

2021 BUSINESS BUILDER

VIRTUAL TRAINING SERIES

4.14.21/10-11AM

BRANDING YOUR BUSINESS

MEGAN EUBANK



PARKLOCAL

DEVELOPMENT CORPORATION



**MONTANA
STATE UNIVERSITY**

EXTENSION



BRANDING YOUR BUSINESS

WHAT IS A BRAND?

WHAT IS A BRAND?

Brand defines the ‘You’ in your business.

For starters, branding is way more than just an iridescent dash of colors, aka logo (though a logo is integral).

It includes everything you do, or claim to do as a business.

WHAT IS A BRAND?

Your brand is the sum total of your customers' perceptions, notions and experience.

It is the face, personality and the values espoused by your business – and everything in between.

WHAT IS A BRAND?

What Should Your Brand Accomplish?

Against this overarching theme, your brand should accomplish the following objectives:

WHAT IS A BRAND?

- + Deliver a message clearly and succinctly

WHAT IS A BRAND?

- + Deliver a message clearly and succinctly
 - + Reaffirm your credibility

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- + Build an emotional connect with your audience

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- + Motivate your potential audience to buy or take the next step

WHAT IS A BRAND?

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 - + Reaffirm your credibility
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- + Motivate your potential audience to buy or take the next step
- + Everything that your organization exemplifies should be easily recognizable throughout the brand

BENEFITS OF BRANDING

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Branding Helps You Outdo Competition.

By establishing your brand and its credibility, you give your customers a valid reason to consider you before turning elsewhere. Research also tells us that people prefer to associate with organizations with a credible, reputed brand than those that don't.

BENEFITS OF BRANDING

Branding Builds Trust.

As your audience gets to know your business better, they will start trusting you more. However, in order to develop that elusive trust factor, you must shout out loud as to why they should try you out. Building a brand helps determine how your first few customers perceive the quality of your services.

BENEFITS OF BRANDING

Branding Promotes Recognition.

People tend to do business with companies they are familiar with. If your branding is consistent and easy to recognize, it can help people feel more at ease purchasing your products or services.

SMALL
(BUT IMPORTANT)
STEPS

SMALL STEPS

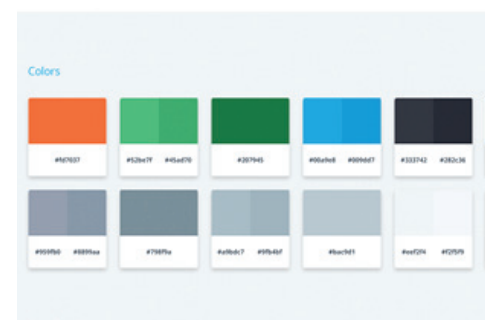
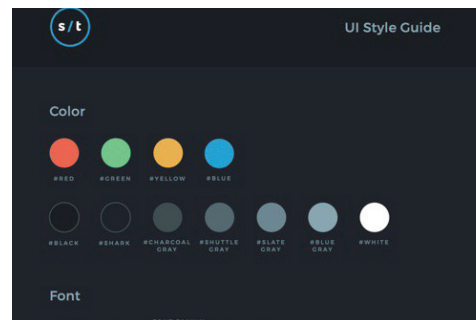
Some simple tips to keep in mind to help your brand stay consistent and memorable:

- + Color Palette
- + Typography
- + Create a brand style guide

SMALL STEPS

+ Color Palette

A brand color palette is basically a selection of 2 or 3 colors that you use everywhere for your brand. Color sets the mood of brand expression, and more importantly, creates mental associations to the meaning of your brand.



