

THE Garden Shed



SPRING

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MISTAKES**

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PLANNERS**

DESIGN TOOLS FOR YOUR GROWING BUSINESS

Hey gorgeous!

I'M KIM, YOUR BOTANICAL BRAND
GARDENER AND PLANT-OBSSESSED
BESTIE HERE AT WILD SEED DESIGN

Wild
Seed
DESIGN

*I grow botanical-blessed brands that help your business
blossom and bloom so you can harvest sustainable success
(without the mess!)*

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 17 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 plants, then I'd love to work with you!

Real talk:

*Keeping a succulent alive is one thing. But planting - let alone successfully growing - your own business? That, y'know, means the world to you? (So, like, no pressure or anything. *Cough*) Seriously, that can succ. Especially when you're DIA (Doing It Alone!)*

But it doesn't have to. When it comes to your business, I believe your vision is the seed. And, together, we wanna plant that baby deep and give it ALL the love, care and attention it needs to grow roots and become a forest of beautiful wildflowers.

'Cause just like you - and your success! - your brand blooms best when it's wild and free.

Ready to begin? Grab a coffee or a hot choccy and enjoy the read and hopefully I can offer you some help from my magazine.

Kim x

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BEAUTIFUL BRANDING
that 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 ... 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

I have a special soft spot for my fellow plant nerds (aloe-lujah, fam!), start-ups and small business besties.

Together, we're a tribe of passion-led women ready to plant our passions and ground our awesome businesses in purpose while we collect connections, conversions and way too many plants!

*... But, c'mon, how many is too many?
Pfft. I'd argue you can never have enough!*



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

5 DESIGN MISTAKES

You may not know you're making.

I'm here to rescue you with some tips and tricks to make your artwork look awesome!

1. Lack of Hierarchy

Hierarchy is about visually ranking different elements in a design – it determines what the viewer sees first.

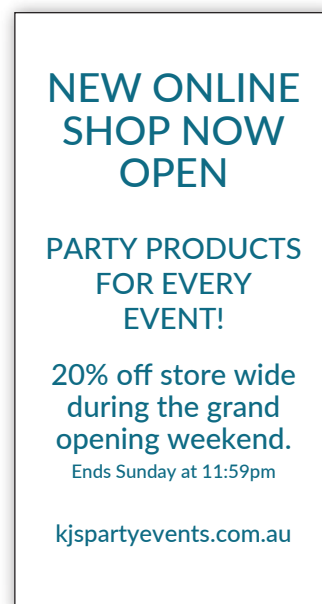
When you don't have good hierarchy, you are giving multiple elements in a design the same visual weight and height, which results in the viewer not knowing where to look first. This will cause an issue as your message won't be clear.

Good hierarchy will guide the viewer through the design and portray the information in a way that shows an order of importance. It gives the design a nice flow!

To create a good design hierarchy, follow these rules -

- Text Size: headers and the most important, attention-grabbing text should be more prominent than paragraph text. Make headers larger at the top of your design.
- Using Colour: use accent colours to help bring attention to the most important text and images.
- Proportion/Scale: simply make the most important elements bigger than others!
- Shape and Line: add shapes or lines that visually bring the eye to the focal point first.

Looks boring and uninteresting



Attracts attention and looks good.



2. Low resolution and pixelated photos

With all businesses needing a online and print presence, we all use a lot of photos and imagery on our websites, social media and marketing collateral. We look at visuals all day long so if you're using low quality photos that appear fuzzy or pixelated, you will make your brand look unprofessional and show you have a lack of attention to detail. You want to ensure all photos are good quality and appear clear.

Invest in professional photos being taken for your business or purchase high resolution stock photos (300 dpi)

Photos for screens and online can be saved at low resolution but still make sure the dimension size is a good measurement, but all photos used for print purposes need to be high resolution in order to print clearly.

Low quality and blurry - AVOID THIS!



High quality, clear photo - YES, ALWAYS



3. Separated letters in script lettering

This has to be one of my pet peeve! I cringe every time I see a business do this.

I am all for increasing space between letters in a logo or header to give is a clean, modern look. It's perfect to do this on a serif, sans serif, or display font. But when I see this done with a script font, it's a NO! Script font letters all need to be joined as they are like handwriting.

