# Farm Branding Workbook

A workbook for defining a farm brand, covering story, values, audience, look and voice. Helps owners present the farm clearly across signs, labels and online.

Farm / unit: _____ Date: _____ By: _____

Farm story in a few lines _____

Values customers share with you _____

Target customers and buyers _____

What makes you different _____

Brand name and tagline _____

Colors and fonts chosen _____

Tone of voice _____

Where the brand appears _____

Ways to keep it consistent _____

**NOTES / CALCULATIONS**

**TIP** Ask a few customers to describe your farm in their own words and compare it to your draft.



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