

# Branding and Identity

CUAACD506

CUAGR607

## PORTFOLIO

brand proposal/corporate identity booklet

Patrick Bawden

# DESIGN BRIEF

## CLIENT: Bawdens' Rural Trading

### CLIENT BACKGROUND

Bawdens' is a family-owned rural merchandise and agronomy business located in Tumby Bay on the Eyre Peninsula. Bawdens' was started in the 1980s by two brothers, James and Donald Bawden.

They offer a wide range of service and products to local farmers. Merchandise includes crop protection (chemicals) and nutrition (fertilizer), seed supplies, animal health and nutrition products, general merchandise and seed grading services.

Because Bawdens' is an independent business, it is positioned differently to the large corporates, such as Nurtien Ag (formally Landmark) and Elders, who dominate the rural supplies industry.

### CUSTOMER BASE

Bawdens' customer base consists of farmers who live and farm in the local area – Tumby Bay, Lipson, Ungarra, and Port Neill. Farming on Lower Eyre Peninsula is mostly cropping (wheat, barley, canola and other pulses and grains) and livestock (sheep and cattle).

### BRAND VALUES

Local and well known, independent, dependable, reliable, honest, value for money, service based philosophy (putting the customer first), modern and innovative services, part of the local community.

### PRODUCT RANGE

Current products and services include crop protection (chemicals) and nutrition (fertilizer), seed supplies, animal health and nutrition products, animal ID and handling, and general merchandise from a wide range of companies, as well as seed grading services.

### TARGET MARKET

The area's farmers are a mix of older and younger generations. Most farms have been in the same family for a number of generations, although larger farming families are buying out smaller holdings.

### MARKETING OBJECTIVES

Refresh and update the current logo which is used on store signage, company vehicles, business website and other social media, letterheads, business cards and other stationery, other signage, staff uniform including t-shirts and hats.

### MANDATORY

Stationery, Social Media, Uniforms & Other Apparel, Promotional Products, Instore Products, Vehicle Livery

## ESSENCE OF THE BUSINESS

### PERSONALITY AND VALUES

- local and well known
- independent
- dependable
- reliable
- honest
- value for money
- service based philosophy (putting the customer first)
- modern and innovative services
- part of the local community

### TYPEFACE

- modern
- sans-serif
- readable at any size
- medium or bold
- upper case or lowercase

### COLOURS

- single colour/two shades
- modern green to indicate agriculture

### IMAGERY

- agriculture related eg grain

## BRAND LANDSCAPE - COMPETITORS



## BUSINESS SWOT

### STRENGTHS

- Local and independent
- Knowledgeable and experienced staff
- Offer a wide range of products and services
- Supportive of the local community through sponsorships
- Competitive and offer value for money
- Offer high quality agronomic advice
- Excellent buying power as members of an Australia-wide buying group

### WEAKNESSES

- Business is dependent on retaining highly qualified staff

### OPPORTUNITIES

- Farmers favour local business over multi-national, foreign owned competitors
- To grow the business by providing new or expanded services

### THREATS

- There are a number of competitors in the same area
- Competitors are very large multi-national companies with national advertising budgets eg Nutrien Ag, Elders



## CURRENT LOGO

The current logo was first created in the early 1990s.

### GOOD

- Shape of the letter B in the logo
- The imagery of the leaves inside the 'B'
- Sans-serif typeface
- Use of green related to agriculture

