

THE Garden Shed

AUTUMN

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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 18 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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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

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**.

INSTAGRAM BIO TIPS

- ✓ Include your logo as the profile image. If you want to personalise your business, use a professional, head shot photo of yourself.
- ✓ Keep it short but concise.
- ✓ Tell them what you offer in an engaging way.
- ✓ Add a hashtag to your bio (of your product or service).
- ✓ Use emojis to make your bio pop.
- ✓ Always have a strong call to action. Tell them about a freebie you're offering, a download or your ecourse.
- ✓ You can add only one website link, so add your website or use Linktr.ee to do multiple links. Make this link count as this will direct all traffic.
- ✓ Put your location in your profile as this can be searched and is great for people to find you.
- ✓ Think like a search engine.
- ✓ Say what you do/where you are in your name - eg, mine is - Kim - Brand Designer Melb
- ✓ Add your business category.

INSTAGRAM HASHTAG TIPS

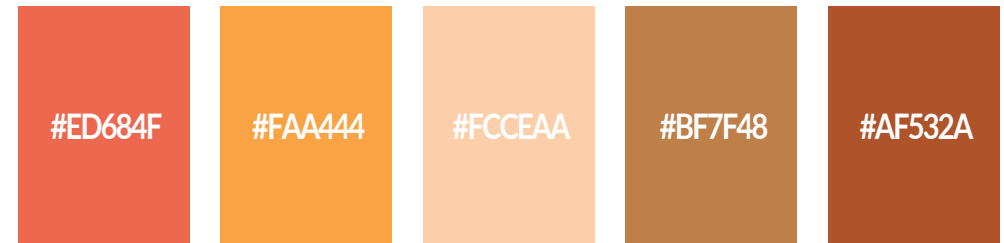
- ✓ Use all 30 hashtags per post.
- ✓ Add these hashtags in the first comment so your main post isn't busy.
- ✓ Do your research on hashtags that relate to your product/service.
- ✓ Create a library of 50-80 hashtags and save these into your phone's Notes into smaller sections and then add additional hashtags relevant to the post/image.
- ✓ Look at hashtags that other accounts within your niche are using and attract your target audience.
- ✓ Use hashtags that are not oversaturated. Try use ones that have under a million followers. Hashtags with smaller numbers will have a better chance to be seen.
- ✓ Using niche hashtags will help make it easier for potential customers to find your business.
- ✓ Use 10 organic hashtags that you think your customer will use to find you. Use 5-10 relevant hashtags to your industry like general ones that are common searches. Use 5-10 location hashtags which allow you to be specific for people in your area.

HOW TO IMPROVE YOUR WEBSITE SEO

- ✓ Do not use long, complex sentences.
- ✓ Improve your page loading speed. A slow website will impact the way visitors engage with your pages and this will hurt your ranking. Optimise your images with file formats and size - huge images will slow your pages loading time.
- ✓ Optimise your headers and use tags.
- ✓ Do not put too much text in one section - keep it under 300 words.
- ✓ Publish relevant, high quality content.
- ✓ Optimise your website for mobile devices.
- ✓ Remove anything that slows down your website.
- ✓ Write unique and relevant meta descriptions for every page.
- ✓ Name your images before uploading them and use the right keywords.
- ✓ Start blogging as this is an outstanding tool for lead generation and helps you engage with visitors to your website.
- ✓ Fix any broken links as this can upset your SEO ranking and doesn't link good when links don't work for visitors,

- 2024 -

Autumn Colour Palettes



THE ANATOMY OF A

Brand Board

Creating a cohesive brand design is one of the most important parts of your business. A great business brand will have all of the elements - logos, colours, fonts, design elements, brand collaterals, patterns etc that you will constantly use over and over again across your design, printing, website and social media platforms.

The way to stay consistent with your branding is to create a brand board. Here I will explain what they are and why you need one.

WHAT IS A BRAND BOARD?

A brand board, brand style board, or style board are usually referring to a visual summary of your brand identity that is presented on one page for easy reference. It's like a brand cheat sheet containing all of your brand's visual elements.

The brand boards that I design for my branding clients include: main logo, alternative logos, submark logos, colour palette, font and design elements which could be graphics or social media icons. Sometimes I may add moodboard imagery if this is asked for.

WHY DO YOU NEED A BRAND BOARD?

A brand board helps you visualise all of the brand elements on one page - it's like a reference to help keep your branding consistent throughout your marketing, website and social media, which is the most important thing about branding. Having a brand board saves you a lot of time because you know exactly what elements, colours or fonts to use.

THE ANATOMY OF A BRAND BOARD?

MAIN LOGO - This is the primary logo that communicates your business - who you are and what you offer. You will use this logo the most and all of the other brand elements created are all based on or around this logo. Your main logo is the most important part of brand design. It includes your full business name and may include a tagline and even a date you established.

ALTERNATIVE/SECONDARY LOGOS - The alternative logo is a simplified version of your main logo in many variations - it can be for example, your logo without the tagline, a stacked version, icon, badge and so on. You may have 1-4 alternative versions of your logo.

