

# THE POWER OF BRANDING

## YOUR FARM AND PRODUCTS



## WHY BRANDING IS KEY FOR YOUR BUSINESS

Linley Cavin believes branding sets a business apart from others in its category. As the owner and designer behind Matted Ink, she's created a lifestyle brand centered around inspirational, intentional, and meaningful pieces—from apparel and accessories to prints and mugs. "Markets can be very oversaturated with choices and you oftentimes only have a split second to grab someone's attention," she says. "Great branding does this."

Linley designed Matted Ink's branding around three principles: a love for rural living, spreading positive messages into the world, and her faith. Sticking to these core values helps her stay true to what she stands for. "My brand aesthetics are rooted in minimalistic typography, timeless colors, and moody tones pulled from the countryside. You'll find these carried throughout everything I do—from my logo to my product line to my market displays. To me, a strong brand is created in the details and doesn't waiver from its core values."



“TAKE TIME TO CRAFT YOUR BRAND PRINCIPLES AND STORY. AT THE END OF THE DAY, PEOPLE WANT TO CONNECT WITH PEOPLE. A GREAT BRAND UTILIZES ITS STORY TO PROVIDE CONNECTION.”  
- LINLEY CAVIN, OWNER & DESIGNER BEHIND MATTED INK

## BRANDING 101 FOR VENDORS

Your brand is the public-facing part of your overall marketing plan. How customers perceive your brand can drive new business and increase awareness of who you are and what you do. Branding can increase the value of business, attract new customers, and build the trust and loyalty that leads to recurring shoppers. From an eye-catching logo to consistent colors, there are several elements you need to consider when developing a brand that showcases you and your business.

**Personality:** Think of your brand as the personality of your small business. What sets it apart? What are its values? Its mission? How did it get started? How do your products and/or services fit into the customer's life? If you're already doing business, talk to your customers. Ask if there was any initial confusion about who you are or what you sell. A brand can feel vague at first, but it will become more specific as you identify what you want customers to feel and perceive when they interact with your business.

**Color:** Colors are powerful. They can inspire feelings and set moods. The colors you choose to use in your branding will affect the overall look and feel of your business. Take some time to research the psychology of color as it relates to the rest of your brand's image and the products or services you are going to sell. Choose two to four colors—you can create additional variation by adjusting their hues.

**Typeface:** Choose one or two fonts to use consistently on all of your materials—signage, business cards, social media, website, and more. The details matter! Is it easy to read? Does it reflect your business personality? What emotions does it evoke?

**Logo:** A logo is both the first impression and longterm identity of your business. It's worth investing a professional designer's help here to ensure you have a beautiful, high-quality logo that can be used in many ways and on a variety of materials.

**Consistency:** Strive to be consistent in how you present your business. You reinforce your brand through every word and visual you use in your marketing materials, vendor booth, product labels and packaging, and customer service. A consistently delivered brand message will lead to an increased value of your company's products and/or services.

# BRANDING SPOTLIGHT:

## TIPS FROM A MARKET VENDOR DOING IT RIGHT

BRANDING YOUR  
BUSINESS IS IMPORTANT!



## JOSIE ROZUM "SPILLS" THE STORY BEHIND BRANDING DAN AND DEBBIE'S CREAMERY

### Family-Owned, Operated, and Branded:

"We wanted a logo and brand that was family-oriented. So we sat down as a family and made a list of a bunch of words and phrases that matched what we wanted people to see the creamery as. Local. All-natural. Family-owned. Non-GMO. We also found pictures online that had the feel that we wanted for our brand."

### It All Started with the Name:

"If we would have named the creamery something else, our branding strategy would have been completely different. We decided to go with Dan and Debbie's Creamery because Dan and Debbie are my parents. They started the farm from scratch. By naming the creamery after them, we're able to share and continue their story, pay tribute to them and their hard work, and show appreciation to farmers."

### Options on a Zero-Dollar Marketing Budget:

"For many farmers and small businesses going to the market, their marketing budget is probably zero. The same is true for us. But it's not impossible to have a good brand on a zero-dollar budget these days. Social media is fantastic for telling your story. As we've grown over the last three years, our approach to marketing and branding has really been about storytelling—sharing how we got started and what we're doing in a very genuine way. We use social media, our website, a blog on our website, newsletters, and even press releases to tell our story. The media and consumers love local businesses. It takes extra work to put together a press release about a new product you're doing or something unique that's happened, but it's so worth it because you're probably going to get some publicity and free marketing out of it."

### Investing in Professional Design:

"We felt that branding was so important that we wanted to have our logo professionally done. We met with a few designers and found one we connected with and who understood what we were trying to accomplish. We gave her that list of words and the visual examples of branding we liked. She was the one to create the look of our logo with the boy and girl. She also created a one-page branding guide with our color palette and fonts. When we roll out a new product, we reinvest in the logo and branding. We're able to share those branding guidelines with a designer to utilize in new labels and packaging. Even though I have some design experience and can do some things internally, two heads are better than one. It's important to know what you think of the product, but an outside perspective from a professional (who is also a consumer) is so valuable. And when you work with a professional designer, you know it's done right—the files are in the right format and everything is sized correctly for sending off to the printer."

### Branding is More than Your Logo—It's Your Vibe:

"Whether people see us in our store, at the market, or on social media, we want them to feel that same farmhouse, small town, rustic, old-fashioned vibe. The barn red, smoky blue, and vintage green on our product labels also show up in our store and market stall. In our store, we have plaid linens and chalkboard signs, which we bring to the market."

### The Evolution of a Brand:

"The cool part about being a small business is that if you have a really solid logo, you can still evolve, do rebranding, and make some changes to how you promote yourself, but keep that logo the same. I love that our logo is so versatile that we can make tweaks for a new, different product, but people will still see the Dan and Debbie's logo and branded elements."

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