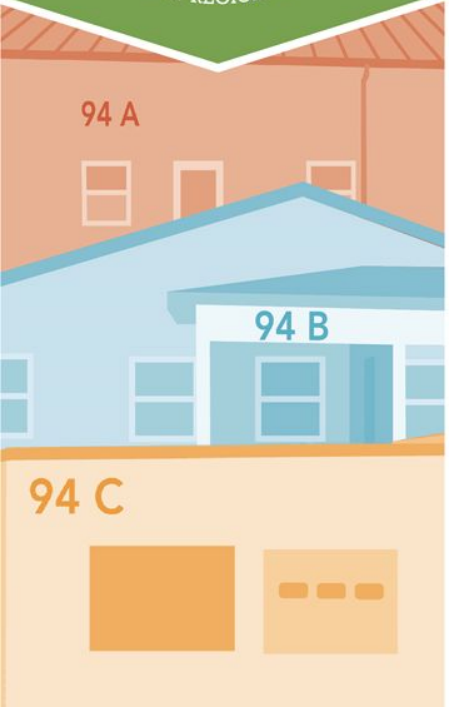
Whole Farm Planning Series

Build Your Brand

Delia Palmisano, Multimedia Designer
Bailey Grenert, Project Coordinator
Appalachian Center for Economic Networks

August 16, 2022

ACENET'S MISSION



The Appalachian Center for Economic Networks is a community-based economic development organization serving the 32 counties of Appalachia Ohio. The mission of ACEnet is to grow the regional economy by supporting entrepreneurs and strengthening economic sectors.

What We'll be Discussing

- What is Branding & Marketing
- Logos, Labels and Packaging Design
- Websites
- Photography and Design Tips & Best Practices
- Social Media Tips

Branding & Marketing

WHAT DOES THIS MEAN?

Branding is defined as a marketing tool used to *differentiate products* and *create aspirations* for and in the customer, through different media and associated perceptions.

Branding & Marketing

LET'S SIMPLIFY: Brand is everything that happens each time you interact with anyone in your communities and target audience.



Branding & Marketing

Branding can also be seen as the commercial process of storytelling. The story tells people who you are, where you come from and what you aspire to be.

The story is then applied to a good or service and tied into your identity.

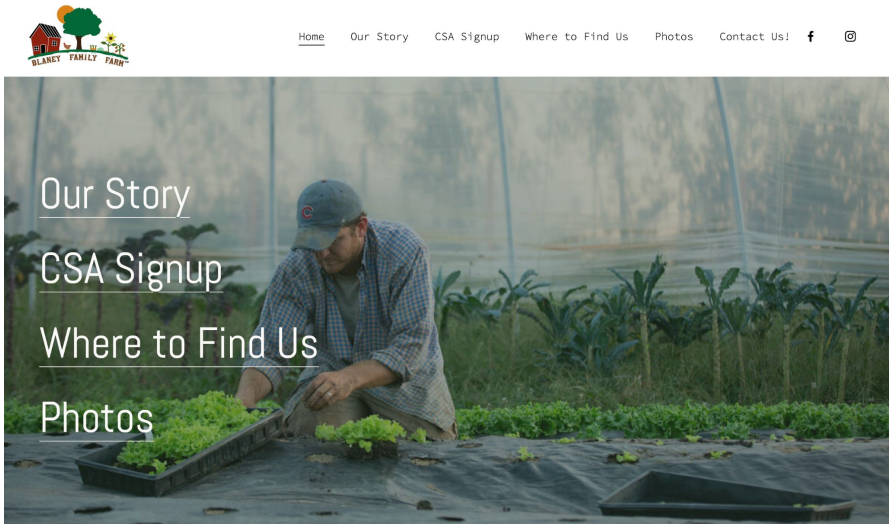
Research has shown consumers view what they buy as an extension of themselves.

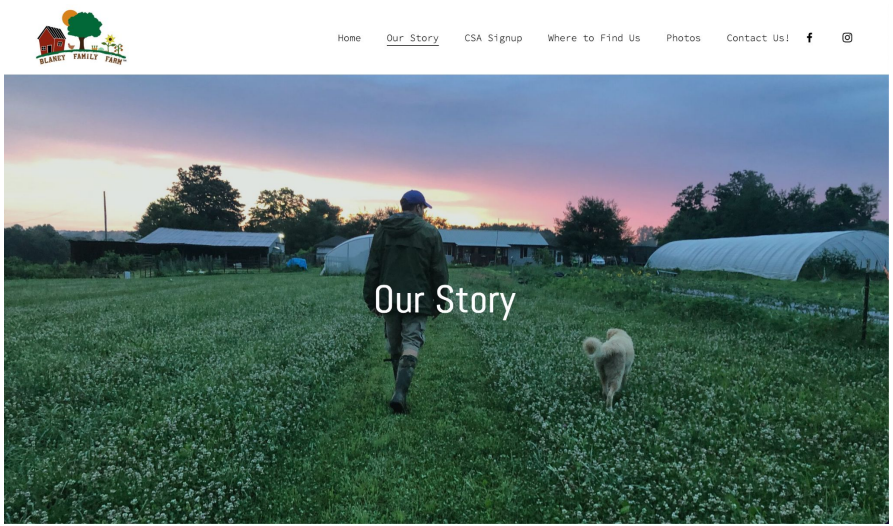
Branding : Storytelling

A POWERFUL BRAND STORY:

