


When I first received this project, I recalled my own experience in Lake Geneva, Wisconsin. Being a Chicago native, I have visited Wisconsin as a means of escape from the bustling city. I was there for summer camp when I was 12. My friends and I camped up there after our high school graduation. I can recall many memories from the good times had.

The one thing that I look forward to is seeing the stars. Away from the city lights, the skies above Lake Geneva put on a magnificent show. It is almost unbelievable that you're looking at the same sky. I would just stand outside and stare up, and lose myself in the night sky. It is a very calming, peaceful experience, and something that I cherish greatly.

Who is Northwind?


Northwind Perennial Farm is looking to redefine their identity to appeal to the local urban market. The following is an excerpt from their current website. This is Northwind's current logo as seen on their website, which clearly shows signs of being dated. One of the goals of this process is to revitalize Northwind's brand. There are a couple things that initially set Northwind apart from what people normally consider a garden-center. First, it is not a garden center. Northwind provides the local garden centers with their perennials, growing them with care in their modest piece of heaven. They also take on large scale projects such as the Lurie Gardens in Millennium Park. The farm is run by three passionate individuals; Roy Diblik, Colleen Garrigan, and Steve Coster.



Home • [Our History](#) • [Location-Hours](#) • [Schedule of Events](#) • [Services](#) • [Plant List](#)

Tucked into rolling pastures north of Lake Geneva, on a century old farm, lies Walworth County's very own field of dreams. The farmhouse, old dairy buildings, and 10 acres of land are home to Northwind Perennial Farm. Experience a time gone by as you wander through the fields and flower gardens. Now a local landmark, only Northwind offers you a plant-buying expedition like no other. If you visit the farm for its beauty, stay for its healthy plant stock and practical advice from friendly staff.

Tour the Farm The true pleasure is wandering through our lushly landscaped displays, brimming with fragrant flowers and beautiful designs. This is just a glimpse of the beautiful grounds at Northwind Perennial Farm.



info@northwindperennialfarm.com
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7047 Hospital Road, Burlington, WI, 53105
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The Competitors:



KLEHM'S SONG SPARROW

Amberg Perennial Farm

Bay State Perennial Farm

CICCONI FARMS INC.

THE PERENNIAL SPECIALISTS

INTRINSIC
GARDENS

Whenever you are successful with perennials
in northern Illinois, chances are they
were grown by professionals at
Intrinsic Perennial Gardens

Dear Friends and Customers,

We are excited to announce our 15th year of
growing perennials. The 140+ new additions
of varieties, firmly
to come to if you
d to find perennials.
extra effort to
ope you are willing
familiar with.

DS were primarily in
/2" plants for
plants are now
to increase
erend of trials have
in the Chicagoland



Perennial Farm

The Perennial Farm specializes in growing quality landscape-sized perennials, ornamental grasses, hardy ferns, flowering shrubs and vines and ground cover. We continue to grow varieties that are unusual and hard to find. Our high quality standards ensure healthy and uniformly attractive plants.

We have the tried and true favorites, grown in the State of Maryland. Our newest additions will perform best in Mid-Atlantic landscapes and throughout the Northeast. We are a year round grower, which helps to insure healthier plants, at a lower cost. In total, we grow over a 1000 different varieties of plants with hundreds of thousands available at any time for your purchase.

draw your attention to this year: Aster laevis 'Kurt' is
foliage and deeper lavender blue color compared to
it is an open dome with heavy budding. It starts
later - Kurt's birthday. In the future we will have more
just" - one of the darkest yet. Has black foliage with a
in leaved plants. If you like Blue, and most people
'Blue Paradise' - A very unique color starting blue in
later in the day when it warms up. Then there is our
acted for its half size compared to Pennisatum
flowers compared to 'Little Bumpy' Pennisatum
h 18" tall.

offer our variegated sport of Sedum 'Autumn Joy',
Lal'osh. This unique plant has foliage with a wide
The flower starts as a white bud and by mid
in 'Autumn Joy'. This plant will be marketed with a

We're "growing for you"

- Home
- What Do We Grow
- What's Available
- Beth's Picks
- Contact Us
- Articles & Tips
- Marketing Tools
- Landscape Corner
- Plant Info
- Events
- Year



Download
Availability

Why would you schedule a delivery
your grower wants to deliver it

Call The Perennial Farm and get
you want it!

