

# THE Garden Shed

WINTER

FREE  
PLANNERS  
LOGO OPTIONS

THE ULTIMATE  
BRANDING  
CHECKLIST

COLOUR  
PSYCHOLOGY

PAPER SIZES  
BRAND  
CONSISTENCY

WHO IS  
YOUR IDEAL  
CLIENT?

WINTER  
COLOUR TRENDS

DESIGN TOOLS FOR YOUR GROWING BUSINESS





## Hey there!

### I'M KIM – GRAPHIC DESIGNER & CREATIVE BOSS WOMAN BEHIND WILD SEED DESIGN

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

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

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

## Welcome To Issue 5

*I hope you are all well after being in isolation and you are finally able to start getting back to the 'new normal' again. It was a crazy time and it still seems like we were in some blockbuster movie where the world was coming to an end!*

*I was extremely busy during this time as many people had time to think about creating their own businesses, so I was creating some amazing new brands. So many start-ups decided working for themselves was better than going to the office every day. The Coronavirus did help people reassess their futures and what they want out of life, their future and for their families, so that's a positive.*

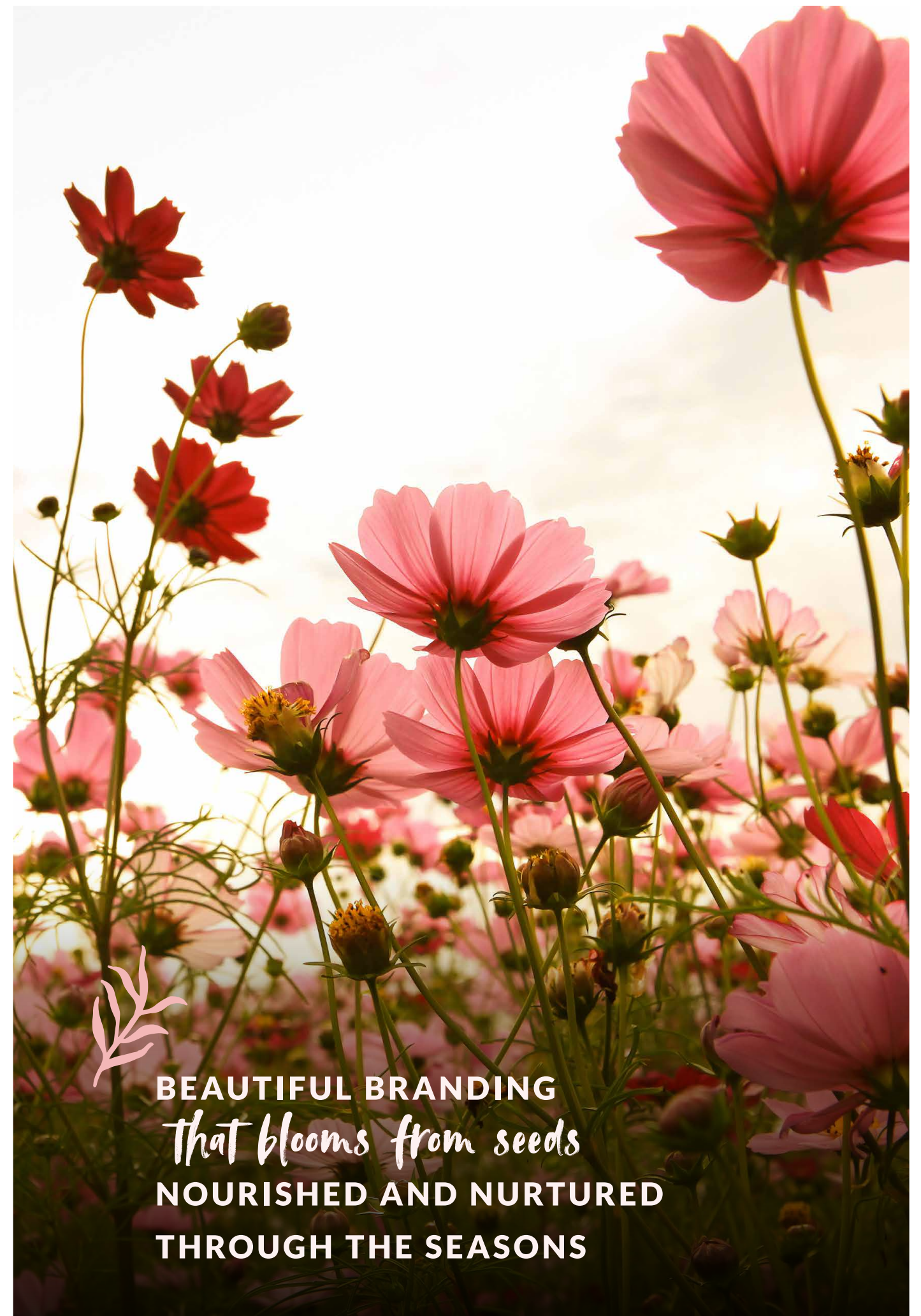
*In this issue, I have added a lot more info on design and business-related problems and answered many questions I have been asked recently.*

