

Raising our Profile

About 3 years' ago we embarked on a process to raise our profile as a group. We had undergone a name change from Norfolk Organic Gardeners to Norfolk Organic Group, to reflect the broader interests of our membership besides being gardeners, and we wanted to increase our membership. Since then, we've created a new logo, and revamped the group's information & membership leaflet, the website (www.norfolkorganic.org.uk), and the posters we produce to publicise our monthly winter meetings.

As a result, our membership has gone up slightly and our meetings now are buzzing, with up to 80 attending most monthly talks, and a really good, broad age range. (The issue of how to increase our membership is ongoing. We're always getting new members joining up - but others slide off the other end, which is probably an issue for a lot of smaller membership organisations.)

It has not been a quick process, not least because we're busy people who are volunteering, and we don't always find it easy to make the space to do it!

It occurred to us that other groups might be in the same situation and that we could share the results of our labours. We can offer templates of our leaflet and our website for other groups to incorporate their own content. We worked with two local designers – Andy Croft, a graphic designer, on the leaflet; and Will Corner, web designer (now living in London) – who are offering to work with other local organic groups affiliated to The Soil Association and Garden Organic at very competitive rates.

THE LOGO



We started the process by revisiting the group's leaflet, but didn't get very far before realising that we didn't have a logo as such for the group; and so we started a creative process to come up with a new logo. We knew we didn't want it to be too formal and we brainstormed what 'organic' meant to us visually. Clean food, slowly grown, naturally, flowing, earthy, working with nature, etc. We looked at other organic symbols on the internet for inspiration. In the end, Brigid (the artistic one) got out her pastels and on little squares of paper started creating. Pastels worked well, because they lent a soft, non commercial feel to the image. She came up with a whole bunch of free-form, very loose images; and we sorted through these, picking out the ones that we liked most, and felt could reflect what the group was about. We just kept playing until we found our apple with the suggestion of a healthy seed - and tilted, to show we had character! It chanced that the apple image we settled on was done in two different greens – one earthy, the other rather appley – and we really liked the colour combination, apart from the fact that green felt like a very appropriate colour to go with. We then played around with incorporating the 'apple' logo into our name, hand-writing Organic in pastel, with the apple standing in for the 'O'. What we ended up with, we felt, was friendly, colourful, eye-catching – and could represent organic. Another image that came out tops, along with the apple, was a spiral and we managed to use this on our leaflet and website as a bullet point.



LEAFLET

Back to the leaflet which, at that time, was black and white, photocopied onto A4 and folded into three. The leaflet includes our membership form and introduces our message about the importance of organic and, we hope, attracts new members. The new leaflet uses the same format as the old one, but is printed using two pantone colours. We felt it important to use colour for our leaflet to stand out in a sea of other organisations' colourful leaflets on information stands. The leaflet is periodically distributed around local shops and other venues; and from time to time we enclose it with our newsletter so that members can pass it on to a friend or neighbour.

Our graphic designer, Andy, put all our ideas together with his own to come up with a leaflet that all the committee loved. When we came to update and reprint the leaflet a second time, we tweaked the colour; and Andy also added a new border pattern with a wildlife field feel to it.

Andy could either use the Norfolk Organic Group leaflet as a template or rework something bespoke for you and incorporate any of your group's home-grown ideas. If you were to use our leaflet as a template and simply update it with your group's details, including adaptation of the Norfolk logo to your own group, Andy would charge £125. For a bespoke production of this kind he would charge between £200 and £300 depending on time and complexity - which would include the creation and supply of original artwork for logos in different formats for use on your publications and website. (Contact Andy:email@andygraphics.co.uk / www.andygraphics.co.uk.)

In terms of printing the leaflet, in 2009, we paid £229 for 2,000 copies - this was for 2 colour printing on white 120 gsm uncoated (100% recycled) paper. The background of our leaflet is cream, so it looks as if the paper that it is printed on is cream; but we wanted it printed on recycled paper and the printer couldn't at that time source a suitable cream paper. It is printed using recycled paper and non-GM modified vegetable oil based inks. The price was the same when we had the leaflet reprinted in 2011.



THE POSTERS

Once we had a leaflet, we had a logo and an image that we could bring to all our publications, online and off, that would be recognisable as Norfolk Organic Group. We extended the look to the posters we use to publicise our meetings, to our newsletter, and to our website. One difficulty we found with using this process in terms of our posters was that the posters all looked similar – which in one sense was the idea (such that the look would be immediately recognisable as Norfolk Organic Group), but in another meant that the posters weren't very distinguishable from one meeting to the next. To get around this, we added a coloured border around each

poster, changing the colour each month, and matching this with the colour of some of the text – the title of the talk, for example.



