

A new branding concept

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An in depth review of how the BDAA presents itself was carried out with the able assistance of Simon Ranger, director of Seagreens and expert in branding issues. Four areas of Association activity were identified: Information, Education, Certification, Market Development and Community of Purpose. This last is the most crucial and at the same time most difficult to pinpoint since it identifies the core values of the organisation.

We considered the various logos and organisation identifiers and found some confusion among users. The recommendation, subsequently agreed by Council, was to use only the orange and green Demeter trademark logo and find a suitable and distinctive font for the Biodynamic Association headers. Use of the BDAA logo and Demeter flower trademark will then cease.

We also identified some unique selling points:

- Demeter is globally recognised
- Demeter incorporates organic standards
- Biodynamic can choose its relationship with organic

The next step is to develop design guidelines which can provide the BDAA with a comprehensive identity common to all its parts and sub-divisions. We would like to warmly acknowledge and thank Simon Ranger for his considerable input into this process.