



# Building a Brand for Local Meat LOGOS

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## Designing Your Brand Identity: Logos

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.

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. As you can see to the right, local beef producer, RL Valley, turned their cattle brand in to their logo. 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?), Xerox, Tylenol, Kleenex, and Jeep.



RL Valley Ranch  
Athens, Ohio

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.

## Considerations

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

- Does it match your market segment?
- Do your color choices enhance your product?
- 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 up-gradable? can it be adjusted to remain current without confusing brand recognition?



Farm on the Ridge  
Jackson, Ohio

What do you want your logo to convey to consumers? Your logo should reflect the values you hold when producing your livestock 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 feel they can trust. As you can see from the Farm on the Ridge logo, adding the name of your farm and a short phrase to your logo can further assist in telling your brand story, just make sure the logo remains simple and easy to recognize even when the size is reduced.

### 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.

Consider choosing colors for your logo that are bright and easy to read, even when the image is reduced in size.



Find a Way Farm  
Meigs County Ohio

### Using your name in your logo:

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



Swift Level Fine Meats- Lewisburg WV; Woodland Ridge Farm and Learning center - Athens Ohio; The Butcher & Grocer - Columbus Ohio, all incorporate their business names into their logos

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. To the right you see Woodland Ridge's logo, which was recently updated to include "Farm & Learning Center" to help more clearly identify the goals of the farm. The landscape pictured is the actual landscape of the farm and offers the perfect opportunity to bring a "face" to the food that is produced by Woodland Ridge.

Pork and Pickles owner, Becky Clark, developed her logo which spans her entire product line, from pickled vegetables to her sausages and specialty pork cuts. She also had her logo turned into stickers to allow for even greater brand promotion, as she gives away stickers for free to increase brand visibility.



Pork and Pickles logo stickers