

THE BASICS OF **BRANDING**

Peter Pelland

CEO & Founder, Pelland Advertising



BRANDING CREATES AN AWARENESS AND DIFFERENTIATION THAT DISTINGUISHES YOUR BUSINESS FROM ITS COMPETITORS.

Think of it as a visual word association.

Four-wheel drive

Tissues

Ketchup

Wallboard

SHEETROCK®

Kleenex®
BRAND

Jeep®

Heinz

THE ORIGIN OF **BRANDING** WAS
BASED UPON ILLITERACY.



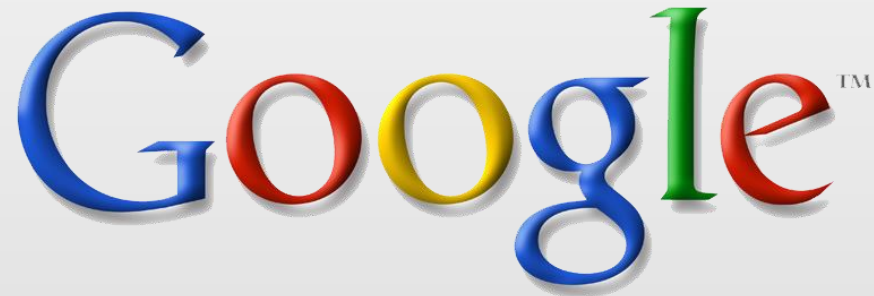
SADLY, WE ARE BECOMING
ILLITERATE AGAIN.

2018 TOP 10 GLOBAL BRANDS, ACCORDING TO THE ANNUAL KANTAR MILLWARD BROWN **BRANDZ REPORT:**

- **Google**
- **Apple**
- **Amazon**
- **Microsoft**
- **Facebook**
- **Visa**
- **AT&T**
- **McDonald's**
- **IBM**
- **Marlboro**

Over the last 4 years, Coca-Cola fell from this list,
and its place was taken by Facebook.

IT ALL STARTS WITH A LOGO.



JOHN DEERE



RESIST THE TEMPTATION.
AN IMAGE SEARCH ON GOOGLE
DOES NOT MEAN IT IS YOURS TO USE.



RESIST THE TEMPTATIONS.

**CRAFT YOUR
CORPORATE IDENTITY**

One Concept, One Revision,
Dedicated Account Manager

FOR AS LOW AS

START MY PROJECT **\$29**

Begin Your Journey Now!
70% OFF

FIRST NAME LAST NAME

EMAIL PHONE

BASIC ▼

MESSAGE

GET STARTED

RESIST THE TEMPTATIONS.

fiverr

Find Services

Search

Become a Seller

Sign In

Join

Graphics & Design

Digital Marketing

Writing & Translation

Video & Animation

Music & Audio

Programming & Tech

Business

Fun & Lifestyle

Logo Design

Want to say more with less? Brand recognition is just a custom logo design away [How Fiverr Works](#)

Style

File Format

Service Includes

Sort by: Best Selling

\$5 - \$5

Refine Results

All in Graphics & Design (4936)

Logo Design (1781)

Delivery Time

☐ Up to 24 hours

☐ Up to 3 days

☐ Up to 7 days

☒ Any

Price Range

\$ 5 to \$ 5


Online Status

☐ Show Online Sellers (367)

Style

☐ Versatile (563)

☐ Flat/Minimalist (345)




bossdesigners

Level 2 Seller

I will design 3 premium logo

★ 4.8 (1k+)

STARTING AT \$5




gigfasters

Level 2 Seller

I will create a business logo design professionally

★ 5.0 (77)

STARTING AT \$5



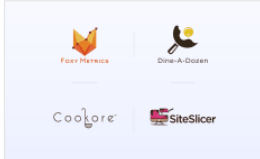
gigblast

Top Rated Seller

I will design 2 awesome logo with source files 24hrs

★ 4.8 (1k+)

STARTING AT \$5




ei8htz

Top Rated Seller

I will design an outstanding logo

★ 4.9 (1k+)


STARTING AT \$5



logoflow

Level 2 Seller


I will design 3 modern



designf49

New Seller


I will do modern minimalist



antoncleveland97

Level 2 Seller

I will design 3 stunning logo



srishet123

Top Rated Seller

I will design 3 perfect logo for

RESIST THE TEMPTATIONS.

















