

THE Garden Shed

WINTER

BRANDING
STRATEGY

TIPS TO CREATE
YOUR OWN BRAND

FILE FORMATS
EXPLAINED

THE ULTIMATE
BRANDING
CHECKLIST

WINTER COLOUR
PALETTES

BRAND VISUALS
CHECKLIST

BRANDING
HIERARCHY

BRANDING
LINGO

4 WAYS TO ADD
PIZZAZZ TO
YOUR BRANDING

MONTHLY
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



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.

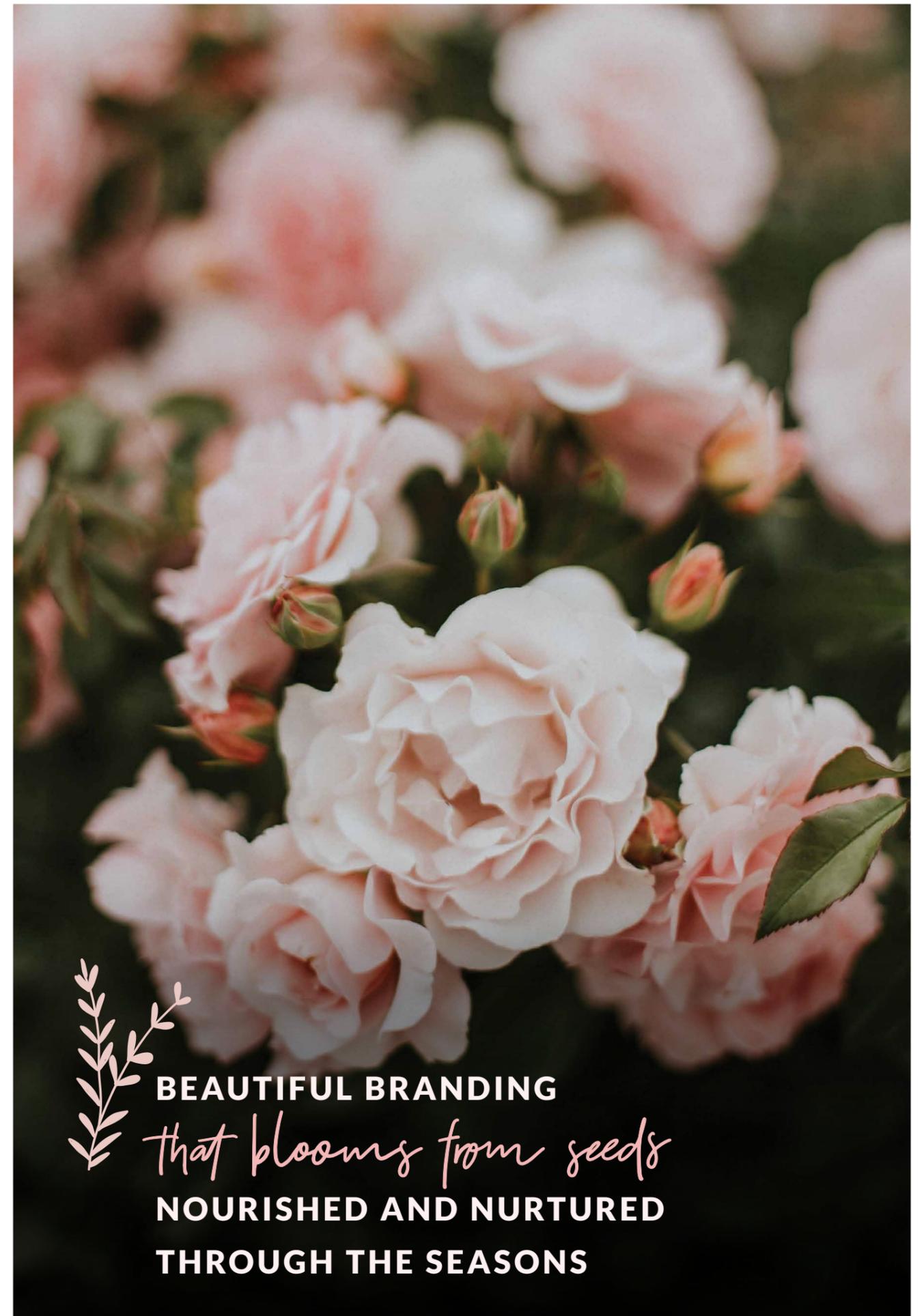
'Cause just like you - and your success! - your brand blooms best when it's wild and free.

