

branded

back to the basics

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A BASIC GUIDE TO BRANDING

Dedicated to

Toni Wilson

*“—for who are we if we do not
take care of the people, relationships,
and the community around us.”*

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*“The best way
to become
knowledgeable
in a subject is
to write and
study about it”*

Preface

This book introduces the design world to the business world in a visual experience to help one another and work together. This guide will help the reader be more visually adapted and help them find their own style for their businesses and be able to verbalize this to their designer of choice. This book will go through what branding is, the key aspects to success, interviews that I conducted with legitimate designers and small businesses in the Hudson Valley, along with visuals and resources, in the area, to contact if looking for a designer.

What *is* branding?

— CHAPTER ONE —

The term brand is much harder to define than just a logo or the designs a graphic designer creates for your business. A brand includes all of the designs for your business, and also includes your content, messaging, customer service, environment, and client experience.



The reputation your business or restaurant upholds for itself is critical part to your survival and to defining your specific brand. A brand is your promise to your consumers; this is the big idea and expectations that reside in each consumer's mind when they of your product, service, and/or company. Some refer and use the word brand interchangeably with the word company or organization; it is a way to talk about the product, service, organization, company or non-profit without getting caught up in listing all the particulars. For example, people will say: "A great way to promote your brand is using social media." A great way to think about what a brand is, is to see it as a combination of how you define and promote yourself and how others define and view your company.

OKAY, SO WHAT IS A LOGO?

A logo something you have probably heard of, know the definition, and have seen many times before. Every single business has a logo. A logo is a design that symbolizes a company or organization. Humanity has always used symbols to express fierce individuality, pride, loyalty, and ownership. The logo is the first initial contact a consumer has with your business, whether it is an advertisement in the mail, the signage outside your business, a letterhead, business card, etc. There are so many your logo interacts

with the consumer that you want it to impact them. The logo helps the company become easily recognizable by the consumers because being remembered in today's economy is extremely important, there is an infinite amount of choices in the world so what makes you different? While a logo is a graphic symbol that can represent your company; there is also logotype, which is purely typographic. This means that it only uses letters to make up the logo. A couple examples of this is in the Hudson Valley are Main Course, Main Bistro, and the Bakery in New Paltz, Crave Restaurant and Lounge and Crew Restaurant and Bar in Poughkeepsie. There are plenty other examples of different kinds of logos all around us in the Hudson Valley, all you need to do is go into town and look at all

What are the ABC's of your brand?

List the Attributes, behaviors, and characteristics of your brand.

the different restaurants and businesses in your area. A logo can also be a mixture of type and graphic symbols or images; it's up to you to decide what you want your logo to look like and what you want it to portray to your consumers.

What is a *brand* *identity*?

Yes, there are more terms you need to know that will really increase your understanding and will make your life easier when it comes time that you want to start your own business. A logo is just the tip of the iceberg when it comes to your brand identity. Once it is designed it is applied to many different applications such as letterheads, business cards, product packaging, menus, advertisements, signage and so much more, however this is not a fully developed brand identity. A brand identity is a larger, distinct visual look that is associated with the company. When a business has a strong brand identity a consumer, employees, or really anyone should be able to identify the brand even if you don't see the logo. Yes, there is an importance of using your logo consistently and keeping it consistent;

however the consistency should go beyond the logo to other elements in the business. What is really tricky about this, is the logo must stay consistent and unchangeable but your brand identity must have consistency and flexibility in order to be successful. Being able to create a brand identity that is distinct yet varies based on it's form, is definitely a challenge, however it can bring big dividends in your brand's value. Elements that can could be part of the brand identity is the typeface, colors, imagery such as photography or illustration, and even the voice of the writing. A brand is what speaks to the heart and mind of the consumer, while the brand identity

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**WHAT
ABOUT
YOUR
BRANDING?**

Your brand is what separates you from your competitors. Your promise to your consumers and what your offering compared to what your rivals is what sets you apart. Consumers fall in love with brands, they trust them, develop strong loyalties to them, buy them, believe in their superiority. You need to have a strong product, in order for consumers to believe that your company is better than the restaurant down the road. Your starting a new business in the Hudson Valley, chances are you are not the only Chinese, Italian, Irish Pub or Mexican styled food in New Paltz, Poughkeepsie, Kingston or any other town. By having a strong brand, your company will stand out in a densely crowded marketplace.

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What *is* a Brand Promise?

Anytime a consumer buys a product or a service, they have a mental picture of what the purchase will do and how it is going to improve their life or business. A brand promise is what comes to mind when a consumer thinks of your business and/or product. These expectations are usually communicated by the brand itself. This promise is what makes you different: whether it's your values, vision, history, capabilities, product or service and the benefits that your consumer is seeking. This promise should improve over time with changing trends and consumer needs. Identifying a promise that is unique and relevant is a difficult task and requires researching, reflecting, and thinking. After identifying what your promise is, what to say and who you want to say this to, you will be able to develop a positioning strategy and direct your resources

in the right directions to build your brand. However, a promise is only good if it is kept. If your business doesn't deliver on its promise, its reputation and sales will surely decline. If a business is more confident in its abilities and has compelling and consistent customer experience, it can be more easily differentiated. Consumers will choose these businesses more often because they appear to offer more value.

A brand promise must achieve these three things: It must convey a compelling benefit, must be authentic and credible, and must be kept, every single time.

Brand Positioning

The brand has to stand for something fundamental: a principle that at every turn supports a company or product and without this a brand will have no traction. Successful positioning rejects the idea of conformity and elevates the brand above the fray so that consumers cannot help but notice. Consumers instinctively look for things that are different and unexpected. A brand that stands out from the crowd in a fiercely competitive economy will attract

people's attention and have a distinct advantage in the marketplace. To be noticed and interesting a brand's position must accomplish three things: be different, be focused, and be relevant. Each one plays a critical role in success of a brand.

YOU

need

to be

DIFFERENT

If nobody notices you, you cannot attract consumers, let alone loyal consumers. You need to stick out from your competitors. There is a lot more to a brand than being different, however if your business blends into the background, then you lost from the very start. There are too many choices on the market today for your business to just follow the trends; there are over 6,000 new products created and over 25,000 advertisements that people see every year. Consumers are faced with an alarming amount of choices and they are looking for a way to distinguish between the better brands and the brands that are just causing clutter. Differentiation provides the needed contrast and helps people make choices. This is what makes a brand unique and help make it successful.

Ways you can set yourself apart: Project a sense of personality, offer a unique business model, separate yourself from competitors visually, use fresh language to describe your company and services, offer a truly unique technology or service, be the first or only company to do something, create a name that is bold and memorable, etc.

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YOU

need

to be

FOCUSED

Many companies tend to expand their services in hopes to broaden their reach and attract more customers. With this approach there is a lack of focus meaning you have more competition which leads to commoditization. Once this happens your prestige and margins will suffer. To stop this: find a specific target audience and not only will customers seek you out; they will be willing to pay more for the services. Focus requires sacrifice; you need to narrow your appeal, however by doing this the payoff is far greater in engagement with your consumers and potential to charge higher fees. Your business can build focus by: Specializing in a specific industry, specialize in a service, concentrate on a specific role with your consumer, specialize in a specific geographic area.

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YOU

need

to be

RELEVANT

You aren't in business, if you aren't relevant. A company can be different and focused, but if nobody wants their services, the company will not make money. Before you commit to a specialty, test to see if there is sufficient interest in your company. You may find that the niche you are considering is simply too small to support your business's expenses and your ambitions to grow.

Brand Performance

This is about how the promise is delivered to the consumers. Your brand promise and positioning will shape the expectations of your consumers and their expectations must be met throughout the experience. Their experience begins way before they make an inquiry or purchase your product. They could have interacted with another consumer, saw an advertisement, saw your website, passed you business while in their car; there are so many ways for consumers to have been in contact with

your business. If their evaluation of you is positive, they are likely to come back and buy again. You need to make sure that all business processes and functions are designed and operate as a whole to deliver the service or product promised. Even after the purchase, the brand needs to continue to reinforce the message that buying from the business was the right choice. Over time, a consistent and reliable brand performance will build trust. Trust will lead to brand preference and advocacy.

Brand Experience

How customers feel about their experience drives how they perceive your brand. These experiences happen in a wide variety of settings when consumers search for, shop for, and buy brands. These experiences conceptualize as sensations, feelings, cognitions, and behavioral responses evoked by a brand-related stimuli. These stimuli are part of the brand's design and identity (name, logo, signage, etc.), packaging, communications, environment, product,

The Process

CLARITY OF IDENTITY

Who are you?
How are you different?
Why should anyone care?

CLARITY OF EXPRESSION

Are people seeing and
hearing what you want
them to be?

CLARITY OF EXPERIENCE

Are people
experiencing what you
are promising them?

Brand Identity

services, and employees. A brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality. People have come to realize that understanding how consumers experience a brand is critical for developing marketing strategies for goods and services. Most experiences occur directly when consumers shop, buy, and consume products. Other indirect experiences happen when consumers are exposed to advertising and marketing communications. When consumers search and shop for, and consume brands they are exposed to utilitarian product attributes. They are also exposed to a variety of specific brand-related stimuli such as brand-identifying colors, shapes, typefaces, background design elements, slogans, mascots, and brand characters.

These stimuli contribute to the major source of subjective, internal consumer responses that is referred to as “brand experience.”

PRODUCT EXPERIENCE

This occurs when consumers interact with products: search for products, examine, evaluate, and buy them. The experience can be direct where there is physical contact or indirect when the product is presented virtually or in an ad.

SERVICE EXPERIENCE

This occurs when a consumer interacts with a store's physical environment, its personnel, and its policies and practices. In this area it is important to understand how the environment and salespeople affect the consumer. The interaction with the employees affects the experience a consumer has and feelings, brands attitudes, and satisfaction.

CONSUMPTION EXPERIENCE

This experience occurs when the consumers consumes and uses the products. It is an experience obtain from the physical object of which your business created.

Aspects to Success

— CHAPTER TWO —

No success is achieved without hard work.

You need a *purpose*.

Consumers look for a purpose when they try and connect with a company or a product. They are looking for



some factor that they have in common with the brand. Consumers have a multitude of choices of where they can spend their money. The thing separating you from your competitors is your sense of mission and culture. Your purpose needs to be clear and easy for consumers to understand. The purpose needs to be expressed when and wherever you can do it. For example, if you are an small coffee shop in New Paltz that is focused on using only sustainable ingredients, you can create infographics on social media accounts. Infographics are easy to relate to and by using social media you reach out to all different people. To keep your brand consistent you could use this and print different facts on your coffee cups. This is a way for people can connect to your brand and become more passionate about buying from your company.

Identify Your Purpose

What are you looking to build? How are you going to connect with your customers? *Be clear and concise.*

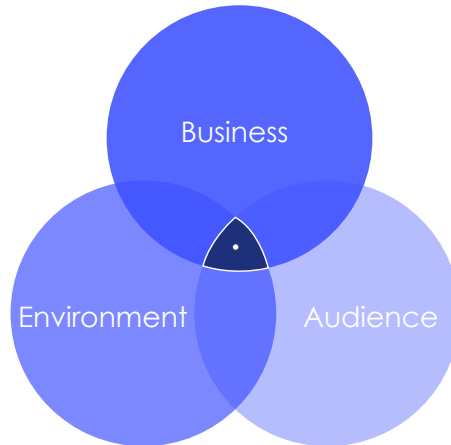
Three Critical Brand Dimensions

Purpose and Communication

Strengths, challenges,
and value-creating
characteristics

The Context

Competitive
situation and
market dynamics



Reality Check

Perceptions and
expectations of
key audiences



Core insight that inspires and shapes
the identity of a business.

STAND OUT **from your** **competitors.**

Your brand needs to be unique. You are not the only business selling Italian food in the Hudson Valley. You need something that differentiates you from the Italian restaurant down the road. First you are going research your competitors: what are they doing in terms of their mission, how they are expressing themselves and their brand, so that you can prepare to identify where you

can be innovative and different. Identify your mission and the thing that makes you unique from your competitors and build your brand behind that. You want to present a mission that a consumer wants to get behind and create a community that they feel they belong to. This may mean that you cannot please everyone and you may end up serving to a specific sector of customers, however these customers will be loyal and seek your brand without you having to draw them in because only you can provide what they are looking for. Trying to appeal to everyone can be counterproductive which can cause a brand to become diluted.

How Will You Stand Out?

How will you be different from other businesses? What is going to set you apart from the rest?

Be clear and concise.

Be consistent.

A brand needs to be consistent. A brand is a promise of experience and is directly connected to trust. People hate it when others are inconsistent and unpredictable. Consumers lose trust and faith in brands when they say one thing and then change their minds and do another. You need to stick to one main idea because if you don't people lose that feeling of trust and consistency that they associate with your brand. You need to stand for something and keep that image without faltering. Think of your company as a body; your brand is the brain and the public relations, marketing, advertising, and sales are all extensions of the brain.

They all need to be coordinated and aligned. The copy, design, and language must always be based off your brand. You need to find designers who capture the essence of your brand and who can use them consistently.

Put People *First.*

The brand is more than the company: It's the owner, management, employees, the graphic design and interior design. People do business with people, having a strong brand helps build positive reputation. Everyone prefers working with people-oriented businesses. Be a company that has a people-first attitude in everything you and your employees do.

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**A Brand
Tells
*Stories.***

It is extremely important for your brand to have a story. Storytelling will breed a feeling of true familiarity and it is remarkably effective at gaining trust. You will have stories you need to manage, from the one you tell about your purpose and it came to be, to the stories you release to social media. Having stories to associate with your brand will make it stick into the mind of your consumers more permanently. Stories create history which adds value and credibility to the brand. With these stories and your purpose you will create a brand personality, this will be the traits that your company is known for. By creating stories about a brand and a product that induces emotions to its consumers, it creates a connection that fuels reputation, visibility, and growth.

WHO are *your* customers.

Define Your *Target Audience*.

*Families, friend groups, children, teens, adults,
females or males, etc.*

Identify Your Ideal Customer

Consider: Gender, Age, Parental Status,
Geography (location), education level, favorite TV shows,
goals and dreams, fears, weaknesses, strengths, likes, dislikes.



In the restaurant business depending on your location and who you are targeting are extremely important. If you are located in New Paltz, which is a college town, the demographics are crucial to success. New Paltz is mostly populated with families and college students, it would be difficult to open an extremely fancy restaurant with people who probably couldn't afford a fancy meal. As a business owner it is your job to find out who you are looking to target as you consumers. Once you find your target audience, study them. Find out what is important to the consumers you are looking to attract. It is essential to know your audience. The best brands have a thorough understanding of the demographics of their target market, what their interests are and how they communicate. To

have a strong brand, you need to know, see and appeal to your key demographic. Most businesses have a specific target audience they are pursuing and by understanding them is critical because it provides direction for the tone and reach of a marketing campaign and helps create a real connection between business and audience.

Develop your company *culture*.