Connected letters are perfect

Script letters stay together

Script letters stay together

Separated letters are bad

*Script letters
stay together*

*Script letters
stay together*

5. Not enough colour contrast

I hate when I look at someone's design and I struggle to read the text due to the colour combinations they have used that makes it hard to read and hurts my eyes. This means there is a lack of contrast between the background colour and the font colour. When two colours are similar in value (think brightness or hue), the colours will blend together.

We want to avoid this for legibility reasons, of course. But we should always be aware of colour contrast throughout our designs. You can do this by choosing a combination of light and dark hues, to ensure there's enough contrast when you overlap colours.

It doesn't have to be as dramatic as a dark colour and white all the time, but it does need to be readable. So, test things out before you finalise your design. If you're having trouble reading it, other people will too.

4. Using too many typefaces

Using too many typefaces (fonts) makes your designs look overwhelming, unprofessional, busy and very confusing for the reader.

A design rule is to try and stick with three fonts only for your branding copy - a specific typeface for headers, one for body copy, and perhaps one for special callouts/feature text. Once they are decided upon, stay consistent across all your marketing platforms.

A simple, clean easy-to-read typeface should always be used for paragraphs or longer blocks of text.

Too many typefaces - AVOID THIS!

HEADING TEXT HERE

I use this for sub headings

Body copy that is simple and easy to read. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

I USE THIS CAUSE I LIKE IT TOO

This font gets used too

Special text here

Limited typefaces to three to make it perfect

HEADING TEXT HERE

Body copy that is simple and easy to read. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Special text here

Low contrast - difficult to read and hurts your eyes

This text is hard to read

This text is hard to read

This text is hard to read

High contrast - clear and legible

This text is easy to read

This text is easy to read

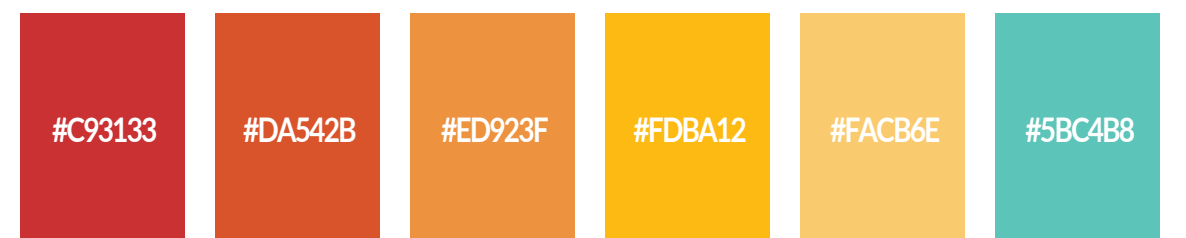
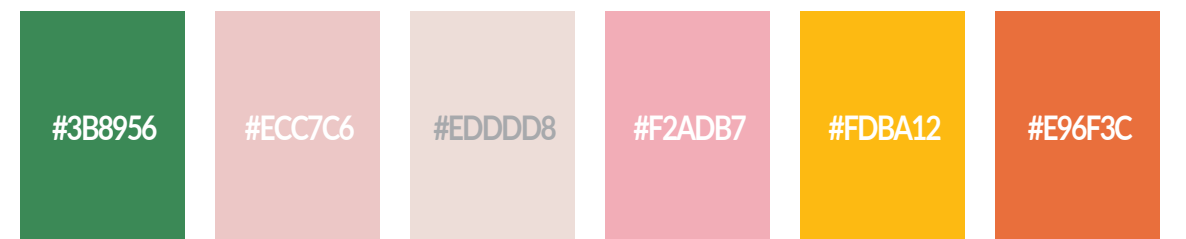
This text is easy to read

I still need your help Kim....

So you still need help with your desogn and marketing to help it connect to your dream audience and standout from your competitors. Contact me today as I would love to help you - kim@wildseeddesign.com.au

— 2022 —

Spring Colour Palettes



Before YOU START CREATING YOUR CONTENT

Getting clear on the items from the below list will help you create and post with purpose.