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](#)

FOUR WAYS TO ADD SOME PIZZAZZ TO YOUR

BRANDING

Let me me ask you a few questions.....

Is your branding not working for your business?

Is your branding not connecting to your ideal customer?

Do you cringe when you look at it?

Does your branding show who you are, what you do and your vision?

IF YOU ANSWERED 'YES!' TO ONE OR MORE, KEEP READING, I'M GOING TO HELP YOU.

1. Invest in your branding.

You wouldn't go out in public, looking a hot mess in your worst clothes to meet your dream customers, so don't let your businesses' public face (your branding) - walk out the door looking anything less than spectacular!

The first 5 seconds of someone seeing your business for the first time, is when you need to wow them, so they want to know more as they are currently intrigued with what you can offer them and help solve their problem.

Make sure your business has a professional logo and your visual branding is polished and consistent throughout all your website, marketing collateral and social media. Having it all in the same style is a part of your brand recognition.

If you can afford to pay for a professional graphic designer who specialises in branding, I highly recommend that you do so. We have the knowledge to create a brand that will help your business connect for years to come. Not all graphic designers offer the same skills and experience, so do your indepth research and find someone that understands your vision for your business. Many designers have nichéd in particular industries that we love designing for, gives us joy and are good at.

2. Use professional photos.

Quality images can truly can make or break a business branding. Professional photos on your marketing material and website can attract customers and create an emotional connection that encourages them to purchase your product/service. Think about colours, the style and layout and if they suit your branding. If your brand is pink, bright and feminine, you wouldn't choose, heavy, dark photos for your brand.

You can either source high quality images from stock image websites, arrange a professional photoshoot (of yourself or your products) or if money is tight, get a friend to take some photos of you and use some apps to apply some light correction filters.

3. Hire a professional copywriter.

If you get all flustered putting an email together, then I'm sure you are totally overwhelmed when you think of all the copy for your website and marketing material. So why not hire a professional copywriter to help out and get it done perfectly from the start. Believe me it will take out the stress!!

Find an amazing copyrighter that you connect with and one who understands your business and can channel your brand voice and personality into content and communications that connect with your ideal client and make tap that 'add to cart' button instantly or are eager to book your services.

4. Keep it simple.

Have you ever looked at a brochure or website and you instantly feel confused as the business has filled it all up with way too many images and so much copy that you don't want to take the time to read and you want to walk away real quick?

When it comes to designing, less is definitely more. Simplicity always make a far bigger and better impact than crowded and complicated.

I recommend you revisit your website or marketing material and get some feedback from your idea clients about how they feel when they look at your business. Do they feel like they want to engage further with you and love what you have had designed or are they looking at it all confused and overwhelmed and not sure what exactly you do.

I still need your help Kim....

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

BRANDING

Lingo

PRIMARY LOGO

This is your main logo and it should include your full business name and can also have a tagline. It's goal is to communicate who you are, what you offer, or where you operate. It is used most often through your marketing..



SECONDARY LOGO

The name speaks for itself ~ it is a variation of your main logo that can be used when the primary isn't suitable due to the layout or size. It can be a simplified version of your primary logo - no tagline or some elements have been eliminated.



PHOTOGRAPHY

SUBMARK OR ICON LOGO

A submark logo is a stripped down graphic of your main logo and is essentially an icon that captures your brand. The submark sometimes does not include text or the full name of the business. Instead, the submark logo is a graphical shape, drawing or icon that represents your business. It's perfect for using as your profile image on social media, a watermark on photos or anywhere else that your logo needs to be sized to a small scale.



MOODBOARD

A moodboard is a collection of images, materials, text, colours etc. that captures your business style and provides inspiration to the designer ~ it helps explain what direction to take your3 new brand.

STYLE GUIDE

A style guide is a document outlining your brands standards for colours, fonts, tone of voice and logo usage. It helps your marketing stay consistent.



