Creating an Identity: Wabash Farmer’s Market

An Honors Thesis (HONR 499)

By

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Abstract

For this project, I felt it was important to provide not-for-profit work to a cause I truly care about. Improving the health and sense of community in my hometown of Wabash, IN can be accomplished by promoting the ways in which the Wabash Farmer's Market benefits the town nutritionally, socially, and economically. Providing the market with an individual identity became the center of this thesis. This will allow the Wabash Farmer's Market to be recognized more immediately within the community and can extend its reach to surrounding counties. By working with the members of Wabash Marketplace Inc., I was able to gain a sense of their message as an organization and do my best to translate this visually. I designed a series of visual elements that include: logo, letterhead, business cards, advertisements, signage, a website, and a production booklet that aim to increase awareness and attendance to one of Wabash's most healthy, fun, and economically beneficial events.
Acknowledgements

I would like to thank Professor Sam Minor for his continued support throughout my visual communication career at Ball State. He has gone beyond what many professors would do to support my work and get me ready for life in the design field outside of class. I truly appreciate all the effort he puts into my education and the education of my peers.

I would like to thank Jason Callahan and Kellie Brace, members of Wabash Marketplace, for collaborating with me and providing the support to implement my ideas.
Author's Statement

The Wabash Farmer's Market is run by the overarching organization Wabash Marketplace. In order to promote the farmer's market specifically, out of the context of downtown promotion, I developed a logo and corresponding set of advertising and communications media. In order to keep the brand consistent, I chose a specific palette of fonts and colors to use throughout campaign materials. As part of the project I wanted to create a headline typeface. The logo for the Wabash Farmer's Market is hand drawn and I was able to pull from it to create a set of capitals that could be used for the rest of the promotional materials. My primary hand-created typeface works with the secondary serif typeface Alegreya. Creating a contrast between serif and sans serif typography made materials easier to read and made the importance of the hand drawn aspect in the headline font stand out. Since my hand drawn typeface had a tall x-height, I chose a serif with a shorter height to contrast as well.

Creating a specific logo was another major component of this project. I met with members of the Wabash Marketplace to discuss the stylistic feel they wanted to accomplish. With this feedback I was able to develop a modern, specific, and organic style. Full color was used in the creation of icons to reflect the nature of the market, with its wide variety of products and brightly hued produce. The fun and happiness a rainbow of color provides can appeal to young and old alike. Since customers of varying ages attend this event, it was important for media to appeal across a range of ages. Focusing on the healthy aspect of the market lead me to creating specific fruit and vegetable icons. The three colors of the logo (green, orange, and black) were used more prominently in the design of supporting pieces in order to keep the branding more concise and clear.

An additional element of striping was derived from the vendors' tent awnings. This playful addition gave the brand a more hometown feel as opposed to big-city campaigning. It was important for me to create an approachable brand that spoke clearly and specifically to the average citizen of Wabash, IN. The vertical
stripes direct users toward content found in the letterhead and website design. Both pieces contain larger amount of information so creating a directional focus became important. The icon patterning used in the tote bag and business card appeal to a younger audience. This aspect targets a younger audience to ensure the continuation of the program for the future. The bright busy pattern also keeps the brand fresh and new and is a fun graphic.

Wabash Farmer's Market wanted to create a slogan that sent out a specific and direct message. Collaboration with Marketplace employees lead to the create of the slogan "Buy Healthy. Buy Local." This keeps the message clear and direct while promoting nutrition and the local economy. One of the main goals of the Wabash Marketplace group is to generate a more healthy economy for local businesses downtown. The Farmer's Market can attract people to the area and generate interest in the downtown scene.

My goal for this project was to incorporate a variety of techniques I have learned through my time in the Visual Communication program. With the branding and campaign work for the Wabash Farmer's Market, I have experimented and refined techniques in-typography creation and manipulation, illustration, book layout, website design and photo manipulation. I was also able to gain skills in client relations and communications.
DEAR JOE SMITH,


SINCERELY,

The Wabash Farmer's Market Staff
STARTING THIS JUNE EVERY SATURDAY
WABASH, IN FARMER'S MARKET
8AM TO 12PM
AT THE CORNER OF W. MARKET & S. CASS

EVERY SATURDAY
WABASH, IN FARMER'S MARKET
8AM TO 12PM
ARTS MUSIC
HERBS PRODUCE
FLOWERS TREATS
Saturdays 8 - 12
WABASH, IN
FARMER'S MARKET