So happy reading everyone!

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 in 2020... Yay to you!

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

A brand that has been tailor made for you?

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

With research and assessment, I'll help you discover what's important and create a brand that will truly bloom.  
A beautifully crafted and creative brand that will excite you and offer solutions to your audience.

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



Wild Seed  
DESIGN

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



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

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

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

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

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

**BOOK A CONNECTION CHAT**

# PAPER SIZES

**A0** 841mm x 1189mm  
or 33.1" x 46.8"

**A1** 594mm x 841mm  
or 23.4" x 33.1"

**A3** 297mm x 420mm  
or 11.7" x 16.5"

**A2** 420mm x 594mm  
or 16.5" x 23.4"

**A5**  
148mm x 210mm  
or 5.8" x 8.3"

**A4**  
210mm x 297mm  
or 8.3" x 11.7"

**A7**  
74mm x 105mm  
or 2.9" x 4.1"

**A6**  
105mm x 148mm  
or 4.1" x 5.8"

# LOGO OPTIONS

Logos can come in 5 different design options. So what logo style do you want?

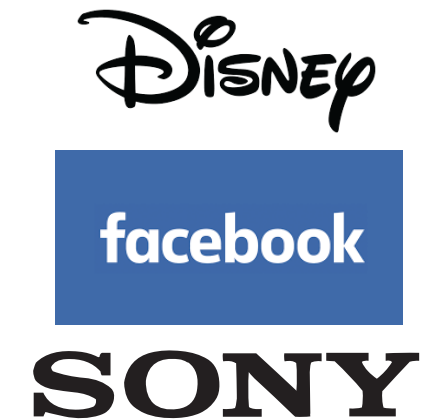
## Symbol or Icon

The image is abstract, simple, stylised and bold, eg. Apple, Shell and Mercedes-Benz



## Word Mark

Styled text logos that spell out the company name, eg Facebook, Disney and Sony



## Lettermark

Symbol using initials or the brands first letter, eg Hewlett-Packard, Chanel and General Electric



## Combination Mark

Combine a wordmark and a symbol or icon, eg Adidas, Nestle and Pringles



## Emblem

Encases the company name within the design, eg Starbucks, Harley-Davidson Motorcycles and UPS