Why you need more than one logo:

Your primary logo may be great but if it isn't flexible to suit all marketing, then you may be damaging your brand identity. It may not suit social media profile images, business cards, the small area on the flyer, so having a variety of logo variations will help this. It is rare that one logo style can meet all your needs, so consider expanding your brand to include a secondary and submark logo.

- 2022 - Winter Colours



HEX #F36E21

EXUBERANCE



HEX #A71C20

SAMBA



HEX #E6B483

SHEEPSKIN



HEX #22336A

TRUE BLUE



HEX #E8DC60

CELERY



HEX #5B7184

BLUESTONE



HEX #2B4C37

EDEN



HEX #69110E

FIRED BRICK



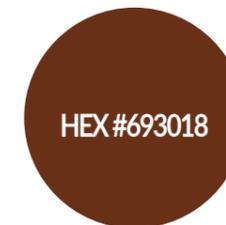
HEX #91623C

TAWNY BIRCH



HEX #2662AF

STRONG BLUE



HEX #693018

BURNT HENNA



HEX #FFE8D3

ALMOND OIL



HEX #141E43

DRESS BLUES



HEX #8E95A4

SLEET



HEX #6C5924

MILITARY OLIVE



HEX #EDEDDE

JET STREAM

Tips for creating your own BRANDING

Of course, I would love to create your branding for you, but I know some start ups are on a budget as they are investing in products, machines, office supplies ~ starting a business can be costly! I get it, I was the same when I started my own design business 17 years ago.

So here are some tips that will help you get on the right track..... and hopefully I hear from you later when you want a professional brand with a strategy in place.

1. REGISTER YOUR BUSINESS NAME

The most important first step is to register your business name. So many fail to do this. You need to register it with ASIC (<https://asic.gov.au/online-services/search-asic-s-registers/business-names/>) and your name needs to be different to other business names, so it will tell you if the name you want is already taken or too close to another businesses name. Try and keep it also short and sweet. It is important to also check if the web domain and social media names are all available as well.

2. A LOGO

Your logo must be easy to read (avoid hard to read fonts) and use no more than 3 colours or it will be too busy and stick with a maximum of 3 fonts.

If you are using stock images / graphics from online websites, always read the terms and conditions / licencing rules as most will say that the graphics cannot be used within a logo. Also do not download images off Google as all are copyright and the original owner owns the files. You would hate to be contacted to remove the graphic from your logo when everyone starts to recognise your business. Basically it's stealing and a shit thing to do! This is why seeing a professional designer as we all create graphics from scratch so it is unique to your business.

3. A TAGLINE

If your logo or business name doesn't explain what your business does, a tagline is a great way to help tell your story.

4. COLOUR SCHEME

A colour scheme that includes at least 3 colours - these are usually taken from the logo. Choosing colours is important as they can make people feel a certain way - calm, happy, excited, angry etc. So decide which colours your target audience is drawn too.

5. FONTS

You should have at least three fonts used for your marketing, website and socials and these are usually from the logo fonts. Have one header font, one regular copy font, a playful alternative that you can use sporadically and possibly a fourth font if needed.

6. ALWAYS BE CONSISTENT

Be consistent with everything you do or it causes confusion and devalues your brand with your audience. So create your brand guidelines and stick to them! Don't choose brand colours and use them your website but then use completely different colours on social media.

7. BRAND VOICE

Make sure your marketing visuals, website etc, together with your tone of authentic voice represent you and your business. Speak in a voice that is going to connect with your target market. For example, if you want high end clients, you would be professional, but if you sell sassy products then you could use some swear words in your copy.

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

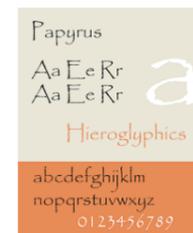
1 Comic Sans

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 font.