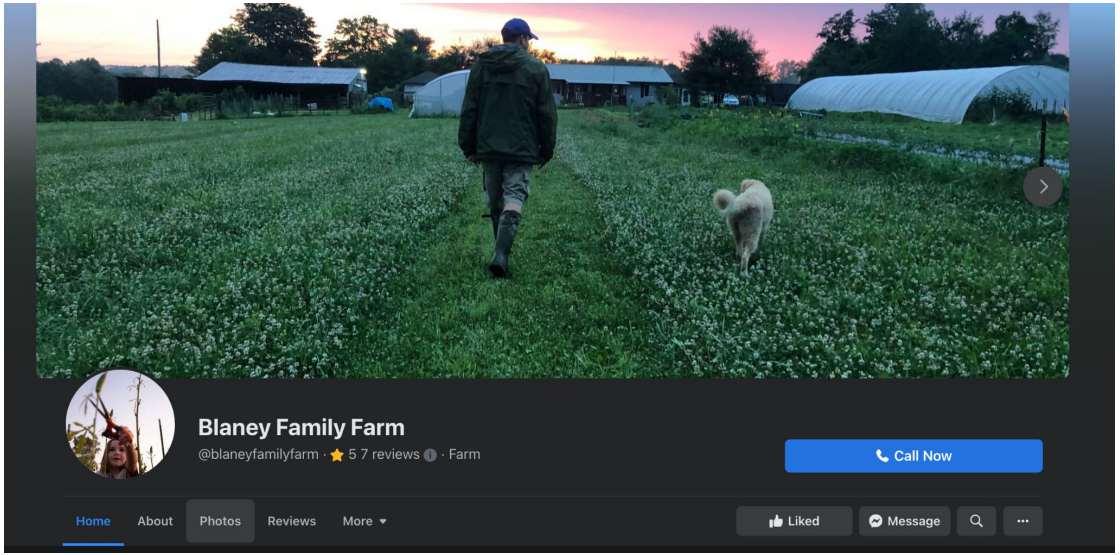
- Is authentic to your Mission and Vision
- Explains the WHO, WHAT, WHERE, WHEN, WHY
- Captures Attention
- Builds Trust
- Gains Customers

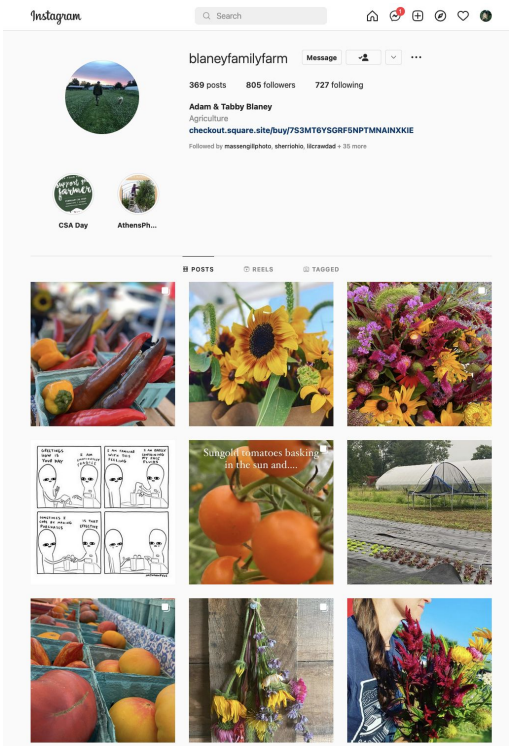
Brand Example: Blaney Family Farm





Brand Example: Blaney Family Farm





Where to Start

WHAT YOU NEED TO BEGIN YOUR VISUAL BRANDING PROCESS:

1. A business name
2. A tagline for your business
3. An idea of what your company's main goal/service to its customers

The Importance of a Tagline

Taglines help explain more about your business and can influence your brand's key visuals. Even if you think your brand name is self explanatory, it's a good idea to have a single line of no more than 4 words to hook your audience.

This tagline will more than likely stick with your business for a very long time.

Allstate.
You're in good hands.

ACEnet
GROWING OUR REGIONAL ECONOMY

JUST DO IT.

Rural Action
Thriving Communities, Healthy Environments

Next Step: A Logo







What is a Logo?

LOGOS ARE ESSENTIALLY USED TO IDENTIFY
(A business, organization, etc.)

- It's one of the first things a customer will see from your business.
- A well-designed logo is an easy way to convey that your business is professional, trustworthy, and provides quality goods or services.
- Your logo is the foundation of your business's branding.



Principles of a Good Logo

- SIMPLICITY- Must be easy to understand or recognize immediately.
- DISTINCT- Compared to the competition, yours stands out from the rest.
- TIMELESS- Doesn't always follow today's trend but adapts to the era.
- ADAPTABLE- Needs to accommodate multiple sizes and implementations.