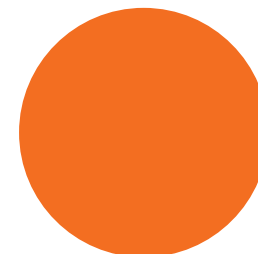




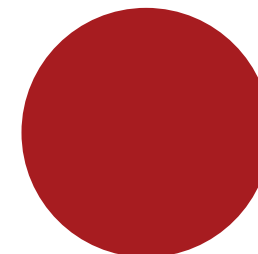


\* Baby  
it's cold  
outside \*

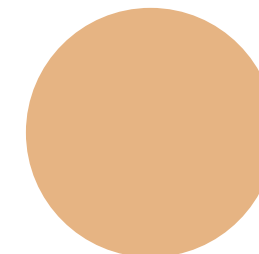
## Winter Colour Trends – 2020 –



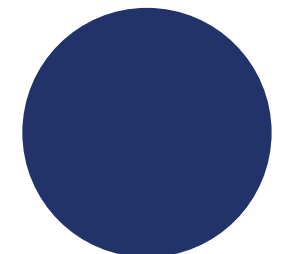
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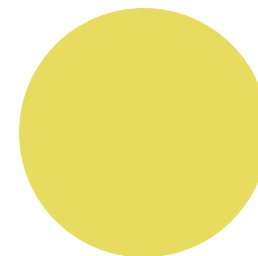
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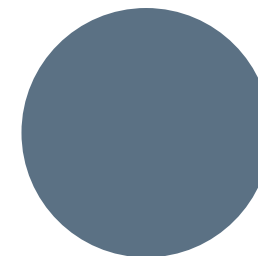
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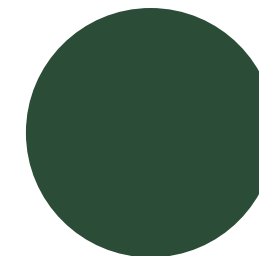
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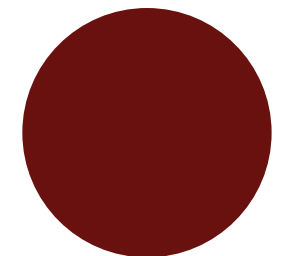
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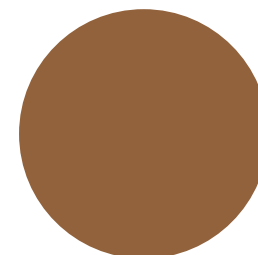
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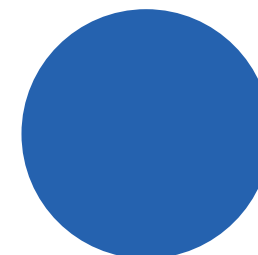
EDEN



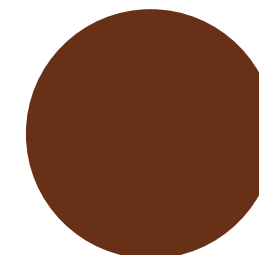
FIRED BRICK



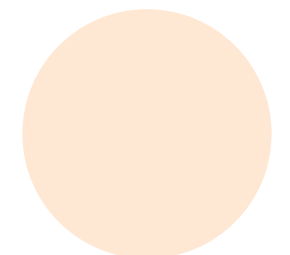
TAWNY BIRCH



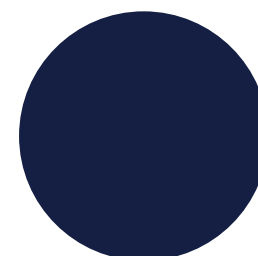
STRONG BLUE



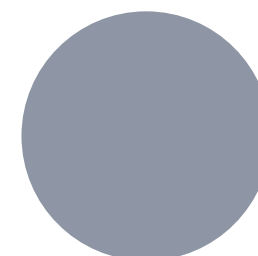
BURNT HENNA



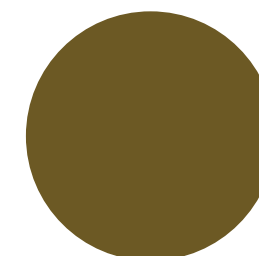
ALMOND OIL



DRESS BLUES



SLEET



MILITARY OLIVE



JET STREAM



# How to use Colour Psychology effectively when Branding

One of the most common questions I get asked is: 'Does colour really matter when creating my brand colour palette?'

And the answer is always **YES!** So let me explain why.....

When putting together your brand colour, it's very easy to look at Pinterest and choose colours you love and copy someone else's moodboard. But the best thing to do is to choose colours that will work with your brand, who your target market is and more importantly use **COLOUR PSYCHOLOGY**. You want to choose a colour palette that will engage your target audience. Don't choose colours simply because you like them. Your colour choices can be extremely detrimental to your business.

Colour isn't strictly a visual element, it's very psychological and it can trigger different feelings and emotions in the human body and mind. Choosing a colour for your logo or brand is an integral part of the success of your product or business. Think about how you want your audience to feel and the kind of emotions you are trying to bring out in them.

The impact that colours have on our brains is used to manipulate our decision making and the way we feel. For example, most healthcare services generally use a lot of whites, blues and greens. White is used because it gives the messages of purity, being clean and sterile and being neutral. Blues are calming, tranquil, relaxing and green carries meanings of health, growth and renewal. These colours carry the right feelings and messages. If the room was painted red, you would be feeling scared, fearful and alarmed and wanting to get out of there very quickly.