- 
- ✓ Have your logo and branding created
 - ✓ Have your colour palette and fonts finalised
 - ✓ Nail your niche
 - ✓ Identity your target audience
 - ✓ Do your market research
 - ✓ Set measurable and specific goals
 - ✓ Determine your content pillars
 - ✓ Outline your post schedule
 - ✓ Be consistent with your messaging/voice
 - ✓ Be consistent with your branding

CONTENT IDEAS YOU NEED TO TRY



Below are some ideas for valuable content that will align with your business social media.

1. BROWSE YOUR DM'S OR COMMENTS ON POSTS

What questions are your customers/followers asking? What do they need help with? Create content to answer their questions.

2. SHARE A BEFORE AND AFTER TRANSFORMATION

Do you have before and after photos from your products, services or other offers that you can share?

3. SHARE AN OBSTACLE YOU HAVE OVERCOME

What obstacles have you overcome in your business? Connect this to a pain point your audience may also be experiencing.

4. TALK ABOUT SOMETHING YOUR AUDIENCE SHOULD DO

Talk about something your audience should stop doing and what they could do instead to make their business easier. You could highlight some mistakes and then offer solutions to help guide them instead.

5. SHARE A QUESTION BOX IN YOUR STORIES

Share a question box in your stories and your customers can ask questions which you can answer. Then use this information and create a few content posts which may help others.

6. SHARE A TRUTHS VS LIES POST

This is a fun post where you share three truths and one lie and your followers need to work out which one is the lie. You will get lots of comments and you can share the answer a day later in your stories.

7. FEATURE A TESTIMONIAL

Share positive feedback from a client / customer with others on your account. People love hearing what others think and they can feel more of a connection if you have great customer service.

DESIGN Glossary

*Do you have no idea what your **graphic designer** is saying when they say certain design terms?*

Don't worry, I have your back and will explain what we mean!

Design Brief

A set of instructions from the client to the designers, outlining their design requirements, objectives and desired outcomes.

Brand

The combination of the overall visual and communication style of the business from the logo, marketing collateral and website to create a 'personality'.

Content

The words or images within the design document. The client will be asked by the designer to provide this content before the design project commences. Keep the content relevant to your brand personality.

Moodboard

A collection of visual references to explain to your designer your brand or design vision. Or your designer will put together a moodboard to describe their concepts. Pinterest is the best program to use.

Design Concepts

Analysis of your design brief to understand your vision for the design project and to create design options - eg. designers may present two logo concept designs for the client to choose from.

Collateral

Collateral is a collection of physical or digital files created from a single brand. It is also referred to as marketing collateral. This can include a brochure, postcard, flyers, price list, business cards, swing tags, stickers and more.

Style Guide

A document which showcases your brand - from logo versions and usage, colour palettes, fonts, imagery and other elements to keep your brand consistent.

Final Files

Once the design project has been approved, the designer will professionally set up and deliver the print ready and web format files in all formats for the client to use to them correctly.

WEBSITE Glossary

*Do you have no idea what your **website designer** is saying when they say certain design terms?*

Don't worry, I have your back and will explain what we mean!

Address Bar

The address bar is the place where you type the website you want to visit at the top of the browser.

Call to Action

CTA is commonly used by website designers to evoke an action from the user, like "click here" or "buy now", "add to basket". All of these terms denote a call to action - essentially you are taking action to do something.

Browser

A browser refers to the service you use in order to access website pages - Google Chrome, Internet Explorer (IE), Firefox and Safari. The browser you use to access websites is completely down to user preference.

Hyperlink

A hyperlink is generally a link within text linking to another resource. The link could be a webpage or an image and can even open your email for you if the link is to an email address.

Screen Resolution

Screen resolution refers to the pixel density of your screen. Larger screens need a higher pixel density to display a crisp clear image. Smaller screens with a large pixel density will appear clearer than those with a lower density.

SEO

Search Engine Optimisation / SEO refers to optimising your website and online activities for search engines to be easily found online. The first place on Google is often the goal. You need to constantly tweak and test keywords for best results.

404

Stumbled across a 404? This simply means the page is no longer on the server, which could mean the typed URL is incorrect or the page does not exist.

Cookies

Cookies are small pieces of data that a server sends to your browser when you visit a website. These cookies will collect and store information and send it back to the server - eg. sessions, e.g. logged in / out, items in cart and tracking.