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

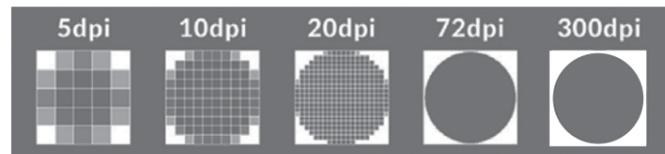
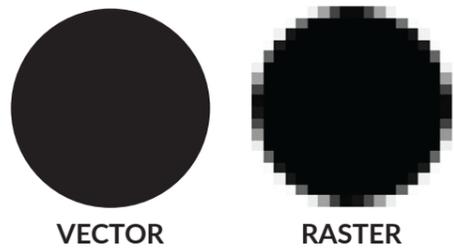
FILE FORMATS

Explained

THE DIFFERENCE BETWEEN RASTER AND VECTOR IMAGES

The difference between vector and raster graphics is that raster graphics are composed of pixels and vector graphics are composed of paths. A raster graphic, such as a gif, png or jpeg, is an array of pixels of various colours, which together form an image. If you enlarge the graphic or photo, the image quality will always decrease due to the pixels being stretched.

A vector graphic, such as an eps, ai or pdf, is composed of paths, or lines, that are either straight or curved. They contain the points where the paths start and end and they draw continuous smooth lines, therefore no matter how large you make the vector image, they will scale properly and there will never be any pixelation.



WHAT IS A LOW AND HIGH RESOLUTION FILE?

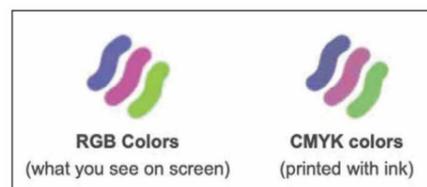
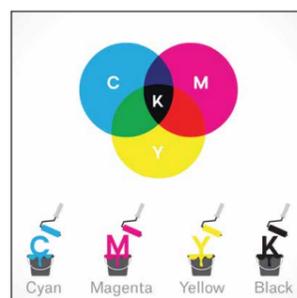
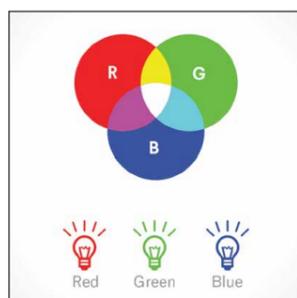
Resolution is the measure of the individual dots (dots per inch) that can be placed in a line within the span of one inch. (See chart). The more dots per inch, the more detail and information the image holds. When viewing an image on your monitor, the dots are referred to as pixels, which are the smallest visual elements on a display screen. This only occurs in raster images.

- 300dpi - high resolution, print quality, normally CMYK colour setting, graphic designers and professional printers will create or require these files
- 72dpi - low resolution, normally RGB colour setting, suitable only for display screens, online, websites, social media, email sigs etc

WHAT IS THE DIFFERENCE BETWEEN RGB AND CMYK?

Both RGB and CMYK are modes for mixing colour in digital media and printed graphic design. RGB colours that you can see on your monitor (in particular, bright blue, green and red) cannot be replicated with standard CMYK inks.

- RGB (Red, Green and Blue) colour mode is best for digital images used on web and displayed on any kind of screen - computers, smartphones, tablets, TVs, cameras etc. RGB projects would be web and app design, online logos/branding, social media images, profile pictures and backgrounds, visual content like videos, photographs, digital graphics and infographics.
- CMYK (Cyan, Magenta, Yellow, Key/Black) is used for design and physical print products/materials. A printing machine creates images by combining CMYK colours to varying degrees with physical ink. All colours start as blank white and each layer of ink reduces the initial brightness to create the preferred colour. When all colours are mixed together, they create pure black. CMYK projects would be business cards, stationery, stickers, signs, posters, flyers, brochures, packaging, promotional products, car wraps etc.