Visual Elements of a Good Logo

Logos can be as simple as possible or very complex. Taking these components into consideration is key to making your brand as specific to you as possible. This is where all the customization (fun?) comes in!

KEY COMPONENTS

- Typography/Text
- Colors
- Graphics/Imagery

Typography

Thousands of fonts are out there and available to you. Some are free to the public and some you must buy. Each font can be categorized in a handful of types. These types of fonts bring out their own emotions with them. I've provided examples including the type of font I am using and the emotions these categories portray.



Color Theory

Color psychology is a big motivator when it comes to picking colors for your brand. You can choose 1 color for a minimalistic look or up to 4 colors for a well-rounded palette. Red, Orange, and Yellow are examples of warm colors and Green, Blue, and Purple are examples of cooler colors. You can have a palette that has more warm colors and a cool accent, more cool colors and a warm accent, or split it down the middle with two warms and two cools to balance.



Color Theory



Style Guide(s)

Should be used to keep branding materials consistent and visually reinforce your brand.

Pancho Picante- Logo & Style Guide



Main Logo



Secondary Logo

ABCDEF

Barbaro Western

An Bb Cc Dd Ee Ff

Brightwall Italic

E2DDC7

E08C26

ANNUAL REPORT STYLE GUIDE

COLOR PALETTE:

#6aa342 #ee813c #da542e #975120 #738e9b

TYPOGRAPHY:

HEADER 1
Avenir
Black
VA: 100
(ALL CAPS)

HEADER 2
Scala Sans
Bold
VA: 100
(ALL CAPS)

Quotes
Scala Sans
Bold Italic
VA: 0

Paragraph
Avenir
Book
VA: 0

Highlights
Avenir
Heavy
VA: 0

FACTS
Avenir
Black
VA: 100
(ALL CAPS)