GRAPHIC DESIGN

Principles

ALIGNMENT



CONTRAST



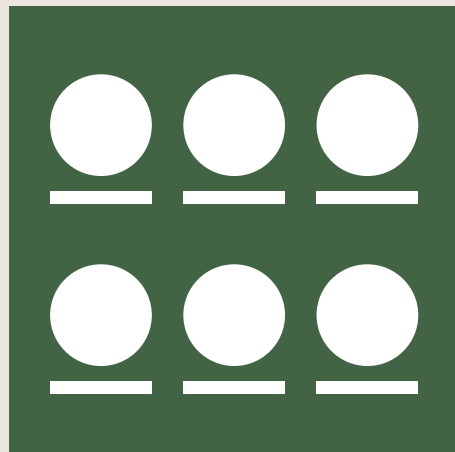
HIERARCHY



BALANCE



REPETITION



NEGATIVE SPACE



TIPS WITH FINDING A PROFESSIONAL

Graphic Designer

Why and when is it a good idea to work with a graphic designer

I'm sure whatever you do for a living, you are great at it. You have probably studied and learnt everything in your field so gain a lot of skills and knowledge. Professional graphic designers do the same. We have been trained with the technical tools in graphic design as many of us have had a passion for being creative and have artistic skills in colour, shape, design programs and more, to create beautiful design.

So as you have your own skills, design may not be one of them, so if you are starting up a business, seeking a graphic designer to help create a logo and brand, marketing material, website, social media, is the best thing if you want it done right and have your brand connect with your ideal target audience. Lots of time and research goes into brand strategy for a brand to last the distance. You concentrate on what you can do for your business and outsource the design to the experts, it's too important an investment in your success not to. It only takes a few seconds for a customer to make up their mind about your brand and if you don't look professional, your potential customer may go to your competitor, which you don't want.

There are different graphic designers who can help you

There are graphic designers for every budget and needs.

Freelancers - For those who work on the occasional freelance projects after hours or working normal office hours from home. These graphic designers take on smaller jobs with smaller budgets and they should be easy to find by asking for recommendations from friends and professional contacts. Just beware of some 'cheap' freelance graphic designers that probably won't take the time to get to know you, your business, or the direction you want to take your brand in, and won't bring any of that to the design. They get the design done fast and quick, so not a lot of thought to go into it. You also might not get the flexibility you need when the files are handed over - they might not give you the editable source files, and any future customisation might be difficult. Cheaper is never better and your business branding should be valued and time and thought needs to be used for it.

Solopreneurs/full time home studios - These are full time graphic designers with normal office hours from home. These graphic designers have more design experience and can work with small to large clients on any budget. They can have lower overheads compared to a large studio business and you deal directly with the one person only for all your design and website needs. So you build a connection with the one designer, so no brand confusion can arise with multiple designers working on the same project. They have some years of design experience behind them and can offer authentic and unique designs and will provide all the correct project files required.

Graphic design studios - These studios can range from two people to 40 or more (usually between 4 and 10 though) and consist of graphic designers, website designers, account managers, social media account managers, admin support etc. Due to higher overheads (rent, computers, office supplies, staff wages etc) costs for design projects are a lot higher but if you have a large budget and more in a large corporate industry, this may be the way to go.

Finding the right fit

You need to find a graphic designer who is the right fit for you and your business. Most professional graphic designers have an industry niche that they prefer to work with. Some like to work with female start ups only, some like the restaurant industry, others love to work with health and wellness businesses, others work solely with the building trades industry. I enjoy working with women who love botanical design elements.

If you are a person who wants to meet the designer face to face, you need to find one who will do that. Many freelancers and solopreneurs only have contact via email or Zoom meetings and avoid meeting in person. If you see some larger design studios, they are happy to meet face to face. Others only communicate via email only, so if that is going to annoy you, then they aren't the designer for you.

Some designers work around their families and that could be at odd hours and mainly at night, so if you work from 9am-5pm, you may want a designer who can communicate with you during these hours.

There are also 4 different types of graphic designers -

• Brand Identity and Logo Design • Packaging Design • Website Design • Social Media Design • Layout and Print Design

Some designers can do just the one, or maybe two of these. Some skilled designers can offer all these types of services.

