



Be seen

Communicating Your Brand Visually.

Presented by Blake Martin and Eric Anderson

Meet the Presenters





Eric

PRINCIPAL & FOUNDER

With over 25 years marketing and branding experience with Fortune 500 companies like Electrolux (Frigidaire), Scotts Miracle-Gro, and Brunswick, Eric offers a diverse approach to communications. Eric's marketing campaigns are regularly featured in annual reports and national trade publications.

Eric sits on multiple national trade and state association boards and is a highlighted speaker with the Coca Cola Marketing Institute.



Blake

ART DIRECTOR

Blake earned his BFA in Graphic Design from BGSU in 2008. He has been working within the print and design industry since 2007. Blake has been working with AR Marketing since 2015 where he leads as the Art Director.

Blake's systematic and efficient approach to branding and visual identity has been used by companies like Findlay Brewing Company, Marathon, Samsung, and IGA.

About us



Our History

Since 2009, AR Marketing has provided its clients with a full spectrum of services including marketing strategy, brand development, graphic design, social media marketing, and video production.

Our goal is simple: create a long lasting relationship of trust and confidence while achieving the desired branding and vision for each project.



Great Scot!
FOOD STORES

FRESH PRODUCE

ENTER

YOU'RE!
SO RAD!

(ISH)

Tasty

OUR
LOW PRICES
ARE A REALLY
BIG
DILL.

IF YOU
WERE A
FRUIT,

YOU'D
BE A

ROMANE
Calm

WEST
MAY
CRUST

BREAD
AND
CHEESE
AND
SINCE











What is a brand?



**A brand is what your customers say
about you when you're not in the room.**



Entire Brand

Brand Strategy

Brand Expression

Brand Substance

Positioning Strategy

Brand Persona

Communication

Visual Expression

Purpose

Vision

Mission

Values

Audience

Competitors

Difference

Peronality & Voice

Core Message Framework

Storytelling Framework

Name Tagline Hooks

Brand Presence

**According to MIT, our brains process images
at least 15.6 times faster than text.**



Hierarchy



**Hierarchy is an organization of information
based on importance.**



A good way to see if your ad follows the hierarchy you want is to read your ad out loud.

**The larger the
words the louder
your voice**

Give it a voice

and the smaller the words the quieter your voice.



Headline

Grabs attention

Context and other
Important and descriptive
information.

Main context

Call to action

What I want you to do

Less important information that probably
doesn't pertain to the add.

Contact info

You will read this last.

**You will read
this first.**

Then you will read this.

Then this one.

Color Psychology



Color psychology is the idea that colors may affect a persons feelings that can influence buying decisions.



Color affects different people in different ways. Factors like geography, pop culture, social and life experiences can affect how individuals react to colors.