When developing your company you should really love what you are creating and be passionate about it. This will reflect in every aspect of your brand. Your passion for your business is what will keep you working hard and working

constantly to deliver greatness to your consumers. This passion for your company and the mission your company is pursuing must also be reflected in your employees. Your employees will be the ones who have direct and constant contact with your consumers. They need to be on board with your purpose and be just as passionate about it as you are. Don't bring on people who could potentially destroy consumer relationships you spent weeks, months, or years cultivating. It only takes one consumer and a bad experience with an employee to sabotage a business. Remember that your employees represent you, the brand, and the culture and they must all be passionate about the brand as the owner. Passion leads to enthusiasm and genuine joy, which is contagious. With a business built

on passion, stories, and something unique to set them apart from the rest, a consumer will be just as enthusiastic about a product or service would lead to word of mouth advertising and referrals.

Be *Unique.*

Establishing a brand identity requires something distinctive. Whether its innovative products with a minimalistic and aesthetic appeal like Apple, or service like Domino's Pizza would guarantee that their pizza would arrive in 30 minutes or it would be free, or even TOMS shoes would donate a free pair of shoes to a child in need for every pair of shoes bought. These are all things big companies did in order to

be different from their competition. You just need to have one special thing that separates you from the rest of the food restaurants in your area. Once you figure out how your company is different, it can concentrate on it and will gain recognition in time.

Reputation.

Reputation is built over time, it doesn't just happen over night. However, the reputation that is built is essential to its survival. The consumer's trust and confidence in the company can and will have a direct and profound effect. Reputation has become increasingly more important in the recent years, because in the past businesses relied on

word of mouth advertising to establish, build and maintain their reputation. In the modern age of social networking, websites, and other methods of instant communication, businesses must be conscientious of their reputation on a constant basis and be responsive to anything that can impact a business. The consistency built from constant customer experience awareness will aid in the reputation built over time. Reputation something earned over time from customer satisfaction, while it is an intangible concept, having a good reputation can benefit a business in various ways including: consumer preference, support for the company during times of crisis or controversy, and future value of an organization in the marketplace. Good reputation in the market makes consumers have

a preference for that company even if there are similar businesses offering the same product or services at different prices. The reputation of a business can enable them to differentiate its product in a highly competitive market, allow to have a higher price, and be the ultimate factor in a consumers decision to buy their product over another businesses product. For example, the demand for healthier foods, organic products, and more environmental friendly foods has increased and companies have begun to distinguish their products through food labeling and noticing that consumers are willing to pay premium price for labels that are considered to have a more prestigious reputation than others.

Ways to **BUILD** Reputation

Establish Trust

Keep your word no matter what, in terms of providing services, paying vendors when they are due, and keeping promises to your customers.

Be responsive: return calls and emails promptly, let the customer know they are important to you and your company.

Resolve Errors and Mistakes

Never make an excuse for place the blame on the customer if it is an issue that is the fault of you or the company. An irate customer can become your biggest ally if you make an effort to resolve errors or mistakes as quickly as possible.

Offer Value

Offering free services to loyal customers and paying attention to details and preferences of the customer can go a long way towards establishing reputation.

Become technologically savvy: demonstrating a proficiency in technology can add to the reputation of a company and is critical to being perceived as a competent business. Computers, software, voice mail, websites, social media sites and apps must be kept up to date.

Communicate Directly

Correspondence such as letters, emails, voice mails, and other methods of communications should be direct and to the point. Use correct grammar and spelling and leave contact information for the customer such as your name, address, phone, fax, website URL, hours and other vital information.

Maintain a Polished and Professional Website

Having a website that reflects your brand, that is easy to navigate is essential. It should reflect your business and be constantly updated.

Community Service

This is super important with small businesses. Generosity to local organizations such as non-profits can go a long way to building and establishing reputation of a business. Community service can include donating money, time, or

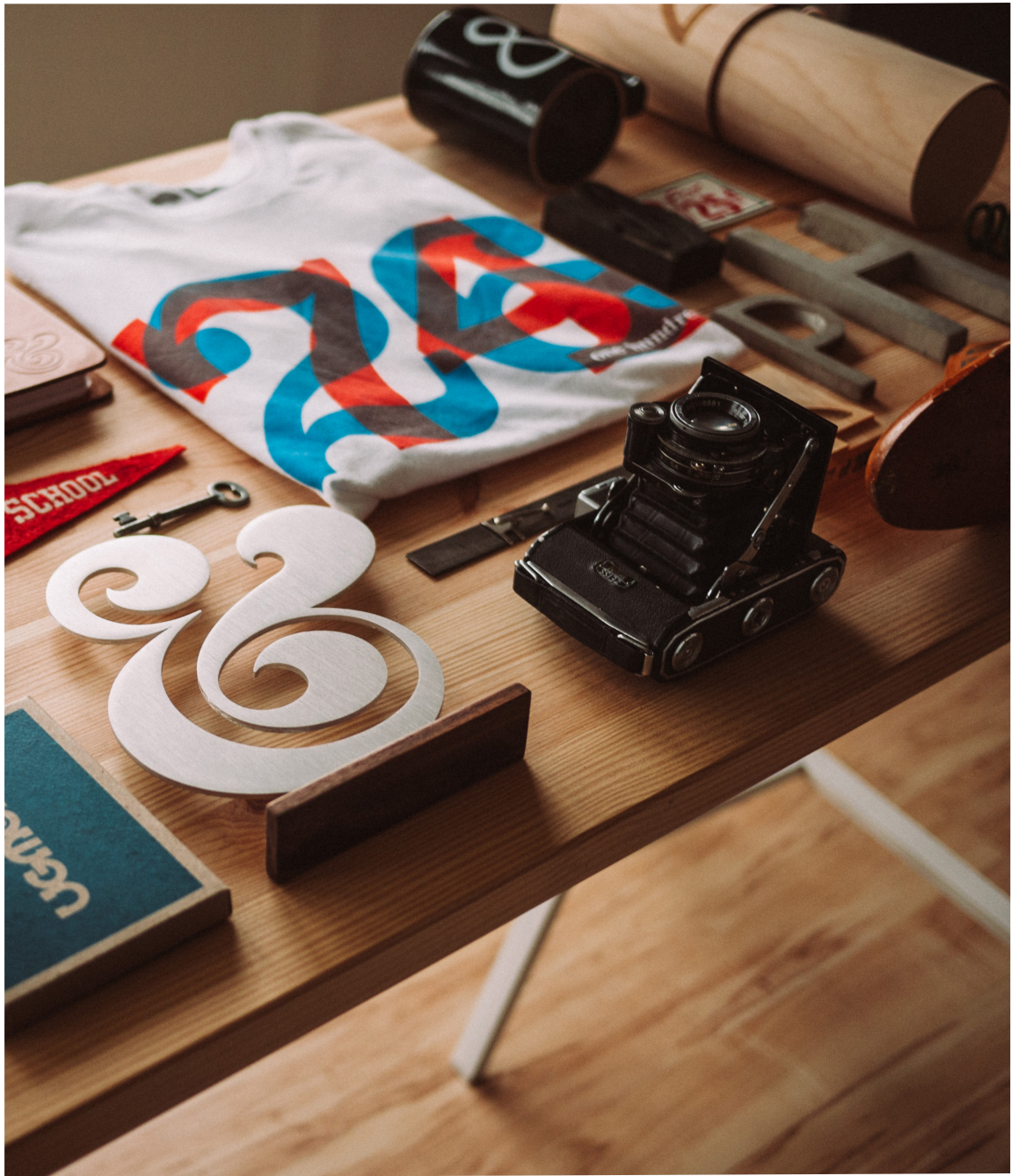
food to an event. By getting involved with your community you can meet and make new connections with the people. This is extremely important and it reflects good morals about your business.

Elements to Branding

— CHAPTER THREE —

Logo

Your logo is the visual symbol of your brand. It encompasses your identity and creates a sense of trust and familiarity in the minds of your customers. You may want to consider when you are working with a graphic designer: is it appropriate? Think minimalistic. Keep it clear.



Is it appropriate?

Your logo should be part of your brand and needs to be consistent with all of the other visual assets you company has. Think minimalistic: Trust me, you do not want to cram too much into a logo. It will make it look cluttered and confusing.

Keep It Clear.

Don't compromise a clear graphic logo by applying special effects such as a drop shadow, beveling, or patterns. This could be distorted across different platforms.

Colors Have Meaning.

They have meaning and can create an immediate impression of your brand, for example orange and yellow can give off the feeling of fun and energy while the color blue inspires the idea of trust and authority.

Make It Multi-Purpose.

Your logo needs to work across a variety of different dimensions and platforms. It should withstand being blown up on a billboard or be able to be squeezed into a tiny social media box.

Colors

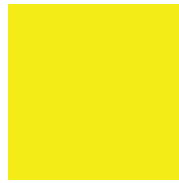
Colors represent different meanings so it is very important you know what your company is trying to represent itself as.



RED



ORANGE



YELLOW



GREEN



BLUE



PURPLE



PINK



BLACK



WHITE



BROWN



GREY

Typefaces

Typefaces or fonts are the style and design of letters. The typeface you choose will effect and frame the way you brand communicates visually. Each style of typeface can give off different feelings and tones based on how they are used: The choices of typefaces that there are included, but are not limited too: San-serif, Serif, Script, Display, Decorative. There is also Slab-serif and other different typeface choices.

Sans-Serif

This type of typeface can give off the feelings of

(not limited to): Simple, straightforward, sensible, clean.

Example of a sans-serif typeface

Gill sans, sans-serif

Example of a sans-serif typeface

Avenir, sans-serif

Example of a sans-serif typeface

Helvetica Neue, sans-serif

Branded

Serif

This type of typeface can give off the feelings of (not limited to): Traditional, respectable, stable, reliable.

Examples of a serif typeface

Baskerville, serif

Examples of a serif typeface

Bembo STD, serif

Examples of a serif typeface

Didot, serif

BrandED

Script

This type of typeface can give off the feelings of (not limited to): Personal, feminine, fancy.

These types of font should be used in moderation.

Examples of a script typeface

Snell Roundhand, script

Examples of a script typeface

Shelley Script lt std, script

Examples of a script typeface

Bickham script std, script

Branded

Display

This type of typeface can give off the feelings of (not limited to): Friendly, quirky, unconventional. These types of font should be used in moderation.

Examples of a script typeface

Arnold Böcklin STD, display

Examples of a script typeface

Bauhaus STD, display

EXAMPLES OF A SCRIPT TYPEFACE

BANCO STD, DISPLAY

BrandED

Decorative

This type of typeface can give off the feelings of (not limited to): Fun, Unique, Casual. These types of font should be used in moderation.

Examples of a decorative typeface

Blue Island STD, decorative

Examples of a script typeface

Clairvaux LT STD, decorative

EXAMPLES OF A SCRIPT TYPEFACE

COTTONWOOD STD, DECORATIVE

BRANDED

Interviews

— CHAPTER FOUR — Designers

This chapter includes the interviews I conducted with designers mostly located in the Hudson Valley, along with some that work remotely. This part of the book is about informing you about graphic designers and their work with small businesses and to also inform you of your options and the designer's side of the story.



CARLA ROZMAN



Graphic Designer
Kingston, New York

How do you feel about graphic design?

Graphic Design is very important. I grew up in the 80s and it was huge up and coming. Graphic Design is everywhere. Let's have a world that looks better. I was in London and they have beautiful and well designed ads everywhere. However, walk through New York City and there's one nice ad among many that are not nice and ugly.

Do you think graphic design is necessary?

Yes, I do. It is very important. There are three types of people, there are many people who are open to graphic design and branding, there are some who do not know or understand how it works but go along with graphic design and know that it is important, and there are some who are against it completely and do not think it is necessary.

How important do you believe it is to research a business before designing for them?

Very important, because we need to understand the product, we are artists, however we cannot be limited by the research.

Do you think branding portrays a business?

Interior design, furniture, logo, outside, signage everything needs to be cohesive and working together in order for the brand to work. For example lets use Moonlight Cafe as an example from New Paltz; Let's say they were rebranding and they wanted to make their logo into a gold-plated moon, and to reflect inside the whole interior and picture frames had gold accents with gold plates that would help with the brand and brand identity. However, when creating

a brand and brand identity the business must be just as equally into the change as the designer.

How much of a role do you believe a brand identity effects a business?

I keep thinking of Target throughout this whole interview: Their symbol reflects their name, their carts are red, inside the store reflects the color of their logo. Their brand identity is who they are as a business. It helps to have consistency. Target's advertising and design reflects who their target audience is.

What is the difference in designing something for a small business versus a big business?

Big businesses/corporations already have an identity; usually they have rules for a designer to follow and

examples of previous works they have created with their logo, advertisements, etc. In a small business you can look at ads and design for their style, they do not have rules to follow however you should stick to the style of their business.

What problems did you run into?

Always have a contract, whether it is a friend, family, small business or big business. They help set up the terms of the job and protect you.

Small businesses have less resources and less money how do you work with their budget? Do you accommodate them?

It's a case by case situation. For me if the business has a small budget but is doing good for the community or is

a charity, also if it going to be visible and give you more publicity it may be worth it but it is a case by case situation; I would try and negotiate with them. However you need to know your worth. If the small business is offering you less than what you think you deserve for the project there is always a way to negotiate a price that is worth it. If they respect you and your work then they will make the effort and find the money to work with you and have you create something for them.

What do you consider important aspects to a business?

Knowing who they are is very important, for them to know what they are trying to represent their company. You need to be able to design for a company who knows who they

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are. They need to be good to customers and have good work environment. Also branding is also very important.

In what ways would you try and educate businesses about the importance of branding to compliment their product?

This is difficult, but maybe trying to show them two logos to compare them to one another. Ask them which one do they think has more value, which one seems like it gives the company more value, because that is what branding is about: representing the company but also adding more value to them. So to show two logos and have them compare the logos to see which one they think is good and bad. Then maybe have statistics about them. Example two logos one costs \$200 and only increase their revenue by 5% or the other logo was \$450 and increased their

revenue by 25% and be able to explain why this is.

Why do you think some brands work and some do not?

There is a combination to why a brand does or does not work. A brand that is consistent across the board will be successful: a company that has consistent products, great service, great food and is consistent in its' message. And a brand that is not as consistent for whatever reason will tend to be not successful and the competition in the area will in turn be doing better.

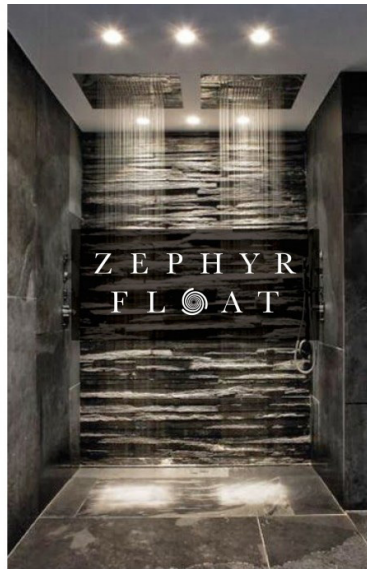
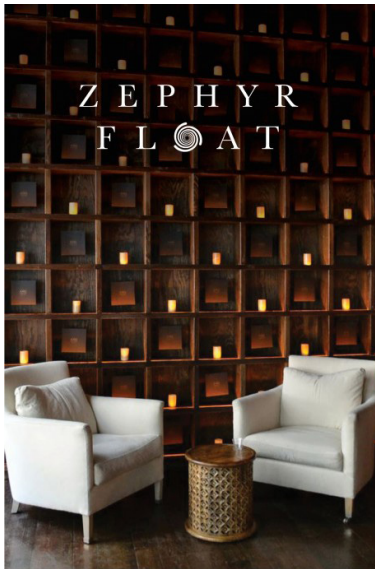
Is it critical for small business owners to know the difference between good and bad branding?