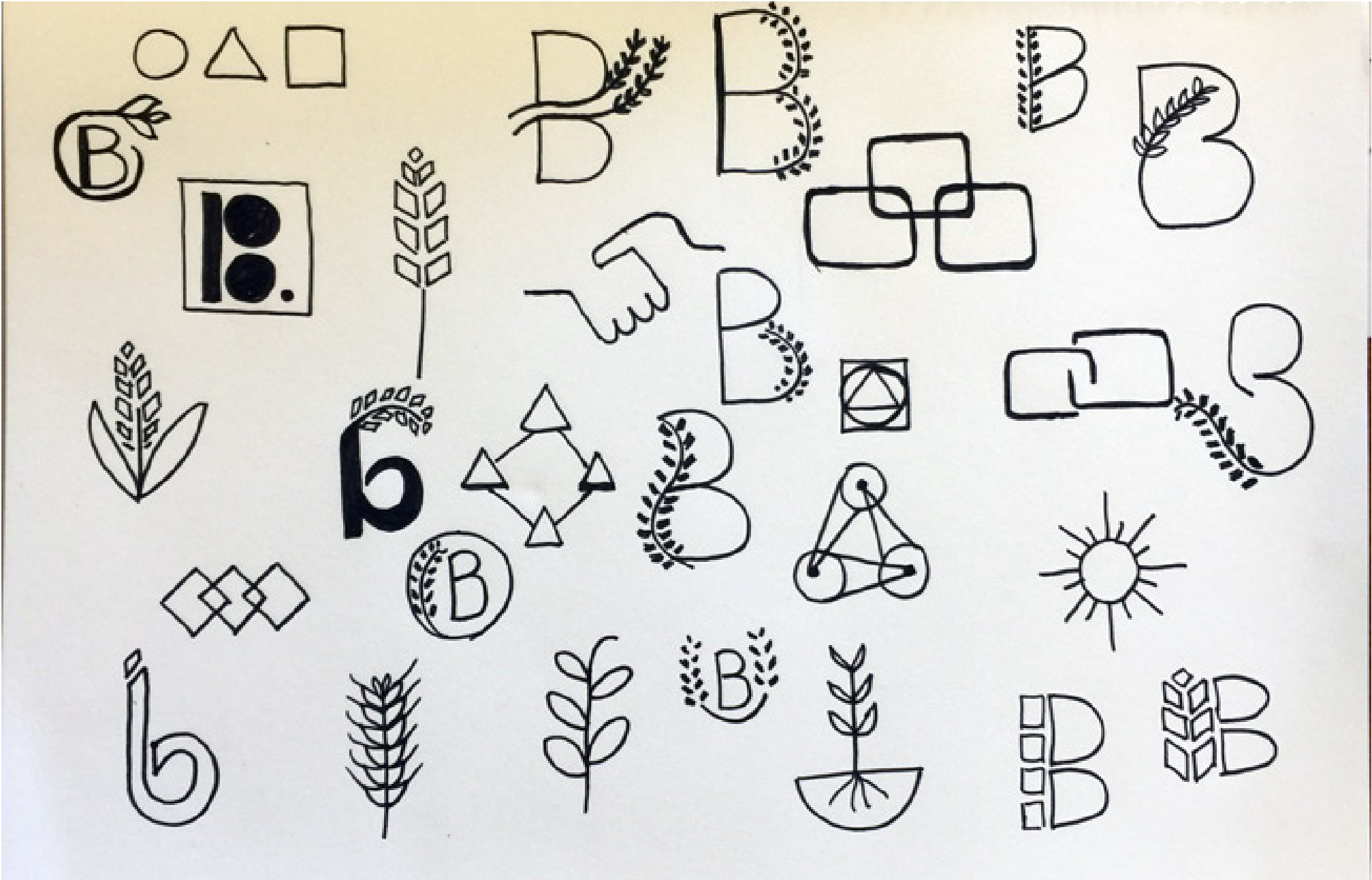
### BAD

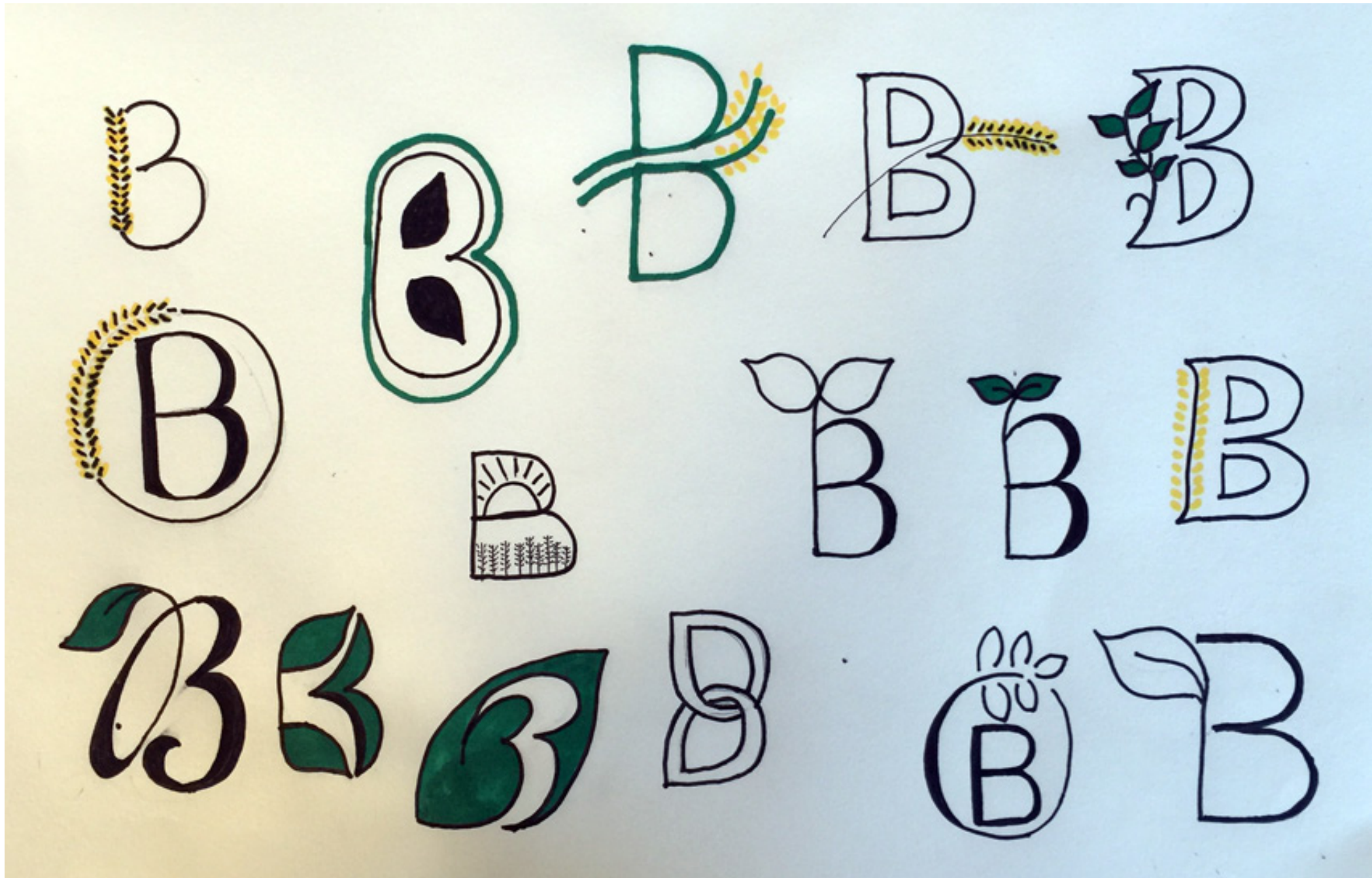
- Too many words - only needs the word 'Bawdens'
- Typeface too heavy
- Green colours needs to be updated to a more modern shade