Deliveries every day to most LO



Territory Served



GILBERG Perennial Farms

Welcome



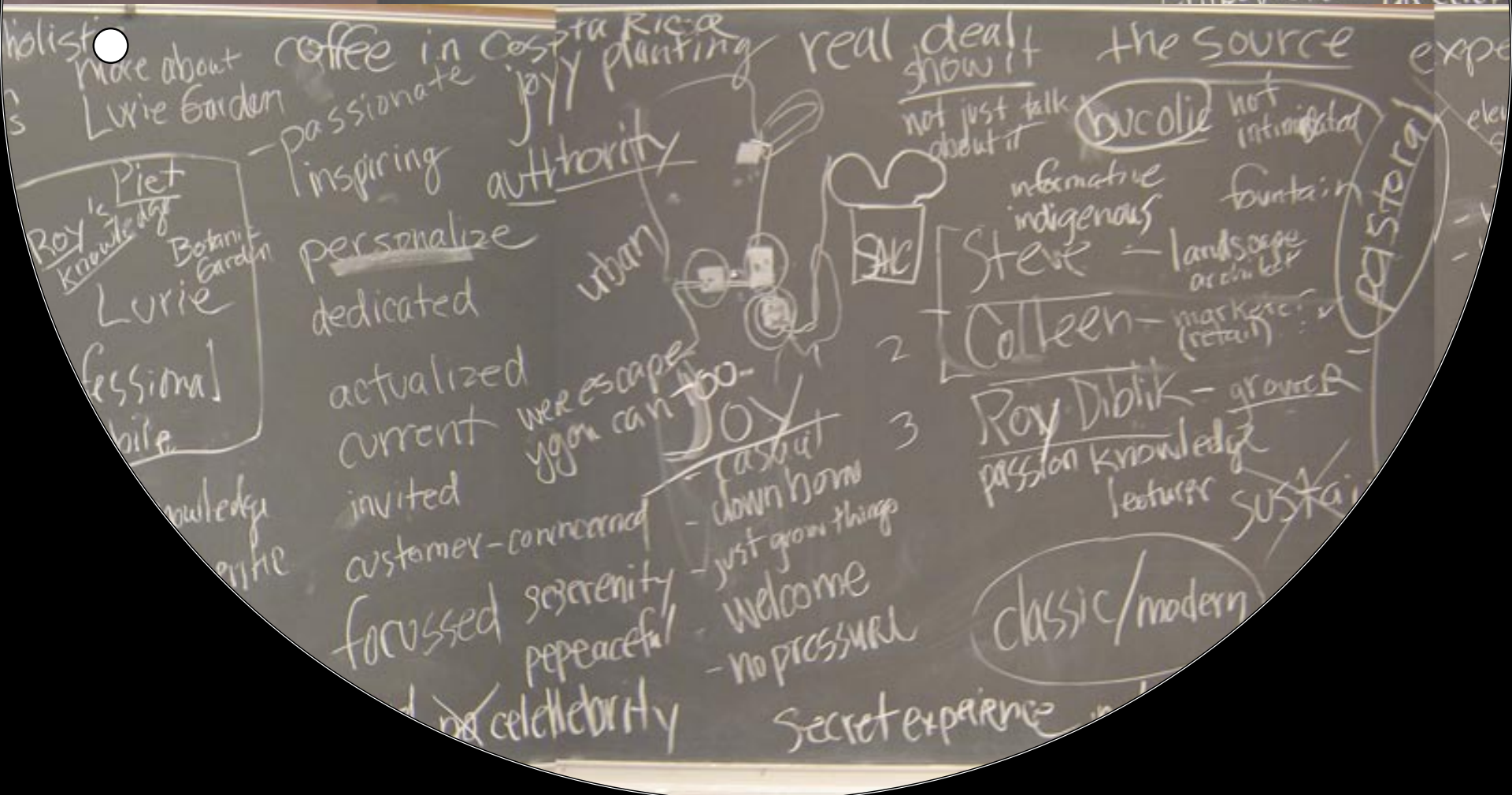
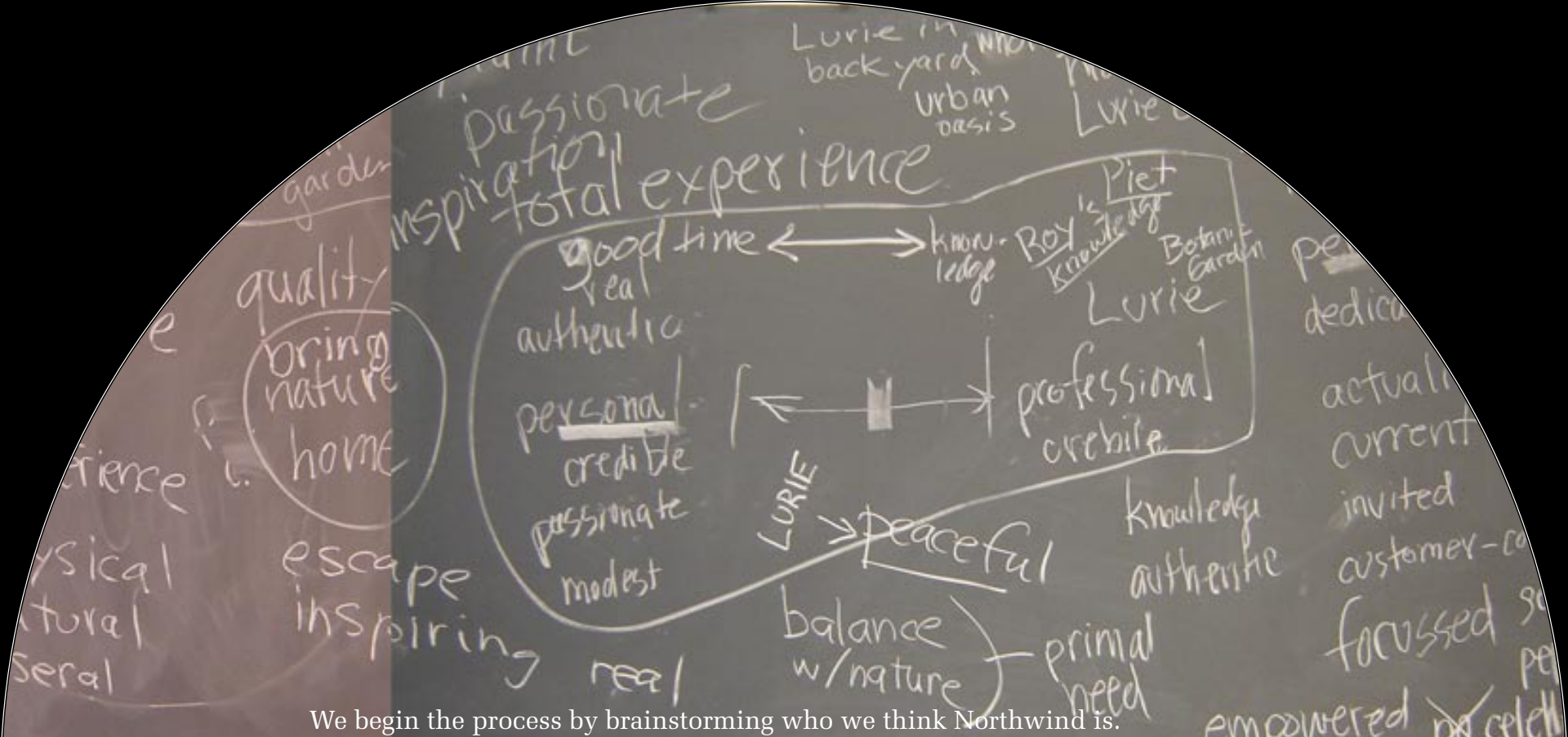
Marketing Tools