1 | *ACEnet 2017 Annual Report*
Page # at bottom
Scala Sans
Italic
VA: 100

Next Step: Labels

Needs to be consistent to reinforce Your Brand & Story

SNOWVILLE CREAMERY



Whole Milk



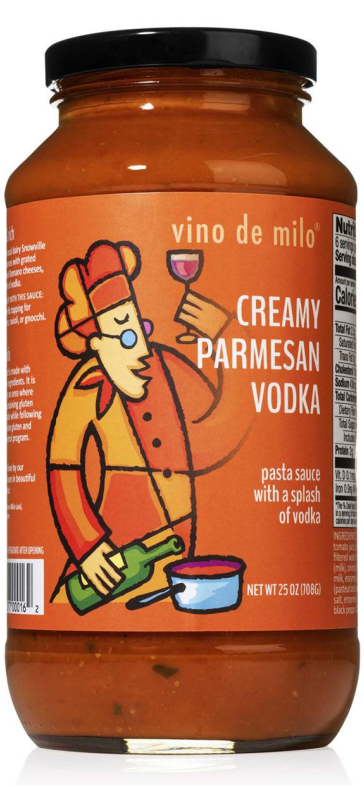
2% Reduced Fat Milk



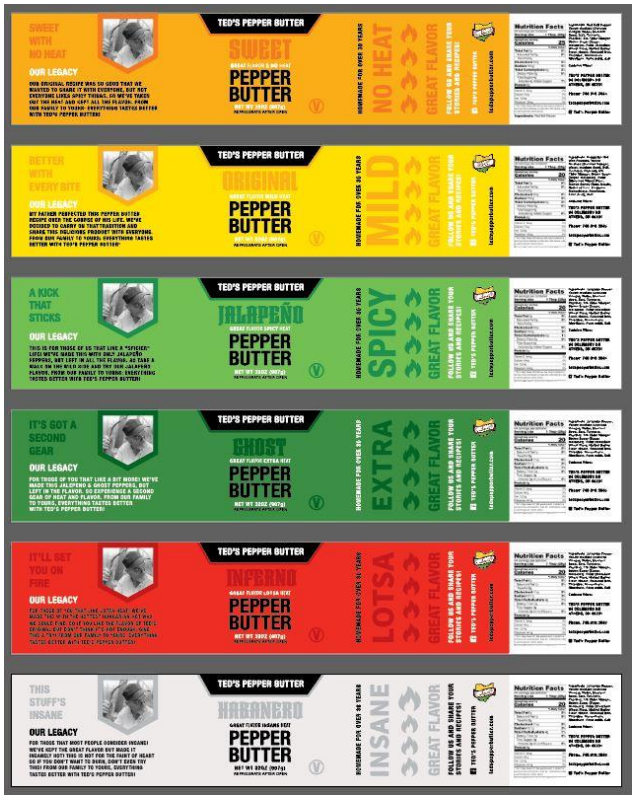
Fat Free Milk



Next Step: Labels

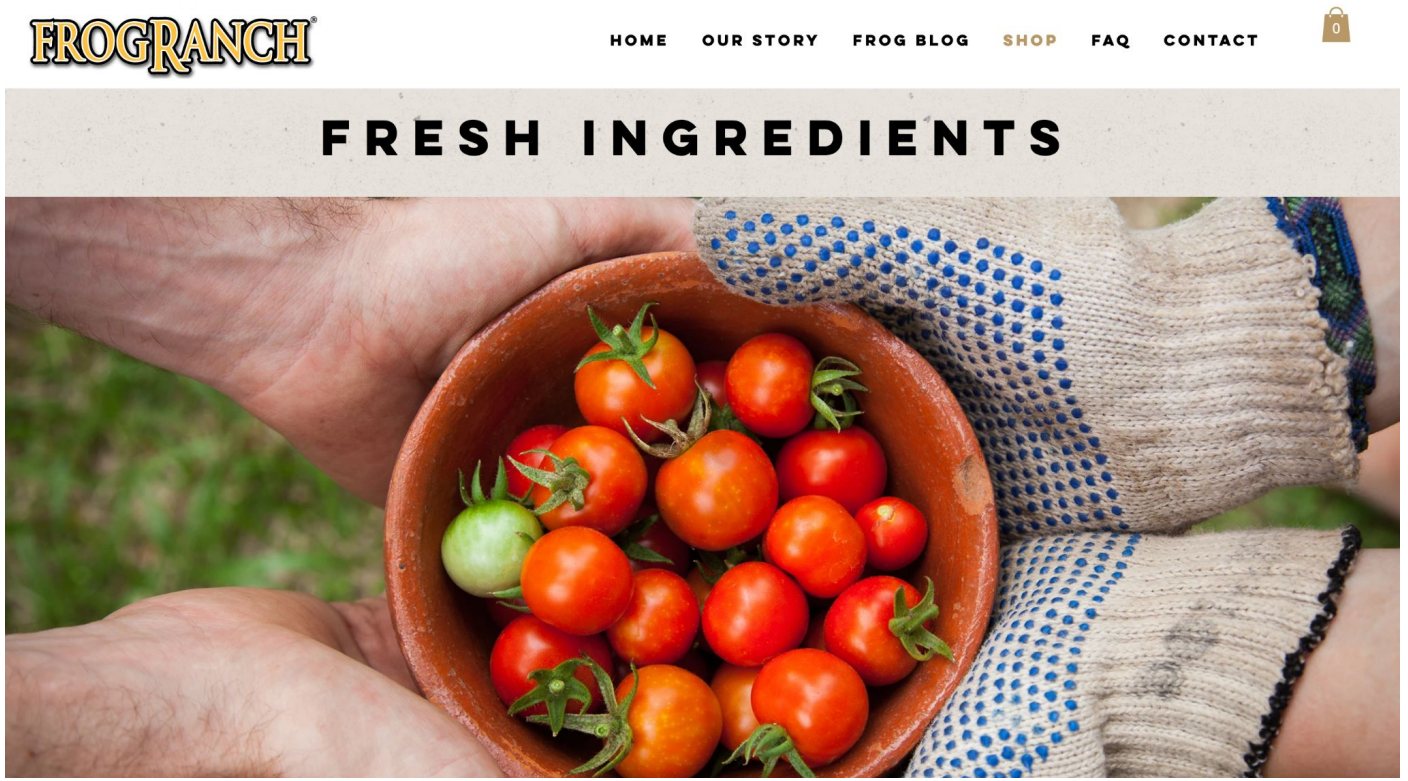






Websites

Again- Needs to be consistent with your Brand & Story



Websites


SNOWVILLE CREAMERY
HOME
PHILOSOPHY
PRODUCTS
THE A2 DIFFERENCE
STORE LOCATOR
Shop
CONTACT
0
LOOKING FOR A RETAILER NEAR YOU?
Find A Retailer Here
SNOWVILLE
CREAMERY

Design Tips

When hiring a professional designer, it's important to have your name, tagline, and an idea of your mission before you meet with a designer. They are trained to contemplate each component and the context it brings.