### UGLY

- Yellow background
- Bevel on the typeface

# BRANDMARK DEVELOPMENT





# DESIGN SKETCHES

B  
bawdens

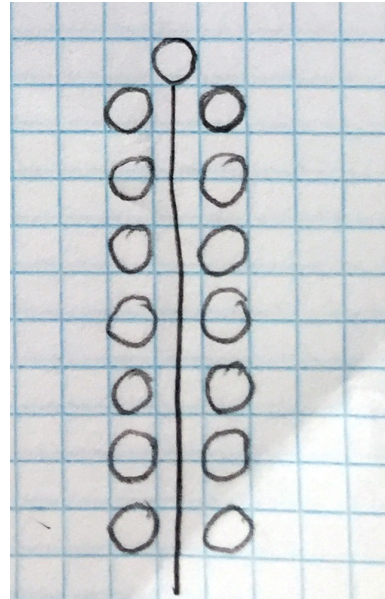
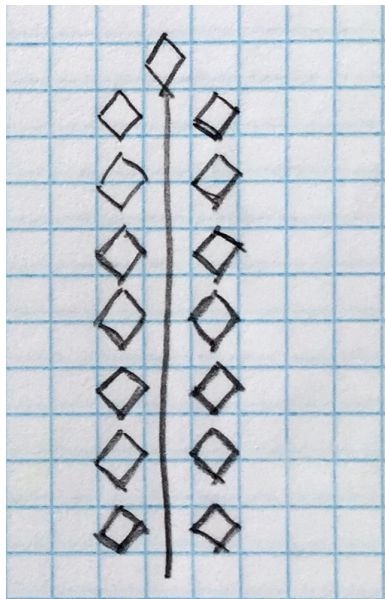
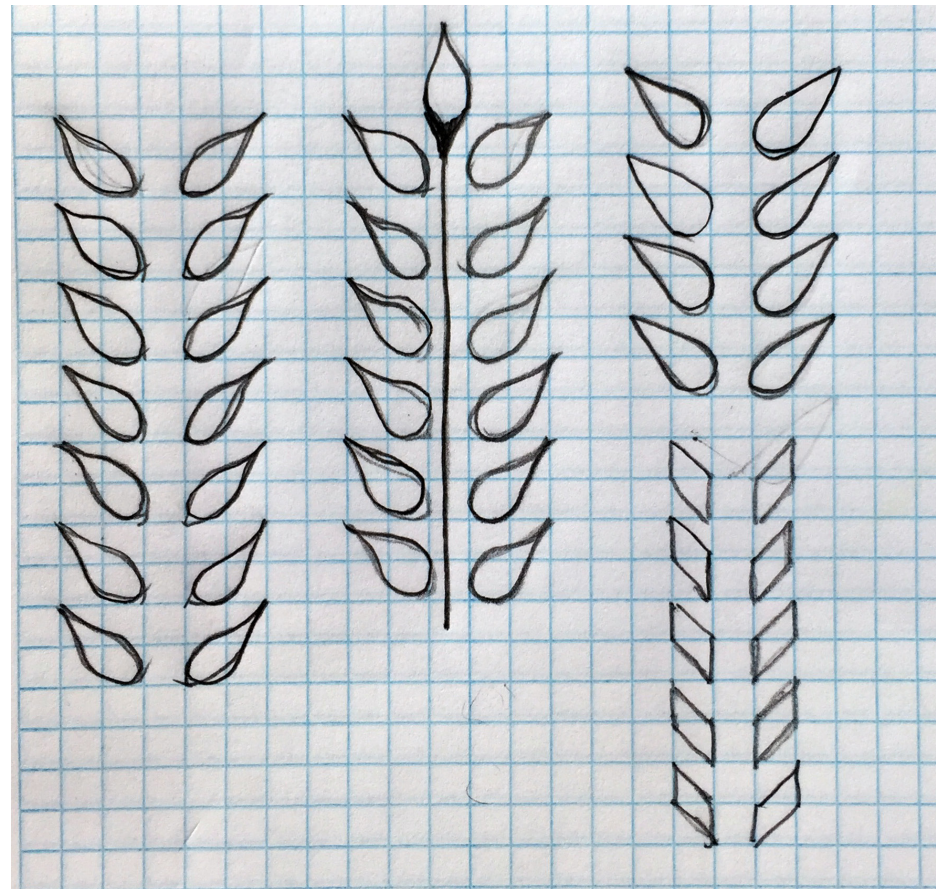
B  
bawdens  
Rural supplies