I think that business owners should know the difference in good and bad branding. They should be educated

and knowledgeable in all aspects of how a business runs. They should put pride knowing everything to make their business the best and better than their competition. Business owners should do the research of branding, service, food/product, and environment: just like when we design for them we need to research who they are and what competition is in the area, they need to research too.



ZEPHYR
FL  AT



SHAUNA KEATING



Graphic Designer
Currently working at
Evolving Media Network
Kingston, New York

How do you feel about Graphic Design?

The phrase or term Graphic Design is becoming more obsolete. I do not refer to myself as a graphic designer but just as designer. When people hear the term “graphic design” or “graphic designer” they think that we create visuals or that we rely on visuals.

Do you think graphic design is necessary?

Yes, I'd say so. It is about finding a way to communicate effectively to others. Getting your point across to the people who are looking at your work. You need to be able to communicate the ideals to your clients and their consumers.

How important do you believe it is to research a business before designing for them?

Very important because a company's identity is part of who they are. It tells the customer's about the company before they read about it or interact with the piece you are creating for the business, You need to learn about the company and business in order to understand what they are trying to reflect to their customers.

Do you think branding portrays a business?

Yes. It shows what the business entails. It tells the customer more about the business than I think some people even realize. People get so much information from the branding, its usually people's first interaction with the business.

How much of a role do you believe a brand identity effects a business?

The design and branding of a business tells a customer

whether they want to engage with a business. The branding is the first initial contact with a customer. If a logo is very simple and elegant it tells the consumer that the business is more high end and or reflects that the business may be more expensive.

What is the difference in designing something for a small business versus a big business?

From my experience at my job, smaller businesses have a smaller budget or no budget at all. We tend to make due with what they have and or trade with our communities. So there is a beer business that we redo or update their website and we get free beer from them. Same thing with an ice cream shop we do business for them and we get free ice cream. It is easier to work with our community

and trade work for goods. I see it as a way to help make our community better, to be able to work with others who cannot afford so much can only do better for the community. We need to share our success with the others around us because we want our whole community to be successful and thrive. As a designer you need to invest in your community if you want to maintain a good relationship with other businesses, then you need to make an invest to help you community thrive.

Do you work with big businesses? Does your job have that kind of contact?

I do work with big businesses, that is how we are able to afford doing our work for goods with the smaller businesses because we have enough revenue from the

big businesses. The big businesses pay more because they can afford more. The big businesses have their own style already created for them, such as RMS, they have a general style guide. They had their own colors and pretty much their own identity to work with. Small businesses have a little bit of leeway.

What problems have you run into?

There was a restaurant that we had to do some work for, they were a fine dining restaurant that was just a hard company to work with in the pre-production stage. Had a lot of refinements to their work constantly.

Small businesses have less resources and less money, how do you work with their budget? Do you accommodate?

If we are funded for the year, we find ways to help out other businesses succeed. We believe everyone should be successful. For myself, I worked for Mojimatch, which is an IOS app and a start-up business, and happened to work on it before the beta was released and they asked me to come back this summer to do more work with the game. But when I first started working they paid me less because I was still in college. When they asked me to come back during the summer they happen to pay me a little more however I do not need a lot more because I have a full-time job this was just something else to do, so I do not need to worry about money. Designing costs time and money to do and their services do the same. Nobody should assume that they should just get things for free and

if they respect you they can find ways to accommodate things too.

What do you consider important aspects to business?

In the Hudson Valley, I think the most important aspects is the engagement a business has with it's community. Creating an environment where the businesses have great communication and a warm atmosphere where all can thrive and they all rely on each other to be successful. Such as a Taste of New Paltz which is a festival that brings the community together.

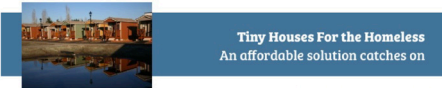
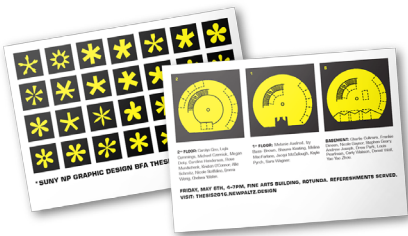
Why do you think some brands work and some do not?

I think not getting out there, not engaging with your community and the people in the community can really

hinder a business. By engaging with your community and interacting with others they are all potential customers.

Is it critical for a small business owners to know the difference between good and bad branding?

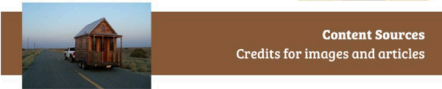
Yes absolutely. For those people who don't have a personal connection with their community, customers and potential customers, their branding is going to be subbing in for them. Their branding is going to be that personal connection that the customers see and feel. Their branding should be giving off that personal connection and reflecting that company's values as if you were to have had a one-on-one conversation. Just as we have to research their businesses, they should know the differences.



Tiny Houses For the Homeless An affordable solution catches on



Get to Know Tiny Homes 5 facts you may not have known



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Warm up with a cup of our
organic, single origin coffee.

LOCATED NEXT DOOR



MILO AXELROD



Graphic Designer
Currently working
at Agrilyst
New Paltz, New York

How do you think graphic design affects the world around us?

The various forms and concentrations of graphic design have an intrinsic connection to the world around us. They're informed by the values of the existing world and define the values of the future world, which means that a highly conscious designer has the ability to change existing values, but a lapse in focus will result in design that only echoes the present.

Why do you think graphic design is necessary?

Graphic design in a general sense has always and will always be a part of a culture that creates visually, but the field of Graphic Design has a different significance. The key thing that separates it from mere visual culture is the

trained awareness of how it affects its viewers and society. Done right, it's a form of manipulation, and the awareness of how to wield it properly is vital. Design is a weapon, and the field of Graphic Design is necessary because it trains its technicians in its effective use.

How can graphic design benefit small businesses?

Good design is vital for small businesses. When money is at stake, customers will make judgments about every aspect of their environment, from the ad in the paper, to the storefront, to the decor, to the menus, to how healthy the potted plants in the window are. Even if a customer isn't trained in design and doesn't know why they feel negatively about one aspect or another, they'll still feel negatively. Every piece of design done right is another

point reassuring the customer that the establishment is respectable and willing to come back.

How important do you believe it is to research a business before designing for them?

Research is essential, not only because every business is different from every other., but because of the story that a design tells the customer. In the same way the an unconvincing design will drive a customer away, a design that inaccurately represents the business will confuse them, and could even feel dishonest.

How much of a role do you believe a brand identity affects a business?

The brand identity is the way the business tells the customer who they are before they meet them. The brand

has to describe the most important aspects and convince the customer that they're worth their time. It's like a handshake and a wave goodbye.

How would you try and educate businesses about the importance of branding to compliment their product?

I think the best way to convince a business owner the importance of branding is showing them proof that it works. Compare a well branded product to a poorly branded one and show them the results of those sales. Show them interviews with real people, talking about their own negative reactions to bad branding, and show surveys explaining how much people actually care. Money is incredibly tight in a small business, so the owner is going to have to be convinced that spending the money on

branding is going to be worth every penny.

Why do you think some brands work and some do not?

A good brand is dependent on the designer really doing their job. If they skimp on research or don't iterate their concepts enough, the brand they produce is not going to be as effective. However, sometimes a designer is presented with a client who can't be convinced when a design is most effective. Sometimes the designer has to give in and present a less effective final product because that's what their client is set on. Educating the client can help this but not every time.

Is it critical for small business owners to know the difference between good and bad branding?

Yes, no matter how good the designer is, if the business

owner is convinced that they know best when they don't, there's always the chance of screwing themselves.

How do you think we could get rid of the stigma about graphic design(ers):

1. That it is too costly to hire a graphic designer.

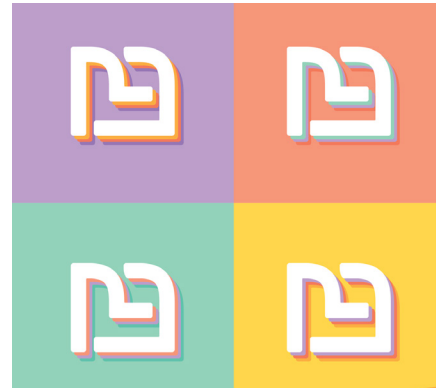
Well, for many small business owners, it is. Good design is an expensive investment that doesn't have immediate payoff.

2. Graphic Design is a bunch of crap and a waste of time.

Show them hard numbers and real results. Explain it with money.

My personal brand represents who I am as a human and as a designer. The mark is formed from an abstraction of my initials. I chose this instead of a pictographic logo so that it will remain relevant even as I change.

I experimented with letter forms ranging from soft cursive to hard runic shapes, and found middle ground this geometric mix of soft and hard that has stability and malleability.



melanie
axelrod
GRAPHIC DESIGN

NICK CHIECHI



Founder/Graphic Designer

Currently working at

CS Designworks

New York, New York

Nick Chiechi is the founder of a corporate design firm in New York City called CS Designworks. He gave me a good article to read that he wrote called "Graphic Design is Ubiquitous." Which, I think is very helpful and good article to read and understand Graphic Design.

How do you feel Graphic Design impacts the world?

Graphic Design is everywhere. You look around at clothes, ads, commercials, businesses and their logos, business cards, signage, posters, flyers, and so much more is all part of design. It is all around us. It is good and bad. Good graphic design can influence a buyers decision; whether they buy the product or go to another business and buy their products. Design influences the decisions of people.

Do you think graphic design is necessary?

Hell yeah. It is as I said before, graphic design is all around us. It is everywhere. Every picture, sign, business card, paper, article of clothing, everything is graphic design.

How important do you believe it is to research a business before designing for them?

It is extremely critical. You not only need to research the business that you are designing for but also their competitors and the trends. Good design effects the outcome and success of a business.

Do you think branding portrays a business?

Yes, it needs too. A small business especially, but also start-up businesses. They need to establish themselves. They need a logo, business cards, and everything else

to help identify who they are. Its even more important for small businesses because they need to have a consistent and cohesive brand; there needs to be familiarity. If it is not consistent it creates confusion for the consumers. When you are starting out, the most important thing is to bring awareness to the potential consumers in the area.

What is the difference in designing something for a small business versus a big business?

I believe budget is the main difference between the two. The amount of money a small business can spend on something is a lot less than what a big corporate business will be able to spend.

What problems have you run into?

Usually the problems that designers and even I, myself, run

into is communication problems. They come out of a lack of communication between the designer and the client. Also the ego of designers can get in the way. The client has the final say in what happens and what goes into their design for their business.

Small businesses have less resources and less money how do you work with their budget? Do you accommodate?

I may accommodate. It depends on the situation. If they are a friend or maybe a charity that you believe in, I think it depends on the designer. Maybe doing something to accommodate the smaller budget may end up bringing in more business later.

What do you consider important aspects to business?

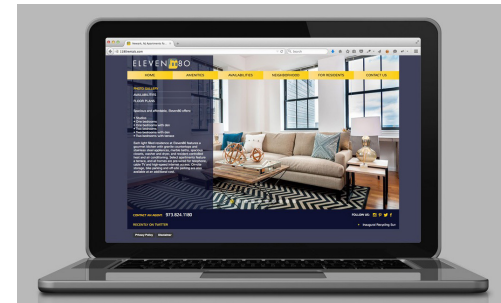
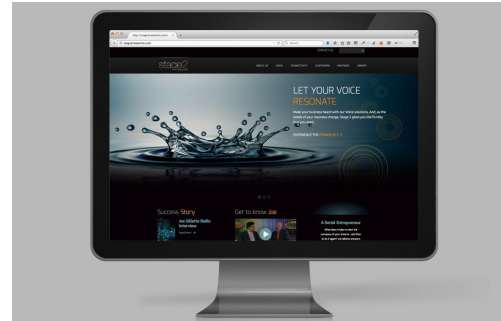
Doing good work, having good clients or consumers, being able to adapt and change with the times and supply what is in demand. Being able to do this will allow for a successful business. What was needed 10 or 20 years ago is different than what is needed today.

Why do you think some brands work and some do not?

Some brands have a lack of research of the company and the culture of its brand. An example of this is Coca-Cola, they changed their formula and decided to change their brand and in doing so there was an uproar in its consumers. Sometimes change isn't good for iconic brands like Coca-Cola.

Is it critical for a small business owners to know the difference between good and bad branding?

Very important and critical. Just like the saying goes about judging a book by its cover. If the business's logo is poorly designed, the employees are all over the place (disorganized) it reflects the brand. A brand is not just a logo, it is how someone answers the phone, how the company's employees represent them; their customer service, and so much more.



JESSI SPADA-FUDGE



Graphic Designer
Currently working at
EA Content Services
New York

How do you think graphic design affects the world around us?

Good design can give us guidance. Bad design can confuse and infuriate. Our environment surrounds us with a mixture of both, and it is up to us to decide how it affects us as individuals and how we respond to it.

Why do you think graphic design is necessary for businesses?

It makes a business look more professional. If your design is not up to snuff, you may come off as unexperienced and sloppy. Good design does the talking for you and can leave quite the impression.

Is it important to research a business before designing for them?

Oh god yes. This is perhaps one of the most important tasks for you to do before and during your design process. If you don't do your research and at least have a good idea of what your client does and what they need from you, you run the risk of losing the job and possibly potential jobs. Word of mouth is a powerful tool. Do your research, know your client and listen to them. It will vastly improve both yours and the business' success.

How much of a role does a consistent brand affects a business?

A lot. A well designed business card alone can speak volumes about a company.

What is the difference in designing something for a small business versus a big business?

Budget. In almost every case a big business is going to have more funds upfront for a project. Sometimes not, but most of the time, this is true.

What problems have you run into as a graphic designer with clients?

Sometimes clients are flaky, or don't pay. If that's the case, you have to decide for yourself if they are worth your time and effort, and if you want to continue the designer/client relationship.

Small businesses have less resources and less money how do you, as graphic designer, work with their budget? Would you accommodate them?

I try to accommodate my clients as best I can. Sometimes it's the smallest budgets that can lead you to the biggest fish later on.

Is it critical for small business owners to know the difference between good versus bad branding?

Yes. As I stated before, good design can offer guidance and also makes you stand out from the crowd. Bad design can lend itself to confusion and infuriation.

How do you think we could get rid of the stigma about graphic design(ers) that businesses believe:

1. That it is too costly to hire a graphic designer.

Work with your client closely, and listen to their budget.

If they don't have a large budget, try to make it work for them, as best you can within reason.

2. Graphic Design is a bunch of crap and a waste of time.

Talk with them and show examples of good design and let them know how good design can lead to more success.

3. A graphic designer won't help my business in anyway (physically or financially)

Talk with them, and show them how you think you can help.