SMALL STEPS



PRIMARY LOGO COLORS


 **C50 M0 Y25 K30 | R91 G155 B152**
Pantone 5483C | Hex #5B9B98

 **C15 M0 Y45 K25 | R179 G184 B131**
Pantone 5783C | Hex #ACB883

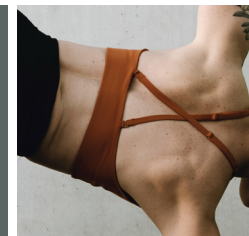
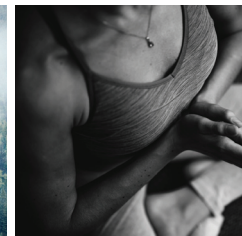
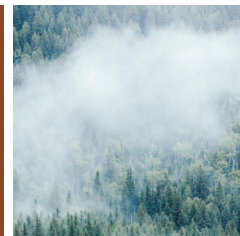
 **C0 M0 Y11 K14 | R224 G222 B203**
Pantone 7534C | Hex #E0DECB

SECONDARY/SUPPORT COLORS

 **C4 M4 Y4 K84 | R75 G74 B75**
Hex #4B4A4B

 **C50 M32 Y40 K41 | R90 G103 B100**
Hex #5A6764

 **C30 M77 Y97 K27 | R144 G71 B34**
Hex #904722



SMALL STEPS

+ Typography

Brand typography is a visual element of your brand that arranges your business's written copy in a legible way and aligns your messaging with your brand personality.

Font should be:

- Legible
- Memorable
- Multi-platform oriented
- Able to communicate brand personality

SMALL STEPS

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARNO PRO-LIGHT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINES: FUTURA MEDIUM

(uppercase, tracking: 1 1pt)

Subheads: Futura Light

(lowercase, tracking: 1 1pt)

Body Copy: Arno Pro

(lowercase, tracking: 1 1pt)

Agnimo mosae dolumquia sitiore, auda sunt incia voluptates est essi sequam
rendae con nobis sa nus dit assuntiis ulluptatest ad et utenihitat.

Totaspe prorio beres et, is et offictu restiorit vero qui aut et quiatio odi
doloruptaspe naturem aut re, aut alis ut expel int pelique liqui cullame nderum
quat quas as molecest volorum quatur? Quidebit la aut ium incitios officipsam
idellorio quam autae pro de nia nonsed magnisi opta cusciendit ea quideli
genditatem quis aut es adipsania elest ataeper chillor emporrorem ident labo.

SMALL STEPS

+ Style Guide

A brand style guide is a rulebook containing specifications on everything that plays a role in the look and feel of your brand.

A brand style guide typically covers the visual aspects of a brand, like the fonts and colors, as well as how a logo should (and shouldn't) be displayed. It can also cover topics such as brand voice and brand character.

SMALL STEPS

Some key pieces of information to include in a Style Guide:

- + Your logo
- + The fonts associated with your brand
- + The colors associated with your brand
- + Your brand's voice – how do you want your brand to come across when you communicate?
Example: Instagram captions, emails, phone conversations, etc.
Are you laid back, professional, or funny?

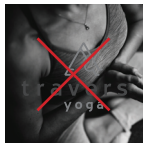
SMALL STEPS

LOGO VARIATIONS

PRIMARY LOGO



LOGO VARIANTS



TYPE

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARNO PRO-LIGHT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINES: FUTURA MEDIUM

(uppercase, tracking: 1.1pt)

Subheads: Futura Light

(lowercase, tracking: 1.1pt)

Body Copy: Arno Pro
(lowercase, tracking: 11pt)

Agnimo mosae dolumquia sitiore, auda sunt incia voluptates est essi sequam
rendae con nobis sa nus dit assuntiis ulluptatest ad et utenihitat.

Totaspe prorio beres et, is et offictu restiorit vero qui aut et quiatio odi
doloruptaspe naturum aut re, aut alis ut expel int pelique liqui cullame nderum
quat quas as molecest volorum quatur? Quidabit la aut ium incitiosst officpsam
idellorio quam autae pro de nia nonsed magnisi opta cusciendit ea quideli
genditatem quis aut es adipsania elest ataeper chillor emporrorem ident labo.