THE WEBSITE - www.norfolkorganic.org.uk

The website's an on-going project – but then, is a website ever finished?

We wanted to get away from all straight lines and right angles, and try to have a curvier, looser, organic feel to the website. However, compromises had to be made because our ideas were getting ahead of technology's capabilities!

We started off by looking at loads of websites, sharing ones we knew of and liked particularly, and finding others we were drawn to because of the look of them, or because they were clear and 'clean' looking, easy to use, and so on. Some examples included:

www.organiclea.org.uk – attractive, lots of colour, lots of images;

http://www.taikocentre.org.uk/ and http://www.shikirestaurant.co.uk/ - these two were Will's and partly why we were drawn to work with him on our own website. We loved the warm colours and the sense of style they evoke.

We looked at lots of the other organic groups' websites:

www.hampshire-organic-gardening.org – we loved the carrot bullet points and the ten reasons to go organic.

www.bathorganicgroup.org.uk – lovely logo; and they look to be very active – check out their community garden!

- http://www.bordersorganicgardeners.org.uk/ we loved the banner on their website, the apple bullet points, and their logo.
- www.bhogg.org very clean, clear site, with lots of photos; liked the seedling bullet point; and thought it was a great idea to include the Grow Your Own section.
- www.yorkorganicgardenersassociation.org.uk they have a fabulous logo and we liked the cream background and clear, crisp look to the website.
- www.wyog.org we liked the way they have incorporated their seedling logo into the Y in their name; and the slide show on the Home page, and the changing photos in the banner for each page, for example.

We wanted our website to be practical and easy to navigate, with clear information, and lots of colourful images. One striking element of doing the website was that we were not limited by space or colour, which was quite liberating after the constrictions of a leaflet. We'd already worked out text for the leaflet and we used that as our starting point for the content on the website. The posters for our events added colour and energy to the home page, and this has enticed more people to explore the website. The website has brought contact from other gardening groups interested in organic and unexpected contacts and invitations we would never have had if it were not for the website.

Like Andy who designed the leaflet and the posters for us, Will brought his creative flair to the design of the website. And like Andy, he is also offering his services to other groups to adapt the website to their own needs. The templates would be around £150-£250 depending on customisation (we paid about £400 for design and delivery of the basic website), with small one-off charges for further modifications and maintenance. Hosting is free for registered Charities. (Contact Will: william.corner@gmail.com.)



Registered Charity No: 1064425

We are a local group for:





President: Bob Flowerdew



Home



- Get Involved
- Events
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Why Organic?

Search the site...





"If you want to be happy for a short time, get drunk; happy for a long time, fall in love; happy for ever, take up gardening." (Chinese proverb)







Blightwatch Warning for Postcodes NR14, NR20 and NR16

July 08th, 2012 at 21:28pm under Events

omments (0)

Blight Watch have issued a warning for the full Smith Period for postcodes NR14, NR16 and NR20. Sign on for alerts at www.blightwatch.co.uk







Join us today!

GROW ORGANIC

We aim to promote the organic movement in Norfolk by encouraging people to grow organically and use resources sustainably, maintaining the link between people, food and the soil.

Read Our Leaflet

JOIN US

Meet like-minded individuals and acquire new knowledge and skills at our meetings and events on topics such as:

- © Composting and care for the soil
- Green farming for a positive future
- Transition Norwich
- Siodynamic gardening
- Sourcing local organic food

Join us today!

KEEP ME INFORMED!

Sign up to our mailing list to receive occasional updates about our own events and visits. You don't have to be a member to join many of these!

To receive information updates about like-minded organisations (e.g. Thornage Hall, Grapes Hill Community Garden, Transition Norwich, Gressenhall and Wolterton Open Days), tick Yes for Extra.

Name *

Email*

Extra * Tes No

Submit

Our new image has transformed not only our leaflet and website but also our posters and newsletter. The posters and the website especially are commented on and have helped bring more members of the public to our talks. We have doubled the average audience at our monthly meetings between September and May, when we have speakers (in the summer months we do visits); and the greater mix of ages should help to ensure that the group continues to thrive into the future.

www.norfolkorganic.org.uk