

May 2016

TAKE IT FROM THE LOCALS: LOGOS MATTER!



If you've been paying attention to some of the newest trends in branding, you've probably heard a lot about new company logos, such as those launched by Google and [Kraft Heinz](#). Recently, even high profile sports teams have demonstrated [the power of the rebrand](#) and the value in occasional updates to organizations' logos.

Often a rebrand involves the design of a new logo and a new website. In many cases, it also includes a campaign involving promotional products as giveaways or for-sale as souvenirs.

These kinds of initiatives are not limited to mega-brands with large marketing budgets. Over the past two years, scores of municipalities, small towns, big cities and non-governmental organizations that promote trade and tourism have taken to rebranding. For example, the city of [Boston revamped its look](#). Sometimes referred to "Beantown" or "The Athens of America", Boston is opted for a decidedly low-tech and simple two-color, underlined "B" logo.

The rebranding of cities, states, municipalities and even public facilities like airports isn't just an east coast trend. In addition to the [Dallas-Fort Worth Airport reintroducing itself](#) as the catchy DFW clad in a sleek orange design, a roster of cities from Amsterdam to Melbourne aim to unite locals and lure travelers. In promoting their tourism and commerce, these [cities are putting their new logo designs to use](#) for signage, printed materials and digital marketing collateral, as well as specialty advertising and promotional products.

Likewise, the [Northern Colorado Economic Alliance has worked to rebrand](#) and reinvent in order to promote business development and relocation to

QUICK NEWSLETTER SURVEY

Would you recommend this newsletter?

Nope 1 2 3 4 5 For sure

UPCOMING EVENTS

NBM

Indianapolis, IN
June 2-4
Exhibiting

ASI Show!

Chicago, IL
July 13-14
Exhibiting

Embroidery Mart—Nashville

Nashville, TN
August 5-6
Attending

PPAI North American Leadership Conference

Nashville, TN
August 14-16
Attending

ISS

Fort Worth, TX
October 6-8
Attending

NOTABLE QUOTES

Weld and Larimer counties. "We look forward to building the economic foundation and quality of life we have come to cherish in Northern Colorado. This website and marketing plan will help us do that", said Scott Ehrlich, NCEA's chairman.

The rebranding trend of cities, chambers of commerce and development alliances not only reinforces the importance of good design and compelling messages to get noticed. It shows that rebranding makes sense for all types of small to medium sized businesses.

If you or the companies you serve need help to cost-effectively develop a custom new look, [tap the Idea Custom Solutions expert team](#). Working with designers dedicated to these projects, our design consultants and creative make the process easier than you could imagine. And before you dive in, [download our rebranding checklist](#) to make sure you cover all the bases!

"KILLING IT" AT YOUR NEXT TRADE SHOW



In the digital age, it's definitely easy to start with digital marketing such as emails or ads to make contact with customers and other companies. But in the back of our business minds we know how much personal and face-to-face contact still counts. This is why trade shows are so important.

Signing up for shows is simple for small businesses but how can they [increase their chances for success](#)?

Preparation Makes All the Difference

Putting the right amount of planning into the look and feel of their exhibits is as important as preparing themselves and their teams on demonstrating products and services. SMBs might even prepare mentally for the kinds of personalities they'll meet at every trade show!

Regardless of the industry, SMBs should define who they want to come to their exhibits and target them specifically with pre-show email blasts or other marketing campaigns. They should also focus on quality of interactions over quantity.



"Optimism doesn't wait on facts. It deals with prospects. **Pessimism is a waste of time.**"

— Norman Cousins



"Photography helps **people to see.**"

— Berenice Abbott



"**Faith consists in believing** when it is beyond the power of reason to believe."

— Voltaire



"To convince oneself that one has the right to live **decently takes time.**"

— Evita Peron



"**Action is the foundational key to all success.**"

— Pablo Picasso

In “8 Tricks of the Trade Show”, *Inc.* advocates that attendees “strut their stuff”, always be playing offense (not defense), and be ready for impromptu product demos and even training at any moment.

Giveaways Should Engage Visitors

Certainly we know that trade shows are built to capitalize on foot traffic. Helping your customers stock their trade show booths with desirable giveaways and promotional products will help. But what actual items should you recommend they purchase for what some refer to as “trade show swag”?

There are definitely strong opinions about the **best and worst promotional products** available. The key is to choose giveaways that are useful and desirable, but also strive to help a brand speak to recipients. In other words, SMBs should not put their logos on items without value or just for the sake of “giving out stuff”.

If they keep this principle in mind, there can be significant return on investment. According to a **study on event marketing** that appeared on *Business 2 Community*:

- 83 percent of consumers like getting promotional products.
- 38 percent say promotional products are a constant reminder of the advertisers.
- 76 percent of people who’d received a promotional product were able to recall the products, advertisers, and messages two years after receiving the items.

As far as what interests them, 69 percent people responded that they will pick up promotional products if they think they are useful, while 23 percent will grab free promotional items no matter what they are.

Some attention grabbing and timeless choices include **t-shirts**, the ever popular **tote bags**, which have made a comeback in recent years, and even more quirky things like **fanny packs** and desk toys. The key is to think about what supports the companies’ offerings. While accounting firms, law firms and investment brokers might be keen on promo **golf kits** and even **neck ties**, local bistros, caterers or health food stores might get a boost from promo **BBQ tools** or **picnic items**.

The combination of your product knowledge and industry expertise with your customers’ marketing plans and preparation means they will make their mark at events.

SPRING CLEANING: WHAT A GREAT IDEA FOR BUSINESS

When most of us hear the word “cleaning”, we can be very creative about all the other tasks we need to tackle first, like reply to important emails or check social media! Yet, the concept of “spring cleaning” has the upside of reducing clutter in our lives and giving us a fresh start for the new season.

