

Name: Sutherland Creative Landscape Design

Date: 12/2011

Class Project: Mood Board/Type Board, Logo, Identity, Package Design for 2-hour Design Consultation Giveaway

Background:

Please summarize the history of the company.

With over 20 years of design experience and over 40 years of horticulture experience, Sutherland Creative launched its official landscaping design business in 2010. Specializing in reinventing almost any yard into a garden landscape. Sutherland Creative helps home owners discover their yard's potential by providing landscape design plans and garden coaching.

What is the company personality - what tone is appropriate for your organization?

Knowledgeable, dependable, informal, approachable and friendly.

Please describe the product/project/service your company provides.

Hand-drawn, custom landscape design plans for Pacific Northwest gardens and yards.

Does the company or product/project/service have an established reputation or perception in the marketplace?

NO

The Audience: Who is the Primary Audience?

College educated, middle and upper class, home owners with expendable income.

What do they believe before we tell them anything?

Professional landscaping is expensive. Garden design is easy! Any do-it-yourselfer can do it. OR The homeowner acknowledges that they need a professional but don't know who, among the many local sources, to hire.

Is there a secondary audience or potential growth audience?

Homeowners who have not acknowledged that they need help designing their yards/gardens.
People selling their homes, new parents and busy professionals in condos with patio space.
Homeowners who have an over-grown yard/garden that needs to be restored.
Homeowners with a "green thumb" but need a garden coach.

What do you want the audience to do eg make a donation, contact you, and learn about you?

Learn about me, contact me for a consultation, request an estimate and hire me to create a landscape design for their yard/garden.

The competition:

Who are the competitors?

Other local landscape designers/businesses. akinadesigns, tierra landscape

What sets your company apart from them?

Smaller and less expensive.
Hand-drawn, professional landscape plans
Use native plants for a healthier, low maintenance design

Are there any key attributes of your product/service that is unique from your competitors?

"Work with your land" by using the natural contours of your yard and it's existing trees and shrubs. Use whatever exists on the property. By designing in this manner, I can keep the installation costs down.

Positioning:

How does your company fit into the marketplace? e.g. utilitarian or high brow

Useful, custom landscape design. Can be both utilitarian and high brow depending on the customers needs.

Do you want to reposition your company image within the marketplace?

No, just expand/grow awareness.

The Message:

What's the benefits/selling features of your product/service?

A professionally landscaped yard reflects the income and education level of it's owner. It also influences the owner to be outdoors more. The client can relax, play or entertain in a well designed yard. It increases the home's square footage by creating outdoor rooms! Screens an eye-sore or creates privacy. Improves the home's curb appeal -- the yard is the first thing a potential buyer sees as they approach your front door. Increase the value of a home for resale. Make your neighbors and friend jealous!

If you could get one sentence through all the clutter, what would that be?

My tag line: Imagine what your yard could be -- see the garden it can become!

What other major points would you like to communicate?

Is there a project message/theme?

A professionally designed garden does not have to be exorbitantly expensive -- sometimes it takes a designers eye to see your yard's potential. Installation of the design can be done in phases so the design can be created over a period of time.

The Medium: Are there other pieces that this class project must work with?

No

Are there any graphic standards and guidelines we must follow?

1. Lime or bright green main color
2. Informality
3. Botanical look and feel
4. Loose, natural style
5. Asymmetrical
6. Script font (handwritten or calligraphy)
7. Flowing lines and curves.

The Deadline:When must we deliver the finished work?

End of Winter Quarter

Budget: What is the budget for this project?

Not applicable