What's the real story - "Plugs in the Landscape" Do they really work???

The Perennial Farm - (wait a minute to load)



• Discover





Define

FARM

Spokane Northwind - shared 9/26/2006

... the experience of growing

modern - Comparisons at "Home" -

classic ↔ modern

relaxing ↔ lively, vivid, energy

local ↔ world renowned

escape ↔ Being at "Home" with Nature

greening the gray

empowering ↔ serene communication

credible -

trust -

merit

sincerity

products & genuine people

helps you make your own production

exists - helps, guides, facilitates

Beyond ornamentation

Pride - Proud - spirit

CHARM

to start - to begin - start-up - start the addition

Base root. Source.

All nouns, all verbs, all adjectives - choose

to the images.

Nicole

Native Americans.

respect, respecting the land, yourself, people

celebrate, nourish

Nourishing the land & soul

story of life

- re-opening

After the initial brainstorming process we are left with words, a ton of words. These words are words that define Northwind's identity.

- | | | |
|-------------|------------|-----------|
| stability | vigorous | dedicated |
| genesis | sage | heart |
| origins | stimulate | knowledge |
| root | beginning | secret |
| whole | seed | oasis |
| serenity | lush | peaceful |
| quaint | genuine | current |
| everlasting | native | welcoming |
| healthy | community | growth |
| vitality | loving | real |
| quality | caring | authentic |
| green | nurture | bucolic |
| artisans | inspiring | source |
| charm | passionate | fountain |

I chose the three most fitting for Northwind.

Genuine

Heart

Localized/Far-reaching



Genuine

I believe that Northwind is genuine in two major ways. They produce genuine products, and they are genuine people. The plants are grown in natural conditions that would be very difficult to attain in an urban environment. Since the garden-centers get their plants from Northwind, you are cutting out the middle-man and going straight to the source. In this way their plants are genuine, they are the real deal. You pick out the plants right from the earth that they are grown in. The people of Northwind are genuine people. They share their expansive knowledge of gardening and want people to enjoy their experience beyond pretty flowers.

GENUINE



Heart

The heart is the center. It is the deepest and inner-most place where the soul resides and life is pumped through the body. Geographically, Northwind is located in the heart of three urban areas. It takes on the action of a heart, pumping life to these urban areas in the form of their plants. Northwind provides plants to garden centers and larger projects, and these places depend on Northwind to provide them with their life force. I also feel that "heart" describes the people of Northwind. Their willingness to share their knowledge and their love for plants is evidence of their big hearts.



Localized/ Far-reaching

The nature of growing plants requires Northwind to market locally. The plants have to be able to grow natively in the Midwest. This merely lets Northwind focus on the local area, providing native plants to the surrounding urban areas. They hand picked their current location with knowledge of Native American lore. This shows an appreciation for the local area and its history. Yet, they have also worked for larger world renowned clients such as the Lurie Gardens. There is nothing like Northwind in the area, which makes them a real treasure for the local urban areas.



• Design

Northwind Biennial Farm

- wind, flowers, windmill, barn, Iowa, imagery
- local - world renowned
- genuine
- artful
- heart

Logo Sketches

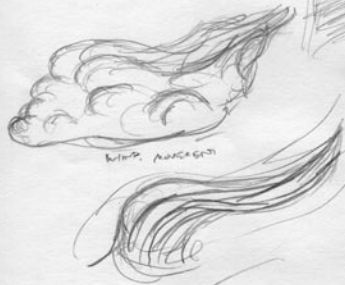
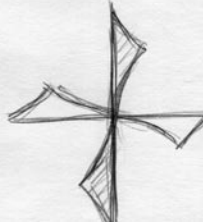
Northwind

establish space & analysis

Northwind

NORTHWIND

Northwind



Northwind



Northwind

Northwind

NORTHWIND



NORTHWIND



Northwind

Genuine Sketches

- Old - Antiquity - Vintage - rustic - humble - hearty
- earthy - green - rustic - ruddy
- Honest - Heart

