

# the Equine Business Launch

Brand development for small businesses in the horse world

*Erika Leigh*  
DESIGNER + PHOTOGRAPHER





# A little about me...

As a horse girl from the beginning, I love working with entrepreneurs in equine related markets. My industry experience combined with a collaborative process means you will have the visual assets to create an authentic connection with your niche audience. As a designer and photographer, I am a one-stop-shop for small business owners looking to level up their visual identity.

My packages are customized to meet clients where they are in their business journey, ensuring you have the right tools to reach your specific business goals.



## Experience that led me to launch this program:

- ▶ Graphic designer working with small businesses for the past 7 years, specializing in logo design and brand development
- ▶ In-depth understanding of the horse world and its niche markets
- ▶ Expertise in business assessment and vision clarity
- ▶ 10+ years as a professional lifestyle photographer, enabling me to pose you and your horse to both look your best

# What is it?

This program is comprised of three stages that build on each other to create a strategic visual identity. If concepts like “branding” and “visual identity” feel foreign - don’t worry, we will dive deeper into what these terms mean and how they relate to your marketing efforts. For now, here is a quick overview:

Logo	the symbol or mark that identifies a brand, it creates recognition in the viewer of all other references they have around this entity - aka reminds them of the brand as a whole.
Visual Identity	the parts of branding that people see and that collectively paint the picture of who the business is <i>(logo AND typography, icons, color palette, photography, illustrative style, etc.)</i>
Branding	the shaping how a product or business is perceived by those who experience it, it’s the presentation of your business both internal and external <i>(visual identity PLUS tone, positioning, tagline, customer experience, etc.)</i>
Marketing	the act of uncovering and connecting with audiences to buy into your services via strategic language, placement, timing and presentation <i>(application of brand through website design, ads, social media campaigns, sending an e-newsletter, etc.)</i>

*View how they relate to each other on the next page.*

If this information feels overwhelming though, rest assured there is no quiz. It is only provided as a resource to increase your understanding of marketing.



## Marketing

What you **do** with a brand identity. It is outreach that combines application of a brand (messaging and visual identity) with strategy to target specific audiences and yield a specified result such as creating awareness of a new product.

## Brand Identity

Everything a business does to shape how people (customers, employees and observers) **feel**.

## Visual Identity

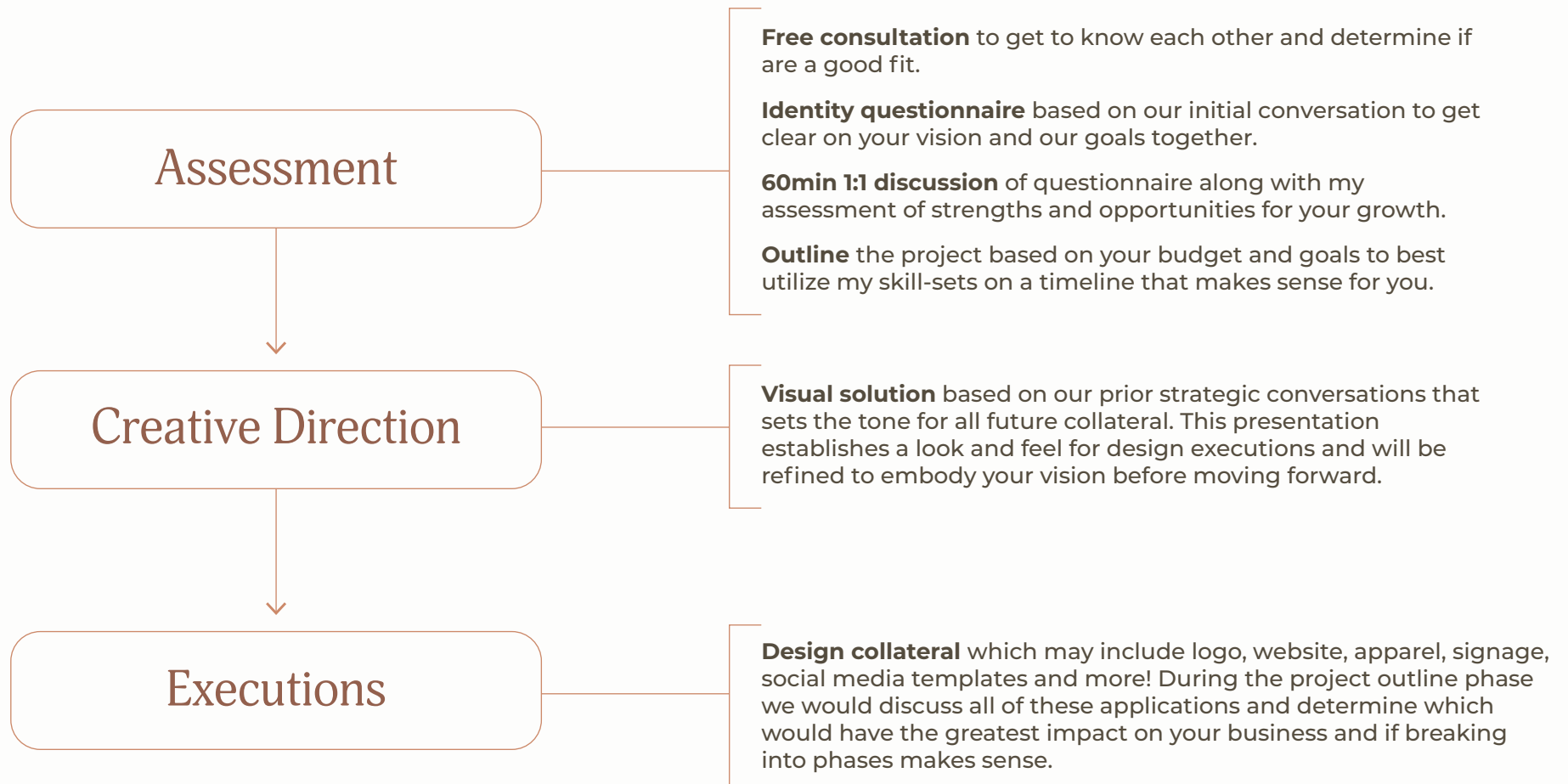
The parts of branding that are **seen**.

## Core

Unwavering forces that are the heart of **who** a business is.

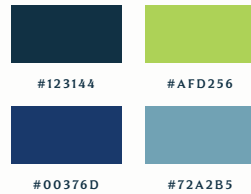
# How it Works

To meet the unique needs of each business this program is intended to be customized so there is no set timeline, deliverable or cost. Instead there is a framework created to serve you where you are now.



# What does that look like?

A taste of brand development work with Clover Luck Stables...



and photography ↓

# Additional Samples

Offering annual barnshoots for their clients to participate in added value to Clover Luck Stables' program, functioned as a fundraiser **AND** provided images for them to utilize on their website.



# Additional Samples

Take a peek at Patapsco Equine's logo assets...





# Does this sound like you?

**You own a business or are considering taking your side hustle to the next level.**

**Your clients are horse people.**

*You could be a trainer, tack shop, lesson barn, saddle fitter, feed supplier, baker making horse cookies or something else entirely!*

**You are looking to grow.**

*This could look like more clients, higher value clients, or adding a new service. To do this you are ready to invest \$1,500-\$3,000 in your business' visual identity development with the opportunity to add on projects such as website design.*

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**Interested in taking your business to the next level?**

*Reach out to me via email for your free consult!*

[ErikaLeigh.com](http://ErikaLeigh.com)

[hello@erikaleigh.com](mailto:hello@erikaleigh.com)