Colors make a difference



Optimistic

Friendly

Excitement

Creative

Trust

Peaceful

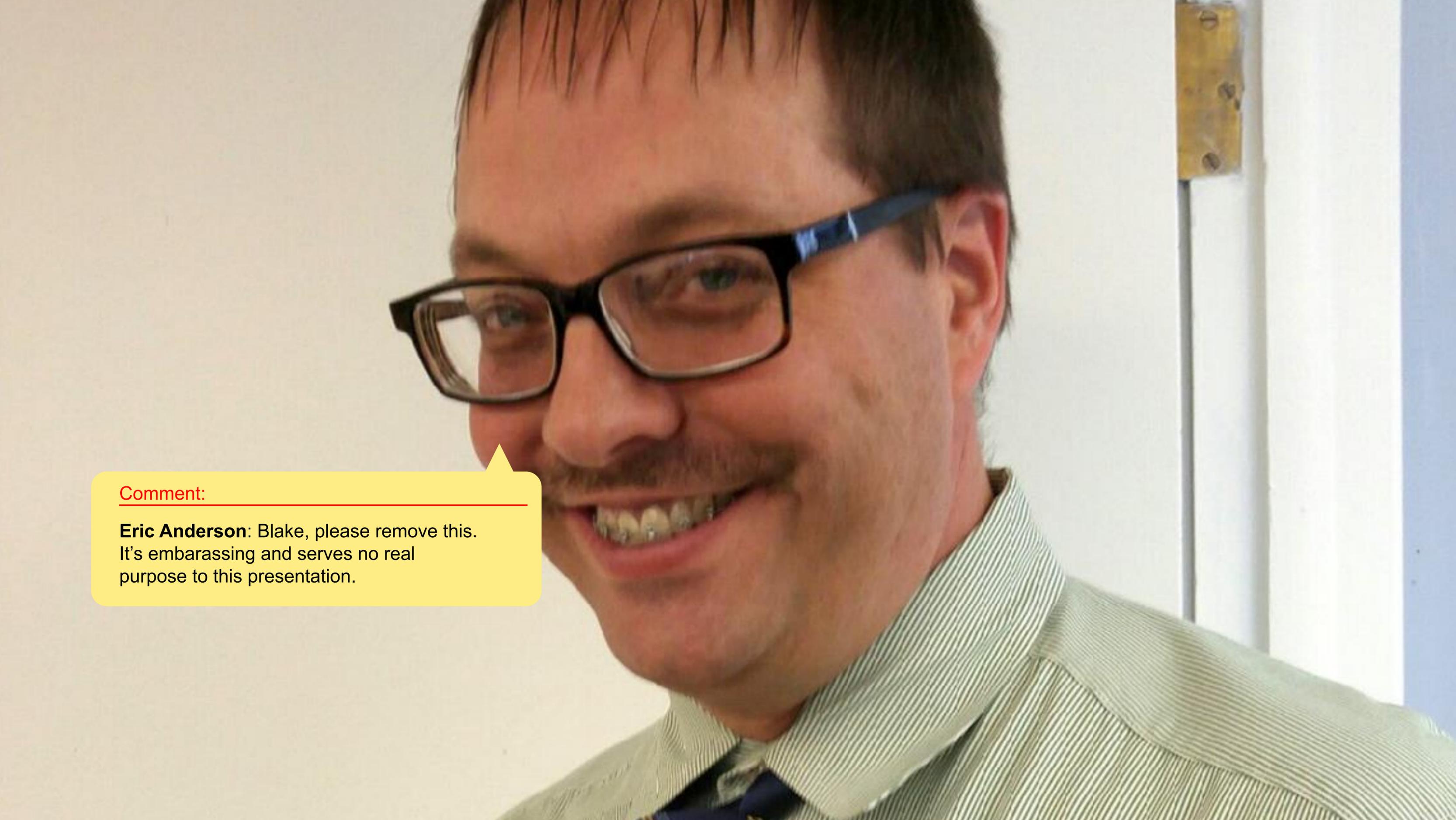
Balance

Whitespace



**Whitespace is not always white.
Whitespace is when you give design
elements like image and text breathing room.**





Comment:

Eric Anderson: Blake, please remove this. It's embarrassing and serves no real purpose to this presentation.

WHITESPACE

When you purchase ad space you may think it's a good idea to use as much as that space as possible to get the most bang for your buck.

This can often work against your brand and your message. Cluttered ads often blend in, are confusing, and don't allow your call to action stand out.

Room to breath



**More breathing
room makes for
an easy to read ad.**

**Leave space for a clear
call to action.**

Don't fear open spaces.

Contrast



**To make sure your message stands out
try to pick colors that contrast each other.**



CONTRAST

The most obvious contrast example would be black and white. Those colors stand out between each other.

When looking at colors you'll just want to make sure that your message stands out against any color or image you choose to use.

Black and White



**Stark contrast can
help emphasize
your point.**

**Contrast can work in
your benefit if you
use it correctly.**

Some colors DO NOT contrast well together.

Tools



There are many actual tools that you can use to help build your visuals.



