with you!

## Welcome To Issue 1

*I am so excited to launch my first Wild Seed Design magazine right at the start of winter.*

*If you're anything like me, winter is cold and gloomy, so in this issue we've all fallen back in love indoor plants, so no need to go outside to enjoy that lush greenery. You can now enjoy it all year round.*

*I have also given you lots of ideas for your business from a branding checklist to ways to promote yourself and best of all I am giving you free Instagram Icons. These will help you get your social media off the ground and the checklist will make you rethink your existing brand and create new goals for 2019.*

*So I hope you enjoy it as much as I had designing it.*

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**BEAUTIFUL BRANDING  
THAT blooms from seeds  
NOURISHED AND NURTURED  
THROUGH THE SEASONS**



# THE *Indoor Plant* TREND OF 2019

Indoor plants have become increasingly popular in Australia, as many of us are now living in populated urban environments and large homes don't have backyards or nearby green space. Known for their many health and wellbeing benefits, as well as being able to instantly make a space feel more stylish, houseplants reconnect our homes to the great outdoors, and bring a little bit of nature into our modern, tech-driven lives.

Plant newbies and green thumbs have taken to the trend with equal enthusiasm and you'd be hard-pressed to find a home, cafe or indoor space that hasn't welcomed the influx of greenery.

Like any trend, some indoor plants are more popular than others, and while the fiddle leaf fig has certainly had its time in the lime-light, it's time to welcome a new player to the indoor plant game: **ferns**.

## Why are ferns the next big indoor plant trend?

Australians love a good coastal or tropical vibe, and the fern fits perfectly into those themes. Thanks to the growing popularity of indoor plants, many urban gardeners now feel confident enough to tackle bigger, better plants, and a fern is a great place to start. They're lush, green and will work well as a statement feature plant indoors and out. Maidenhair, Boston, and Silver Lady ferns are perfect for indoors.

## How to choose your indoor plants?

Light is one of the key factors to plant health along with water and carbon dioxide as these are food for the plants. However too much light, or not enough of it, can be the death of them. The most successful indoor plants are those that thrive in the transient light that comes from windows and are comfortable with long periods of low light or shade. Small tropical or rainforest plants are ideal because their natural environment is as understorey plants that are protected by the canopies of large trees.