FreeLogoServices

Step 2 of 4: Select a Logo Design

1. Logo Text 2. Choose Design 3. Colors & Fonts 4. Save

Edit Logo Text Search Logos Ex. Car, Dog, Bakery, Salon Search

1 2 3 4 5 6 7 8 9 10 Next

IT IS NOT A COMPETITION.

- Work with one designer, and provide that person with as much information as possible.
- Expect multiple concepts and multiple revisions.
- Reject clip art.
- Does a designer in Bangladesh understand camping?
- Expect to pay a fair price.
- Expect multiple formats, including an EPS or AI vector file.



THE VENERABLE TAGLINE.

- Can You Hear Me Now? (Verizon)
- Where's the Beef? (Wendy's)
- When You Care Enough to Send the Very Best. (Hallmark)
- Think Small. (Volkswagen)
- Just Do It. (Nike)
- We Try Harder. (Avis)
- You Deserve a Break Today. (McDonald's)

Clever, not clichés!

COLOR IS CRITICAL.



When you thought Kodak, you thought yellow and red.
When you think KOA, you think yellow and red.
When you think UPS, you think brown.

COLOR IS CRITICAL.

Your colors need to be consistent and everywhere.

- Your website and social media platforms.
- Your collateral and other advertising.
- Your signage.
- Your building exteriors and interiors.
- Your apparel and branded merchandise.

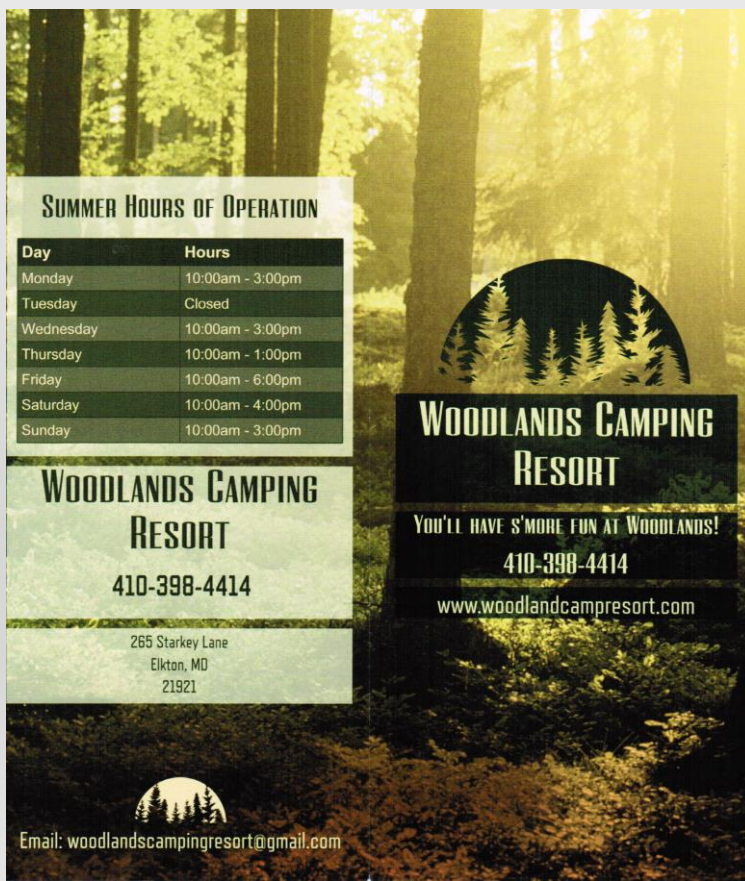
Avoid settling for a “similar” font or color that will not serve to advance your identity.

THE PSYCHOLOGY OF COLORS.

- **Red:** Energy, excitement, action, and passion. *Tempered with anger and danger.*
- **Orange:** Visibility, refreshment and creativity. *Tempered with caution.*
- **Yellow:** Happiness, joy, and hope. *Tempered with caution and cowardice.*
- **Green:** Nature, environment, regeneration, and luck. *Tempered with greed, envy, and inexperience.*
- **Blue:** Peace, trust, quality, authority, and calm. *Tempered with sadness and depression.*
- **Purple:** Bravery, authority, power, and sophistication. *Tempered with mourning.*
- **Black:** Power and strength. *Tempered with death and mourning.*
- **Grey:** Wisdom and strength. *Tempered with grief, boredom and depression.*

PUTTING IT ALL TOGETHER IN PRINT.

Once you have established your **Unique Selling Point**, it cannot be conveyed through an online printing template!