BUY HEALTHY.
BUY LOCAL.
Wabash Markerplace, Inc. is pleased to continue programming the Wabash Farmers' Market in downtown Wabash. Thousands of shoppers attend the market each season. The market officially opens the first Saturday in June from 9 a.m. to 2 p.m. and concludes the third Saturday in October. The market is conveniently located on the corner of US Highway 13 in the Honeywell Center/Wabash Elk's Parking lot. Free parking is available at the Honeywell Center along Carroll Street and the Elks Lodge along Cass Street. Bikes are also encouraged to ride and park at the market.
STARTING THIS JUNE EVERY SATURDAY
WABASH, IN
FARMER'S MARKET
8AM TO 12PM
AT THE CORNER OF W. MARKET & CASS

Saturdays 8-12

EVERY SATURDAY
WABASH, IN
FARMER'S MARKET
8AM TO 12PM
WABASH, IN

FARMER'S MARKET
The purpose of the **Wabash Farmer's Market** is to provide a venue for area farmers, gardeners & artists to sell their fresh home grown fruits, vegetables, herbs, cut flowers, bedding plants, potted plants and arts and crafts to the public. Wabash Marketplace, Inc. administers this event.

The Wabash Farmer's Market wants to encourage organic clean living in aspects of every day life. The slogan “Buy Healthy. Buy Local.” was chosen to give customers a direct and simple message. Buying at the farmer's market promotes healthy eating habits and the local business of downtown Wabash.
THE MARKET

The purpose of the Wabash Farmer's Market is to provide a venue for area farmers, gardeners & artists to sell their fresh home grown fruits, vegetables, herbs, cut flowers, bedding plants, potted plants and arts and crafts to the public. Wabash Marketplace, Inc. administers this event.

THE MESSAGE

Buy Healthy. Buy Local.

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PALETTE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ

PRIMARY HEADLINE FONT: HAND DRAWN SANS SERIF

Alegreya
Alegreya
Alegreya
ALEGREYA SC

SECONDARY COPY FONT: ALEGREYA

COLOR PALETTE

PRIMARY

SECONDARY

LOGO & ICONS

WABASH, IN
FARMER'S MARKET

WABASH, IN
FARMER'S MARKET

WABASH, IN
FARMER'S MARKET

WABASH, IN
FARMER'S MARKET
ADVERTISEMENTS

BANNER

STARTING THIS JUNE
EVERY SATURDAY
WABASH, IN
FARMER'S MARKET
8AM TO 12PM

STREET BOARD

EVERY SATURDAY
WABASH, IN
FARMER'S MARKET
8AM TO 12PM

AT THE CORNER OF W. MARKET & S. CASS

SIDEWALK ADHESIVES

WABASH, IN
FARMER'S MARKET
8AM TO 12PM

Saturdays 8-12
**ADVERTISEMENTS**

**BANNER**

**STARTING THIS JUNE**

**EVERY SATURDAY**

**WABASH, IN**

**FARMER'S MARKET**

**8AM TO 12PM**

**AT THE CORNER OF**

**W. MARKET & S. CASS**

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**STREET BOARD**

**EVERY SATURDAY**

**WABASH, IN**

**FARMER'S MARKET**

**8AM TO 12PM**

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**SIDEWALK ADHESIVES**

**EVERY SATURDAY**

**WABASH, IN**

**FARMER'S MARKET**

**8AM TO 12PM**
LETTERHEAD & BUSINESS CARD

WABASH IN
FARMER'S MARKET

EVERY SATURDAY
MAY THROUGH
SEPTEMBER
8AM - 1PM

125 W. Market St.
Wabash, IN 46992
260-963-0975

Dear [Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi adipiscing, dui vel
nunc lobortis, pharetra lectus rhoncus, volutpat nulla euismod massa. Ut
tincidunt fringilla tortor. Nulla eu faucibus dui nec elementum.

In hac habitasse platea dictumst.

Vivamus in arcu ac est suscipit luctus ac eget nunc. Sed eu
lacus at sollicitudin commodo. In dui justo, cursus
molestias sed nisi, venenatis fringilla ex.

In the Wabash farmers market.

Sincerely,
The Wabash Farmers Market

TOTE & T-SHIRT

WABASH IN
FARMER'S MARKET

BUY HEALTHY. BUY LOCAL.
WEBSITE

WABASH, IN FARMERS MARKET

BUY HEALTHY. BUY LOCAL.

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Design Process
Wabash Farmer's Market
farmers market

Farmers market

july 4th
FARM
defamers

farms

farmers
are farmers mar
What grows in Northwest IN?

Who can I find it?

How do I prepare it?

Why should I support my local farmers?

What do you sell?

How do you make it?

Is it produce?

What’s your favorite part of being in the WFM?