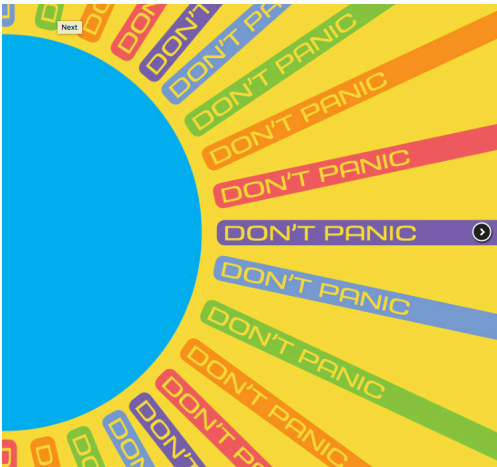
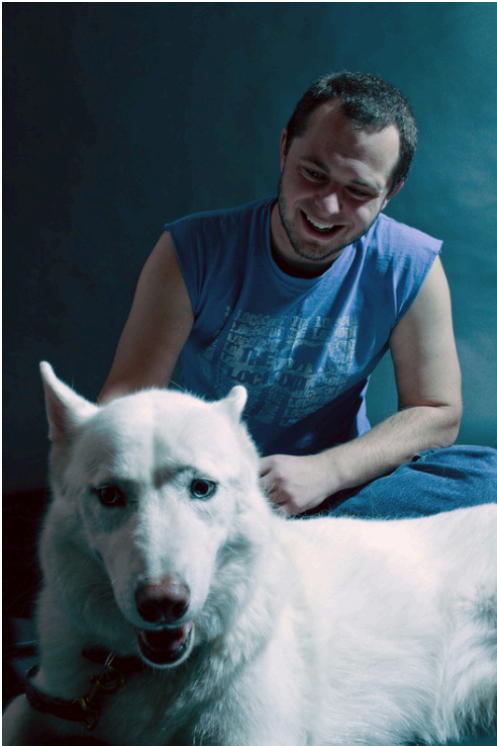
4. My friend, wife, sister/bother is artistic and can draw so I'll just have them create my company's designs, I don't need a graphic designer.

This can be dangerous territory. If it's a design with good bones, let them know you can help improve it, and/or

make it work across platforms; i.e. print and web. If it's really and truly terrible, be tactful and mind what you say. A lot of people are very attached to their existing branding and really don't want to let it go or think that it's that bad.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

Sometimes just randomly re-doing a take-out menu or a business card and leaving it with a small business (with your business card attached, of course) can get your foot in the door, or maybe they'll tell their friends and you'll get an opportunity then.



MAUREEN COOLEY



Creative Director
Currently working at Pivmo
Mobile Advertising Agency
353 Lexington Ave., 2nd Floor
New York, New York

How do you think graphic design affects the world around us?

I think graphic design is something that when done right, mostly always blends in, and people are not supposed to recognize it, that is good design. For example: MTA, NYC subway, the signs, and train information, is done so well, it gets the job done, everyone knows where to go, cheers to Helvetica, along with white and black.

How can graphic design benefit businesses?

Businesses sometimes do not invest in design, and it is shown with their logos, websites, some of those businesses when they do invest in design it shows through with their success. For one of our current clients, they are a new company, and didn't invest in their branding design and it

shows through with their internal re-do of their website, they needed to go back to the drawing board, develop a brand book, and then re-do their website, and all other parts of their business. Without a core set of rules, colors, fonts, ways to use imagery their brand was not as strong as it will be once they invest in developing this.

Is it important to research a business before designing for them?

Yes. Most companies will have a brand book, along with creative they use within advertising. Every time I begin on a new project, I Google them, go to their social media, download their app, and start to research their design methodology, and I always ask for their past creative from campaigns along with performance data, to see how their

creative did if it was able to be tracked. For example, if they developed 5 ads for Facebook, which did well, and didn't drive any sign ups. Myself and our team will slice & dice the creative to see if there is anything to learn from the past creative. Then we will develop our own design strategy to test out our own new creative.

How much of a role does a consistent brand affects a business?

Consistency is very important, but for advertising, it is very important to test multiple things, but to keep the brand message clear, along with other brand elements.

What is the difference in designing something for a small business versus a big business?

There is no difference!

What problems have you run into as a graphic designer with clients?

One of the biggest problems is surprisingly getting assets, or having time to make something based on when we receive assets vs. when it needs to launch. Currently, I work with a publishing client, because they own multiple titles all designed by different illustrators and companies, it can take anywhere from 5-15 days to actually receive the assets.

What do you consider important aspects to having a successful business?

A successful brand, simple things: logo, color theme, fonts, and a clear and concise brand message, this is to show through also in their advertising. My favorite is Nike. They do a great job across the board.

How would you educate businesses about the importance of branding?

The best way would be to show them how investing in good design does great things for other companies. I've learned, over the past few years working in advertising, that you can have a great idea, but if you don't back it with an example of something that worked for someone else, or how much money it made them, then the client will not care.

Is it critical for business owners to know the difference between good and bad branding? Why?

Yes, most will never know the difference, until you show them what they could do with what they have. When you have the clear cut difference in front of them then that is the most compelling.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

I am lucky to work in advertising where most of the businesses come to us looking for help their business. I think when you show your work, it should speak for itself. The media teams I have interviewed with, were most inspired by the before and after of what I have done. It's good to keep data as well, to show that when changes are made, such as softer imagery, clearer messages, etc. It had an X amount of difference on the return on investment, or to show the percent increase in performance. Business think in numbers, and money, so it's our job as designers, to think like this as well. This is something I learned very quickly in my first job, and stays with me.



PLAYING WITH

Raising a child is already a constant juggling act of fun, fear, and hope. But when you're raising a child with special needs, the juggling act becomes a full-on circus. You're constantly balancing the needs of your child with the needs of the world around them. You're constantly balancing the needs of your child with the needs of the world around them. You're constantly balancing the needs of your child with the needs of the world around them.

BY LAWRENCE DOWNES

"CHILDREN SHOULD GET OUT MORE. THEY SHOULD LEARN TO WORK WITH THEIR HANDS. NOT JUST THEIR NINTENDO THUMBES."

Children who don't get measured with special needs (SN) are often called "typical" or "average." But in the world of special needs, "typical" is a relative term. It's a term that's used to describe a child who is not considered to have a disability or a chronic health condition. But in the world of special needs, "typical" is a relative term. It's a term that's used to describe a child who is not considered to have a disability or a chronic health condition.

Mr. Taylor has no children. His daughter probably never had a chance to play with her hands. She probably never had a chance to play with her hands. She probably never had a chance to play with her hands.

Mr. Taylor's daughter should get out more. She should learn to work with her hands. She should learn to work with her hands. She should learn to work with her hands.

Mr. Taylor's daughter should get out more. She should learn to work with her hands. She should learn to work with her hands. She should learn to work with her hands.



CHRISTINA SHARP



Co-founder & Designer
Currently working at
Cinder Design Co.
Schenectady, New York

How do you think graphic design affects the world around us?

I think smart, thoughtful design has the potential to evoke emotion. Whether that emotion is good or bad, noticed or un-noticed, that's pretty powerful.

Why do you think graphic design is necessary for businesses?

Graphic design, when executed properly, can increase a businesses value. Graphic design is a tool that businesses use to communicate and build their brand. This can create a culture, get a potential customers attention, or create long lasting customer relationships, all of which are necessary for business growth.

How can graphic design benefit small businesses?

Small businesses compared to larger corporations have a stronger community to reach out to. Design can help them connect with their community, and grow.

Is it important to research a business before designing for them?

Absolutely. Without knowing who the business is, what they value, their goals, etc., how can designers successfully design for them? For us, research and discovery is always the first step in a project, and depending on the size of the company or project, it can take months.

How much of a role does a consistent brand affect a business?

Having a consistent brand increases the legitimacy of

the business. If something is consistent and cohesive, a customer is more likely to trust that business.

What is the difference in designing something for a small business versus a big business?

The biggest differences are project timelines and project scope. With larger businesses there is usually a large committee that has to make a decision, so this can take much longer. With small business we're most likely working directly with the decision maker so decisions are made quicker. We're very collaborative with our clients and walk them through every step of our design process, this is easier to do with smaller businesses because, again, less people usually means it's easier to schedule meetings.

What problems have you run into as a graphic designer with clients?

The biggest hurdle we've come across is things being lost in translation. For example, we were presenting color palette options to a client and they were very confused because they didn't understand that a brand can have more than one color. This is when educating your client becomes important. We showed the client examples of other brand guidelines, explained the various ways they could use multiple colors, and why they're important to choose the colors early on. Usually when you take the time to educate your client they're very appreciative because most times they haven't been involved in a design process. Another struggle we've had is clients sticking to deadlines, but

we've learned to be flexible. Usually any issues we have are because we're learning how to run a design business.

Small businesses have less resources and less money how do you, as graphic designer, work with their budget? Would you accommodate them?

When working with small businesses you have to be flexible.

For us we have a bunch of different ways to estimate a project. For small businesses we have a studio rate, and offer a few different payment options, so they can pay upfront, throughout the project, half now half later, it depends on what the client is comfortable with and what they can accommodate.

What do you consider important aspects to having a successful business?

Income. You need to get paid to pay your bills. In order for you to have a successful business you need to be make money. To make money you need clients, so you also need to be out there whether it be networking events that can lead to referrals and inbound marketing, or outbound marketing.

How would you educate businesses about the importance of branding?

Use examples, create case studies, and do research. If you reach out to a business you want to work with, they'll most likely be more responsive if you provide a case study on a recent project that explained how design benefited that

business. Meet with the company to discuss their goals, and explain how design can help them reach those goals.

Why do you think some brands work and some don't?

Some brands are designed to follow current trends. A strong brand that works will outlast a trend and decisions made building the brand are based on data and research. It's also up to the company or organization to uphold their brand and image. This is why brand guidelines are so important. Guidelines are meant to help guide the company or organization make decisions within their brand values to help build their culture, not just to use the proper visuals.

Do you think is it critical for small business owners to know the difference in good branding versus bad branding?

Very rarely have I encountered a small business that is starting out, understands the difference. That's when we as designers can educate. If they do like something that isn't successful, ask why. Sometimes they like something about the brand that the designer didn't notice, or it's something like they like "how it feels". It's important to see and understand their point of view.

In the Hudson Valley, the communities are close, how do you think it would be possible to connect small businesses with designers?

Networking and getting yourself out there is the best way

to make those connections. A lot of young designers I've talked to expect the work to come to them. If you're interested in working with restaurants, go to the restaurants, meet the owner, go to tastings. If you want to work with tech startups, attend tech events. Speaking at events can be super beneficial. Ask these companies if they've thought about improving their website, if they've thought about how design can help them reach more customers and achieve their business goals. Hand out your card whenever you can. If you work with a local client, ask them to pass on referrals to other business that may need design work. You'll be surprised how close knit those communities are.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

After you network with the business owners and make connections with them, ask questions about their business. Learn more about them and then you can offer your services, and decide to educate before, during, or after the project is complete.



NY **Ice** PRODUCTIONS



MANIAC
CONSULTING



RACHAEL KUBIKOWSKI



Senior Art Director
Currently working at
Grey Health Group
New York, New York

How do you think graphic design affects the world around us?

To me, graphic design is the creation of the medium through which we view the world. It shapes so much of what we see in our day to day lives, that we barely even realize we're seeing it.

How can graphic design benefit businesses?

A business is nothing without a graphic designer's touch; whether it's logo design, web design, flyers or marketing, graphic design has a hand in all of those things. Without a knowledgeable person working to help create those elements, the business is going to struggle to get their messaging across.

Is it important to research a business before designing for them?

Very important. Before working for any business, big or small, it's important to understand how that business sees themselves, and what they want their audience to see in them. Without understanding those things, you risk offending your client, or completely missing the mark on their request.

How much of a role does a consistent brand affects a business?

Consistent branding helps create recognition, and with recognition comes familiarity. When patrons are familiar with a brand, can recognize the logo or an element, they're more likely to put trust and reliance on a brand. To have

the level of recognition Starbucks or Coke has is what almost all brands strive for.

What do you consider important aspects to having a successful business?

The two most important things for me are:

1. Know your own capabilities; be honest with yourself as well as your client, know what you're capable of and how quickly you can do things
2. Be open to critique; be willing to accept feedback on everything, on your strategy, on your management, when you stop accepting feedback from your peers and underlings is when people will stop heeding your words.

How would you educate businesses about the importance of branding?

In my experience, most companies are already aware of the importance of brand awareness, the thing that you need to work them through is brand compliance; extolling the necessity of maintaining their hard made branding and making sure it follows through in all media. The only way to do this is to show them what it looks like, when you have a cohesive branding portfolio, versus a portfolio of work that goes wherever it wants. Most clients won't listen to just what you have to say, they need to see what the actual difference is.

Is it critical for business owners to know the difference between good and bad branding?

Again, I feel like most companies I've worked for already have an established brand, so they know the difference between good branding and bad branding. The main issue for me has been making sure they maintain their brand across all channels, even the ones I don't personally work on.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

I'm not sure. There are so many small businesses out there, and many of them know about graphic designers, but they're not willing to pay the amount of money that

most designers charge. They just don't quite understand what it is we do, and how important it is. I truly believe it comes down to finances for a lot of them, and they don't see good branding as a necessary up front financial investment. I think this just ties into a societal issue of looking down on the arts and those that create them. Until we fix that, the stigma of not wanting to pay for what others deem "art" will continue.



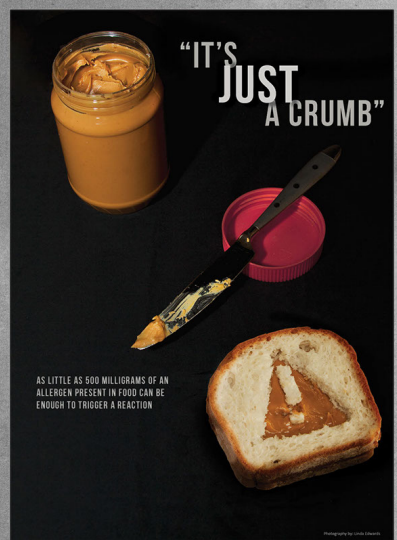
KEEP YOUR FOOD TO YOURSELF

AROUND 15 MILLION AMERICANS SUFFER FROM DEADLY FOOD ALLERGIES

SOY ALLERGY:

A food allergy is an adverse reaction to proteins found in different foods. What often happens is eating these proteins in a food product in a person with food allergies will get into anaphylactic shock after consuming an allergen. This is often potentially a matter of life and death for the allergy sufferer.

allergists may eventually find the food that causes the reaction. Unfortunately, the body is a kind of a "black box" and it takes a long time to track down the something that causes what the body is reacting against. Can be a severe allergic reaction.



"IT'S JUST A CRUMB"

AS LITTLE AS 500 MILLIGRAMS OF AN ALLERGEN PRESENT IN FOOD CAN BE ENOUGH TO TRIGGER A REACTION

Photo: © iStockphoto.com

PEANUT ALLERGY:

It's the hypersensitivity reaction to dietary proteins from peanuts causing immune reactions of the immune system. The quantity of a reaction usually, but not always, corresponds to the amount of allergen consumed. The most common allergen in peanuts can result in anaphylaxis, an emergency reaction.

requiring immediate attention and hospitalization. It is a severe allergic reaction which has the potential to be fatal. Symptoms can be severe and life-threatening. The most common allergen in peanuts can result in anaphylaxis, an emergency reaction.



CROSS-CONTAMINATION

This occurs when food that does not normally contain an allergen becomes tainted during food preparation, cooking, storage, or serving. This is the leading cause of anaphylactic shock in people with food allergies. Proper prevention involves diligent cleaning of all cooking and serving utensils whenever an allergen is washed.