But spring cleaning isn’t just emptying out the closet or sweeping the garage. Some suggest that a “**spring cleaning of the mind**” is as relaxing and positive as yoga or a long walk. However you define it, a lot of smart



“For small business people, **less paperwork means higher profits**, boosted sales and more time with the family.”

— Tony Abbott



“I believe that **if you'll just stand up and go**, life will open up for you.”

— Tina Turner



“**Keep your eyes on the stars**, and your feet on the ground.”

— Theodore Roosevelt

EMPLOYEE SPOTLIGHT



Nitin Vernekar
Creative Manager

An AffinityX employee for ten years, Nitin has had multiple roles in the organization. He

people in the professional world advocating a “spring cleaning” for business.

Starting with the nuts and bolts, *Small Biz Daily* recommends **actually cleaning things up**, as well as “purging” old or unnecessary documents from computers and desks. Additionally, it might be valuable to think of ways to make your designated workspace — whether a rented space or loft in an office building, your retail shop, or home office — more pleasant.

Ali Rittenhouse from the *Huffington Post* thinks that **technology is the key place to start spring cleaning**. But the business coach and digital strategist doesn't tell you to dump your old phone for a newer, fancier one. Instead, she cautions: “Did you know that your smart phone is dirtier than a toilet seat. . . . Clean that baby with a microfiber cloth with some rubbing alcohol on it.”

After that, she suggests uninstalling smart phone apps you don't use, as well as ditching unneeded or unwanted docs and photos. Cleaning your tech gadgets both inside and out will free up space you may need for something more important on another day.

Business writer and entrepreneur David Kiger whipped up “**10 Spring Cleaning Tips For Small Business Owners**”. Kiger is in favor of “emptying out the email inbox” and much of his list consists of technology-related touch ups. He says that keeping on top of your website content and mobile strategy is as important as considering cloud storage and improving tech security.

But Kiger says that the human side of your business is the most important. “Spring brings with it a sense of renewed energy and intentions of improvement,” Kiger writes. “This doesn't just apply to business owners but to their employees as well, making spring a perfect opportunity to encourage their good work.”

Need to clean up some customer logos for decorating products or wearables? Idea Custom Solutions is always up for the challenge. And we offer price flexibility for our vector artwork and embroidery digitizing services — choose 24 or 48-72 hours to save even more! [Sign up](#) or [request a quote](#).

CLIENTS ARE RAVING

“I love my logo! I have received many compliments since I started using it. When the design consultant called me to ask what I was looking for, she definitely understood the look I was trying to achieve. All the adjustments I asked for were delivered in no time. Definitely an A+ job!”

Dawn Vavala
Nite Owl Marketing



Embroidery Digitizing

started as a designer and has covered team leadership, client interactions and project management. Currently, Nitin is a creative manager working with Vice President of Creative Amod Dani. In this position, he is recruiting new talent and expanding the potential of existing team members.

Previously, he worked as a freelance graphic designer. He explains, “AffinityX has given me bigger exposure and an opportunity to upgrade my skills and talents.” He says this has motivated him to keep working and striving.

To anyone considering joining our company, Nitin would tell them, “Stop THINKING and just go for it. Join! This is one of the leading global companies that provides world-class design and marketing services to SMBs.”

He grew up in Belgaum and currently lives in Pune. He has a small but happy family. For entertainment, he plays Snooker (related to billiards) and his favorite book is *The Monk Who Sold His Ferrari* by Robin Sharma. On television, he is a fan of “Game of Thrones”.

Nitin believes inspiration can come from anywhere but he likes to be surrounded by talented creative people and their designs. He has says, “For me, the biggest accomplishment is yet to come.”

TWEET THAT

#PromoProducts' nickname “swag” can get confused with “swagger”, but they add just that to your **#TradeShows**.
<http://goo.gl/VsEMCf>

[Tweet That!](#)

Wearable **#PromoProducts**: 95% of Americans wear **#t-shirts**. 89% once per week or more.

[Tweet That!](#)



Vector Artwork



<http://goo.gl/tHs9ti>

TD Bank, Dunkin' Donuts, other #brands jumped into #Villanova's NCAA parade with #PromoProducts. <http://goo.gl/JxgfN>

[Tweet That!](#)

Which #brands win at music festivals? Under Armor, U.S. government are making their mark with #PromoProducts. <http://goo.gl/iHRf2j>

[Tweet That!](#)

Professionally designed print brochures, letterhead and marketing collateral still essential in 2016. <http://goo.gl/DOKTKN>

[Tweet That!](#)

Brochures, maps tout tourist attractions for #hospitality sector, which relies on #PrintCollateral even in #digital age. <http://goo.gl/qfCqnB>

[Tweet That!](#)

Over time, #brands like Jack Daniel's and Starbucks have shed ornate or "floral" looks, opting for the simplest #logos. <http://goo.gl/qHXWJN>

[Tweet That!](#)

Organizers in Budapest, Hungary evoke the river Danube and flag in their #logo for the #Olympics2024. <https://goo.gl/2P3Ah6>

[Tweet That!](#)

The "Jumpman" silhouette of Michael Jordan has become an enduring #logo for Nike's Air Jordan. #TBT <http://goo.gl/xgMsih>

[Tweet That!](#)

Designer Hans Kleefeld contributed to Canada's business landscape, with #logos

[Tweet That!](#)

for Tim Hortons, Bank
of Montreal, more.
<http://goo.gl/EyjnKV>

Tweet
That!

PEZ, The Gap and
FedEx all use the
"psychology of color" in
#logos and branding.
#Infographic from
@Inc.
<http://goo.gl/ivwsqh>

Tweet
That!

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