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Work in Progress: a Process Book of the Re-Branding of the Beaverton Farmers Market

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Work in Progress: A Process Book of the Re-Branding of the Beaverton
Farmers Market

by

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2017

WORK IN PROGRESS

A PROCESS BOOK OF THE RE-BRANDING OF THE
BEAVERTON FARMERS MARKET

LAUREN HURRELE
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2017

WORK IN PROGRESS

LAUREN HURRELE

BACKGROUND

As part of my junior-level branding class, I decided to re-brand the Beaverton Farmers Market, a place I grew up visiting. This was an approximately four-week process in which I explored numerous routes to best represent both the market and its location. I concluded the term with many deliverables, an advertising campaign, and a “finished” brand identity. However, I still feel as though I could spend countless hours more on the project.

Regardless of the current state of completion of the new branding identity, it is irrelevant to the subject of this book. I highlight the design decisions I made along the way, as well as what I learned throughout, rather than focus on the current final product.

All Beaverton Farmers Market branding, photography, materials, and text copyright their respective owners.

All Portland Farmers Market branding, photography, materials, and text copyright their respective owners.

All New Seasons Market branding, photography, materials, and text copyright their respective owners.

All moodboard marks and imagery copyright their respective owners.

5 STEPS

1
IDENTIFYING (1)

2
RESEARCH (3)

3
PRELIMINARY (9)

4
CREATION (23)

5
CONCLUSION (35)

1 IDENTIFYING

THE MARKET AND ITS NEEDS

THE MARKET AND ITS NEEDS

The Beaverton Farmers Market currently has all the necessities of a modern brand: a logo, a website, and social media. At the same time, the brand identity feels lacking. There is a noticeable lack of cohesion across print, the website, and the various social media outlets. So, what exactly is wrong?

The wordmark is an angular sans-serif typeface with a hard outline and a drop shadow, and the website version of the mark fully omits the outline. There are two thick horizontal lines dividing “Beaverton” from “Farmers Market.” Although the full mark features a vector outline of a shovel, pitchfork, and rake, the brand’s aesthetic feels outdated. Current online presence for the market also clashes with the hard, computer-generated logo. The advertisements use paper textures, hand-drawn illustrations, a script typeface, and occasionally serif body copy. These are some of the many reasons I believe that the Beaverton Farmers Market needed a brand redesign.

2 RESEARCH

PLANNING

CREATIVE BRIEF

BUSINESS COMPARISONS

PLANNING

Ultimately, the goal of the brand redesign of the Beaverton Farmers Market was to produce a modern, functional mark and cohesive advertising and web presence. More specifically, the mark had to be versatile with all the various applications: website, social media, business cards, print advertising, and even products. The advertising and web presence would need supportive imagery and typefaces.

In order to figure out the best course of action to meet these goals, however, I needed to conduct research. This involved compiling a creative brief, analyzing the trends of current farmers' market branding to avoid cliché designs, and comparing the Beaverton Farmers Market to its direct and indirect competitors.

CREATIVE BRIEF

While a creative brief is often created through a series of interactions with the client, including interviews, meetings, and even informal discussions, the brief for the Beaverton Farmers Market was created solely through first-hand experience and studying the market's online presence. Although this means that the information may not be as accurate because I was unable to discuss the brand identity with the owners themselves, the creative brief still serves as an important guide to developing a strategy for the redesign of the brand.

History: The Beaverton Farmers Market is in Beaverton, Oregon, and they have been in business for nearly thirty years. They operate near the local library every Saturday from February through November. Occasionally, local musicians and bands play. They sell a variety of fruit, vegetables, pastries, and other artisan goods. Like many farmers’ markets, they specialize in local products.

Target audience: The Beaverton Farmers Market appeals to local families, as well as Spanish speakers in the community.

Trends and observations: Next to the Portland Farmers Market, the Beaverton Farmers Market is one of the largest in the Portland metro area, boasting 15,000–20,000 visitors on any given Saturday. While it already has some existing branding, the Portland Farmers Market has a better-established identity, as well as a clear, focused, and responsive website. Many of the other local cities do not have an established identity, so the Beaverton Farmers Market remains in a gray area between smaller markets and the Portland Farmers Market.

Client observations: The Beaverton Farmers Market has not changed very much in the last few years. Their website has remained the same; it is difficult to navigate, and it contains outdated information and dead links. There seems to be little advertising about the market. They do not advertise any products for purchase, such as shirts or tote bags. With a refined identity, and more advertising and products for purchase, the Beaverton Farmers Market could thrive even more.