AND THE FUTURE HOLDS...

Nothing. There is no cure for food allergies right now, and there is no possible cure or treatment in sight. Scientists are still researching food allergies and why they exist, however, currently the only way to live with a food allergy is to avoid the allergen as often as possible.

ALLERGY ATTACK?

How do you know if someone is experiencing a reaction to a food allergy? The most severe reaction to food allergies, anaphylaxis, is diagnosed as wheezing, trouble breathing, or even loss of consciousness. In some cases the face and lips will also swell. This reaction is very dangerous and if not treated quickly can cause death. The immediate use of an EpiPen is required as well as a phone call for an ambulance. A less severe reaction will involve hives, swelling, itches, redness of the face, or a tingling sensation in the mouth. If unsure as to the severity of the reaction, don't hesitate to call and consult a medical professional.

Cook, butter, shrimp, cream, and mustard are all allergens of poultry, also to be avoided in fish sauce

.....

Peanuts are one of the most common allergens in children and can sometimes be diagnosed by adulthood

.....

Fish is a common food allergy among adults, and one that isn't usually diagnosed. Unwashed frogs to avoid all animal allergens and ingredients should be avoided

.....

Soy sauce, fish, shrimp and certain oils are all things to watch out for with a fish allergy

.....

The best initial of food allergen standards, however, those with true food allergies may not be allergic to all of them

.....

Those with wheat allergy must avoid flour. If not all, baked goods, such as certain grains and cereals

.....

Egg proteins can be found in many foods. If you have egg allergies, it is important to know which proteins and to be avoided as well

.....

Those with a milk allergy should avoid foods in the protein from the milk, such as butter, cream and milk. Baking, proteins, cheese and yogurt should also be avoided

.....

KARA MYERS



Graphic Designer
Currently working at Mode
Charlotte, North Carolina

How can graphic design benefit businesses?

How a company presents itself to the world starts directly with its branding and design. A businesses visual presence can tell a story to a viewer immediately and have a positive or negative effect.

Is it important to research a business before designing for them?

Yes, it is important to understand where the brand is currently in order to elevate them, or determine where they should be. It's important to communicate with the business and figure out the goals they would like to achieve via visual communication to establish a starting point and create the voice of their brand.

How much of a role does a consistent brand affect a business?

Consistent branding is important to establish a baseline standard for how the business is presented. A logo should be consistent with the brands digital/web presence, which should be consistent with printed marketing collateral. This makes the brand look clean cohesive and professional.

What is the difference in designing something for a small business versus a big business?

The biggest upfront difference is usually their budgets. Larger businesses generally have larger budgets to work with, which allows them more time for a designer or agency to work on a design and build out a larger visual system. Smaller businesses might only have a

budget allocated for a logo or small branding system, but ultimately I think the work presented is still of the same quality regardless of the size of the business.

What problems have you run into as a graphic designer with clients?

Some of the biggest general issues with clients are in regards to turnaround time versus quality of work. It's important to be upfront with a client about time frames so that they understand better quality work takes more time, if they have a very tight turnaround time it makes it hard for a designer to put their best work forward.

What do you consider important aspects to having a successful business?

I think in order to have a successful business you must

be good at communicating internally with employees and externally with clients or other business partners. Communication can make or break a relationship in a business and if it is not effective it can tarnish the way a brand is perceived.

How would you educate businesses about the importance of branding?

When trying to win clients in an agency setting we often use case studies from past or current clients to show examples of our work and how it was successful. It helps the businesses see the potential that their brand might have and how we can elevate it.

Is it critical for business owners to know the difference between good and bad branding? Why?

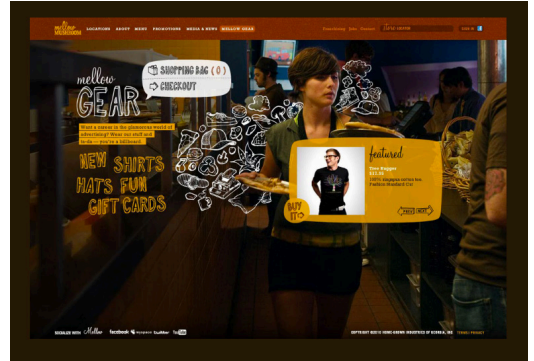
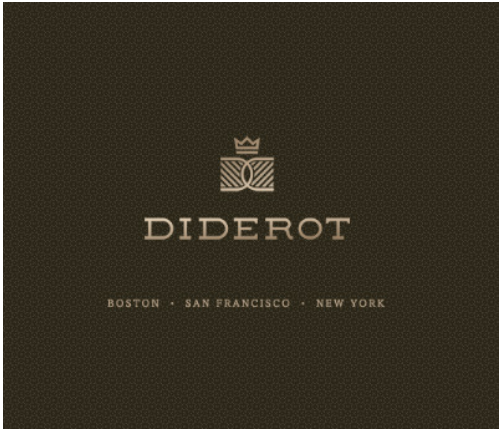
Yes, personally when I look for services online and come across a business that has poor visual presence I am a bit deterred from pursuing them further. A strong brand or visual presence makes a business look more professional and approachable, it also shows that the business takes pride in how they are perceived.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

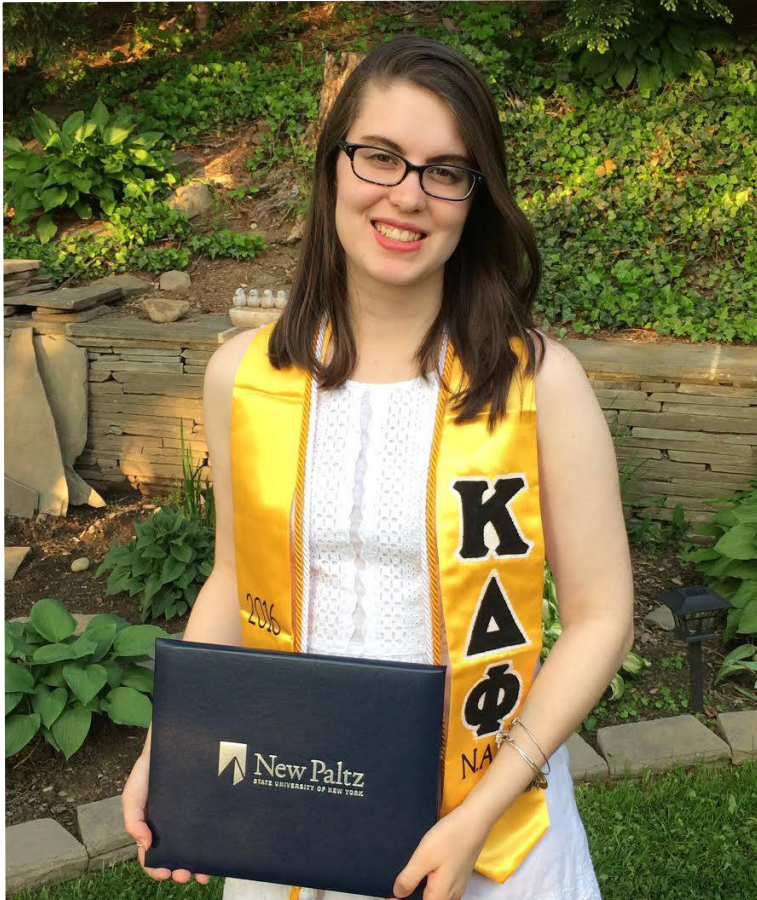
I think it's important to show a business that their brand has potential to become bigger and bring in potential clients. This is similar to showing them case studies of other

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projects it helps them to see the difference in a business that is branded thoughtfully to tell a story to viewers about their business.



EMMA WENIG



Graphic Designer
Currently working at
Ad Elements
Binghamton, New York

How can graphic design benefit businesses?

Graphic Design is visual communication. It affects how all sorts of ideas are communicated between all kinds of groups. It can be anything from an ad telling you to buy shoes to the stop sign at the end of your street. It affects the world around us, because we wouldn't have the same non-verbal communication system without it.

Why do you think graphic design is necessary for businesses?

It's necessary for business because verbal communication can only go so far. Word-of-mouth, radio ads, etc. are all great for communicating your business to people but graphic design extends your reach. The most obvious is building a recognizable brand, one that customers can

identify in an instant. But it can get into the nitty-gritty stuff, like how easy a website or a form is to navigate. The easier to navigate, the more likely a customer will continue to engage with it and with your business.

How can graphic design benefits small businesses?

For the reasons listed above, but additionally because it can really set you apart. The distinctive-ness and the creativity in the marketing and design of a product can influence the customer into choosing your business/product over others. What immediately comes to mind are things like beer/wine/liquor bottles. You have the big companies that you instantly recognize on the shelf which you know are good, but then you have smaller companies that really work on having creative designs to make their

product more appealing. If you see something in the smaller company's design that you like, you'd be more willing to try them out.

Is it important to research a business before designing for them?

It is absolutely essential. If you do not understand the business you are designing for, you can easily miscommunicate what they are trying to do. Ask a lot of questions. Learn their values, how they started, what their goals are, etc. The more you know about the business, the easier it is to design for them.

How much of a role does a consistent brand affects a business?

Very much. It's okay to reinvent the wheel every so often,

but consistency is key. It becomes difficult for customers to recognize a business if they keep rebranding. And even when rebranding, see if there are things from the old version they want to incorporate.

What is the difference between designing something for a small business versus a big business?

Money is a huge difference. Big businesses have more money to utilize for advertisements and marketing. Smaller businesses usually do not focus as much of their budget on these things. Figuring out how to meet their needs while stretching a dollar is important if you want to work with smaller businesses. Also recognize that the needs of big and small businesses will not really be the same.

What problems have you run into as a graphic designer with clients?

A lot of people might not have a firm understanding of design principles. They want their logo bigger, they want these huge paragraphs of text on their advertisement that you know no one will fully engage with. Explaining these things over and over to different clients can suck sometimes. Even though it can be frustrating, the client chose you because you are trained to design, so I guess you can't really complain. You just gotta walk them through why it won't work. Also when clients underestimate the time it takes you to produce something. Asking for things last minute will just cause you and your client stress.

Small businesses have less resources and less money how do you, as graphic designer, work with their budget? Would you accommodate them?

Talk it over with your client, what do they think they really need to push? What will they benefit from the most? Small businesses don't always need 'the works', sometimes really targeted projects work better than elaborate campaigns. Also, if its a cause I really believe in, I don't mind doing discounted or pro-bono work. I recently created a logo for a company that works to create a dialogue between businesses and employees/customers about LGBTQ issues. It was a cause I really believed in, and they were just getting their start so I know they didn't have a lot to spend on branding. So to help get them started I did it pro-bono.

In what ways do you believe a graphic designer would benefit a small business?

It can take a lot of stress off the owners. Especially if the designer is working on the business' branding, having something of a brand guide can really help people navigate better. Having a standard to follow can make marketing easier for the business in the future.

What do you consider important aspects to having a successful business?

Treat your employees well. Your business will run better if your employees are happy. Build lasting relationships with your customers, establish trust with them and other businesses in your area.

Why do you think some brands work and some don't?

There are a lot of reasons why some brands don't work. Their logos can be too hard to read/recognize, they can be too out there, they can be too generic, etc. I think a lot of the brands that do work are working because they don't mess around. They have their brand and their guidelines and they stick to it. Over time and usage it becomes recognizable to the point where people can have instant reactions to encountering the logo (Coca-Cola commercials and ads are a good example, you see an ad and suddenly a Coke sounds nice). I think research plays into certain brands working over others too. Know your client; what appeals to them and what you can do for them. It can get into things like color theory and having

the right typeface. People associate meaning to different colors and typefaces, you have to know who you're marketing to.

Do you think is it critical for small business owners to know the difference in good branding versus bad branding?

I think if you are working with them, teaching them about good/bad branding as you go will only be beneficial to you. The more they understand the process, the less frustrating it will be for you.

How do you think we could get rid of the stigma about graphic design(ers) that businesses believe:

1. That it is too costly to hire a graphic designer.

Helping businesses understand the process can help them

to really comprehend that you don't just wave a wand in front of the computer and come up with amazing stuff. They are paying for the years you spent learning all the stuff they don't know. They are paying for your time, your effort, your research and your expertise.

2. Graphic Design is a bunch of crap and a waste of time.

I mean, there's a lot of research that says it's not. Asking them to elaborate on why they think those things can help you get a better understanding of their position, which can help you argue why it's not. Having some facts and statistics about graphic design could be helpful.

3. A graphic designer won't help my business in anyway (physically or financially)

Again, with asking them why they think this.

Understanding who you are speaking to can help you craft a discussion with them about why it is in fact beneficial to them.

4. My friend, wife, sister/bother is artistic and can draw so I'll just have them create my company's designs, I don't need a graphic designer.

I'm sure your friend or family member is very artistic, but do they understand the ins and outs of Adobe products? Do they understand how to print things properly, with bleeds and crop marks and such? Do they know how to vectorized a logo and how to scale it appropriately? Can they change its from color to black and white? Do they understand the difference in designing for digital versus print? Conveying to the client that design is more than

just artistic talent is important.

In what ways, can designers reach out to businesses to inform them of the benefits of graphic design?

I think having an open dialogue is helpful. No judgment, no stupid questions, just letting them know how you can help them (and how they can help you).



KRISTEN O'CONNOR



Graphic Designer
Kingston, New York

How do you think graphic design affects the world around us?

It personalizes everything around us and creates moods and styles. Everything is designed the way it is for a reason. It creates variety and diversity in the world.

Why do you think graphic design is necessary for businesses?

Graphic Design makes business appear more professional and approachable. It give clients a sense of their style and their branding and what the business is about.

How can graphic design benefits small businesses?

Having a better designed brand makes your business more professional and established. It can help catch new customer's attention and bring them through the door.

Is it important to research a business before designing for them?

It helps you get a sense of the company's style and personality. It will give you a headstart to becoming adapt to their expectations and get a feel for how well you will work with them.

How much of a role does a consistent brand affects a business?

Consistency is key. I think overtime your branding may evolve but keeping the same elements and general style help maintain a recognizable image and branding.

What is the difference in designing something for a small business versus a big business?

Smaller companies seem to have more personality

and can explore design more it seems. While larger companies seem to pick designs that are more formal and straightforward.

Small businesses have less resources and less money how do you work with their budget?

Never sell yourself short or be underpaid. If they have a budget you should talk costs before starting to work so the client can understand how much time you can put into it.

In what ways do you believe a graphic designer would benefit a small business?

Hiring a graphic designer would allow the company to have a consistent branding and then they would have someone trained in design to enhance their ideas.

What do you consider important aspects to having a successful business?