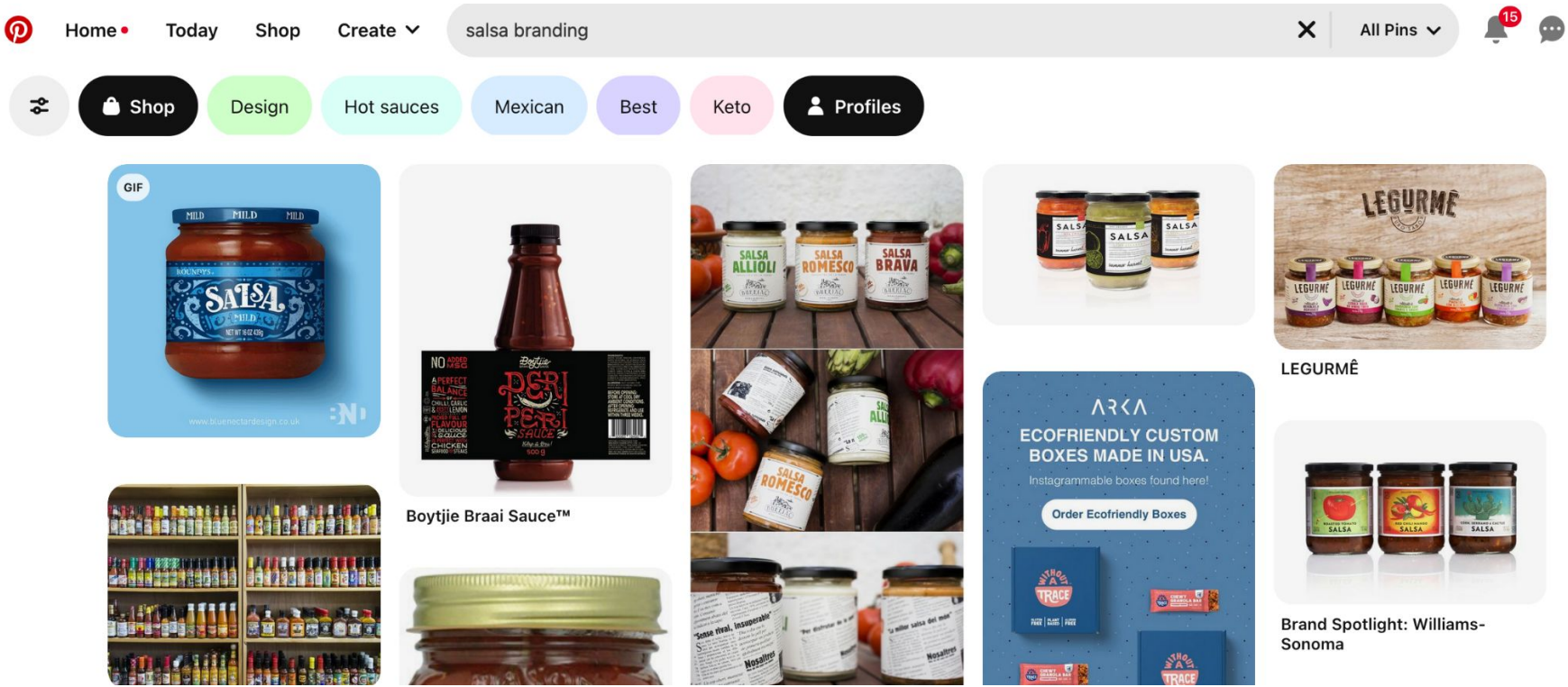
It's a great idea to have preferences with imagery, colors, or typography, but be also open to what a designer might suggest to improve upon the idea.

Design Tips

When working by yourself or within your own team to create the branding, utilize free resources:

- (Like this presentation!)
- Canva- Free Design Program
- Adobe Express- Also Free
- Get Inspiration from Pinterest
- Consider Using Website Templates Like Wix

