

BUILDING A BRAND FOR SPECIALTY DAIRY

DESIGNING YOUR BRAND IDENTITY: LOGOS

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Originally, the word “brand” referred to some sort of mark, vessel or covering that indicated that a specific item was the genuine article. A good example is the symbols that silversmiths stamp on the base of silverware. This brand identifies the maker, the year he made the artifact and the city in which it was made. Another common example of “brand” are the unique marks branded onto cattle by ranchers which identify the ranch that owns the cattle.

CREATE A MEMORABLE LOGO

How does this relate to the small business owner? When you create a brand for your company you create a visual image that will stay in people’s minds and will be recognized as your company. Your logo is the thing people will associate with your brand and use it to quickly identify your products. Some companies have done this so successfully that they eventually became household names: name such as Band-Aid (who asks for a plastic bandage strip?), Nike, Tylenol, Jeep, and Kleenex.



FIRST IMPRESSIONS

The local food movement is, at the core, bringing a “face” to your food. When shopping in national chain grocery stores, agriculture and farming could be seen as a faceless industry. Consumers do not

have the knowledge and comfort of knowing where and how their food was raised before it goes on the shelves. Your logo will be regarded as the public face of your business and be the initial impression of your brand that people see when they purchase your product.

FACTORS TO CONSIDER

There are several factors to consider when choosing a logo for your business:

- Does your logo match your market segment?
- Is it legible scaled at both a large and small size?
- Does it clearly communicate your brand identity? (place, character, story)
- Will it have longevity and allow for product diversification?
- Is it upgradeable?
- Can it be adjusted to remain current without confusing brand recognition?
- Do your color choices enhance your product?

What do you want your logo to convey to consumers? Your logo should reflect the values you hold when producing your dairy products. For producers in the food sector, it is critical to present yourself as trustworthy. An effective logo will portray a business that your consumers

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feel they can trust. As you can see in the Creekside Farm logo, it is simple and memorable to consumers, who can recognize the two rolling hills and the flowing creek.

Lucky Penny Creamery owner, Abbe Turner, developed her logo which spans her entire product line, from soaps to the farm. Abbe's logo pays homage to the first dairy goat on her farm.

RECOGNIZABILITY

With over 80% of Americans living in urban areas, local meat producers can take capitalize on the interest in the farming industry by consumers. Popular logos may include imagery like open fields and trees, friendly animals, or farm tools. Using images immediately

helps consumers identify with your brand. Below you will notice the simple sheep on the "Find A Way Farm" logo. This simple picture is immediately recognizable to fans of the brand.

CHOOSING COLORS

With the food production industry so deeply grounded to the planet, earthy tones are common for agricultural producer labels. For example, brown is said to trigger a sense of reliability and support while greens encourage feelings of harmony, refreshment, and peace. Choose colors that you think would appeal to your target customers while conveying your unique features. Choose colors for your logo that are bright and easy to read, even when the image is reduced in size.

NAME IN LOGO

Integrating the name of your business or farm into your logo is an easy and effective way for consumers to connect the company with the visuals they are seeing.

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|-------------------|--------------------|
| HARMONY | RELIABILITY |
| HAPPINESS | |
| RELAXATION | |