Coca-Cola is famous for its white scripted text on a distinct bright red background. The colour red also portrays power, excitement, energy and passion but more importantly, it also stimulates the appetite, which is a perfect choice for a branding drink or food.

So the way to work out what colours you should use in your logo and branding, is to create a list of keywords that you would use to describe your business, what you do and your niche. All of these words will give you a group of images and colours, and then it's time to get researching. You should also think about what your brand values are and what you stand for, because these are going to be the **KEY** to making your colour palette unique.

## Red

Associated with love, passion and desire, as well as energy, war, danger, strength, power, assertiveness, importance, excitement and determination.

Enhances human metabolism, increases respiration rate and raises blood pressure.

It attracts attention more than any other colour, at times signifying danger.

Colours related to red: **Magenta, Burgundy and Maroon.**

## Yellow

Associated with joy, happiness, fun, intellect, optimistic, creativeness and energy.

Produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.

Bright, pure yellow is an attention getter but when overused, yellow may have a disturbing effect.

It is known that babies cry more in yellow rooms. Yellow also indicates honour and loyalty.

Colours related to yellow: **Amber and Beige.**

## Orange

Combines the energy of red and the happiness of yellow.

Associated with joy, sunshine and the tropics.

Represents enthusiasm, attraction, fascination, happiness, creativity, positivity, determination, success, encouragement and stimulation.

## Purple

Combines the stability of blue and the energy of red.

Associated with royalty. It symbolises power, nobility, luxury, and ambition.

Conveys wealth and extravagance.

Associated with wisdom, dignity, independence, creativity, mystery, and magic.

Relevant colors: **Indigo, Violet, Lavender and Mauve.**

## Blue

Associated with being unique and authentic as well as enthusiastic, sympathetic and personal; they seek meaning and significance in life.

Warm, communicative, loyal, dependable and compassionate; they care about what they do.

Idealistic, spiritual, sincere, peaceful, flexible and imaginative.

Colours related to blue: **Teal and Turquoise.**

## Green

Colour of nature, it also symbolises growth, harmony, freshness, stability, soothing, sincerity, reassurance, calmness, tranquility and fertility. Strong emotional correspondence with safety.

Symbolises trust, loyalty, wisdom, confidence, intelligence, faith and truth.

Considered beneficial to the mind and body.

Slows human metabolism and produces a calming effect.

## Pink

This is a colour that represents a gentle type of love. Pink stands for tenderness, vulnerability and youth.

It is a calming, non-threatening colour. It is linked to innocence, nature, sensitivity, hope and optimism.

Pink also represents positive aspects of traditional femininity like nurture and kindness and it can be linked to childhood sweetness, innocence and play, appearing sometimes as naive or silly.

Colours related to pink: **Salmon**

## Brown

Associated with the traits of dependability, reliability, and resilience. Brown is earthy, organic and a down-to-earth, rustic colour. It also relates to being ethical.

Brown-lovers are most often reserved and not looking to attract attention to oneself.

While light brown represents honesty and stability, dark brown is considered mature, predictable and dull.

## Black

Associated with power, elegance, formality, death, evil and mystery. Also represents class and drama.

A mysterious colour associated with fear and the unknown and it usually has a negative connotation.

Denotes strength and authority; it is considered to be a very formal, elegant and a prestigious colour.

The symbol of grief.

## White

Associated with light, goodness, innocence, purity and virginity. Considered to be the colour of perfection.

Signifies safety, purity, cleanliness and minimalism. Usually has a positive connotation and sophistication.

Can represent a successful beginning and being spiritual.

Depicts faith and purity.