SUBMARK LOGOS - Submarks are usually in geometric shapes (mainly a circle or square) and they contain a symbol or illustration and can have minimal text, that represents your brand. They can be used in situations where your main logo might not fit well like your social media profile image or on blog post graphics.

COLOUR PALETTE - Your colour palette is a range of colours that represent your brand and business. The colours are usually selected from inspirational images, target audience and colour psychology. I usually create colour palettes that contain 4-6 colours - 2 main colours and the rest are secondary colours. To make sure your brand is cohesive stick with these colours through all your marketing, website and social media.

FONT - These are the fonts used within your logo design and I may choose other fonts that suit your branding. They usually features two fonts - one main font and second an accent font or font for headers/brand collaterals. To make sure your brand is cohesive stick with these chosen fonts through all your marketing, website and social media.

DESIGN ELEMENTS - Design elements are the way of branding your website and brand collaterals. They can be simple icons/illustrations, call to action buttons, social media icons etc.

30 Days of Instagram

CAPTIONS TO HELP YOU ENGAGE WITH YOUR TRIBE

- 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

TIPS ABOUT

Colour

If you're DIY'ing your own design and marketing, here is some tips that will help you.

When using colour in your design, it can really set the tone for how people feel. There's a lot of information out there about colour psychology and I have written about it in my social posts and in previous magazine issues. It is all so interesting when you think that green typically makes people think of fresh food, fresh or money and yellow is the colour of optimism, happiness and creativity. Each colour attracts a feeling of emotion when people see it, so it is best to choose colours that connect with your business, product or service.

Here are my HOT TIPS on how to better use colour in your biz!

- ✓ Use an online colour wheel to select your colour palette or use Pinterest for inspiration.
- ✓ Research into the colour psychology: does the colour palette align with your brand messaging and connect with your target audience?
- ✓ Write down the HEX, RGB and CMYK codes so you can use these consistently. Creating a Brand Style Guide file is a great way to stay consistent to your brand. If you are using Canva, set them up in your colour palette or create a colour swatch of your brand colours in Adobe Illustrator.
- ✓ Using your brand colours consistently will create brand recognition. Brand recognition is extremely important for your business.
- ✓ Don't randomly select colours each time you need to post. It creates confusion for your audience. Always stick to your brand colours.
- ✓ Have two main brand colours and another 1-3 secondary brand colours.
- ✓ Don't put colours over one another that are hard to read, for example blue on top of red.
- ✓ Make sure your colours have enough contrast for body copy, or parts that you want to stand out in your visuals. Don't make it hard for your reader to see.

Colour Palette Examples



The Color Wheel

You're probably familiar with the colour wheel when you were at school.

The colour wheel is divided up into 12 different colour hues.

These include **primary colours** (like red, blue and yellow), **secondary colours** which are made up of a mixture of primary colours (like green, orange and violet) and also **tertiary colours** which is a colour made up of a full saturation of one primary colour with half saturation of another primary colour.

Using this colour wheel, we can mix hues to create new ones, and also combine different hues to create colour schemes.



Colour Terms

Hue

A traditional colour's 'name'. Like red, orange or blue

Saturation

The relative strength or weakness of a colour.

Shade

Made by adding varying amounts of black to a pure hue.

Tint

Made by adding varying amounts of white to a pure hue.

Greyscale

The intensity of Black to White



100% Black 75% Black 50% Black 25% Black 0% Black (White)

Monochrome

The intensity of colours within a Single Hue



100% Cyan 75% Cyan 50% Cyan 25% Cyan 0% Cyan (White)

Warm Colours



Cool Colours



Stock Images

With many people being on social media, businesses are needing a lot more beautiful imagery that is easily assessable for their posts. Sometimes having a professional photoshoot is not possible due to the extra outlay in money or you may be time poor, so stock images are a great way to help with your marketing material to keep you clients engaged.

Most people don't realise that you can't take images off the internet to use for their own business or for social media due to copyright laws - it is illegal to steal these as they don't belong to you. Even though they can be seen on the internet, doesn't mean you can use them.

So here is my favourite free and low cost stock image websites that you can use for your marketing.

FREEPIK

Freepik is my most used image site when I am needing graphics or stock photos for my marketing or for my clients projects. They are free to use with attribution but you have a limit of 3 downloads per day. If you want to extend this limit, you need to register or purchase a Premium subscription annually for only \$148 AU per year for unlimited downloaded. This is what I have so I don't have to attribute and I get a downloadable license for each image to keep.