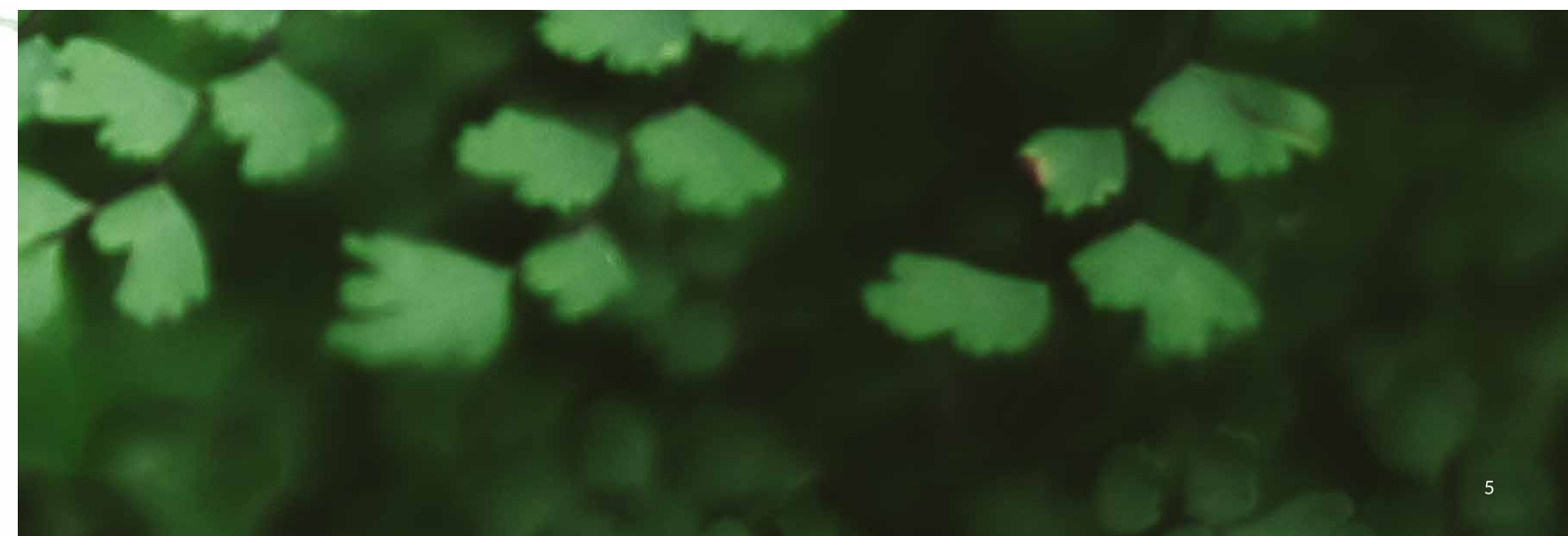
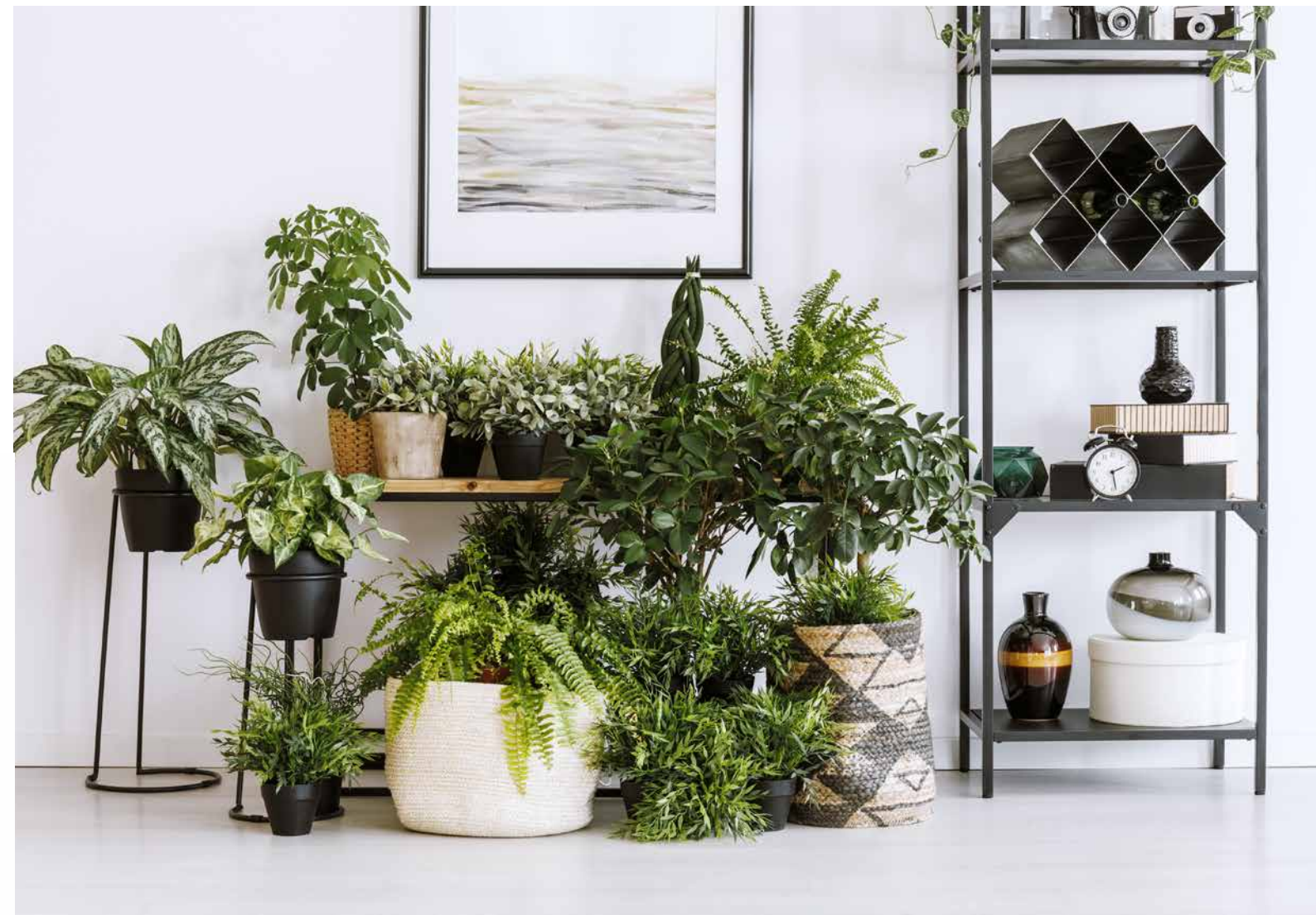
## How to style your indoor plants