Market materials: The Beaverton Farmers Market only appears to be advertising through social media.

Brand strategy: The Beaverton Farmers Market already has many visitors, but it does provide something unique compared to the Portland Farmers Market: it is in the heart of downtown Beaverton. This area is arguably more family friendly, cheaper and easier to park in, and more accessible to locals on the west side than downtown Portland. It is right next to the park, fountain, and library, which is perfect for a family outing after visiting the market.

Brand attributes: Family friendly, approachable, fun, engaging, colorful, easily identifiable

Tagline: The tagline for the Beaverton Farmers Market will focus on connecting families with the community and the market.

Deliverables: Logo, business card, posters, postcards, tote bags, shirts, sandwich boards, website, social media

Goals: The Beaverton Farmers Market needs to establish a more community-oriented identity. The current identity feels too cold and reserved in contrast to the actual feel of the market. Highlighting the location of the market can help draw more families in. Creating well-designed tote bags, shirts, and other products for purchase will not only increase revenue for the market, but it will also act as an advertisement. Beyond sellable goods, advertising through postcards and a refined social media presence will continuously attract new patrons.

BUSINESS COMPARISONS

Researching existing competitors in the market serves as a great way to see what your brand must compete with. This includes everything from its logo, to its color scheme, and even location. These are rather quick, informal observations, but it can help you recognize the shortcomings in your brand and analyze the significance of certain factors, especially in social media and web presence.

PORTLAND FARMERS MARKET

The Portland Farmers Market is a **local, direct comparison** to the Beaverton Farmers Market. It boasts a world-class farmers market to highlight community gatherings.

- Audience:** locals and families
- Wordmark:** friendly sans-serif, “Portland” smaller
- Logo:** chicken standing on an umbrella
- Color palette:** yellow-green and brown, orange accents
- Image style:** vector illustration, texture, photography
- Location:** the heart of the park blocks, downtown Portland
- Deliverables:** tote bag, gift certificate, t-shirts
- Website:** clean, responsive, matches colors and image style
- Social media:** updated, clearly advertised

NEW SEASONS MARKET

New Seasons Market is a **local, indirect comparison** to the Beaverton Farmers Market. It is a local market chain that focuses on natural and organic products from many local sources.

- Tagline:** “The friendliest store in town”
- Audience:** hipsters, locals, families, nearby businesspeople
- Wordmark:** combination of a rounded, thin, bold sans-serif encased in rounded-edge boxes
- Color palette:** yellow-green and black
- Image style:** texture, photography, handwritten elements
- Location:** throughout the Pacific Northwest and California
- Website:** crowded, responsive, vibrant colors, texture
- Social media:** updated, clearly advertised

3 PRELIMINARY

STORYBOARDS

MOODBOARDS

SKETCHES

The preliminary section highlights the various methods and approaches I used to solve the existing branding problems of the Beaverton Farmers Market. First, I used storyboarding to imagine how I want a costumer to experience the market. Once I had a better idea of that, I created moodboards, which I used to identify illustration style, typeface choice, color palettes, texture use, and more for each of the three approaches. These visuals are pulled from existing work with all rights reserved. Finally, I created ninety sketches total with thirty inspired by each moodboard and direction.

STORYBOARDS

These storyboards were quick sketches of how a potential consumer may experience a brand. In this example, a mother was enticed by an advertisement postcard she received in the mail from the Beaverton Farmers Market. Hypothetically, she had not gone before. Once she and her children went, they visited a few stalls, and they ended up at the library. The Beaverton Farmers Market has prepared food, plus sweets and other snacks, so combined with a visit to the library, it made for a nice, inexpensive outing with the family.

A local receives a postcard in the mail.

The postcard is for the Beaverton Farmers Market.

The local decides to take her family.

They drive a short distance and park easily.

When they arrived, they browsed the stalls.

After having fun at the market, they went to the library. This will make a nice weekly outing.

MOODBOARDS CONCEPT 1

COLORS REMINESCENT OF SEASONS AND NATURE
WARM TONES

MARK ABLE TO BE USED IN ONE COLOR OR WHITE AGAINST A BLACKBOARD TEXTURE
OR BAG TEXTURE?

CONCEPT 2

COLORS REMINESCENT OF PRODUCE AT THE MARKET

WATERCOLOR TEXTURE OF MARK / OVERLAPPING OPACITY / NEGATIVE SPACE

CONCEPT 3

BRIGHT, CHEERY

NO TEXTURE. FOCUS ON WORDMARK, SIMPLE, STRAIGHTFORWARD MARK IF ONE.