A business card for Woodlands Camping Resort. The background is a photograph of a sunlit forest. The card features a table of summer hours of operation, a logo of a forest scene, and contact information.

SUMMER HOURS OF OPERATION

Day	Hours
Monday	10:00am - 3:00pm
Tuesday	Closed
Wednesday	10:00am - 3:00pm
Thursday	10:00am - 1:00pm
Friday	10:00am - 6:00pm
Saturday	10:00am - 4:00pm
Sunday	10:00am - 3:00pm


WOODLANDS CAMPING RESORT

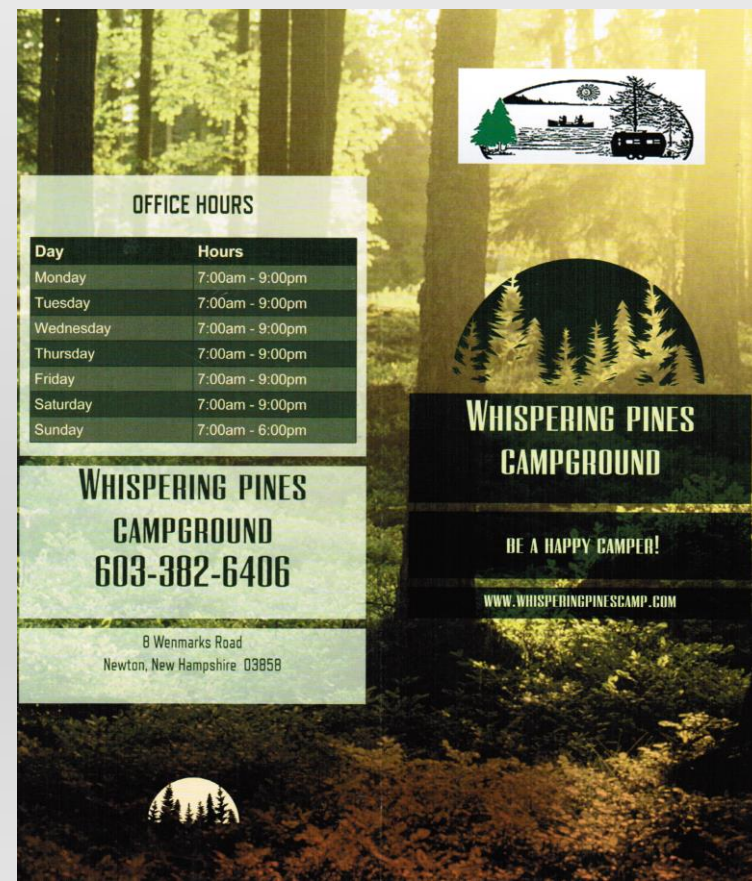
YOU'LL HAVE S'MORE FUN AT WOODLANDS!

410-398-4414

www.woodlandcampresort.com

265 Starkey Lane
Elkton, MD
21921

 Email: woodlandscampingresort@gmail.com



A business card for Whispering Pines Campground. The background is a photograph of a sunlit forest. The card features a table of office hours, a logo of a campsite, and contact information.

OFFICE HOURS


Day	Hours
Monday	7:00am - 9:00pm
Tuesday	7:00am - 9:00pm
Wednesday	7:00am - 9:00pm
Thursday	7:00am - 9:00pm
Friday	7:00am - 9:00pm
Saturday	7:00am - 9:00pm
Sunday	7:00am - 6:00pm

WHISPERING PINES CAMPGROUND

BE A HAPPY CAMPER!

www.whisperingpinescamp.com

8 Wenmarks Road
Newton, New Hampshire 03858



PUTTING IT ALL TOGETHER ONLINE.

Once you have established your **Unique Selling Point**, it cannot be conveyed through an online website template!

homestead®



vistaprint®



TRIED AND TRUE METHODS ARE AN EXCEPTION TO THE RULES.

Franchises know what works and have perfected their branding.
If you choose to maintain your independence, you must be competitive!
Associations like the CCLOA also providing branding to members.



BRANDING IS A STRATEGY, AND MARKETING IS THE KEY TO ITS IMPLEMENTATION.

Even if you are simply seeking a share of a niche market, people will only respond to your marketing efforts if they can emotionally connect to your brand.

Subaru has accomplished this with its “The Barkleys” marketing campaign that has been built upon since 2009.