RASTER IMAGES



Joint Photographic Experts Group (or JPEG)

- This is the most common file format
- It is a RASTER IMAGE (pixel based)
- It is resolution dependant
- Used for photos and web / online graphics
- The quality of the image decreases as the file increases
- Format for print photos and artwork
- Perfect for editing and then printing
- Images can be reduced to a small size to make it easy to email



Photoshop Document

- Files created and saved in Adobe Photoshop
- It is a RASTER IMAGE (pixel based)
- It is resolution dependant
- Used for photos and web graphics
- Used for photo editing
- This file contains 'layers' that are each modified
- These are original design files created in Photoshop
- Can be printed



Portable Network Graphics

- Used for interactive documents such as web pages
- It is a RASTER IMAGE (pixel based)
- It is resolution dependant
- Used for photos and web graphics
- Not suitable for print
- They are low resolution
- Can be saved with a transparent background
- Always RGB colour mode



Graphics Interchange Format

- Most common in their animated form
- It is a RASTER IMAGE (pixel based)
- It is resolution dependant
- Used for web graphics, animations, email and social media
- Due to limited number of colours, it has a small file size
- Perfect for web graphics as it can load quickly
- Can be saved with a transparent background
- Always RGB colour mode



Tagged Image File

- It's a large raster file that doesn't lose quality
- It is a RASTER IMAGE (pixel based)
- Used for photos
- Used for high quality print graphics
- Avoid using it for web as it is a large file making it slow
- Use TIFF to scan your documents, photos and artwork

VECTOR IMAGES



Adobe Illustrator Document

- AI is the format most preferred by designers and printers
- It is a SCALEABLE VECTOR IMAGE (curve based)
- It is resolution independent and can be enlarged to any size
- Used for logos, icons and type
- You can move and alter all elements in the design
- They can be embedded or made into linked raster images
- Transparent background
- Can be exported as a PDF & EPS file



Encapsulated Postscript

- Designed to produce high resolution graphics for print
- It is a SCALEABLE VECTOR IMAGE (curve based)
- It is resolution independent and can be enlarged to any size
- Used for logos, icons and type
- You can move and alter all elements in the design
- Can be opened in any design editor, not just Adobe programs
- Transparent background
- Can be exported as a PDF & AI file

