

CASE STUDY



ABOUT THE CLIENT

WILD DOG FARMS

WOMAN OWNED URBAN MICROGREEN FARM
WEST OAKLAND

THE CHALLENGE

Tchell DePaepe bought **Wild Dog Farms** in 2020. The prior owner did not have a **brand identity**. The original artwork was a black & white, text-based label, that was printed when needed.

First, **Wild Dog Farms** needed a **brand identity** and an initial trade **label system** for a variety of microgreen products. The new system needed to be **easy to use** and **cost effective**. Then **Wild Dog Farms** needed a **sell sheet**, **booth signage** and **customer packaging** to be created.

THE SOLUTION

We discussed the goals for the **brand identity** and a **label system**.

First, I worked on the **brand identity** by designing some **logo** options, after some direction. Once the logo was finalized, a **social media icon** was created. Then I started working on the **label system**.



Placing all the **common product information** on the **4-color label** was **cost effective**. Then I created **small labels for produce names**. The product labels are placed on the 4-color product label.

The **timeline was 2 months**. **3 weeks for logo design** and **5 weeks to design the main 4-color label**, the **produce labels** and print for **Wild Dog Farms'** first client orders with the new look.

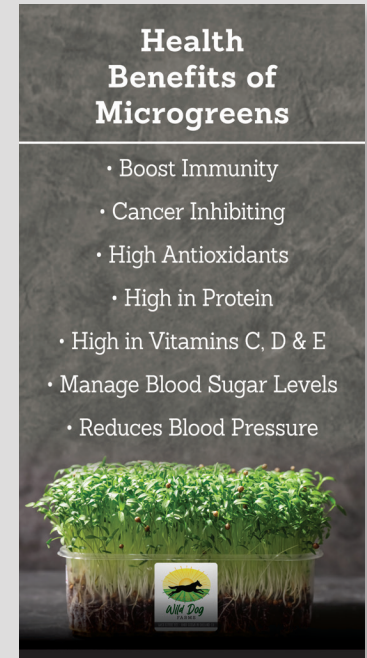


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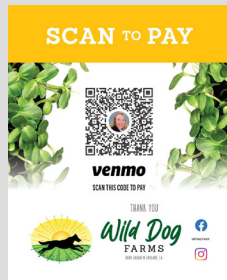
WILD DOG FARMS
WOMAN OWNED URBAN MICROGREEN FARM - WEST OAKLAND



Booth Banner



Booth Banner



Scan to Pay Flyer



Recipe Card



Table Tent



The following year, this **consumer facing label** was designed for the **retail market**. Each produce type has its own **color bar** and **food option** using microgreens so customers have ideas of **how to use the product**.

RESULTS

Solved Wild Dog Farms **brand identity** and **label system** with a logo and label design.

Wild Dog Farms has a **brand identity** that customers know and trust. Communication from the **brand** is always constant across all platforms as shown.



Sell Sheet



CONTACT: Christine Reite • ☎: 925.858.8030 • @: christine@reitedesign.com

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