In 2019, the theme for indoor plants is 'bigger is better'. Choose mature plants that already stand a metre or more tall for maximum impact in your home and look for rich shades of green, luscious leaves and thick foliage so your greenery doesn't look sparse.

Grouping indoor plants together is a wonderful way to create a green focal point in a room. Plants can even function as a source of colour in a home with a neutral colour scheme. Group plants with different coloured leaves together and place them in an obvious place, then draw upon the colour of the leaves to inform the colours of your cushions, throws and decorative items.

Another trend for indoor plants in 2019 is to mix up how your plants are displayed. Use different coloured pots in different sizes, play with scale by using plant stands, bookshelves and existing shelving, and hang indoor plants from the ceiling with macramé hangers.

Now rush off to your local garden centre or nursery and find some indoor plants to suit your home.







6 lovely and leafy Instagram accounts to follow if you're obsessed with indoor plants.

1. Plants-in-a-box  
@plantsinabox



2. Urban Jungle Bloggers  
@urbanjungleblog



3. Mama Botanica  
@mamabotanica.amsterdam



4. Plant Life Balance  
@myplantlifebalance



5. Ivy Muse  
@ivymuse\_melb



6. The Plant Room  
@the\_plantroom



A guide to produce available in Australia

Winter (June – August)

FRUIT	apple*	currants	mango	pineapple
	apricot	fig	mulberries	rambutan
	banana	grapefruit	nectarine	raspberries
	blackberries	grapes	orange*	rhubarb
	blueberries	honeydew	passionfruit	strawberries
	boysenberries	lemon	peach	tamarillo
	cantaloupe	loganberries	pear*	watermelon
	cherries	lychee	plum	

VEGETABLES	asparagus	corn	onion, spring	silverbeet
	avocado	cucumber	peas	squash
	beans*	daikon	peas, snow	tomato
	beetroot	eggplant	peas,	watercress
	cabbage	leek	sugar snap	zucchini
	capsicum	lettuce	potato	zucchini flower
	carrot	okra	radish	
	celery	onion	shallot	

HERBS & SPICES	ginger	dill	mint	parsley
	coriander	garlic	oregano	rosemary

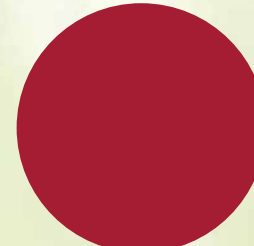


apple\* bonza, braeburn, cox's orange pippins, fuji, gala, golden delicious, granny smith, jonagold, jonathan, lady williams, mutso, pink lady, red delicious, snow, sundowner  
asian greens\* bok choy, choy sum, gai laan, wombok  
mandarin\* ellendale, imperial, murcot  
orange\* blood, navel, seville  
pear\* beurre, bosc, josephine, packham