COLORS

PRIMARY LOGO COLORS


 C50 M0 Y25 K30 | R91 G155 B152
Pantone 5483C | Hex #5B9B98

 C15 M0 Y45 K25 | R179 G184 B131
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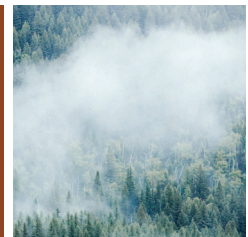
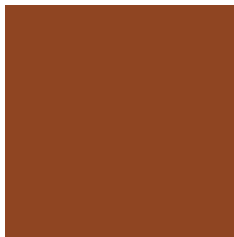
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Hex #4B4A4B

 C50 M32 Y40 K41 | R90 G103 B100
Hex #5A6764

 C30 M77 Y97 K27 | R144 G71 B34
Hex #904722

MOOD



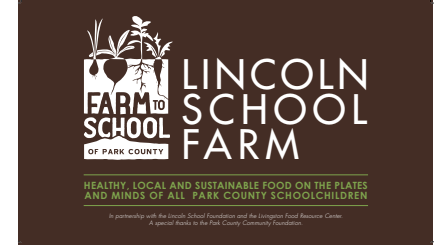
Building **brand identity** is arguably one of the most effective ways of spreading the good news about your business. Equally, it is paramount that your **marketing efforts**, **logo design** and **social media communication** are congruent with each other to create a resounding impression on your audience.

It's worth it to invest
in developing your brand.

EXAMPLE 1



EXAMPLE 1



FROM THE EXECUTIVE DIRECTOR

The creativity of Park County's food community has energized me during the pandemic. For the second half of the school year, we worked together to ensure our children and their families did not weather this crisis alone.

Farm to School of Park County brought a special facet to the coordinated efforts that delivered meals to hundreds of children while they were away from school. With a focus on promoting healthy food choices, we worked where we were needed in response to the shifting challenges presented by the coronavirus.

My biggest lesson of the past months is that school meals matter every day, whether school is in session or not. It is imperative that our school meal programs thrive, not just survive. Sound nutrition supports immune function, promotes health and prevents disease. And when more children eat school meals, more resources go back into our kitchens to improve their taste, nutritional quality and kid-appeal.

Please opt-in to school meals for EVERY child and help us continue to make healthy eating a part of EVERY day.



Rachael Jones

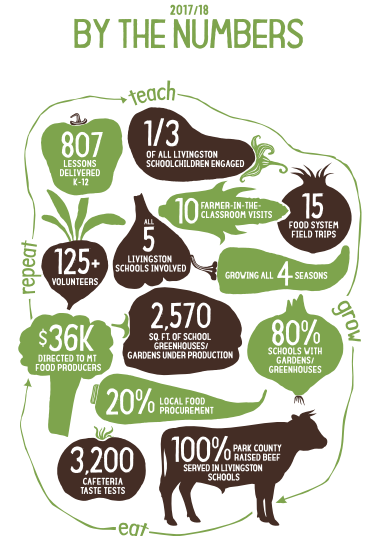
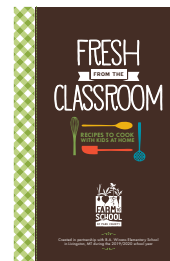
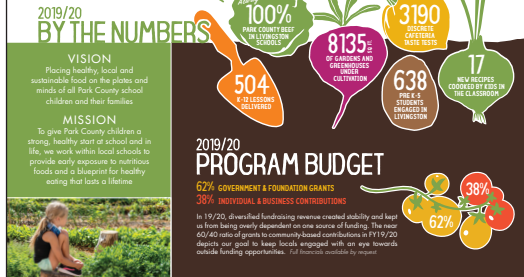
PROGRAM SUMMARIES

501(c)3 Nonprofit As of July 1, 2020, we officially launched as an independent nonprofit organization. We are grateful to the Park County Community Foundation for their fiscal sponsorship over the past three years.

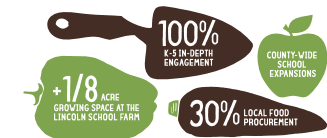
School Meal Redesign: In partnership with the Livingston Lunch Ladies, a comprehensive assessment and redesign of the K-12 school food experience is underway.

County-wide Expansion: Funded by a \$100K grant from the USDA, we are customizing our support of the school meal programs in Arrowhead, Gardiner and Shields Valley.