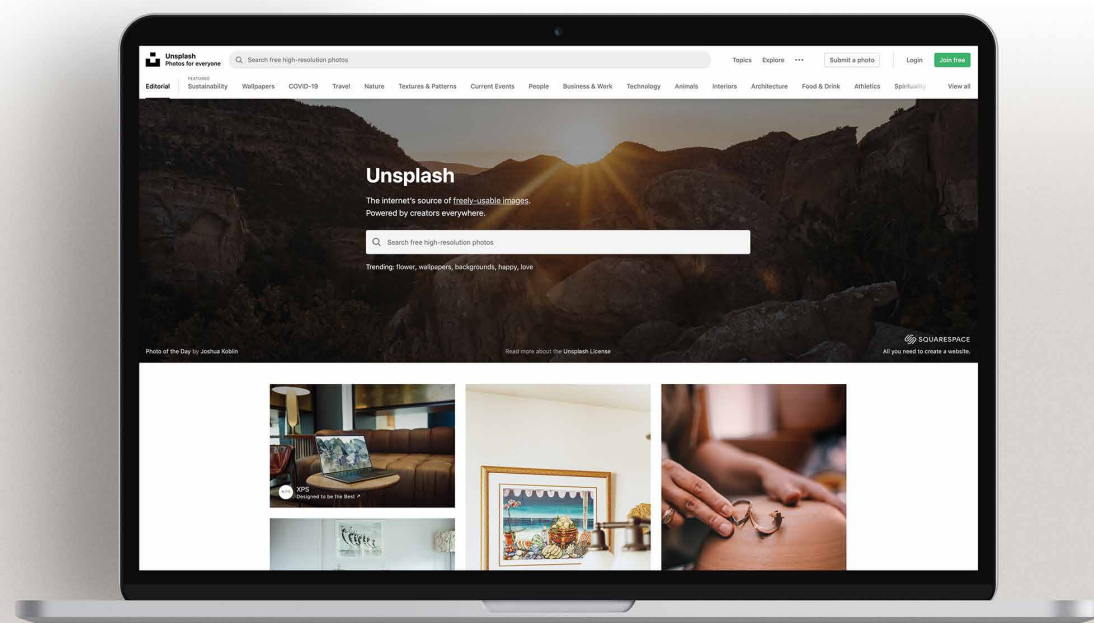
<https://www.freepik.com>

UNSPLASH

Unsplash offer a massive range of free stock images and they can be quite arty from amazing photographers around the world. Unsplash photos are made to be used freely. All photos can be downloaded and used for free for commercial and non-commercial purposes. No permission is needed, though attribution is appreciated.

I love using these photos for my social media.

<https://unsplash.com>



PEXELS

Pexels provides high quality and completely free stock photos and videos. Attribution is not required but giving credit to the photographer or Pexels is always appreciated. You can modify the photos and videos from Pexels and be creative and edit them as you like.

Pexel have some lovely photos so I like to use these for my social media.

<https://www.pexels.com/>

CREATIVE MARKET

Creative Market is my favourite. They offer photos, graphics, illustrations, fonts, templates and so much more. Costs ranges from a few dollars to a lot more. They also offer freebies to download each month which are usually all really good or you can subscribe monthly for a large bundle to download each month.

<https://creativemarket.com>

Design Font Crimes!!

It's no secret that I LOVE fonts! I am always buying gorgeous new fonts to use and I love matching fonts together for my clients branding.

But so many business owners don't understand that many fonts that should be avoided for their business branding and also the way they present the text.

So I am going to show some of the most talked about and disliked fonts. Many are common fonts and a standard on many PC computers and programs. I'm sure you know them and have probably used them a few times too (cringe!).

There are so many free font websites (Dafont, Google Fonts, FontBundles etc) and you can also purchase cheaper fonts too (Creative Market, FontSpace, FontSquirrel etc).

When I started designing 30 years ago, there was only about 30 fonts available, now there are millions. So take the time and source new fonts to use. *Your business will thank you for it!*

Fonts to AVOID

1 Comic Sans

This has to be the most well known and the most hated font out there. But so many people use it as it's also fun and child-like.



2 Papyrus

This font makes designers cringe! It is so over used and there is always large gaps between letters that the user won't fix.



3 Curlz

It's just bad! It's been overused and I see people use it in capitals and it is all wrong. Avoid this font unless it's a 4 yo's party invite and it's your only



4 Brush Script

This is the most outdated font that was probably created when print media started. It is a horrible font!



Other fonts to avoid are -

Algerian, Jokerman, Lobster, Mistral and Vivaldi

Styles to AVOID

1 Too much gradient

GRADIENT

2 Too much drop shadow

DROP SHADOW

3 Too many typefaces

Too Many Typefaces

4 Stretching the text

STRETCHING THE TEXT

5 Spacing script text

Script text



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?

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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?

☐

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.
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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.
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RESEARCH AND CREATE A PINTEREST MOODBOARD?

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

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?
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☐

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!)*
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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,
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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.

2024 MONTHLY PLANNER

MONTH _____

Goals

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Important Dates

Notes

My Daily Goals

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2.	
3.	
4.	
5.	

Notes

2024 GOAL PLANNER

FINANCIAL GOAL

BUSINESS GOALS

GOAL

BREAK DOWN THE GOALS

MARCH GOALS

APRIL GOALS

MAY GOALS

JUNE GOALS

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 *Winter* Magazine issue
OUT IN JUNE

Wild
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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



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