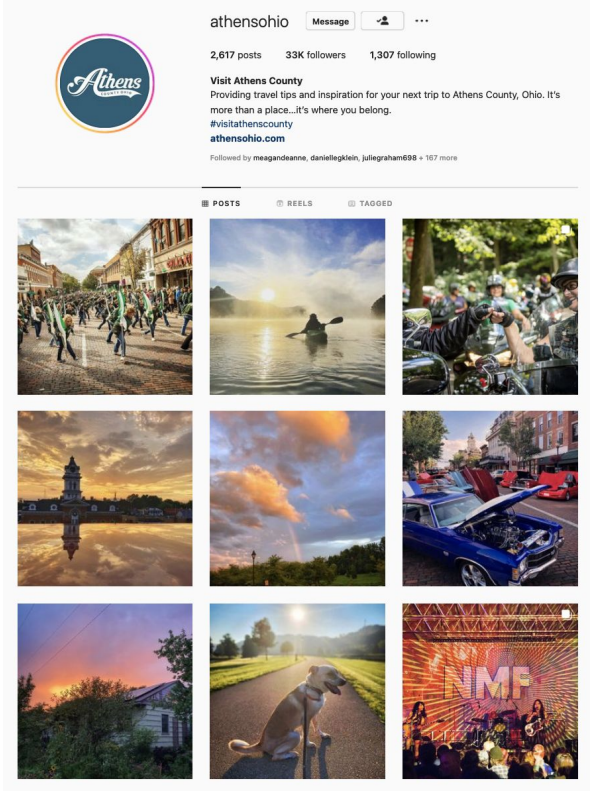
Design Tips

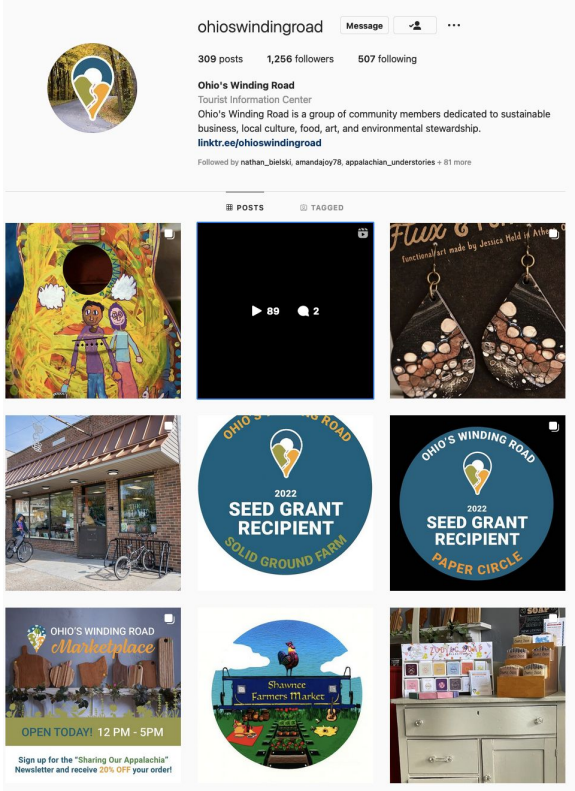

Home
Today
Shop
Create
salsa branding
All Pins
15
Shop
Design
Hot sauces
Mexican
Best
Keto
Profiles
GIF
MILD
SALSA
Boytjie Braai Sauce™
SALSA ALLIOLI
SALSA ROMESCO
SALSA BRAVA
LEGURME
LEGURMÊ
ARKA
ECOFRIENDLY CUSTOM BOXES MADE IN USA.
Instagrammable boxes found here!
Order Ecofriendly Boxes
Brand Spotlight: Williams-Sonoma

Building on your Brand: Visually Storytelling

We are hard-wired visual creatures, processing images 60,000 times faster than text.

SHOW, DON'T TELL!





Photography Tips

A professional is great, but use the resources you have: Hint your Phone!

TIPS to Visually Tell You Story:

- Get Wide (scene setting images), Medium, and Tight (detail) images
- Use your feet to get closer instead of zooming in with your phone
- Show Faces!
- Try to incorporate Photography "Creative Devices"



1. Dominant Foreground, Contributing Background



2. Juxtaposition



3. Introducing Color into a Monochromatic Scene



4. Leading Lines



5. Framing



6. Silhouette



7. Decisive Moment



8. Selective Focus



9. Quality of Light



10. Rule of Thirds



11. Point of View

Social Media



Facebook (Meta)



Instagram





Why is Social Media Important for Your Business?

- Free marketing
- Increased brand awareness
- “One stop shop” – Customers can see photos of products, read reviews, view your location, description, hours, website and contact
- Allows you to run special offers or deals/can spend money to boost posts or run ads
- Allows you to schedule posts in advance, take time one day to set up a schedule of posts for the week to keep your customers engaged and informed
- A follower may become a customer

Choosing a Platform



Facebook

AUDIENCE:

- Older demographic
- 2.93+ billion users

BEST USED FOR:

1. Information-based content
2. Event planning, informing, images, videos, ads, links
3. Maintaining and connecting with an established, local audience

Facebook: Getting Started

Grow your online presence:

- Create a business page
- Capture your audience in seconds
  - Have a recognizable profile picture
  - Have a visually appealing page & photos
  - Add a relevant “About” section
  - Maintain brand consistency and style

Join Facebook groups or start your own!

Facebook: Posting

Posting tips:

- Post a few times per week.
  - Stay relevant but don't overdo it
  - Best hours to post: 1-4pm
  - Boost posts with paid ads
- Respond quickly!
  - Customers expect a quick response
  - Express your interest/concern
  - Try not to ignore posts

Facebook: Meta Business Suite

Utilize Facebook's tools to track your progress:

See how many people interact with your profile, posts, events, and more!

- Analyze your page's performance.
- Tailor your posts to your audience.
- Schedule posts.
- List events.
- Connect to Instagram.

Instagram



AUDIENCE:

- Younger demographic
- 1.2+ billion users

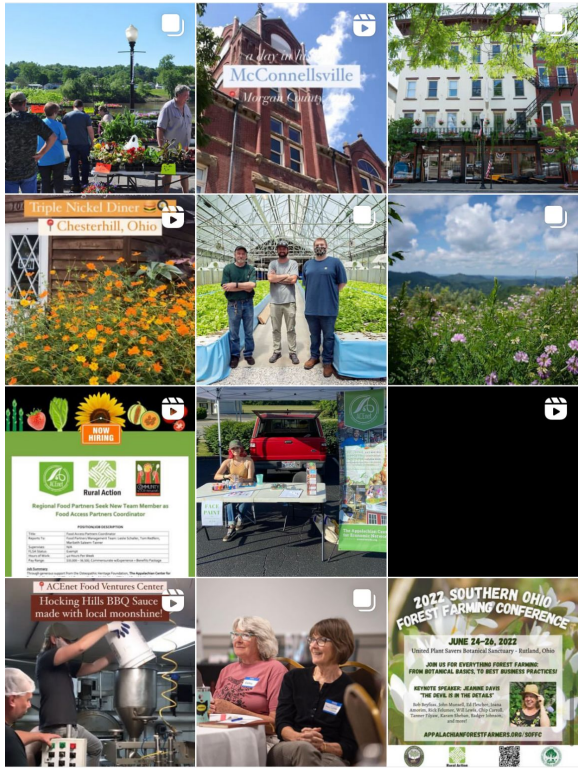
BEST USED FOR:

