

# Branding Your LTAP

Kim Carr

WV Local Technical Assistance Program

Enhancing Transportation in Your Community



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## What is Branding Anyway?



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*A mark made by burning with a hot iron to attest manufacture or quality or to designate ownership*

-Webster's Dictionary Definition

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“A brand is not a product. It is the sum total of everything a company does – the good, the bad, and even the off strategy – that creates a large context or an identity in the consumer’s mind.”

Scott Bedbury, Formerly of Nike and Starbucks  
(The Lawlor Review, Winter 2000)

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An integrated approach that combines marketing, public relations, and advertising.

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The process of creating a clear, concise, and consistent message for your agency.

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It is your identity and your promise.

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**Presentation Objectives**

1. What branding is.
2. Brand elements.
3. Why branding is so important.
4. Integrating and carrying your brand through.
5. Getting a solid brand for your LTAP Center

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**Brand Power**

Aspirin	<b>Bayer</b>
Tissues	<b>Kleenex</b>
Copy	<b>Xerox</b>
Adhesive Bandages	<b>Band-Aid</b>
Digital Video Recording (DVR)	<b>TiVo</b>

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# Basic Brand Identifiers

Name

Logo

Tagline



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T<sup>2</sup> Center

T<sub>2</sub> Center

Why weren't we the T<sup>3</sup> Center?



West Virginia Transportation Technology Transfer Center

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# Basic Brand Identifiers

Logo & Tagline



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## Logo Basics for Branding

Do you have a logo?

What is the color  
scheme?

What font is used?



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## Tagline Basics for Branding

A short phrase, three to  
seven words, that  
accompanies your logo.

Enhancing  
Transportation  
in Your  
Community

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## Branding Your Printed Correspondence Materials

Letterhead  
Envelopes  
Business Cards  
Transmittal Sheets



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## Printed Materials

Are there any agency restrictions?

What is the color scheme?

What font is used?

What message/feeling do you want to convey?

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
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 West Virginia Technical Assistance Program WV Dept. of Civil & Environmental Engineering WV Univ. Technical Assistance Program		West Virginia Technical Assistance Program WV Dept. of Civil & Environmental Engineering PO Box 8100 Martinsburg, WV 26001-0100 Tel: 304-293-3031 / 3529 Fax: 304-293-7129 http://www.cce.wvu.edu/htap
<b>LETTER OF TRANSMITTAL</b>		
To: _____		From: _____
Date: _____		_____
<b>Copies</b>	<b>Enclosed Items</b>	<b>Description</b>
These are transmitted as checked below:		
<input type="checkbox"/> As per your request	<input type="checkbox"/> _____	
<input type="checkbox"/> For your use	<input type="checkbox"/> _____	
<input type="checkbox"/> For your review and comment	<input type="checkbox"/> _____	
<b>REMARKS:</b>  		
Sender Name: Anthony Hall		
Sender Signature: 		

Consistent look to faxed or mailed correspondence.

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# Branding Your Promotional Materials



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## Brochures Newsletters Website

## Portable Displays

Key is to keep a consistent message and a consistent theme.

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**ROADSIDE MOWING OPERATIONS**  
By Matthew J. Bond and Mark Clancy, WV L&TAP

Photo Courtesy: Andrew Smith

Some folks know this time of year as the busy days of summer. For those involved in vegetation management, summer is anything but busy. The following article provides tips and safety reminders to help make your summer mowing a safe undertaking.

**TRAFFIC CONTROL FOR ROADSIDE MOWING**  
When setting up a work zone for roadside mowing, there are several available options in the West Virginia Manual on Temporary Traffic Control and Signs and Highway Construction Materials. It is important to work with your public works in the state of West Virginia. The manual has guidelines for establishing temporary traffic control for roadside mowing operations as Chapter 4, Section 4.06 - 4.20. Some of the available provisions are described below.

**Mobile Mowing Operations with Lane Narrowing**  
The first option - depending on the work, location, duration, and activity - is mobile traffic control or work with lane narrowing. For mobile operations that move at speeds less than 10 mph, mobile signs on a trailing vehicle



- <http://itap.wv.gov>
- In This Issue:**
- Roadside Mowing Operations
  - WV Local Technical Assistance Program
  - WV L&TAP Traffic Control Publications
  - Mowing Workers Use 2-Digit of Their
  - Roadside Mowing Operations with Lane Narrowing
  - Mobile Mowing Operations with Lane Narrowing
  - The West Virginia Manual on Temporary Traffic Control and Signs
  - The West Virginia Manual on Temporary Traffic Control and Signs

## Market your newsletter within your brand.

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# The Branding Possibilities Are Endless!