B  
bawdens  
RURAL SUPPLIES

B  
bawdens

B  
BAWDENS  
RURAL SUPPLIES

B  
BAWDENS



Experimented with combining the brandmark and logotype, but decided to keep them separate because sometimes the brandmark will be used on its own.

Tried all uppercase, lowercase and then a combination of both. The all caps lacks contrast and is too heavy. The letter 'p' in the all lowercase hangs below the baseline and looks upbalanced. The combination has better balance and good contrast.

Experimented with different grain shapes. Those in the top right image will be drawn on computer to see which is best suited.

## BRANDMARK

- combination of image and sans-serif text to make the letter 'B'
- two colours - dark and mid modern green

## LOGOTYPE

- sans-serif typeface
- medium to bold
- all caps or lowercase, or a combination
- colour to match brandmark or black

## LOGO DEVELOPMENT

- a combination of a stalk of wheat,
- ombined with a bold, uppercase letter B
- wheat represents agriculture, and
- when combined with the type, creates the letter B
- the stalk of wheat image will be a stylised, just grains, no stem.

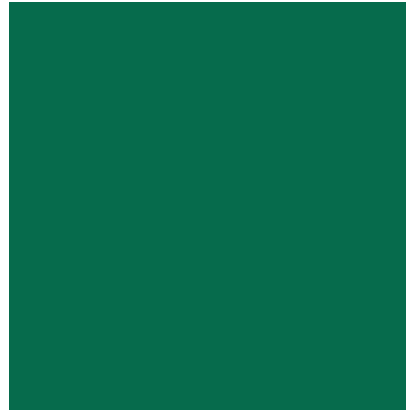
The text 'Bawdens Rural Trading', will be used for the logotype, even though locally, the business is known simply as 'Bawdens''. The 'Pty Ltd' is entirely unnecessary.

To give it a more modern look, the brandmark and logotype will be flat, with no bevel.

## COLOURS

Colour set 2 will be used as it is more modern. The dark green will be used for the wheat, while the lighter green will be used for the rest of the letter B

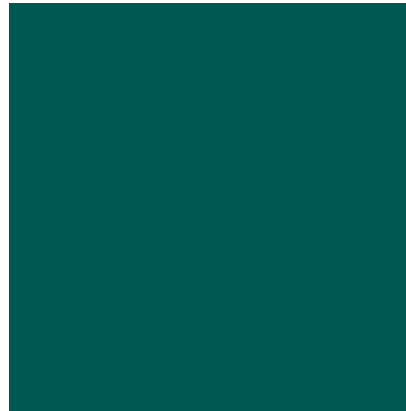
## COLOURS



### COLOUR SET 1

Left: C 89, M 34, Y 79, K 24

Right: C 84, M 18, Y 73, K 3



### COLOUR SET 2

Left: C 91, M 44, Y 64, K 32

Right: C 87, M 32, Y 56, K 11



### COLOUR SET 3

Left: C 76, M 28, Y 100, K 15

Right: C 71, M 15, Y 100, K 2



## TYPEFACES FOR BRANDMARK

B Comfortaa  
B GEOMETOS  
B LEMONMILK  
B Century Gothic  
B ADAM GC PRO

## TYPEFACES FOR LOGOTYPE

bawdens	Comfortaa
bawdens	Bauhaus
bawdens	Octarine
RURAL SUPPLIES	Futura Light
RURAL SUPPLIES	Geosans Light
RURAL SUPPLIES	Devanagari

## TYPEFACES

The sans-serif Comfortaa typeface in uppercase will be used to create the rest of the B. It is the right weight and the shape is modern and clean.