1. Image and video content
2. Photography, lifestyle and products
3. Reaching new audiences
4. Using “social media influencers”

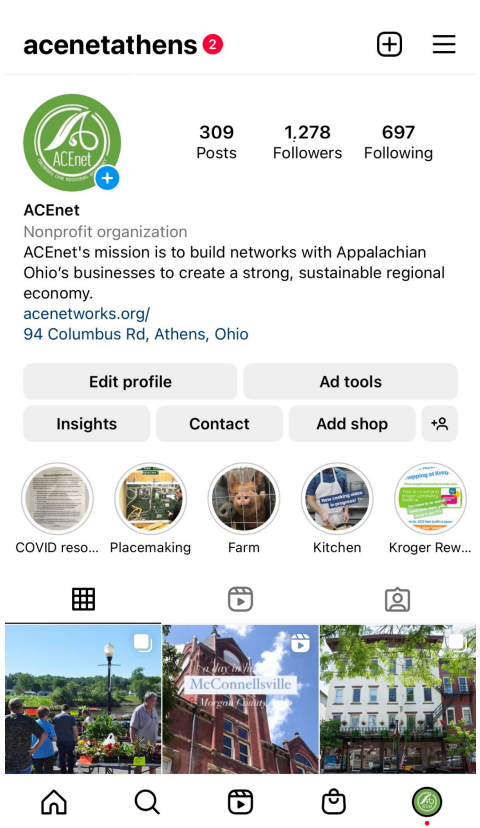
Instagram: Getting Started

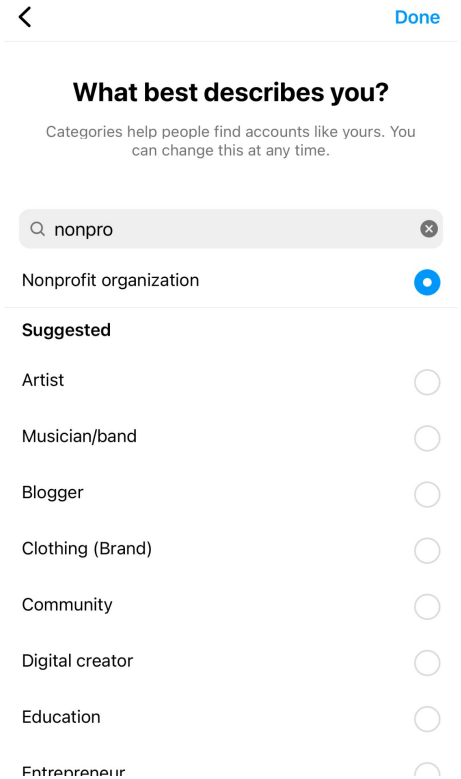
Gain followers

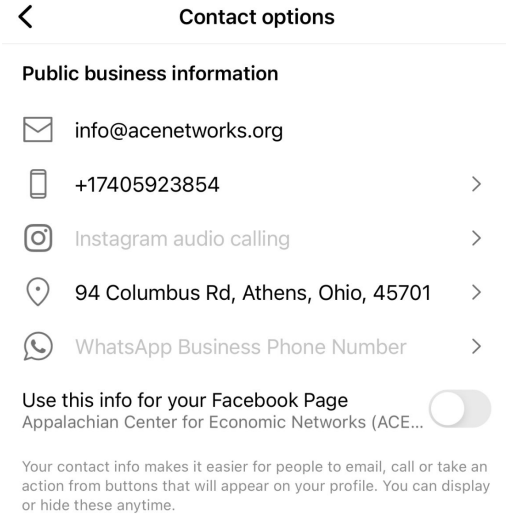
- Create a business page
- Capture your audience in seconds.
  - Have a visually appealing feed.
  - Upload quality and composed photos.
  - Keep brand consistency and style
- Use hashtags and tag network partners
- Follow similar accounts and customer accounts