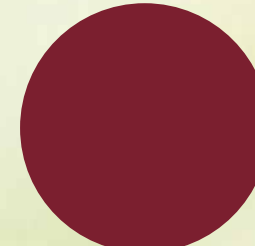




# Winter Colour Trends 2019



CHILLI PEPPER



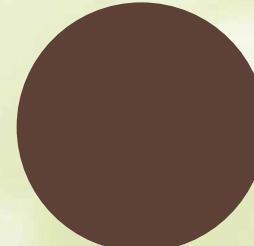
BIKING RED



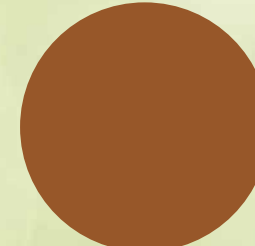
CREME DE PECHE



VANILLA CUSTARD



ROCKY ROAD



SUGAR ALMOND



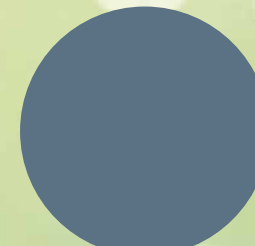
DARK CHEDDAR



FRUIT DOVE



GALAXY BLUE



BLUESTONE



ORANGE TIGER



EDEN



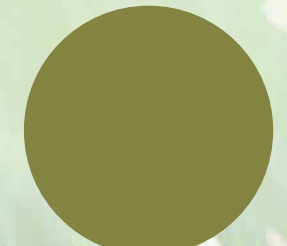
PEACH PINK



EVENING BLUE



PALOMA



GUACAMOLE

Brrr it's Winter



## WHAT ARE INSTAGRAM

# Highlight Icons?

### SO WHY DO YOU NEED THEM FOR YOUR BUSINESS?

*Instagram Highlight Icons are located right below the bio section of your Instagram profile, they provide a polished look for your Instagram Highlights (or Stories as they are also called) and draw attention to your best Instagram Story content. If your Highlights include on-brand icons, your top content is easier to find and engage with.*

Instagram stories disappear in 24 hours so in order to give the option for the users to save some of the stories and make them visible as a pin in their profile, Instagram has provided a feature called Highlights.

Instagram Highlights are groups of stories that you can create as folder sections on your Instagram profiles. So once you post a story, you can save it in a Highlight (like folder) that will display on your Instagram profile, or you can also choose the option to archive the stories and in the future create highlights from the saved stories in your archive.

#### *The main attributes of the Highlights are:*

- **Highlights covers** – option to add a custom image or an icon that will represent the topic of the stories that are saved inside.
- **Highlights name** – option to name the Highlight the same as you do with naming folders. Note that, once you create the Highlights they appear in your Instagram profile screen right below your bio text and profile photo.



Before you start, add the icon images in your phones camera roll and follow these steps.

- Go to your profile and hold your finger to the Highlight you want to edit
- Tap **Edit Highlight**
- Tap **Edit Cover**
- Choose the photo from your camera roll
- Done

Go to my website [www.wildseeddesign.com.au/resources](http://www.wildseeddesign.com.au/resources) for these free green gardening Instagram Highlight Icons

# PLANTS MAKE PEOPLE happy



# Checklist

*So you need a new business brand or have you've 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?

## 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.

## 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.

## 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?

## 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?

## 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.

## 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.





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 brand quickly.

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





## CUSTOM DESIGNED BRANDING

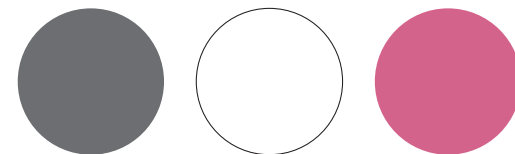


SUBMARK

SECONDARY

SUBMARK

COLOUR PALETTE



# Beetroot Hummus Dip

Roasted Beetroot Hummus is creamy, healthy and has a gorgeous pink hue.  
Pair it with fresh veggies or pita chips for a scrumptious snack.

Prep time: 5 mins cook time: 1 hr total time: 1 hr 5 mins



## INGREDIENTS

- 2 medium sized beetroots skin on
- 1 can chickpeas (400 grams) drained and rinsed
- 2 1/2 tablespoons tahini
- 2 cloves garlic
- 1 tablespoon lemon juice
- 1/2 teaspoon salt
- 1/4 teaspoon cumin
- water to thin

## INSTRUCTIONS

Preheat the oven to 200 degrees C.

Wrap each beetroot in aluminum foil and roast them for 1 to 2 hours (it depends on the size of your beets) or until soft and tender.

Once the beetroots are roasted, remove them from the oven and let them cool.

Peel the skin and chop them into chunks.

Place the beetroots, chickpeas and garlic into a food processor and blend for 1 minute.

Add tahini, lemon juice, salt, cumin, 1 teaspoon of water and blend until the hummus becomes smooth and creamy.

If it's too thick add more water until the consistency is perfect.