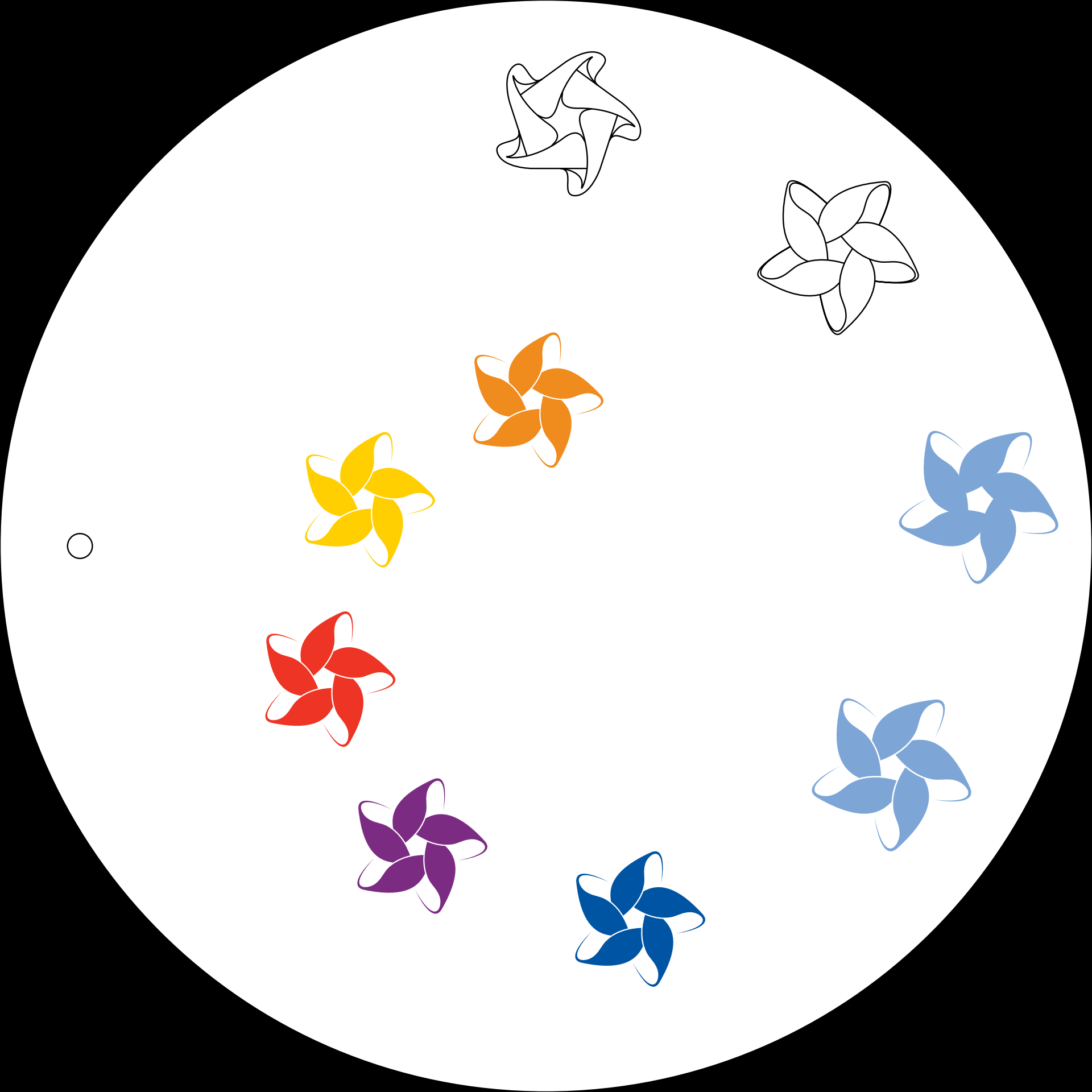
Symmetry - curves - Red - asymmetry - balance

Wine - passion - luscious - shiny - ribbons - Green

Local

- Nature, Native, grains, corn, gold
A lot of life















Northwind
Perennial Farm

Business Cards:



Roy Diblik

Northwind 7047 Hospital Road
Perennial Farm Burlington, WI, 53105
262-248-8229

Letterhead:

Northwind

November 14, 2006

Ken Otsuka
525 W Cornelia Ave.
Chicago, IL 60657

Dear Mr. Otsuka,

Not only are green and flowering plants a great enhancement to any home or office decor, they are also beneficial to your health. The results of a study by the National Aeronautics and Space Administration (NASA) show that common houseplants are powerful, natural air cleaners -- all the more reason why you want to keep your plants healthy with the proper care. While they usually come with care instructions specified for the type of plant, the Society of American Florists offers these general guidelines to keep most green houseplants thriving:


Keep plants in medium-light locations

Natural light is best, however, some plants also can thrive in office fluorescent light. Most flowering potted plants should be placed in areas with the most light in order to maintain good flower color and promote the maximum number of flowers to open. Foliage plants will do well under lower light levels and can be placed in areas providing reduced light.

Plant soil should be kept moist at all times

Plants should not be allowed to dry out or wilt. However, avoid overwatering; do not allow plants to stand in water. Avoid wetting leaves. Avoid excessive heat or cold. Plants should be maintained between 65 to 72 degrees Fahrenheit for best performance.

Sincerely,

 *Eliana Stein*
Eliana Stein
The School of the Art Institute of Chicago

Northwind Perennial Farm 7047 Hospital Road Burlington WI 53105 262-248-8229