A number of typefaces were tried, but most were either the wrong shape or too heavy.

Comfortaa typeface in lowercase for the word 'bawdens' to match the uppercase B. A modern rounded shape, good readability.

Futura Light for 'RURAL SUPPLIES'. Sharp angles contrast with the soft curves of the Comfortaa typeface. A tall, narrow typeface.



Figure 1



Figure 2

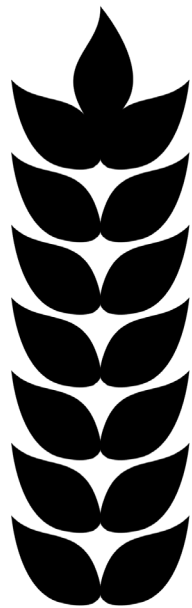


Figure 3



Figure 4

## GRAIN EXPERIMENTATION

Figure 1: The geometric diamond shape is too abstract and wouldn't be easily recognisable as a stalk of wheat.

Figure 2: More realistic grain shape. Space between grains gives it an abstract feel.

Figure 3: Grains touching. A bit heavy. May be unattractive at small scale.

Figure 4: Stylised grain shape. Modern feel.

The images below show different grain styles applied to the brandmark

Grain shape in Figure 2 chosen. Easily recognisable as grain. Spacing gives it a lighter feel.



# EVALUATE FEEDBACK



## DRAFT LOGOTYPE



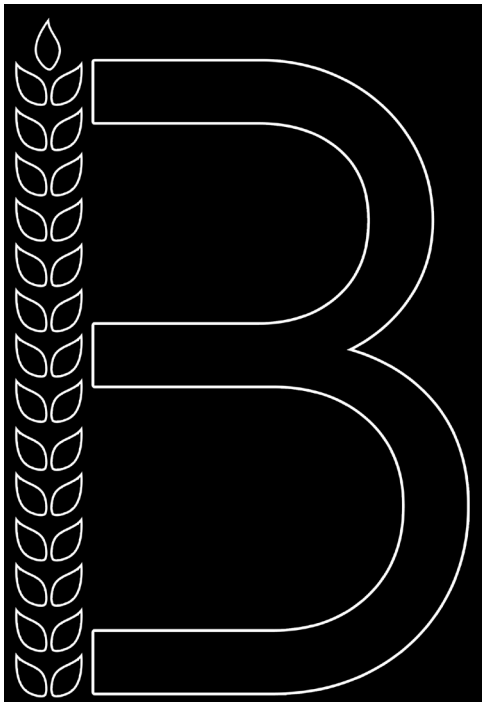
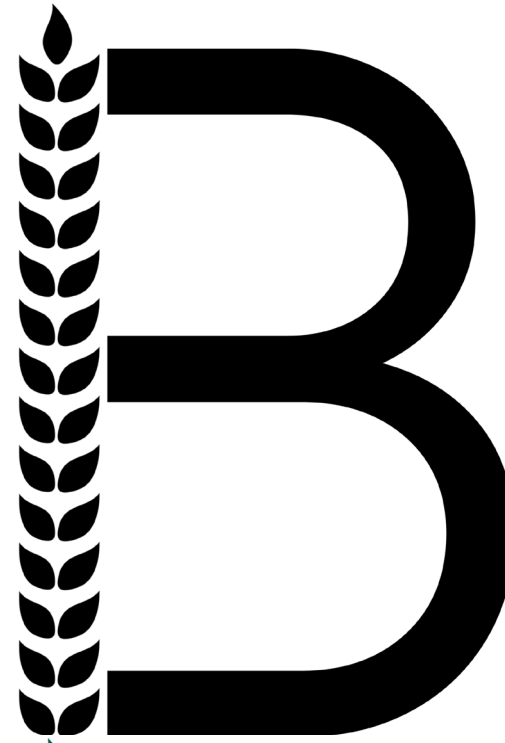
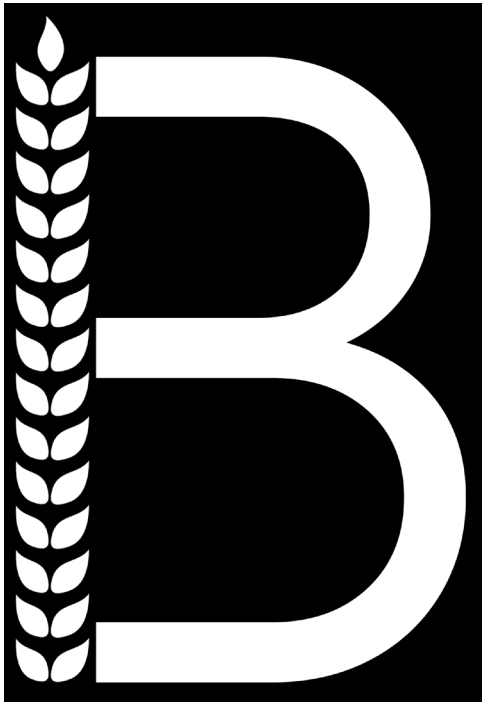
Feedback from the clients suggested that I try increasing the size of the stalk of wheat by having less but larger grains, as the grains are quite small and they may get lost when the logo is scaled down. Feedback suggested that the colours and typefaces were appropriate and that the natural grain shape was better than the other more geometric shapes.