Taste and adjust the seasonings, adding more salt or lemon if needed

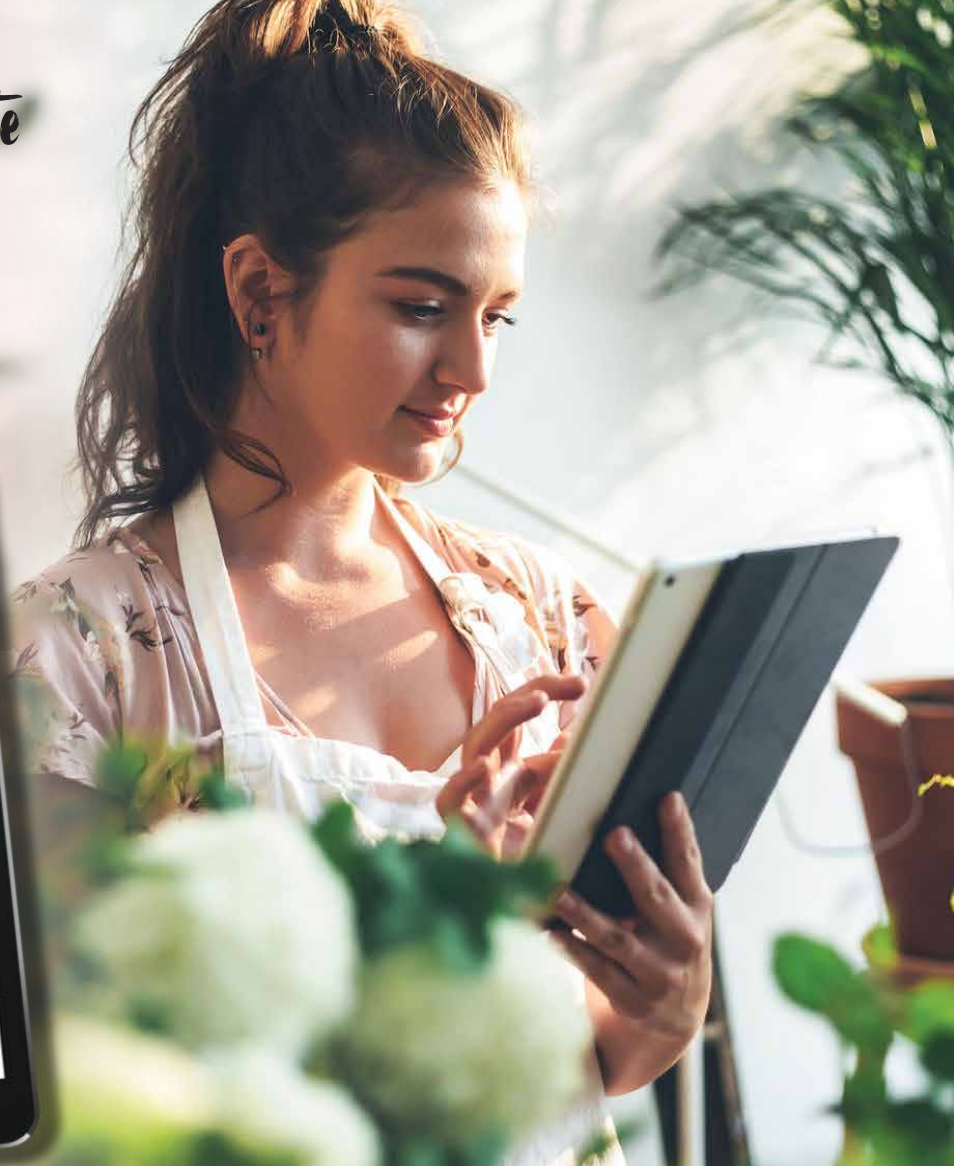
Refrigerate or use immediately. Roasted beetroot hummus will last in the fridge for approximately 1 week.



# Check out our new website

Graphic design for the floristry,  
plant and botanical industries.

[wildseeddesign.com.au](http://wildseeddesign.com.au)



Look out for my *Spring* Magazine issue  
OUT IN SEPTEMBER

# 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.



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[www.wildseeddesign.com.au](http://www.wildseeddesign.com.au)



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