

SNAPSHOT

During the Creative Brief it was determined that Tenaja Farms wants to create a corporate identity and online presence that allows a diverse customer base—from floral designers to flower wholesalers, to identify with their new image.

OVERVIEW/INSIGHT

We needed to convey the corporate brand message of innovation and ingenuity while remaining customer and product oriented. The web site must have a simple navigation structure and be accessible to customers without high-speed Internet connections. The purpose of the web site is a B2B web site, with pictures of the flowers that are available at a specific time.

VISION STATEMENT

A vision statement is a business's guiding image of success, formed in terms of their contribution to society. It is a more emotionally-derived statement that elicits a visual image of the company's destination.

Freshness (quality) and customer service are the two main factors that separate *good* cut-flower suppliers from *great* suppliers. As a branding statement we used the following:

FLOWERS...QUALITY...SERVICE

SOLUTION

The trademark and identity had to demonstrate a professional, eco-friendly, and confident look and feel to appeal to Tenaja Farms consumers and wholesalers, while remaining approachable and reflective of the quality service and attention that Tenaja Farms gives to its customers and business associates.

The type treatments we chose recreates the name of the company as the company trademark, or word mark, and identifies Tenaja Farms as a professional corporation in the cut-flower industry through the use of clean letter forms, unique shapes and natural designs.

TECHNOLOGY

The trademark design is able to be reproduced across all print and digital media, including silk-screen imaging and embroidery, and maintains its integrity whatever the size or application.

Web design technologies such as XHTML, CSS, Flash and Javascript was used for the corporate web site.

CREATE THE CONCEPT

Establishing a clear and memorable identity was the first step in the value adding process.

The image of a Roadrunner was chosen to support the notion that Roadrunners are one the first animals to disappear when chemicals and synthetic fertilizers are used. Tenaja Farms is proud of their Roadrunner abundant population.

As an organic farming operation, it is important to be associated with 'green', eco-friendly practices.



PROGRAM RESULTS

The web site improved customer service, reduced response time and made Tenaja Farms less reliant on traditional methods of communicating with customers. The available flower varieties were displayed on the web site, and updated as the production seasons change. The corporate image set Tenaja Farms apart from the competition by creating a professional well-groomed image.

As part of the project, the objectives outlined was carried across to the design of an integrated stationery suite consisting of business cards, corporate letterhead and business templates. The corporate identity was also to be implemented on a series of custom labels for Tenaja Farms products. Baseball caps and shirts with the embroidered logo designs are handed out as corporate gifts and also serve as work attire for the staff. The design of these items will maintain an identity consistent with that of the chosen logo design, and may even incorporate other brand sensitive items such as vehicle markings, custom flower sleeves and ties, plant containers, etc.