The images below show examples of larger grain sizes and more spacing between the grains. A number of typefaces were also used in the experiment. Some of the typefaces are too bold and make the logo too heavy. The final decision was to use medium sized, well spaced grains and a medium weight typeface.

As you can see the original logo colours and typefaces are quite dated and need to be refreshed. The proposal meets the design brief by modernising and updating the brand image. The colours are more pleasing and the sans serif typeface is more modern. Two shades of the same colour are used in most variations so the design is harmonious. The grains add repetition to the design and the alignment of the grains and lettering are quite precise. The lettering is placed in close proximity to the grains so that a complete letter B is achieved.

The brandmark will be combined with logotype to create a complete logo. Variations of the design can be used for a variety of purposes and in various sizes.





## BRANDMARK VARIATIONS

These variations of the brandmark will be used on its own on uniforms and other apparel, which will be black, green and/ or white. The name of the staff member will be added below the brandmark.

To be used on

- polo shirts
- hats
- baseball caps
- collared shirts

Top left: inverted black & white

Top centre: inverted green & white

Top right: black

Bottom left: knockout black & white

Bottom centre: knockout green & white

Bottom right: single colour logo

## FINAL LOGO



### ADDING THE LOGOTYPE

A combination of upper and lower case text was tried, but for the final text lower case will be used for the word 'Bawdens' and upper case for 'rural trading'. This combination works best and is more balanced than other combinations.

The Comfortaa typeface is used on the top line, while Futura Light in black is used for the bottom line. They are both modern sans-serif typefaces, with differing weights. Comfortaa has a rounded shape, while Futura Light has sharp angles, particularly on the letter 'A'.

To achieve improved readability and good alignment, the top line has a kerning of -75, while the bottom line has a kerning of 675. A 2pt light green line was added between the lines of text to separate the upper and lower case lettering.

### LEGALS

Bawdens Rural Trading Pty Ltd reserves all right to the use and distribution of this logo. Other parties may be granted permission from Bawdens Rural Trading Pty Ltd to use this logo and all its variations. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines associated with that logo. If permission to use the logo is granted, then the following guidelines must be followed:

#### COLOURS

Permitted colours: black, white and the following green colours:

C 91, M 44, Y 64, K 32

C 87, M 32, Y 56, K 11

#### ALTERATIONS

There should be no alterations to the colours, typeface or alignment of elements.

#### VARIATIONS

The only variations permitted are those on page 17 of this document.

## TOUCHPOINTS

### WITH COMPLIMENTS



12 Lipson Rd, Tumby Bay 5605  
(08) 8688 2540  
bawdensrural.com.au  
info@bawdensrural.com.au

With Compliments

### BUSINESS CARD



**Brad Foster**  
Bawdens Rural  
12 Lipson Road  
Tumby Bay SA 5605

m. 0411 222 333  
e. brad@bawdensrural.com.au  
w. www.bawdensrural.com.au  
f. facebook.com/bawdens  
t. twitter.com/brad\_foster4

BAWDENS RURAL TRADING

## LETTERHEAD



WEBSITE



ABOUT US

CROPPING

LIVESTOCK

MERCHANDISE

AGRONOMY

SEED GRADING



STORE SIGNAGE



## TWITTER HEADER

**Bawdens Rural**




**Bawdens Rural**  
@bawdens  
Tumby Bay, South Australia | Joined June 2015

[Follow](#)

## FACEBOOK HEADER

facebook

Email or phone  Password  [Log In](#)  
[Forgotten account?](#)



**Bawdens' Rural Supplies**  
@bawdens

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- Photos
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- Community