Lincoln School Farm: As a productive 1/8 acre growing space that doubles as our hub for Summer programming, students are able to explore connections between food, agriculture, science and their everyday lives.



2018/19 SNEAK PEAK



EXAMPLE 2



EXAMPLE 2



<p>GRANITE SPORTS MEDICINE</p> <p>FUNCTIONAL DRY NEEDLING</p> <p>WHAT IS FUNCTIONAL DRY NEEDLING? Functional dry needling is a technique where a thin needle is inserted into the muscle and moved to create a local twitch response to release muscle spasm and reduce pain.</p> <p>PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY</p>	<p>GRANITE SPORTS MEDICINE</p> <p>DIZZINESS</p> <p>WHAT IS DIZZINESS? Dizziness, vertigo, lightheadedness, and increased wooziness can be caused by a variety of factors. These symptoms can be caused by inner ear problems, low blood pressure, and other conditions. Our physical therapists can help you identify the cause of your dizziness and provide the proper treatment.</p> <p>PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY</p>	<p>GRANITE SPORTS MEDICINE</p> <p>PHYSICAL THERAPY</p> <p>WHAT IS PHYSICAL THERAPY? Physical therapy is a science that uses many different techniques to help patients recover from injury or illness. Physical therapists use a variety of techniques including manual therapy, exercise, and education to help patients recover from injury or illness.</p> <p>PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY</p>	<p>GRANITE SPORTS MEDICINE</p> <p>PUBLIC HEALTH PHYSICAL THERAPY</p> <p>WHAT IS PUBLIC HEALTH PHYSICAL THERAPY? Public health physical therapy is a branch of physical therapy that focuses on preventing injury and promoting health in the community. Physical therapists in this field work with groups of people to identify and address the physical needs of your population.</p> <p>PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY</p>
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GRANITE SPORTS MEDICINE OUR TEAM OUR SERVICES OUR WORKSHOPS PATIENT CENTER WHAT IS NEW CONTACT

CALL 802-244-4400 [Facebook](#) [Twitter](#)

WHY CHOOSE GRANITE SPORTS MEDICINE?

EXPERIENCE THE BENEFIT OF OUR PHYSICIAN-LEADED APPROACH

LOCAL PHYSICIAN-LEADED APPROACH
Our physical therapists are local and have a deep understanding of the community they serve.

WE TAKE PAIN TO THE SOURCE
We focus on the root cause of your pain, not just the symptoms.

WE TAKE PAIN TO THE SOURCE
We focus on the root cause of your pain, not just the symptoms.

BACK & NECK PAIN

DRY NEEDLING

WHY CHOOSE GRANITE SPORTS MEDICINE? CHECK UP PROGRESS

Let us know how you are doing in the past few weeks. We will adjust your treatment plan as needed to ensure you are making the most of your therapy.

OUR TEAM
Our team of physical therapists, physical therapists assistants, and massage therapists are all highly trained and experienced in their field.

WE TAKE PAIN TO THE SOURCE
We focus on the root cause of your pain, not just the symptoms.

PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY

GRANITE SPORTS MEDICINE

WE LIVE IN PARK COUNTY, PLAY IN PARK COUNTY, AND CARE FOR PARK COUNTY



GRANITE SPORTS MEDICINE

**DARCY COOK, MSPT
MEG ZIMMER, MSPT
GARY MILLER, MS, PT, CPed**

TELEPHONE: 406.222.4682 | FAX: 406.222.4681
315 SOUTH MAIN STREET | LIVINGSTON, MT 59047
WWW.GRANITESPORTSMEDICINE.COM

DATE: _____ PATIENT'S NAME: _____

Evaluate and Treat

PHYSICIAN'S SIGNATURE: _____

GSM PHYSICAL THERAPY FOR THE ACTIVE COMMUNITY



EXAMPLE 3

Dr. Fred
SCHWENDEMAN
ORTHODONTIST

Smiles come naturally here.