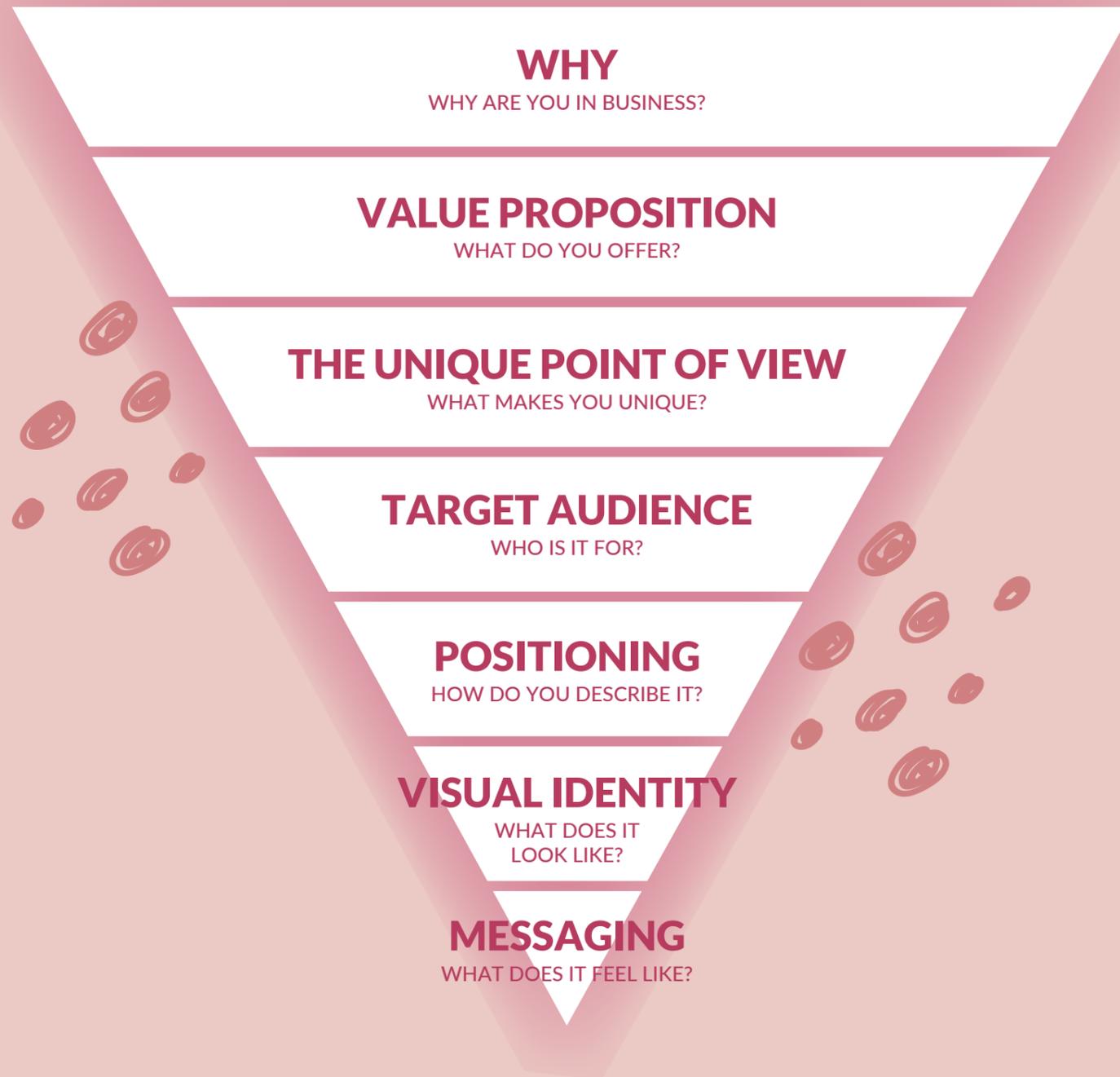


Portable Document Format

- Compressed document file
- It is a SCALEABLE VECTOR IMAGE (curve based)
- It is resolution independent and can be enlarged to any size
- Used for photos and web graphics
- You can edit the file as it is a vector
- You can view it with the free Adobe Acrobat Reader software
- Transparent background
- Universal tool to sharing graphics

Branding Strategy

KNOWING THE BASICS WILL HELP YOU ON THE ROAD TO SUCCESS



The best way to approach the branding for your business is to think of it as a progressive journey. What you start with will progress and evolve as your business grows over time.

So your target audience may change over time or your services / products. Therefore update your brand strategy yearly and reassess it.

WHEN YOU START YOUR BUSINESS, HAVING A BRAND STRATEGY IN PLACE IS WHAT WILL GUIDE YOU.

Purchase my **Business & Branding Workbook** which is a 20 page pdf that will ask you the hard questions. [Click here to purchase it - \\$29AU](#)

Branding Hierarchy

TO HELP YOU CREATE A LONG LASTING AND CONSISTENT BRAND



BUILDING A BRAND IS NOT EASY

You can have the best product or service in your industry, but if you don't tell the right people in the correct way and have a great brand that connects and shows that you can solve their problem, they have little chance of knowing and less of remembering who you are.

Sadly, the majority of small business owners, consistently overlook the importance of both branding and marketing which causes them issues with attracting customers. If you ask many new business owner to tell you about their brand strategy, most will just say their logo, which means they don't have a brand in place.

For every few businesses that survive their first three years, another eight close down and one main element they have not created for their business is their strategic branding. Small businesses that embrace branding on the other hand, set in place strategies and well thought out framework which their business grows and their audience remembers. These are the people who succeed!

Creating your brand foundations and understanding your vision, your voice and core brand message is very important to have in place before you think about your logo. The logo is then created as it will be the visual element explaining your brand foundations.

CONTACT ME TODAY TO DISCUSS YOUR BRAND!

If you want to create a strategic brand for your new or existing business, contact me today and we can work together to create a brand that connects to your audience and have them remember you.



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.

2022 MONTHLY PLANNER

MONTH _____

Goals

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- _____

Important Dates

Notes

My Daily Goals

1. _____
2. _____
3. _____
4. _____
5. _____

Notes

SOME DESIGN SERVICES I OFFER

Custom Branding

www.wildseeddesign.com.au
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Premade Logos

www.wildseeddesign.com.au
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Look out for my *Spring* Magazine issue
OUT IN SEPTEMBER

Wild Seed DESIGN

Botanical-blessed branding
for wild women ready to grow!

If you are wanting to work together,
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