Cover slides

Course covers, quizzes, and certificates.

Notepaper

What your trainer wears.



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# Work Zone Traffic Control

Anthony Ford, P.E.  
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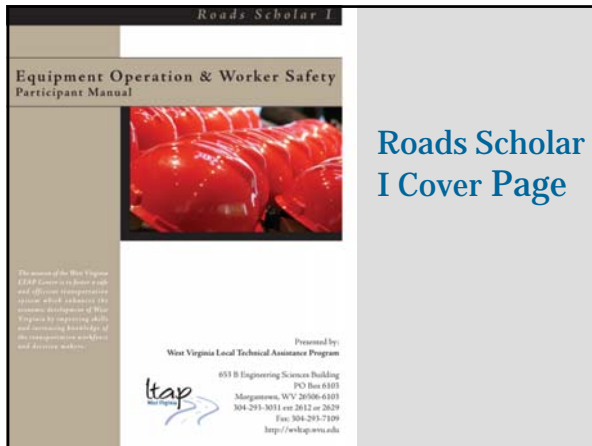
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## Roads Scholar I Cover Page

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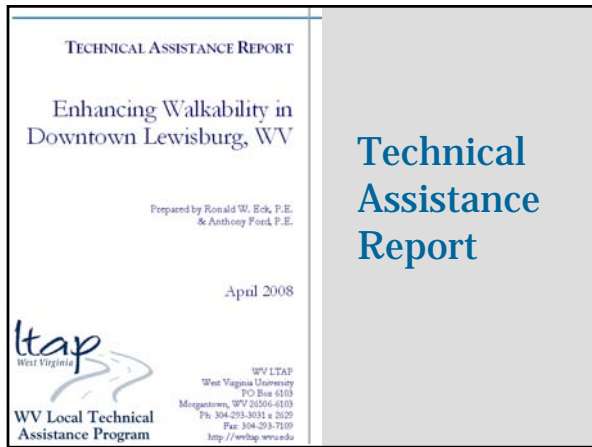
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## Technical Assistance Report

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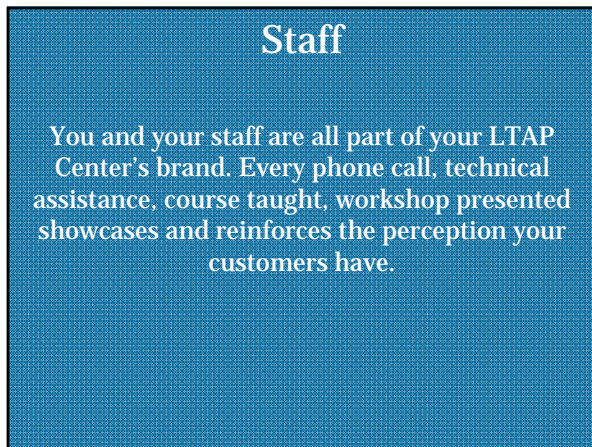
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## LTAP Mission Statement

To foster a safe, efficient, and environmentally sound surface transportation system by improving skills and increasing knowledge of the transportation workforce and decision makers.

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## Exercise

### Defining Your LTAP's Brand

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## Exercise

Assume you are speaking to a group of elected officials and public works directors and have five minutes to explain what your program is.

Take a few minutes and write down what you would say/ or have said in this instance.

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# Exercise SWOT Analysis

## Strengths

What do we do best? What are the benefits of LTAP's products and services?

- What qualities do we want LTAP customers to associate with us.



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# Exercise SWOT Analysis

## Weaknesses

- In what ways do we have trouble clearly explaining to people outside our field what we do?



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# Exercise SWOT Analysis

## Opportunities

- Are there opportunities to expand our services and our reach?
- What is the current economic landscape of our community?



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# Exercise SWOT Analysis

## Threats

- Who are our competitors?
- What do we know about them?



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# Exercise

1. What are some things our current customers are saying about us?
2. What is one thing we do better than any other government agency?



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# Contact Information

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Morgantown, WV 26506	Website: http://wvtap.wvu.edu

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## Website Resources

<http://nonprofit.about.com/od/nonprofitpromotion/fr/branding.htm> -  
SWOT Analysis

[Graphixstation.com/branding.html](http://Graphixstation.com/branding.html)

<http://www.guidestar.org/DisplayArticle.do?articleId=833>

<http://www.davedolak.com/articles/dolak4.htm>

<http://www.imageworksstudio.com/marketing/branding-explained.html>

[www.Coatingsworld.com](http://www.Coatingsworld.com)

<http://hbswk.hbs.edu/item/4686.html>

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

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