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**Posts**

**Bawdens' Rural Supplies**  
44 mins · 🌐

This showery weather is not really ideal for most of us at this time of the year... meanwhile these guys reckon we should all just lucerne up a little 🤔🤔🌱

**Bawdens' Rural Supplies**  
Agriculture in Tumby Bay, South Australia  
[Open now](#)

**Community** [See all](#)

- 👍 93 people like this
- 👤 154 people follow this

## DL ENVELOPE

**B bawdens**  
RURAL TRADING  
12 Lipson Rd, Tumby Bay 5605 | (08) 8688 2540



UNIFORMS AND OTHER APPAREL



## VEHICLE LIVERY

Driver side door on all vehicles.



INSTORE  
CUSTOMER  
SHOPPING  
BAGS

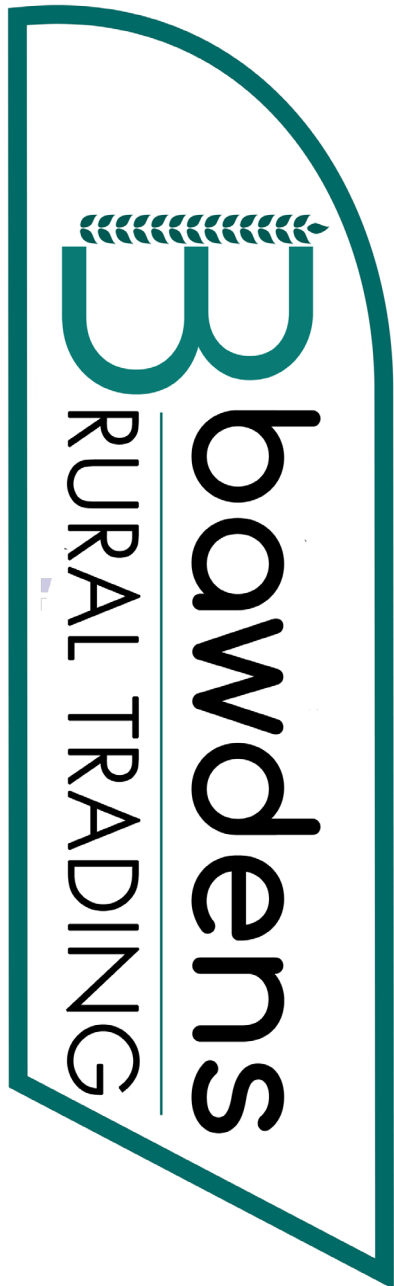


## PROMOTIONAL MATERIAL

Promotional materials are given to existing and potential customers at at field days, farm seminars and other community events.



## PROMOTIONAL BANNER



## PRINTING SPECIFICATIONS & COSTINGS

### Priority Touchpoints: \* STATIONERY

BUSINESS CARDS  
Quantity: 500  
BC (90 x 55mm)  
Matt Laminate front  
Full colour (CMYK) one side  
350gsm artboard  
\$69/\$62 ex GST

LETTERHEAD  
Quantity: 500  
A4  
Full colour one side  
100gsm uncoated bond  
\$136/\$123 ex GST

WITH COMPLIMENTS SLIP  
Quantity: 250  
DL (99 x 210mm)  
100gsm uncoated bond  
\$90/\$82.33 ex GST

ENVELOPES  
Quantity: 1000  
DL (220 X 110mm)  
2PMS colour one side  
Window faced pell & seal  
\$215/\$197.50 ex GST

### Estimated Costs: VEHICLE LIVERY

VEHICLE MAGNETIC  
Two colour  
Brandmark + logotype  
460 x 610mm  
\$70 each

### PROMOTIONAL

COFFEE MUGS  
Two colour print  
Brandmark + Name  
8.5 x 3" print area  
\$19 each

PENS  
Quantity: 100  
Two colour  
Brandmark + Name  
1.2 x 5" print area  
\$210

PAPER BAGS  
Two colour  
Brandmark + Name  
Quantity: 250  
\$525

KEYRINGS  
Two colour brandmark  
\$5 ea

600ML ALUMINIUM WATER BOTTLE  
Two colour  
Brandmark + Name  
\$5 ea

JUTE BAGS  
Two colour  
Brandmark + Name  
\$6.25 ea

LOLLY BOX  
Two colour brandmark  
\$2.30 ea

### UNIFORMS & APPAREL

BASEBALL CAPS  
Printed - two colour  
Brandmark  
From \$4.80 ea

SHORT SLEEVE SHIRT  
Two colour  
Brandmark + Name  
\$27 ea

POLO SHIRTS  
Two colour  
Brandmark + Name  
\$27 EA

BUCKET HATS  
Printed - two colour  
Brandmark + Name  
\$5 ea

### SIGNAGE

BANNER BOARD  
3mm Forex PVC  
A1 (594 x 840mm)  
Full colour one side  
Complete logo  
\$80  
5mm Corflute 1200mm wide  
from \$115

BLADE FLAG  
60 x 230cm  
Two colour  
Complete logo  
\$60 ea

## SUMMARY

Bawdens' is a well recognised brand in the community and has a good reputation with it's clients.