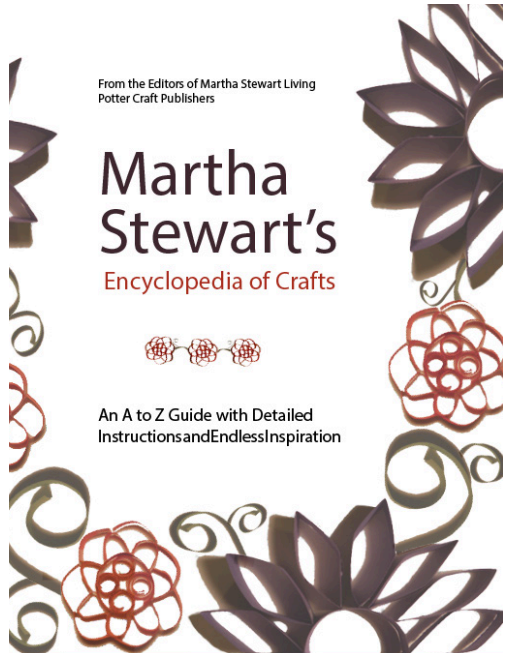
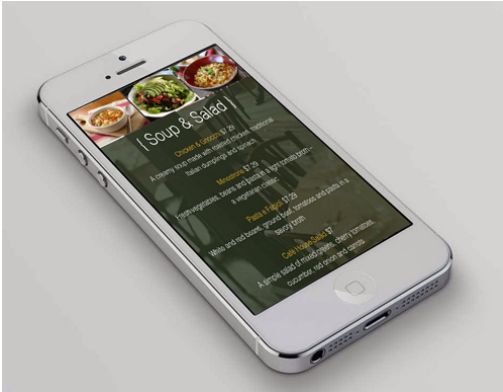
Some important aspects of having a successful business are a consistent work flow, a positive relationship with clients, customers, and employees that understand the business and have a passion and believe in the business.

Why do you think some brands work and some don't?

I am drawn to branding that follows the saying "less is more." I think simplicity is a good thing. When branding becomes too overwhelming it can become less desirable.

Is it critical for small business owners to know the difference between good and bad branding?

I believe it is very important if they are looking to expand their business and become more known and popular.



Interviews

— CHAPTER FIVE —

Business Owners

This chapter includes the interviews I conducted with small restaurant owners in the Hudson Valley. This part of the book is about informing you about other businesses that are doing the same thing as you plan to, except they are already established business, with loyal consumers. These stories are for you to learn from and about other businesses.



DOUG THOMPSON



Owner
Main Street Bistro
56 Main Street
New Paltz, New York

What is the history of your business and what made you want to start this business?

I purchased my business, The Main Bistro, in 1993. It was formerly called the Gay 90's Bistro and that was running for 17 years. I started working there in 1987, on and off from touring and then purchased it from the owner.

Who designed your business's logo?

We decided to have an independent or freelance designer design the logo for Main Bistro. I believe her name was Dorothy, however it has been a while, so I am not completely sure.

Have you ever worked with a graphic designer before? Why or why not?

Yes, we usually always work with designers because we

need a variety of ads created for the businesses. We work with designers for a variety of ads when needed.

If you have, how did you find them? What kind of educational background did they have?

Sometimes we use referrals, from friends of friends. We like to be recommended someone before going to them and asking them to do work for us. We want to know that they've done good work before and that others are willing to refer them to us.

What was your impression of working with a designer?

Working with a designer was extremely easy. You can tell them what you want and they create it. It's never been simpler. They create something and when they get the thumbs-up they finish it up.

Who is your target audience?

With our comfy and casual atmosphere we are the perfect break and lunch restaurant to eat at. The Bistro choose to specialize in eclectic American and Vegetarian food. Our varied menus feature a wide range of dishes so that they is something for everyone when they come to eat at the Bistro. The Bistro is a place where everyone can eat.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

Bistro as always been a friendly and laid back place to eat. A place where you can be comfortable, casual, and relaxed.

Do you know what a brand consists of?

Yes, it consists of designs that are created by graphic

designers. I would assume that a brand consists of the business's logo, business cards, signage, menus, etc.

Do you believe that the overall design has effected your business?

Yes. When I first starting working at the restaurant, downtown New Paltz was not a destination; I had several older members of the Chamber of Commerce tell me they would never go past P&G's. Water Street, The Otter, and numerous other stores weren't there in the late 80s and early 90s.

This is why when I had my logo created for Bistro, I chose to incorporate the DTNP on the logo. To make my place a destination that people wanted to go to, but also to give people an idea that the business was there in New Paltz, you just can to explore a little more to find it.



MEGAN FELLS



Co-Owner
The Artist's Palate
307 Main Street
Poughkeepsie, New York

What is the history of your business and what made you want to start this business?

We opened The Artist's Palate about 10 years ago. Our decision to open a restaurant sprouted from the idea that there wasn't really a restaurant that we wanted to eat at. We wanted the business to be comfortable, but there was a huge attention to the detail of the store, menus, and artwork. We would often change the menu and art to keep the restaurant fresh and exciting and to give our guests a new experience every time they came back. This would always bring them back and ended up creating a strong customer base for us.

Who designed your business's logo?

My dad was an engineer and he had a friend that offer to

do the logo for us.

Have you ever worked with a graphic designer before? Why or why not?

Our family friend was not a graphic designer, however we have worked with graphic designers since then. We worked with two so far, and they've done work for promotional, logos, menu design, advertising, among other things.

If you have, how did you find them? What kind of educational background did they have?

The guy who did a previous logo, happened to live upstairs from the restaurant and he was a happy customer.

Who is your target audience?

Our primary clients are business people that are in the area for lunch or dinner. We also target locals and tourists.

Our restaurant is very diverse and because of that we can really target anyone. We like to work with the local hospitals and college administration too.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

I would like to describe my restaurant as comfortable, but elegant at the same time.

Do you know what a brand consists of?

A brand is everything from a logo to a mission statement and each decision that is made daily for your business.

Trying to relay your vision through your staff to the customer.

Not sure if this is correct.

Do you believe that the overall design of your business has effect your business?

I do think the design has effected our business as this restaurant has become a special occasion place. Our design is what the customers have in mind when they chose to come to the restaurant. It's the perception our guests have of the events that we hold at the restaurant. They are willing to spend the money for a nice dinner because they know that we have quality food and a unique place to eat.

How long have you had a consistent logo?

We designed this logo way before the restaurant opened and have had the same logo since. It was designed about a year and a half before we opened during our business plan of development.



Customer Appreciation Month

November 2016

Three Courses \$32 plus tax and gratuity
Add a tasting portion of a wine pairing for each course for an additional \$15

First Course Choice of:

Soup du Jour

Chef's selection of seasonal offerings

Palate Salad

Baby arugula, local greens, roasted acorn squash, spiced pecans, shaved pears, pomegranate vinaigrette

Tart

Caramelized onions, apples & gorgonzola in a semolina crust

Mini Ropa Vieja Tacos

Braised & pulled beef, creamy chile, cotija cheese, avocado crema, cilantro

Wine Pairings

Pinot Grigio, Alamosa, Alto Adige, Italy

Fume Blanc, Dry Creek Vineyard, Healdsburg, California

SECOND COURSE CHOICE OF:

Grilled Boneless Double Cut Pork

Apple cider brined, roasted sweet potatoes, charizo mole

Harvest Risotto

Roasted vegetable stock, organic butternut squash, baby kale, brussel sprout leaves, Coach farm's goat cheese, brown butter, toasted hazelnuts

Murray's Chicken

Braised & pan crisped leg, asparagus, oak shiitake mushrooms, sesame-ginger sauce

Grilled Faroe Island Salmon

Forbidden black rice, maple bourbon glaze, roasted butternut squash

Wine Pairings

Chardonnay, Tual Hills, Healdsburg, California

Legendary Ridge Red Blend, Buena Vista Winery, Sonoma County, California

THIRD COURSE CHOICE OF:

Warm pumpkin caramel cake, brown butter pears, vanilla gelato

Warm chocolate cake with raspberry filling, whipped cream

Wine Pairing

Prosecco, D.O.C.G., Monforte, Italy



TIM DRESSEL



Owner
Dressel Farms/Kettleborough
277 State Rt. 208
New Paltz, New York

What is the history of your business and what made you want to start this business?

I started the business as an extension of my family's apple orchard, Dressel Farms. The farm itself was purchased from the previous owner's estate in 1953 by my Great-Grandfather, Fred Dressel, and my Grandfather, Rod Dressel, Sr. Fred had previously been the foreman on the farm starting in 1923.

Kettleborough Cider House was officially founded Jan 1, 2011 and began production in 2012. I had previously intended on starting a Farm Winery after enjoying and learning about wine and grape growing while getting my degree at Cornell. I worked at a Finger Lakes winery while at school and gained an interest in the industry. When I

returned to the farm, my Grandfather gave me 2 acres of land to plant a vineyard and I taught myself how to grow grapes. Before I could start the winery, however, the hard cider craze began and I shifted my focus from wine to cider. The rest is history.

Who designed your business's logo?

My girlfriend, who is now my wife, doodled a rough draft of it while bored in a grad school lecture. After I approved, she redrew it more professionally. Her original doodle hangs on the wall of the tasting room and her better copy is what's currently on our Dry Cider label.

Have you ever worked with a graphic designer before? Why or why not?

Yes. I currently employ a freelance graphic designer. I needed the expertise to create something that looked more professional than a drawing scanned onto a sticker, essentially.

If you have, how did you find them? What kind of educational background did they have?

He was actually a customer in my tasting room. We got to chatting while he was tasting cider and he told me he did graphic design in his spare time. I asked him to recreate my logo digitally and when he delivered I decided to keep using him for future projects. He's designed 2 labels for me now.

What was your impression of working with a designer?

Being a freelance guy, he was very easy to work with. He responds quickly to my requests and usually gives me multiple options to choose from.

Who are your primary clients for your products?

Target consumers of hard cider are currently both men and women age 21-40.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

I would describe Kettleborough with something like "modern rustic." This would probably be the best way to describe our focus.

Do you know what a brand consists of?

Yes, I know what a brand is and I know what it is because I happened to minor in Business Management when I went to college.

Do you believe that the overall design of your business has effect your business?

With the experience I have gained over the years, if I could start over, I would make some changes to the logo. Our current logo doesn't lend itself to being multipurpose, I want it to be used on several different platforms and I think that is something that needs to be changed. I have tried extracting the text from the logo to use on it's own, but without the apples it's not especially unique or recognizable. I plan on doing some rebranding in the

not-too-distant future.

How long have you had a consistent logo?

We've been using the same general logo since we started, so, 2012ish. It's been tweaked slightly but has stayed essentially the same.



LIBBY THOMAS

Owner
333 Cafe
333 Delaware Ave.
Delmar, New York

Can you tell me about your career path and why you decided to pursue a career in the restaurant business?

I was offered a job by a college student who was working for money in the restaurant business. They said it paid a lot of money to do and I really loved food and business. I figured it made more sense to do what I love than to pursue academics.

Is there any history with your restaurant? Did you open the restaurant? Inherit it?

I had been working for 333 Cafe for a while and when I had saved up enough money I bought it from him.

What were some of your most successful promotions? How were these advertised?

I found the way to promote your business and the best way to advertise is from word of mouth. Let the customers do the talking because their the customers are the ones who experienced the restaurant and are going to tell their friends if it was a good experience or bad one.

When was your logo designed and who designed your business's logo?

A few years ago we had our logo designed by someone

who was our friend but also a customer at the restaurant.

Was the person who designed your logo a graphic designer?

Yes my friend was a graphic designer and had experience.

What was your impression of working with a designer?

I had a very good experience with working with a graphic designer. Probably because they were my friend, but yes I had a good impression.

Who are your primary customers?

My primary customers are usually locals, ages 18 and up.

Young adults to older folk are usually our target customers.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

The vibe I would say my restaurant gives off is funky with

fine food.

What is a brand to you?

It doesn't mean anything to me.

Do you believe that the overall design of your business has effect your business?

No not at all. My business is good because of the food, the people and environment.

How long have you had your current logo?

The last time we updated or had the logo changed was about two years ago.

What are some of the differences between a small restaurant and a large restaurant?

The differences between small businesses and big ones is

the money. How much you can spend in any certain place, whether your talking about buy food from the supermarket for the restaurant or you want to spend money on a graphic designer to do some ads for your business. It's really the budget that is the difference.

What do you think are the key aspects for a business to be successful?

I believe for a small business it is extreme important to change. To be successful you need to be different and change with the times and trends.

☐ ☐ ☐

333

cafe

☐ ☐ ☐



210

JANINE BENNETT

Co-Owner
Crossroads Brewing Company
21 Second Street
Athens, New York

Can you tell me about your career path and why you decided to pursue a career in the restaurant business?

Oddly enough...I was in graduate school getting my masters in school psychology and my business partner was a drywall contractor when we decided to open a brewpub. We were fans of craft beer and had become involved with the industry doing some sales and working

festivals for a friend who was opening a brewery. We fell in love with the industry and started working on our business plan, searching for a location and seeking out funding.

Is there any history with your business? Did you open the it? Inherit it?

We purchased a dilapidated old opera house in 2009 and spent a year on renovations to turn it into a brewery and restaurant.

What were some of your most successful promotions? How were these advertised?

Our most effective form of advertising has been social media. We do traditional advertising with regional magazines but I don't get the response from any of our print ads that I do from social media. Facebook specifically.

Nothing compares with reaching out directly to interested people with details about a certain event or promotion.

We also reach people through tasting events and festivals and we are also big fans of donating goods for local fundraisers in exchange for advertising. It's a win-win to raise money for the community while getting our name out in a positive way. I would say our budget for this type of advertising far exceeds print ads and the feedback we hear from our customers is that they enjoy supporting us because they see us involved and giving back in so many community events.

When was your logo designed and who designed your business's logo?

I drew our logo back in 2009 when we were getting the

business started.

Was the person who designed your logo a graphic designer?

No. I'm far from a graphic designer but we opened our business with a very small budget so we did everything ourselves. We needed a logo and I had some minor artistic ability. You quickly learn to be an accountant, human resources, restaurant manager, chef, handy man, and designer all in one when you can't afford those people and the job needs to be done.

Who are your primary customers?

The target audience for craft beer and locally sourced food is vast. But we do tend towards the college educated and higher income crowd as our product can sometimes

cost more than national products of a lesser quality. We reach out to travelers and tourists as craft beer is a product that people travel for. It makes our brewpub a destination and our customers come from all over the North East and beyond.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

We are definitely trying to put out a welcoming, casual vibe. It's important to us to not only grow our business but to help our small riverside village progress. We try to put that welcoming energy out to not only give our business that feeling but the whole village. Folks have been buying houses in our village and telling us they bought because we are here. That's a great thing! Crossroads is award

winning beer and locally sourced fare, wine and spirits in a casual and welcoming atmosphere.

What is a brand to you?

(no comment)

Do you believe that the overall design of your business has effect your business?

I think it does. You get a feeling about the business just from their logo. You get an idea about the vision of the owner and what they want you to take away from experiencing their product or business. You used to be able to get a good feeling about a businesses authenticity by their logo. Now a days it seems that mass produced products are attempting to trick the consumer into thinking they are a small artisan company through logos that have that

simple, hand made, broken in look. It's getting harder to weed through large chains or mass produced products as opposed to a small, local business. You have to dig a little deeper lately.

How long have you had your current logo?

We've had it from the beginning. It's never changed.

What are some of the differences between a small restaurant and a large restaurant?