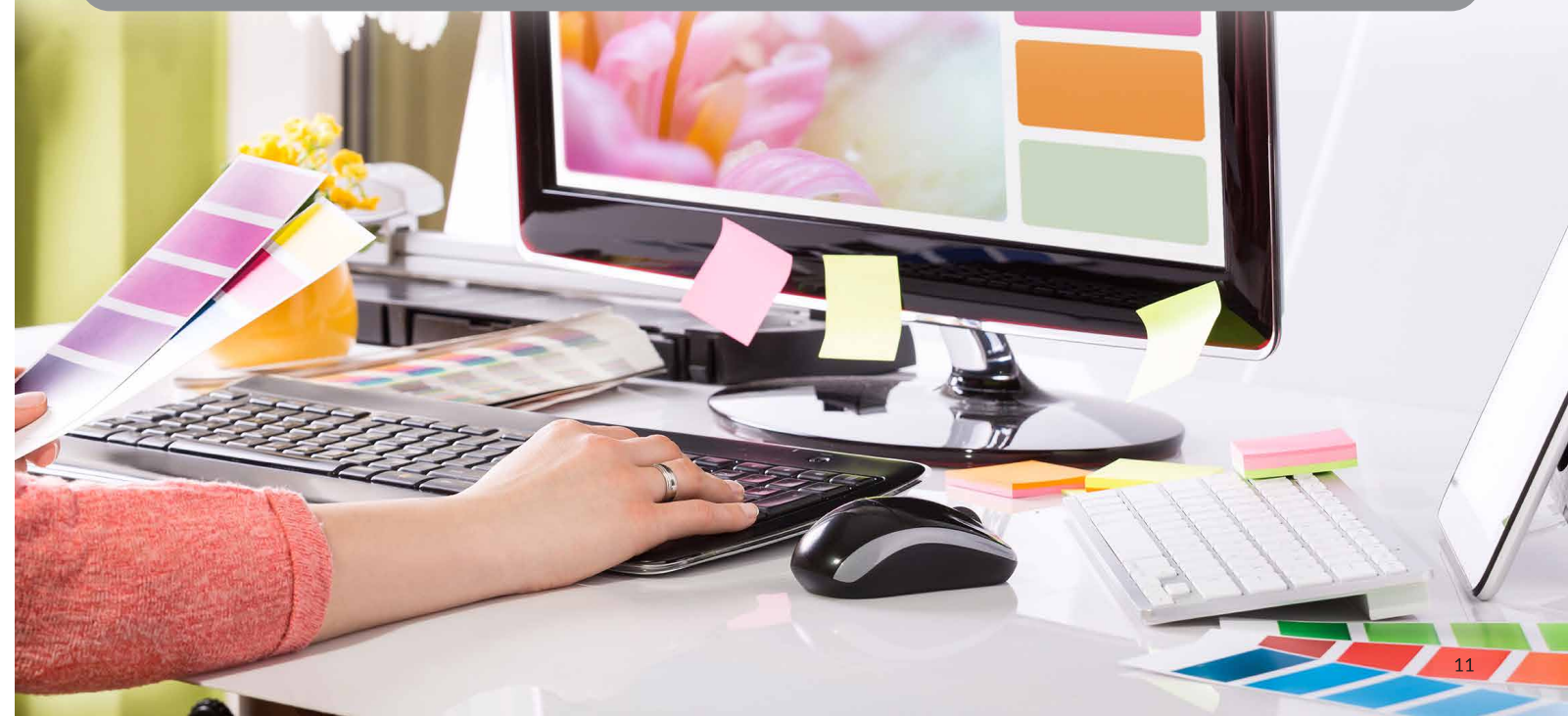
## Grey

Associated with being professional, credible, trusting and having security.

Grey also associates with being reliable, formal, conservative and sophisticated.

Grey is a timeless and practical colour and it is often associated with loss or depression.

Dark grey and charcoal communicates strength while it lacks the negativity of black.





# 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.

Lauren Brown  
PHOTOGRAPHY

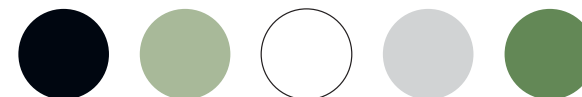
### SECONDARY LOGOS



### LOGO SUBMARKS



### COLOUR PALETTE



### FONTS

Hermes  
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### ARCHER BOOK

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### PATTERNS



### INSPIRATION



### SOCIAL MEDIA





# HOW TO KEEP YOUR BRANDING CONSISTENT

Brand consistency affects what people think about your company. The more consistent your messaging is, the more consistent your branding — whether via words, design, what you offer, or your vision. Your brand should build awareness and develop trust and loyalty with your ideal customers.

It's extremely easy and quick to create blog posts, ebooks and other such content assets in the digital age with online design programs and apps. Even with this simplicity, always stick with your branding style guide. It's extremely important to develop standards for brand consistency, on and offline. Every interaction that your customers have with your brand should explain your values, your authentic voice and keep your brands tone and personality consistent across channels.