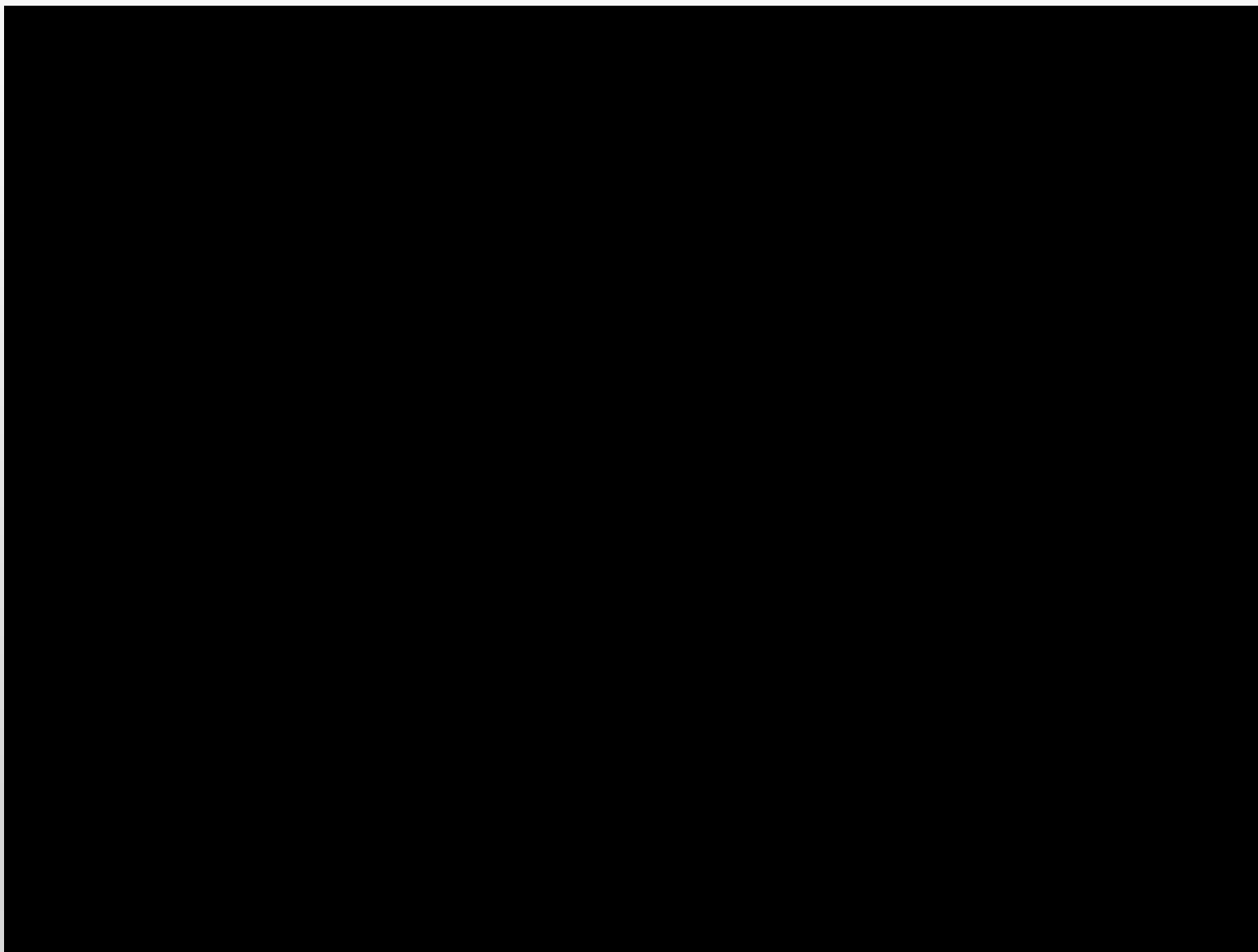
Your branding has succeeded when it has developed customer loyalty.

DOG TESTED. DOG APPROVED. LOVE. SUBARU.

Subaru recognized that half of its owners are pet owners who travel with their pets. 30-second ads like “Driving Lesson”, “Car Wash”, “Drive Away”, and “Drop Off” identify nearly universal family emotions.

Not only does the marketing campaign command attention, it has spawned the generation of thousands of online videos that have been produced by actual Subaru owners!

Let's watch to see how it works.



<https://youtu.be/4j9MmFkCV5w>

EVEN IF YOU ARE ONLY SELLING WATER, IDENTIFY YOUR MARKET POSITION.