EXAMPLE 3



REFERRAL GUIDELINES For Orthodontic Treatment

DEEP BITE
How do I know if I have a deep bite?
If your top teeth hide your bottom teeth when your jaw is closed.

When should it be treated?
The best time to correct a deep bite is once all permanent teeth have erupted.

Why should it be corrected?

- Left untreated, a deep bite can lead to a "short face."
- Deep bites routinely cause excess wear to the front teeth.

OVER BITE
How do I know if I have an over bite?
If your top jaw protrudes over your lower jaw when your mouth is closed.

When should it be treated?
An over bite should be treated in respect to the child's growth spurt. It is critical to have the growth evaluated to determine the appropriate time for treatment.

Why should it be corrected?

- Deep bites are often present with an over bite and can cause excess wear to the front teeth.
- Correcting an over bite can lead to a more esthetically pleasing profile.

ORAL HABITS/MOUTHBREATHING
These habits can lead to orthodontic issues and should be evaluated by an orthodontist and treated by 5 or 6 years of age.

Why should these habits be corrected?
Left uncorrected, they can lead to:

- Crossbites
- Excess Overbite
- Openbite
- Crowding

Dr. Fred SCHWENDEMAN
ORTHODONTIST

office: 406.587.5435 | toll free: 800.402.5912 | fax: 406.587.9693
email: info@bosmanortho.com | 100 North 11th Avenue, Suite 4
Bozeman, Montana 59715 | www.bosmanortho.com

Smiles come naturally here.



GOOD HABITS CHART

Color in a star on every day you go without sucking your thumb. Bring this chart with you to show Dr. Schwendeman at your next visit!

	SUN	MON	TUE	WED	THU	FRI	SAT
★ ★ ★	★	★	★	★	★	★	★
★ ★ ★	★	★	★	★	★	★	★
★ ★ ★	★	★	★	★	★	★	★
★ ★ ★	★	★	★	★	★	★	★

Dr. Fred SCHWENDEMAN
ORTHODONTIST

406.587.5435 | 100 North 11th Avenue, Suite 4 | Bozeman, MT 59715 | www.bosmanortho.com

Smiles come naturally here.

EXAMPLE 4



PRIME

PERFORMANCE & PHYSIO

EXAMPLE 4



PRIME
PERFORMANCE & PHYSIO

Billy McClenahan
PT, DPT, OCS, CSCS

tel: 406.599.4212 | fax: 406.545.3394
e: billy@primetherapies.com
15 Monroe Lane | Bozeman, MT 59718

PATIENT: _____
DOB: _____ PHONE: _____
INSURANCE: _____

PHYSICAL THERAPY TREATMENT
FREQUENCY OF VISITS: _____ times per week for _____ weeks

EVALUATE AND TREAT AS APPROPRIATE:

<input type="checkbox"/> Strength/RGM/Stretching	<input type="checkbox"/> MFR
<input type="checkbox"/> Back/Neck Rehab/Stabilization	<input type="checkbox"/> Massage
<input type="checkbox"/> Patient Education	<input type="checkbox"/> Modalities
<input type="checkbox"/> Aerobic Exercise Program	<input type="checkbox"/> Dry Needling
<input type="checkbox"/> Balance/Gait Training	<input type="checkbox"/> Other _____
<input type="checkbox"/> Home Tens Unit/Training	_____
<input type="checkbox"/> Joint Mobilization	_____

SPECIAL INSTRUCTIONS/ADDITIONAL COMMENTS:

DATE: _____
PHYSICIAN SIGNATURE: _____
(My signature authorizes this treatment to be medically necessary.)

www.primetherapies.com



Join us next week for “Making the Most of Social Media”

Kascie Herron, PLDC, will share some tricks of the trade and helpful hacks to make social media work for you no matter how much time or energy you have to give to your social marketing strategy.

Register via email at park@montana.edu

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**MAKING THE MOST OF
SOCIAL MEDIA**

KASCIE HERRON





CREATIVITY THAT MAKES CONNECTIONS

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e megan@eubankcreative.com t 406.579.5318
106 East Callender St. | Livingston, MT 59047
www.eubankcreative.com