Instagram: Basic Information



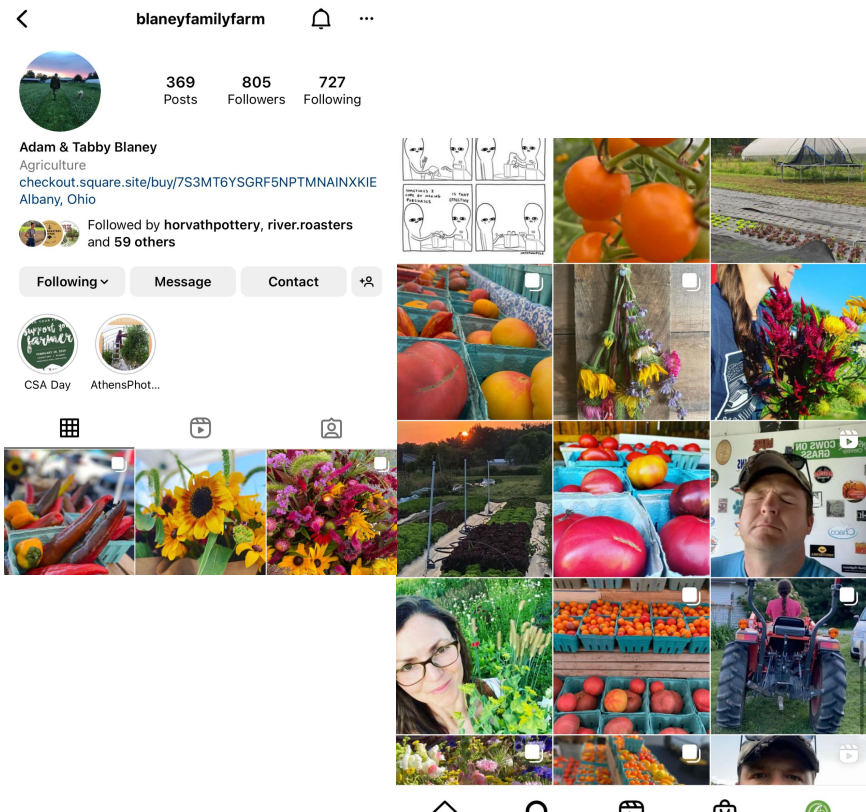




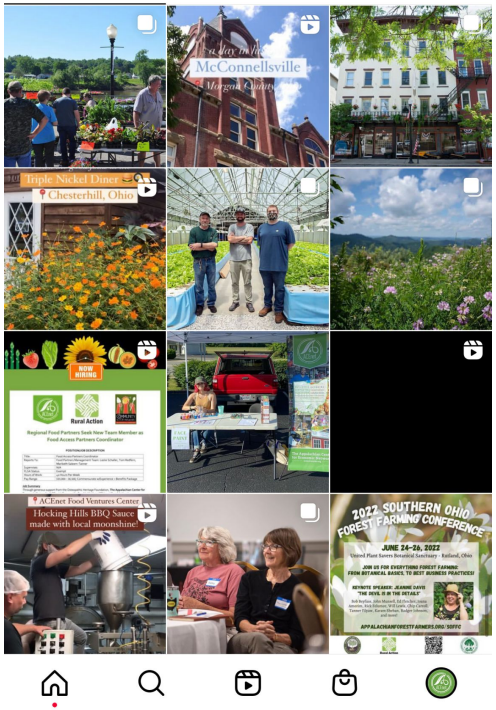
Instagram: Posting

Post <u>a few times per week.</u>

- Reels, photos of people, share posts to story
- Use hashtags, tag partners, promote your network
- Boost posts and use paid ads
- Update your customers, share info
- Respond quickly to comments and messages



Instagram: Photos, reels, stories









Instagram: Insights for business

Insights

Last 7 Days

Aug 9 - Aug 15

Insights Overview

You gained 4 more followers compared to Aug 2 - Aug 8.

Accounts reached	1,398 -4.6%
Accounts engaged	59 +1.7%
Total followers	1,278 +0.3%

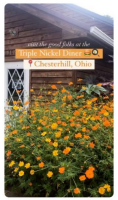
Content You Shared

1 Post



Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More



A visit with the owners of @triplenickel_diner in Ches...

Jorma Kaukonen · Embryonic Journey

July 15 · Duration 0:26

6632	360	6	32	10

Reach

6,353

Accounts reached

Post insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More



May 25 at 10:05 AM

35	7	2	1

Overview

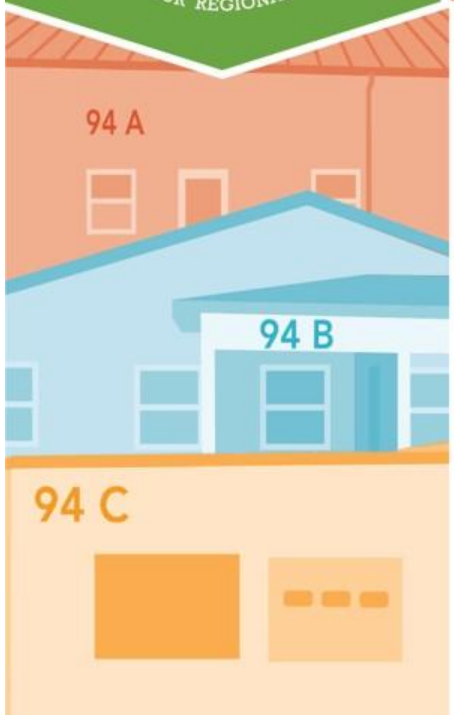
Accounts reached	315
Accounts engaged	37
Profile activity	3

Reach

Social Media: Time-saving tips

- Link social media accounts
- Schedule posts in advance
- Meta Business Suite, ease of management with Facebook business pages
- Get in the habit of taking pictures and videos!
- Create a plan that works for you and your schedule! Maybe you will want to set up scheduled posts on one of your slow days that will go out during the week. You can choose from the reserve of pictures you have remembered to take.

MORE FROM ACENET!



www.acenetworks.org

info@acenetworks.org
deliap@acenetworks.org
baileyg@acenetworks.org

@acenetathens

740-592-3854

@acenetathens

@acenetathens