Whether a tool is expensive or free it doesn't really matter. There are a lot of options available to people with all budgets and skill levels.

It mostly comes down to preference.

A tool is a tool



SUBTLE HINT

AR Marketing has the pro tools and knows how to use them.



**Ok back to
not selling.**



Kinda Free



Not Free



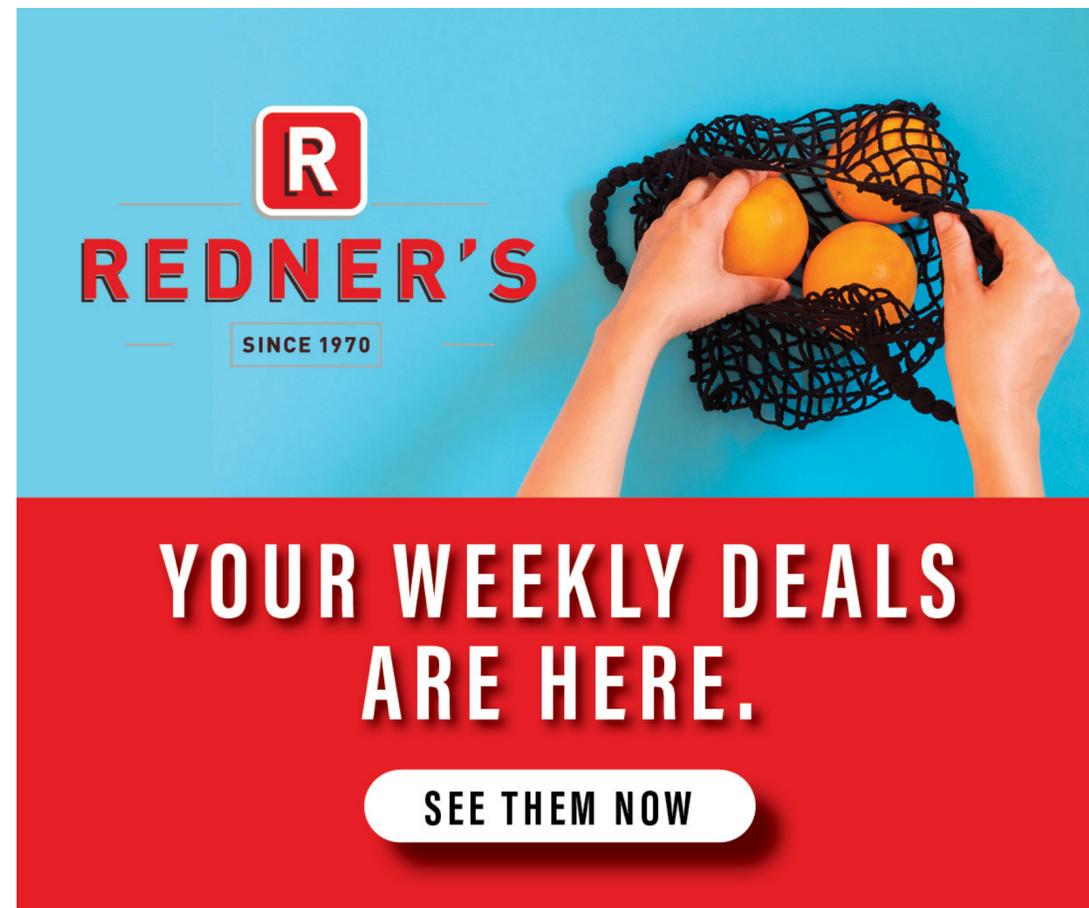
Examples and basic rules



**What good is information
without examples**



Keep your message simple



Be consistent with your visuals



For billboards use 7 words or less.



Humor can go a long way.



For social media use 20% text and 80% image.



For social media use 20% text and 80% image.



**Remember to make your message
simple, clear, and easy to read.**

If it looks bad, it probably is.



Thank you.