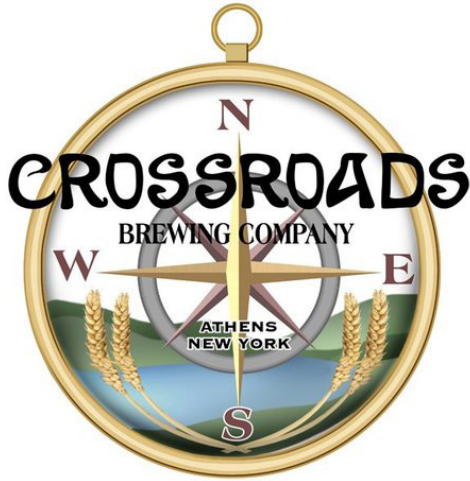
BIG! The basic business is the same... make money, pay bills, repeat. But the genuine, community minded aspect of a small business as opposed to a chain are night and day in my opinion. Cookie cutter menus and logos that all have that same overly commercial, almost cartoonish vibe. You don't feel inspired by any of it. That's the difference. You

may like something on the menu at Applebee's but you don't love Applebee's because Applebee's has no soul. Their logo has no soul. I'm being harsh...and I do like the chicken wonton tacos....but I think you get my point.

What do you think are the key aspects for a business to be successful?

1. Take a basic accounting class
2. Extremely hard work.
3. You can't have too much working capital
4. A great relationship with a great bank
5. For a small business like mine, in a no name town, we've had to go with our gut and stick with our vision. Sounds cliché but it's true. We had a vision of the place we wanted and the feeling we wanted and the type of customers we

wanted. We work night and day to bring ourselves into every aspect of the business. People constantly tell you what you "should" be doing. It's been 8 years of success and people to this day still tell me what I should be doing on nearly a daily basis! We know what we want. It's a place where upstate "hillbillies", "citiidiots", gays, straights, Catholics, atheists, green, blue and purple all come together and share a pint. Its a welcoming harmony where every person that walks in feels like they are home. It takes steady vision and leadership and carefully hiring like minded people to create a place like this in, what was once, a no name village like mine.



	ABV	IBU	MASS
OUTRAGE IPA - BOLD AMERICAN HOP FLAVORS, AROMAS, CITRUSY	7.0	90	7/6
BRADY'S BAY CREAM ALE - SUBTLE MALT + HOPS, LIGHT-BODIED	5.0	10	19/6
BRICK ROW RED ALE - MALTY, SMOOTH w/ BISCUIT + CARAMEL NOTES	5.2	15	1/6
LIGHTHOUSE WHEAT - CLEAN, CRISP AMERICAN WHEAT	4.2	9	1/6
BLACK ROCK STOUT - ROBUST - FULL-BODIED, RICH MALT FLAVOR	6.8	55	1/6
ANGRY PETE'S - PALE ALE w/ ALL SORACHI AGE HOPS	5.9	40	1/6
UNPRESIDENTED BLACK IPL - CLEAN LAGER w/ HOPS	5.7	65	1/6
SLACK TIDE RED RYE IPA - w/ AMERICAN MOSAIC	7.0	70	1/6
SUCCESSOR IMPERIAL PORTER - SMOOTH - ROBUST	8.0	30	1/6
RESORT 2017 - LIGHT BODIED GOLDEN KOLSCH, WHEAT FINISH	4.6	21	1/6
NINE PIN - ALBANY'S SIGNATURE CIDER	5/6		12oz



STEVE SLUTZKY



Owner
Hickory Smokehouse
743 Route 28
Kingston, NY 12401

Can you tell me about your career path and why you decided to pursue a career in the restaurant business?

I was actually a Political Science major and went to grad school for Public Administration. I worked in DC in the early 90's in Health Care and then in NYC for 8 years in Public Affairs and Advertising. Restaurant was an interest and my brother was a chef so we decided to move up to Kingston and open Hickory. This was our favorite cuisine style and a long term family project including our parents. We opened in October 2002 and my brother left in January 2007.

What were some of your most successful promotions? How were these advertised?

We would do festivals to get our name out there and have live music here to attract business as well. We did the music solidly for 5-6 years and advertised in the local papers

or on area websites. After awhile the return became out weighed by the diminishing interest in live music so now we just do it for special events.

When was your logo designed and who designed your business's logo?

My dad is an amateur artist and had made a few sketches based on my description. I took these sketches to Paul Beichert at Timely Signs in Kingston and he put together a great logo package that we feel stands up even now. Paul has always been great to work with.

Who are your primary customers?

Our primary customers are families that either live in the area or have second homes in the area. We skew a little older.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

I would describe the tone of my restaurant as family casual.

With a laid back vibe to match a comfort food menu.

What is a brand to you?

Your brand is you.

Do you believe that the overall design of your business has effect your business?

I feel that the design is a significant contributor to your initial impact on a customer. A well-designed logo and branding package gets many customers in the door.

Getting them to come back is up to you.

How long have you had your current logo?

We have had the same logo since we opened the

restaurant in 2002. We have yet to feel the need to update it because we feel the logo still does the job and relates the message we want to send to our customers about what our restaurant is about.

What are some of the differences between a small restaurant and a large restaurant?

The personal touches. As the manager of a chain you are beholden to corporate policy, menu structure, design etc. with maybe a little leeway based on location. Of course the marketing force behind a chain can't be discounted.

What do you think are the key aspects for a business to be successful?

Always keep your head up meaning: pay attention, try to keep enough capital for the downtime and listen to staff and customers.



TY BAUGHMAN

Chef
The Roost
3542 Main Street
Stone Ridge, NY 12484

Can you tell me about your career path and why you decided to pursue a career in the restaurant business?

It started with my first job, Hardee's. I enjoyed it, plus the fact that I grew up cooking with my mother.

Is there any history with your restaurant? Did you open the restaurant? Inherit it?

We have been open a little over 3 years now and before

that it was a diner called the Nibble Nook. I'm the chef/
manager and not the owner.

**What were some of your most successful
promotions? How were these advertised?**

We don't do many promotions but I have done holiday
ones that have done well. Most advertising was done in-
house and online through Facebook and our website.

**When was your logo designed and who designed
your business's logo?**

The owners did that with a local artist.

**Was the person who designed your logo a graphic
designer?**

I believe we did.

If you did work a designer, what was your impression of working with a designer?

I have in the past on other projects, its great to see someone put down in art what you're thinking, constant communication, lots of tweaking.

Who are your primary customers?

People that enjoy eating good food.

Could you describe the type of feeling or tone of your business is trying to portray to its customers?

Local house-made cooking.

What is a brand to you?

An image, a feeling, a look.

Do you believe that the overall design of your business has effect your business?

To me it says...breakfast. At least thats what it was intended to say.

How long have you had your current logo?

We updated it about three and a half years ago and it has not been touched since.

What are some of the differences between a small restaurant and a large restaurant?

Too many. I have worked both and that info might start a whole other project paper. As for my position, I create what I want and implement to my staff....in a corporation that is lengthier process.

What do you think are the key aspects for a business to be successful?

Consistency, listen to your staff and guests, control your costs, don't take short cuts....enjoy what you do everyday!

the
Roost

Breakfast Lunch

687-0022



Case Studies

— CHAPTER SIX —

This chapter includes examples of restaurants who rebranded and shows how it effected their businesses. There are also statistics to give evidence of how the design of a business can help them with competition, gain recognition, and bring in more and new customers.



PINCHE PINCHE

*Designs done by
Dot Design*

Creative Agency

<http://dot-design.co.uk/>

**all credit for pictures and information of
this case study goes to Dot Design**

After spending a year working in Taqueria, Mexico City, Simon Heath, the owner and head chef, was completely smitten by their tacos and was determined to bring the joys of Mexican street food to Leeds in the United Kingdom. Pinche Pinche's food is freshly prepared using authentic Mexican ingredients. The food's inspiration is drawn from



PINCHE
PINCHE
MEXICAN FOOD & DRINK



the street food that is eaten every day throughout Mexico
Dot Design job was to deliver a logo/identity design,
restaurant signage, menus, and promotional literature.

Pinche Pinche is a relaxed and fun restaurant with prices
designed to please your pocket. This is food that is
designed to be eaten with your hands.

To see more of the work and concepts of the initial art visit
Dot Design's website.



WINE

Red Wine

Marqués de Calado Tempranillo
Carrikena DO, Spain 2012

Classic Tempranillo notes of dark cherry and blackcurrant are prevalent on the nose, lined by a hint of dried flowers and sweet spice. The fruits of the forest flavours are perfectly complemented by soft tannins.

175ml €3.80 / 250ml €5.20 / **Blk** €14.50

Aires Andinos Malbec

Mendoza, Argentina 2012

This Malbec oozes dried raisiny fruit character, lots of blackberries, a full body and ripe sweet tannins.

Blk €19

Vía Carrasco Merlot

Central Valley, Chile 2012

On the nose rich notes of plum and blackberries lined by chocolate and mocha. Silky yet structured with concentrated fruit flavours.

175 €4.40 / 250ml €5.80 / **Blk** €17

San Millán Crianza Rioja

2010

A full bodied wine such as this goes beautifully with most cooked rare or meats served with a strong sauce.

Blk €20

White Wine

Marqués de Calado Macabeo

Carrikena DO, Spain 2012

Fresh floral aromas reminiscent of anemone, herbs such as onion and fennel. The smooth and velvety palate is fruit driven with citrus and banana characteristics.

175ml €3.80 / 250ml €5.20 / **Blk** €14.50

Alfredini Garganega Pinot Grigio

Italy 2012

Dry with a fruity bouquet and a lovely refreshing finish.

175ml €4.40 / 250ml €5.80 / **Blk** €17

Vía Carrasco Sauvignon

Central Valley, Chile 2013

Yummy! Lovely and fresh. This Sauvignon Blanc has herbal tropical notes on the nose, followed by a zesty citrus palate.

Blk €18

Marqués de Cáceres Rioja Blanco

2012

A hugely aromatic wine with intense flavours of apples and pears with a light floral background. Fresh and vivacious on the palate with an additional hint of lavender fruit.

Blk €20

Rosé Wine

Marqués de Calado Garnacha Rosé

Carrikena DO, Spain 2012

An intense pink wine with plenty of juicy berry fruits. Crisp and refreshing.

175ml €4 / 250ml €5.50 / **Blk** €15

Torre Alta Pinot Grigio Rosé

Italy 2012

This wine demonstrates just why Pinot Grigio Rosé is so popular. Strawberry aromas in abundance and intense notes of peach flowers. Dry, soft and well balanced on the palate with a round and full bodied structure.

Blk €17

Fizz

Raboso Rosso Prosecco Rosé NV

Italy

This little-known Raboso grape is essentially the sister grape of the white Prosecco, and is used here to make a similarly delicate sparkling wine. Grapes have been picked from the vineyard areas around the towns of Conegliano and Valdobbiadene.

Blk €22



TEQUILA

All our Tequilas are made from 100% Blue Agave. Sip and savour the taste of this quality product. Prices are per 25ml.

Bianco Tequila - also known as 'white' or 'silver' and aged for up to 60 days

Tapatio blanco - spicy and peppery. £3.20

Herradura Blanco - herby and citrusy. £3.70

Reposado Tequilas - aged for almost 2 years, this is the most popular style of Tequila drunk in Mexico

Tapatio Reposado - smooth with a rich amber colour and aroma. £3.70

Herradura Reposado - superbly balanced flavours. £4.10

Don Fulano Reposado - a perfect balance of oak and Agave flavours. £4.50

Siete Leguas Reposado - plenty of toasty Agave flavour. £5.70

Añejo Tequilas - aged for nearly 3 years

Tapatio Añejo - smoky, full bodied with sweet oak notes. £4.10

Herradura Añejo - pale gold and deliciously smooth. £5

Extra Añejo Tequila - aged for many years

Jose Cuervo Reserva de la Familia - final blend includes Tequilas from 30 year old reserves. 'Warm and mellow, it combines floral, Agave, vanilla and Cognac like flavours. £8.50

MEZCAL

Produced and distilled differently from Tequila with a strong, smoky flavour. Prices are per 25ml.

Del Maguey Vida Mezcal - winner of 'World's best Mezcal' every year from 1999-2002. £5

Legal Mezcal gets its name from the days when its founder, John Roser, used to smuggle it from Mexico to Guatemala. Now legal, it is one of the finest handcrafted aperits distilled in Mexico.

Legal Joven - sweet Agave flavour with hints of citrus. £7

Legal Reposado - smoky Agave flavour with a touch of oak. £8

Legal Añejo - citrus notes with a chocolate, peppery finish. £9

Del Maguey Pechuga Mezcal - a legendary Mezcal with an amazing taste and smoothness. Production is a lengthy process that surprisingly involves a chicken! £18

SOFT DRINKS

Jarritos

Popular brand of soft drink in Mexico, made using real fruit and 100% natural sugar. Chosen from:

Lime / Mandarin / Guava / Pineapple / Grapefruit £3

Coke / Diet Coke / Sprite £2

JUICES

Orange / Cranberry / Apple £2

Beers

Pacifico

Pale gold full flavoured lager, popular with surfers on the west coast. 330ml £4.10 ABV 4.5%

Modelo Especial

Classic bright quenching beer. 335ml £4.20 ABV 4.4%

Corona

The best selling beer in Mexico. 335ml £3.75 ABV 4.6%

Modelo Negra

Rich, slightly nutty taste. 335ml £4.40 ABV 5.4%

Alhambra Reserva 1925

Malty with light caramel notes. World's best premium Lager 2009. 330ml £4.70 ABV 6.4%



COCKTAILS

Tommy's Margarita

Created in the 1950s by Julio Bermudez, owner of the fabulous Tommy's restaurant in San Francisco. Just shake Tapatio Blanco Tequila with organic Agave syrup and freshly squeezed lime juice. Served on the rocks, no salt...just as it should be!

Mojito

The classic Cuban rum cocktail...served with Diplomático Añejo rum, limes, mint and natural sugars charged with soda.

Cajipirinha

The classic Brazilian cocktail made with Cachaca, a spirit made from the juice of one sugar. It is the national drink of Brazil and is drunk by everyone from the favela dwellers to the playboys in the clubs of Ipanema.

Gin Punch

A light and refreshing mix of gin and lemon, akin to alcoholic lemonade. Made famous by the Lillmer's Hotel in London, one of the top sporting hangouts of 1814.

Vodka Blinney

Vodka, blackberries and fresh lime juice served over crushed ice - this drink is both fruity and very gently named.

Sangria

Classic red wine fruit punch. Glass £4 / Jug £15



MOCKTAILS

Berry Smash

2 delicious non-alcoholic blends of fresh raspberries, blackberries, cranberry and apple juice with a dash of lemon. Served over crushed ice.

Crapple

Cranberry, apple and lime - a simple but refreshing and decidedly fruity non-alcoholic cocktail. £5 each



DIRT

*Designs done by
heliumcreative*

Creative Agency

<http://www.heliumcreative.com/>

**all credit for pictures and information of
this case study goes to heliumcreative**

A budding restaurant concept in its infant stages came to heliumcreative for full brand development with a goal to position themselves as the leading fast-casual, healthy lifestyle restaurant. The brand would have to deliver a look, feel, and story that visually communicated an innovative and farm-to-table concept.



In the end, heliumcreative created an impactful brand experience through their signature brand development process: crafting the brand story, strategy, naming the concept, coining the tagline, creating an identity, icons and business cards, designing the marketing materials, as well as the menus, signage, packaging, and consulting on the interior design to ensure the restaurant accurately reflected the brand. The combination of these carefully crafted elements creates a cohesive brand that instills trust and a memorable, engaging experience that stands out in the consumer's mind resulting in regular visits to enjoy a meal or beverage at DIRT. It essentially becomes the third place for people – Home, Work, DIRT.