***A great brand can be recognised without seeing the business logo.***

***Here is some check lists to help you keep your brand consistent throughout your business.***

## PRINT

- |  |  |
|--|--|
| <input type="radio"/> BUSINESS CARDS             | <input type="radio"/> THANK YOU & GIFT CARDS |
| <input type="radio"/> STATIONERY                 | <input type="radio"/> PUBLICATIONS           |
| <input type="radio"/> - Letterheads & With Comps | <input type="radio"/> ADVERTS                |
| <input type="radio"/> FLYERS                     | <input type="radio"/> STICKERS & LABELS      |
| <input type="radio"/> BROCHURES                  | <input type="radio"/> POSTERS                |
| <input type="radio"/> POSTCARDS                  | <input type="radio"/> SIGNAGE                |
| <input type="radio"/> PACKAGING                  | <input type="radio"/> TRADE SHOW DISPLAYS    |
| <input type="radio"/> DIRECT MAIL                | <input type="radio"/> GIFT VOUCHERS          |

## DIGITAL

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|---|---------------------------------------|
| <input type="radio"/> WEBSITE               | <input type="radio"/> INVOICES        |
| <input type="radio"/> SOCIAL MEDIA PROFILES | <input type="radio"/> NEWSLETTERS     |
| <input type="radio"/> SOCIAL MEDIA GRAPHICS | <input type="radio"/> EMAIL MARKETING |
| <input type="radio"/> SOCIAL MEDIA PHOTOS   | <input type="radio"/> ONLINE ADVERTS  |
| <input type="radio"/> BLOG GRAPHICS         | <input type="radio"/> WORKSHEETS      |
| <input type="radio"/> EMAIL SIGNATURE       | <input type="radio"/> DIGITAL BOOKS   |



# WHO IS YOUR IDEAL CLIENT?

You need to dive deep into working out who your dream client is. Who would you love to work with on a daily basis? Try and be specific as possible because your answers will give you a lot of insight to them.

**AGE:** What is their age bracket?

**GENDER:**

**RELATIONSHIP STATUS:** Single, married or it doesn't matter?

**FAMILY STATUS:** Do they have kids and/or pets?

**OCCUPATION:** What type of occupation do they have?

**INCOME:** What is their income bracket?

**LOCATION:** Where do they live?

What are their interests?

What are their problems and struggles?

What are their goals?

What are their fears?

What are their strengths and weaknesses?

List some ideal client websites and social media platforms. Join their email lists to really understand them.

Why do they need you and how can you solve their problem?

# MONTHLY PLANNER

MONTH \_\_\_\_\_

## Goals

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## Important Dates


## Notes


## My Daily Goals

1.	
2.	
3.	
4.	
5.	

## Notes




# INSTAGRAM ACTIVITY CHART

MONTH	FOLLOWERS	FOLLOWING	IMPRESSIONS	ENGAGEMENT	TOP PIN	WEBClicks	PROFILE VISITS
JUNE							
JULY							
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
JANUARY							
FEBRUARY							
MARCH							
APRIL							
MAY							



# The Ultimate Business & Branding Workbook



Are you a new business and forever trying to work out what you are actually doing?

I know creating a business can be hard. I've been there myself, not know what to do when I started my design business 15 years ago. It was all overwhelming and I was also scared to make mistakes and I needed to make some money to support my family.

So I have created **THE ULTIMATE BUSINESS & BRANDING WORKBOOK** to help start ups like you. This book is the steps to create solid foundations about what you want for your business, who your dream clients are, how to brand and how to market your business to this audience to make a clearer brand direction and business focus.

STEPS TO  
GROW  
YOUR  
BUSINESS

More info  
on website

ONLY \$29AU

**BUY NOW!**

Inside this 20 page digital pdf workbook, I go through the following points

- |                              |                                    |
|------------------------------|------------------------------------|
| 1. What is your business?    | 7. Work out your brand             |
| 2. Figure out your why       | 8. Social media checklist          |
| 3. Find your authentic voice | 9. Creating a professional website |
| 4. About you                 | 10. Marketing plan                 |
| 5. Who is your ideal client  | 11. Your core values               |
| 6. Understanding your market | 12. Your business summary          |

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

Wild  
Seed  
DESIGN

Now it's  
Time to bloom!

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



kim@wildseeddesign.com.au



www.wildseeddesign.com.au



Follow me



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