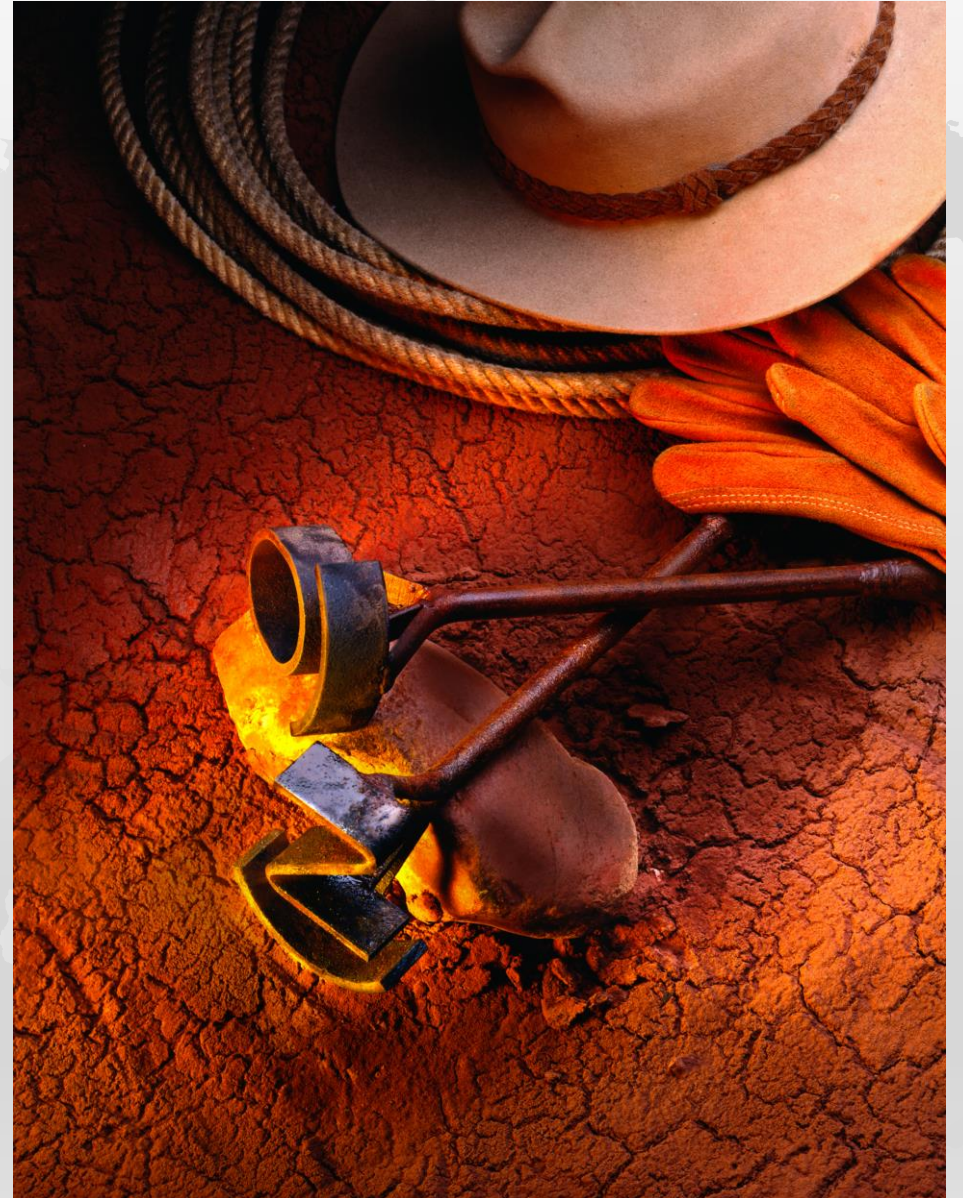


You can market gallons of water where consumer decisions are based upon price, or you can market brands that persuade consumers that their water is more than just “water”.

Veen: \$23.00 • Kona Nigari: \$402.00

Beverly Hills 90H2O: \$100,000.00 per bottle

When there is a range full of
cattle that all looks alike,
you need to make your cattle
stand out from the rest.
It's all about branding.



THE BASICS OF **BRANDING**

Presented by Peter Pelland, CEO & Founder, Pelland Advertising

Thank you for your attention! Feel free to contact me, read my columns in Woodall's Campground Management and other industry publications, and subscribe to my blog.

<https://blog.pelland.com>

1 800 848-0501

plpelland@pelland.com