How to choose right designer from your list

Now that you've got a small list of designers that you like, it's time to pick one. You now need to vet them all to see who you will choose.

You need to look at their portfolio (which you can find on their website and Instagram) to see if their design style matches what you are after.

Do they work with clients in your industry and have a knowledge of it? Look at their client testimonials and see how happy past clients have been.

You want to find a designer that you connect with and you will get along well. Most designers will offer a free discover call/video chat for you both to get to know each other. The designer will also see if you are a good fit for them too. This is your time for you both to ask questions and get to know each others personalities. I offer a free 15 minute Brand Connection Chat for my potential clients.

A design businesses procedures and policies is very important too. Myself and many professional designers will provide a Welcome Kit which is a pdf document outlining the agreed upon design project, timeframe, what we can expect from each other, terms and conditions, procedures, design brief and a contract that needs to be signed at the end before any design work commences. If they don't have any terms or procedures in place, this may be a red flag. Don't be scared if a designer says they have some kind of project management system that you have to sign up for and use - they've likely made it as easy as possible for you to use, and will be happy to walk you through it. Most designers will guide you if it's your first time.

Choosing a graphic designer that you'll work well with and who fits your needs is a very personal process, but it doesn't have to be overwhelming. Follow the steps, and you should have a pretty solid starting point.

If you love my style of design and would like to know my prices, click to download my **PRICE LIST**, or book a free **15 minute Brand Connection Chat**.



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?

☐

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.

BRAND VISUALS

Checklist

**Your business needs a lot of design work to make it stand out and wow your dream clients.
It is definitely more than just a logo and consistency is everything.
So tick off the things you have and what you will need for your business.**

VISUAL IDENTITY

- ☐ Logo
- ☐ Logo Variations
 - ☐ Submark
 - ☐ Secondary Logo
 - ☐ One Colour Logo
- ☐ Brand Colours
- ☐ Typography Suite (fonts)
- ☐ Mood Board
- ☐ Brand Style Guide
- ☐ Brand Patterns & Imagery

IMAGERY

- ☐ Professional Brand Photos
- ☐ Professional Stock Photos
- ☐ Illustrated Patterns
- ☐ Icons
- ☐ Illustration Graphics

ONLINE

- ☐ Website
- ☐ Email Signature
- ☐ Email Newsletter Template
- ☐ Social Media Templates
- ☐ Social Media Icons
- ☐ Blog Graphics
- ☐ Avatar Image
- ☐ Web Banners
- ☐ Banner Adverts

PRINT

- ☐ Business Cards
- ☐ Letterhead
- ☐ With Compliments
- ☐ Brochures
- ☐ Flyers
- ☐ Worksheets
- ☐ Swings Tags
- ☐ Postcards
- ☐ Note Pads
- ☐ Thank You Cards
- ☐ Packaging
- ☐ Catalogues
- ☐ Price List
- ☐ Presentation Folders
- ☐ Branded Wrapping Paper
- ☐ Stickers
- ☐ Posters
- ☐ Signage
- ☐ Invoices

PROMOTIONAL

- ☐ Calendars
- ☐ Note Pads
- ☐ Shirts
- ☐ Pens
- ☐ Magnets
- ☐ Coffee Mugs
- ☐ Desktop Planner

If you want to discuss your branding and marketing,
contact me today as I would love to work with you.

MONTH _____

Goals

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Important Dates

Notes

My Daily Goals

1.	
2.	
3.	
4.	
5.	

Notes

BREAK DOWN THE GOALS

ACHIEVE BY

SOME DESIGN SERVICES I OFFER

Custom Branding

www.wildseeddesign.com.au
www.instagram.com/wildseeddesign



Premade Logos

www.wildseeddesign.com.au
www.etsy.com/au/shop/WildSeedDesign



Custom Portraits

www.instagram.com/wildseedillustrations
www.etsy.com/au/shop/wildseedillustration



Digital Wall Art

www.instagram.com/wildseedwallart
www.etsy.com/au/shop/wildseedwallart



Look out for my *Summer* Magazine issue
OUT IN DECEMBER

Wild
Seed
DESIGN

Botanical-blessed branding
for wild women ready to grow!

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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