



CASE STUDY

# FROM BLOSSOM TO BLOOM

Transforming the Friends & Flowers Garden Club logo



## OVERVIEW

The Friends & Flowers Garden Club (FFGC) is an established community organization dedicated to fostering a love for gardening among its members and beautifying the local community. Founded in 2021, the club hosts gardening events, flower shows, and volunteers in several capacities in Columbia & Lafayette counties.



## PROBLEM

Despite its vibrant activities and dedicated membership, the club felt their visual identity wasn't representative of who they were. Some believed the cartoon images were "too juvenile". In 2023, the club decided to refresh its brand image by redesigning its logo. This case study explores the process, challenges, and outcomes of this logo redesign project.

## THE OLD LOGO

FFGC's previous logo featured a cartoon illustration of 3 women surrounded by the shape of Arkansas in black on a dark navy background with bright yellow secondary color. While it had sentimental value, it did not resonate with many members.



## CHALLENGES



### Including Multiple Elements in the Brand

One of the main challenges was creating a logo that honored the club's desire to include many elements - friends, flowers, the state of Arkansas, location of Columbia County and the AFGC affiliation - without it becoming too busy.



### Member Consensus

Ensuring that the logo resonated with a diverse group of members with varying design preferences.





## OBJECTIVES

The primary objectives of the logo redesign project were:

**Modernize the Brand:** Create a contemporary logo that reflects the club's commitment to staying relevant and appealing to a diverse age group.

**Capture the Spirit of Friendship in the Gardening Community :** Develop a logo that highlights the joy, beauty, and nurturing friendships shared in the club.

**Enhance Brand Recognition:** Design a logo that is easily recognizable and memorable, contributing to better visibility and engagement within the community.



## SOLUTION PROCESS

1

### RESEARCH & DISCOVERY

The first phase involved gathering insights from club members to understand their perception of the club's image and what they would like to see in a new logo.



2

### CONCEPT DEVELOPMENT

Several design concepts were explored, each with a unique approach to symbolizing the essence of gardening and the club's values. Concepts ranged from representations of flowers to more literal depictions of garden tools.



3

### FINAL SELECTION

One design concept emerged as the clear favorite among club members. The selected design was refined and polished to ensure it met all design and branding requirements.



## RESULTS

The Friends & Flowers Garden Club successfully redesigned its logo, achieving the following outcomes:

**Modernized Brand Image:** The new logo successfully modernized the club's image, making it more appealing to a wider audience.

**Enhanced Recognition:** The logo's distinctive design improved the club's recognition within the community, leading to increased membership and engagement.

**Positive Member Response:** The members enthusiastically embraced the new logo, recognizing its ability to capture the spirit of this close-knit gardening club.

**Improved Marketing Materials:** The new logo allowed the club to create more cohesive and attractive marketing materials, contributing to the success of events and initiatives.



## CONCLUSION

The FFGC's logo redesign project was an important step in ensuring its brand awareness in the community. They successfully achieved their objectives and continue to thrive and grow as a fun social and community service group for gardening enthusiasts of all ages. This case study demonstrates the importance of adapting to changing times while preserving the essence and personality of a well-established organization.