SKETCHES

For the most part, these wordmark and logomark sketches took direct inspiration of the moodboard assigned to each one. At the same time, they were unrefined, quick ideas. The first concept played more on the concept of emblems, as well as experimentation with connecting the community with the market. The second concept took a more literal and abstract route of representing the market and its goods. The last concept was the most experimental in that it played more with type instead of a logomark, as well as simple, straightforward imagery.

CONCEPT 1

CONCEPT 2

CONCEPT 3

4 CREATION

STEPS

STYLE

TAGLINE

REFINING THE MARK

STEPS

An important process to creating a brand is developing a style. This can include colors, additional imagery, photography, and so forth. Additionally, some brands benefit from having a tagline, although it is entirely optional. As for the mark itself, refining the logo ultimately took place in three major steps. Naturally, there were quite a few variations in between these phases, but I chose only one or two directions to go forward.

STYLE COLOR

0 0 0 80

11 59 66 0

0 0 0 0

44 1 96 0

42 0 0 0

TAGLINE

REFINING THE MARK

Beaverton Farmers Market

BEAVERTON
— FARMERS MARKET —

BEAVERTON
— FARMERS MARKET —

BEAVERTON

FARMERS MARKET

BEAVERTON
FARMERS
MARKET

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farmers market

5 CONCLUSION

MOVING FORWARD

FINAL THOUGHTS

MOVING FORWARD

As previously stated, I do not feel like the project or brand is where I want it to be. However, these are some of my ideas if I were to take the project further. I would continue to simplify the mark, while keeping it interesting and still highlighting the unique elements of Beaverton. The colored outlines in the second version of the mark don't look good, as its too minimal and vibrates against the gray lines, so I would either color the entire mark, or leave it a single-color outline. Lastly, I would alter some of the deliverables, as they are not entirely representative of the brand and do not display the mark in a way I like, primarily the advertising essentials (newspaper, postcards, and social media). I would spend more time focusing on integrating the mark and the photographs into one cohesive piece.

FINAL THOUGHTS

In conclusion, I think this process book of developing the Beaverton Farmers Market identity is representative of the branding process. One of the most “invisible” steps of process work is all the research that goes into the existing brand, its goals, and its competitors, as it is hardly shown to anyone other than clients or fellow designers. Not to mention, when creating a new brand from scratch, there is also additional work with first identifying a target audience, a name for the brand, and more. Certain elements of the process may still change from designer to designer; how one goes about coming up with keywords and ideas for the brand, how many sketches one does, how long one spends developing alternative marks before going with one idea, and so on. Many of these same steps are taken by designers in one form or another.

In the end, however, a well-thought-out brand identity still requires a lot of time and exploration. With smaller companies or personal branding projects, for example, there may not be as much of a need for thoroughly researching competitors, developing a tagline, or developing deliverables beyond a business card and a basic stationery set, but it is still important to develop a mark and a system that are representative of the brand. Developing a new brand identity should be done on a case-by-case basis and reflect the newly established needs for the brand.

A bulk of the work of developing a brand also comes from the actual creation of the logo and wordmark itself. The very first sketch may turn out to be the final mark with only a little adjustment, but it most always doesn't work out that way, and it should certainly not be treated as such. The sketches themselves may take up to ten hours, give or take, and that doesn't include the revisions to the mark. I spent several hours alone just looking at typefaces for the wordmark, not to mention creating ninety sketches that weren't too identical.

Once the mark is solidified, developing a color scheme and other aesthetics may also be a long process. Even though I knew I wanted to use photographs and had a style in mind, it still took a while to narrow down how I wanted the photographs and mark to interact. Until the at-the-time final version of this project, I did not even know that I preferred a lack of color, with a focus on a white mark against a photograph, or the mark set in a single color.

I will reiterate once more that I do not consider the project complete, but at the time, I have no intention of going back and finishing it to the standard I want. Regardless of whether I could get a final portfolio-worthy project out of it, I still learned a lot about the branding process. Until this

project, I had only erroneously assumed that there were just unspoken rules about how to go about creating a brand identity. I was exposed to scholarly research, as well as books written by creative directors in the field. I could speak to peers in my field daily about the best way to approach the redesign, as well as what options they were exploring to supplement their research.

I will take what I have learned and apply it to future projects. I will use this knowledge to better myself as a designer and make my work more efficient. But as it stands now, and for the near future, the Beaverton Farmers Market redesign will remain a **work in progress**.