After the original owners of the business retired, two new board members were appointed. The new logo recognises the change in the management structure, but also appreciates the history of the business. The new logo acknowledges the agricultural industry with the use of wheat grains and the green colouring. The green colours, although updated, respects the old logo's history.

The final design will not only refresh the business's brand but also carry it forward. The design is clean and simple and effectively places the business in the agricultural sector.



# Appendix 1

## PRINTING SPECIFICATIONS & COSTINGS

### BUSINESS CARDS

Finished Size  
BC (90x55mm) ✕

Laminated Front  
Matt Laminate ✕

Laminated Back  
None ✕

Printing  
Full Colour (CMYK) one side ✕

Stock  
350gsm Gloss Artboard ✕

My Artwork Options\*  
I have Press Ready Files\* ✕

Proof  
One Free Pre-Flight & Soft P... ✕

Quantity  
500 ✕

Click for Priority Dispatch

Dispatch **7 working days \*** after artwork approval. All times are ESTIMATES (priority dispatch orders are guaranteed)

**\$68.29** INCL (\$62.08 EXCL)

### LETTERHEADS

Finished Size  
A4 (210x297mm) ▾

Printing  
Full Colour (CMYK) one side ▾

Stock  
100gsm Uncoated Bond ▾

My Artwork Options\*  
I have Press Ready Files\* ▾

Proof  
One Free Pre-Flight & Soft P... ▾

Quantity  
500 ▾

Click for Priority Dispatch

Dispatch **7 working days \*** after artwork approval. All times are ESTIMATES (priority dispatch orders are guaranteed)

**\$135.57** INCL (\$123.25 EXCL)

### ENVELOPES

Finished Size  
DL (220x110mm) ▾

Printing  
2 PMS Colours one side ▾

Style  
Window Faced Peel & Seal ▾

My Artwork Options\*  
I have Press Ready Files\* ▾

Proof  
One Free Pre-Flight & Soft P... ▾

Quantity  
1000 ▾

Dispatch **7 working days \*** after artwork approval. All times are ESTIMATES (priority dispatch orders are guaranteed)

**\$217.25** INCL (\$197.50 EXCL)

### WITH COMPLIMENTS

Finished Size  
DL (99x210mm) ▾

Printing  
Full Colour (CMYK) one side ▾

Stock  
100gsm Uncoated Bond ▾

My Artwork Options\*  
I have Press Ready Files\* ▾

Proof  
One Free Pre-Flight & Soft P... ▾

Quantity  
250 ▾

Click for Priority Dispatch

Dispatch **3 working days \*** after artwork approval. All times are ESTIMATES (priority dispatch orders are guaranteed)

**\$90.56** INCL (\$82.33 EXCL)

## **Branding and Identity**

### **Personal reflection on the project**

#### **1 – Describe technical and conceptual challenges of the project?**

I used a combination of Adobe Photoshop and InDesign for the task. The software is appropriate. I would like to use Illustrator but needed more skills in using the software.

The Design really had to reflect the agricultural industry but be different to the competition. Unfortunately green is the colour most often used by the competition, so I had to try to come up with something a bit distinctive.

Logo design is really quite an art – you have to design something that is attractive, distinctive, readable, sends a message and looks good at all sizes. Some of the examples of logo design I looked at were very well designed eg FedEx, Nike, LG, Google. They all use great colours, shape and lettering.

#### **2 – How did your outcome meet critical discussion?**

The brief requirements were to modernise and update the logo to reflect new management structure while acknowledging the history of the business and the current logo. I fulfilled the brief by updating the colours, typeface and structure of the logo. It is still similar to the old logo, but creates a newer, fresher image.

#### **3 – How could you improve on your work, if possible and what aspects of the brief would you approach differently next time?**

I guess I could have been less conservative in my design, and try to push the boundaries a little more. Although in this case the clientele is fairly conservative so it may not have worked very well.

#### **4— What impact will this design have on your career?**

It was good to go through the process of designing a new logo ie research, brand proposal, conceptual development, feedback and refinement. It was also useful to apply the design to a variety of uses. One thing I hadn't considered before I did this task was the need to look at costings for different applications of the logo. Overall I think I gained some new knowledge and skills that could be useful in my career.

I could also present the new logo to the management of the business to get some feedback. They may even be interested in using it.