About

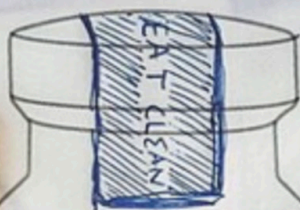
A new, fine food served fast dining experience, DIRT is where clean eating and great taste co-exist. A farm-to-counter eatery and wellness bar combining fresh, great-tasting food with health, convenience, and simplicity. DIRT isn't just a restaurant. They are part of a larger global community and, as a smaller local community member, they seek to provide sustenance and reward for farmers and diners alike. Being a fast, casual eatery, DIRT has the potential to become the third place for health-conscious diners, just as Starbucks is for coffee lovers. The go-to breakfast spot before work or during lunch, the place where everyone knows your name.



RO
OT
/08

NEENAH TRANSLUCENT
WHITE 3616

NEENAH ENVIRONMENT
ULTRA BRIGHT WHITE 807



seal of
"DRINK
CLEAN"

RO
OT
/16

← DIE CUT

← NAME

← OZ



DIE CUT
LOGO

← ingredients



Challenges

DIRT was an unknown, start-up company planning to launch in a crowded marketplace in an extremely competitive and expensive location.

The founder was planning to use the name:

La Vita Verde, which didn't match the concept.

After much dialogue and brainstorming they landed on key points, values, and a brand strategy that helped them find the perfect name: DIRT. The tagline: EAT CLEAN, accompanies as a play on the name. They created an impactful brand experience with the identity, marketing collateral, packaging, and consulted with the interior designer to ensure the brand experience was consistent.



DRINK CLEAN

ETHIOPIAN YIRGACHEFFE + BRAZILIAN CERRADO

INGREDIENTS /
100% Arabica Coffee

FLAVOR NOTES /
Floral Citrus, Sweet Chocolate, Cinnamon

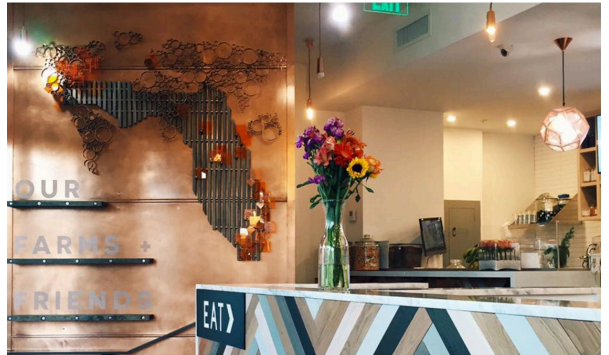
PROCESS /
Fully Washed / Pulped Natural

REGION /
Yirgacheffe, Ethiopia / Cerrado, Brazil

ALTITUDE /
1900 / 250 meters

12 oz / 355 ml

FOLLOW US @dirteatclean / dirteatclean.com
comments / questions / want to chat?
CALL 305.299.3000 / TEXT 305.770.6468



Strategy

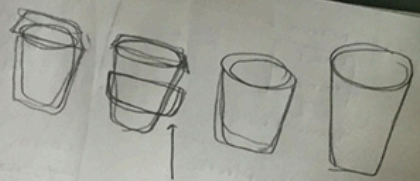
When developing a brand's strategy you have to ask yourself, what makes the brand unique? How are they going to stand out from their competitors, and who are they talking to? Heliumcreative developed positioning and mission statements and identified key terms to define who DIRT is and why they do what they do unlike anyone else.

Positioning

DIRT is a progressive eatery focused on seasonal, local ingredients; cultivating an approachable, transparent, community-oriented environment rooted in a fully sustainable cycle of farm to plate then back to dirt.

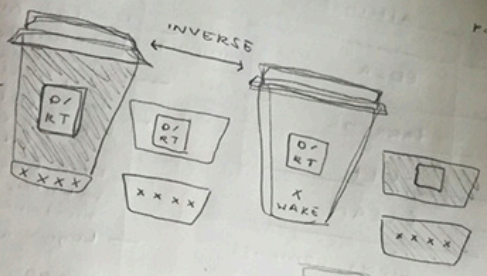
FINE LINES
≥ .032 in

parfaits



Sleeve

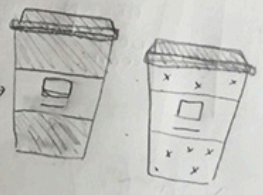
4.1732
- 8.7885



Patterned cup
? alternate



WHITE



LID COLOR
CUP COLOR

Mission Statement

DIRT's mission is simple and straightforward: To deliver innovative, delicious, healthy cuisine with excellent hospitality in a clean, uplifting environment that you can enjoy at any time of day.

Audience

The DIRT customer is anyone and everyone who loves delicious, health-conscious cuisine, coffee, treats, juices or just a cool environment.

The customer is the heartbeat of DIRT. People who care, who are excited by life. They are of all ages, races, colors, cultures, shapes and sizes. They are the vegans, the



D /
RT

DRINK CLEAN



WAKE

vegetarians, the meat-lovers, the tree huggers. Coffee addicts, juice fiends, beach bums, office dwellers, gym rats. Moms and dads, kids and pets. But most importantly, they are hungry.

Mood

DIRT's tone is modern meets rustic: where emphasis on the fluid and organic lines of abstract textures contrast the precise qualities of sharp, sleek counterparts. An essence of comfort and freshness, hearty meals, and the feeling of an innovative community.



Design

The DIRT concept was inspired by very minimal design, clean graphics, and strong typography. Heliumcreative wanted to enforce that feeling of transparency, allowing the design to be straight-forward and uncomplicated, simple in its aesthetic, but bold in presence. One that easily stood strong against competitors. Glass, translucent materials, light colors aid in setting an implied feeling of openness and transparency. The vibrancy of fresh greens, plants and open space offer a brightness that will be a natural connection with DIRT from all design points. Black and white became the main graphic colors, an innovative community.

WE ARE DIRT

DIRT / dɜrt / EARTH OR SOIL; LIFE-SUSTAINING; WHERE EVERYTHING BEGINS

OUR MISSION TO MAKE DELICIOUS, HIGH-QUALITY FOOD THAT IS GOOD FOR YOU AND GOOD FOR THE PLANET

WE CARE ABOUT 3 THINGS : FOOD + PEOPLE + PLANET

WHAT WE VALUE



/ GENUINE HOSPITALITY + SERVICE / HONESTY + TRANSPARENCY + AUTHENTICITY /
/ ACCOUNTABILITY + INTEGRITY / CONSTANT + NEVER-ENDING IMPROVEMENT / PASSION + CREATIVITY



Logo

The logo for DIRT was intended to be stripped down, highlighting the modern and fresh approach to the restaurant. The slight angle of the “I” not only breaks up the linear and straight-forward visual properties of the logo, but also serves as a brand identifier. Knowing the logo would be used on juice bottles, signage, over digital platforms, and retail merchandise, we had to not only simplify the mark but also create something bold and memorable community.



Results

Heliumcreative received consistent accolades for an impactful brand experience and a number of design awards for the campaign and logo. Jeff LaTulippe, DIRT's Co-Founder and General Manager, stated "Although we've only been open for six months, our sales are approaching our total first-year projections, and our check average is double what we had thought it would be, in large part due to the strong brand identification that heliumcreative expertly developed."

With the foundation created, we were able to carry out all additional brand materials. Cold-pressed juice bottle labels, cold brew labels, coffee bags, menus, cups, stickers,



"Heliumcreative's work to craft a unique, clean aesthetic for DIRT was outstanding. Virtually every day we receive compliments about some element of our branding, from our juice and shot bottle labels to our takeaway bags to the feature wall displaying our core values." -Jeff LaTulippe

and a slew of other marketing materials have been designed to tie the DIRT brand together. The packaging, signage, imagery and collateral all communicate the brand. When these elements join together the true essence of the brand is expressed.



Resources

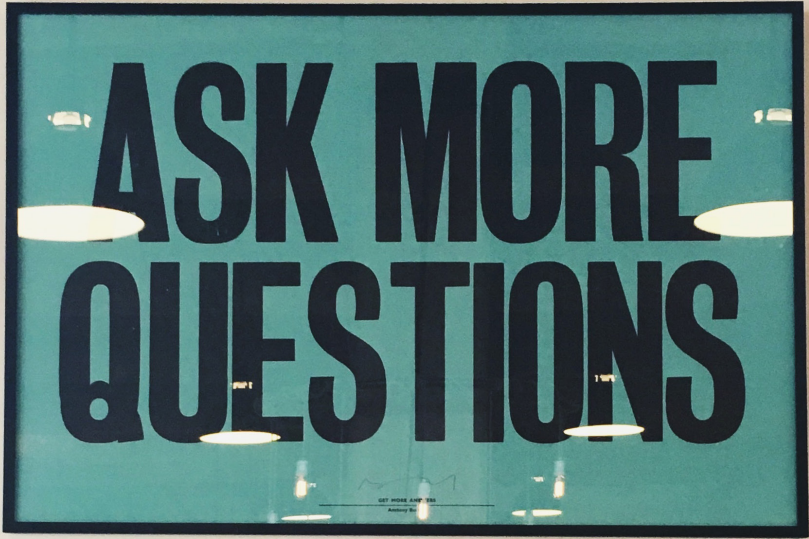
— CHAPTER SEVEN —

On the opposite page you will find a QR code that you can use to get to the website that is connected with the book to find designers in your area. The resources page can be found at this link: www.brandedthesis.wordpress.com.



Bibliography

— CHAPTER EIGHT —



Beverland, Michael. Building Brand Authenticity: 7 Habits of Iconic Brands. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2009.

This book goes into detail about authenticity of branding and how authenticity cannot be faked. Building Brand Authenticity talks about the idea of how authenticity is one of the key pillars of marketing. It continues to reveal research about how consumers seek authenticity through the brands they use. They want background and they want something to relate and be connected to, understand, and feel validated. Consumers know intuitively when something is legitimate or not. Based on extensive research with consumers and brand managers this book offers seven guiding principles for building brand authenticity.

Coleman, Birgit, Helmut Traitler, and Karen Hofmann. Food Industry Design, Technology and Innovation. Wiley, 2014.

Food products have always been designed, but most of the time not consciously. Even when designers are part of the process, there are usually restrictions and considerations of packaging, logos, fonts and colors. Design is now impacting more dramatically on the web that makes up the food supply. The ways people think of design and about how to use design have more broad applications and are becoming central to how companies compete. To succeed, designers need to understand consumers and envision what they want. The authors of this book argue that design has been grossly

underestimated in the food industry. The role of design in relation to technology is described, discussed, challenged and put into perspective in this book.

Edwards, Helen, and Derek Day. Creating Passionbrands

Getting to the Heart of Branding. Sterling,

VA: Kogan Page Limited, 2005.

This book addresses the many challenges and obstacles that marketers and brands face today. It explains how without passion and a clear belief in branding, that brands and companies are at risk. The author's view is that the only way to excite, impress, and engage the customers are through the brand itself. It is through this contact with the brand that the consumers perceive its meaning, difference, value, and the passion behind the business. The book

goes through six guiding principles to teach CEOs, marketing professionals and MBA students how to bring a brand and company to its identity.

Keohane, Kevin. Brand and Talent. Kogan Page, 2014.

Brand and Talent shows how high performance organizations are using the philosophy of brand management to drive clarity and growth. They bring their purpose, ambition, strategy, and proposition to life from the inside out. There is a clear need for brand management in a world replete with experts in branding and experts in talent attraction, engagement and development. This book looks at how organizations can better communicate with people before, during and after their association with an enterprise. The author presents an approach

that encompasses the needs of brand, marketing, human resources, corporate communications, internal communications, and IT. He integrates academic and commercial evidence and gives practical advice along with case studies and interviews.

Onaindia, Carlos Martinez. Designing B2B Brands Lessons from Deloitte and 195,000 Brand Managers. New Jersey: John Wiley & Sons, 2013.

Designing B2B Brands is book written to further educate big corporate businesses on branding. It is a comprehensive guide to creating and implementing a branding platform using lessons. Most of the information used for the thesis paper was from the section one: Defining it. The other

sections are very knowledgeable and detailed; they focus on the other big business aspects that are necessary to succeed. It divides the book into sections: Defining it, Building it, Using it, and Defending it. This book gives the reader insight to what really goes into the design and thought process of creating a brand and brand identity. It educates the reader on why branding is becoming more central to a business's success and why it is important for business owners to be educated in the branding process and design.

Peters, Tom. "The Heart of Branding." Brand Power 1st

(2001): 1-22. Accessed November 23, 2016. [http://](http://tompeters.com/wp-content/uploads/2014/02/Branding.pdf)

tompeters.com/wp-content/uploads/2014/02/

Branding.pdf.

This article talks about how there are two points of view for branding: the people who think branding matters and the ones who think that its importance is waning. The article explains how products are becoming indistinguishable and difficult to differentiate, which makes competition increase and assists in the rise of the brand. Tom Peters is a small business owner but also does work for big businesses and evaluates where a business is lacking for their products and services. He believes that branding is essential to the success of a business especially when competition is becoming more competitive than ever before. An emotional connection to the consumers is key to creating a brand that will attract the consumers to the product. Overall creating emotional context will create a more valuable experience.

Tai, Jacky. Brand Zero: The Complete Branding Guide for Start-ups. Singapore: Marshall Cavendish Business, 2014.

This is a guide for all start-up businesses to guide them to becoming a successful business. The author states on the introduction page that every business had to start somewhere and gives example of all the big businesses who were start-ups. Big businesses are stuck between the need to grow and be innovative and the need to protect the category they created. The book goes over the good and bad obstacles that start-up businesses need to overcome. Jacky Tai says no matter whom you are branding for wither it is a SME or a MNC , the rules of branding are the same. The same rules that transformed the start-ups into

big brands are the same rules that might help you avoid becoming just another statistic. This book is about the ideas and rules that a start-up should follow in order to prevail and have a successful business. It shows small businesses how to start building their brand and have hopes of becoming the next big business.

Temporal, Paul. Branding for the Public Sector: Creating, Building and Managing Brands People Will Value. Chichester, West Sussex: Wiley, 2015.

This book presents powerful and effective branding strategies for the public illustrated through case studies. It covers branding architecture, brand vision, market research, brand perception, engagement, communication, and managing brand changes. The book highlights the future

of branding and how organizations may be the key driver of economic growth and prosperity through the twenty-first century. *Branding for the Public Sector* offers guidance for managers and leaders who want to build powerful and influential brands.

Wheeler, Alina. Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands. 2nd ed. Hoboken, NJ: John Wiley, 2003.

Designing Brand Identity is a resource used for graphic designers and businesses alike. From the very beginnings of a brand such as a logo to a full throttle interactive website; this book gives you the attention to detail that is necessary to learn what needs to go into the branding

of a business. It gives you examples of businesses that are thriving and businesses that are on the other end of the spectrum. The book teaches the reader the branding fundamentals that create a brand that is recognizable, differentiated and builds loyalty. It researches the competition and implements an integrated brand identity program, which presents five phases: research and analysis, brand and identity strategy, brand identity design, brand identity applications and managing brand assets.

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Thank you for everyone who
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Graphic Design Thesis

