



BUSINESS BASICS WEBINAR

South Dakota

+



LAWRENCE & SCHILLER

WEBINAR HOSTS



MIKE GUSSIAAS

**GLOBAL MARKETING &
BRAND STRATEGY DIRECTOR**



LAURA MITCHELL

VICE PRESIDENT OF DIGITAL

WHAT WE WILL COVER

- 1. WHAT A BRAND IS AND HOW TO BUILD A GOOD BRAND**
- 2. MAKING GOOD GOALS AND TRACKING THEM**
- 3. CLAIMING YOUR BUSINESS AND MAKING IT KNOWN**

BRAND IDENTITY

WHAT IS A BRAND?

[illegible]



BUILDING BRANDS

South Dakota +  LAWRENCE & SCHILLER

BRANDS ARE BUILT OVER TIME



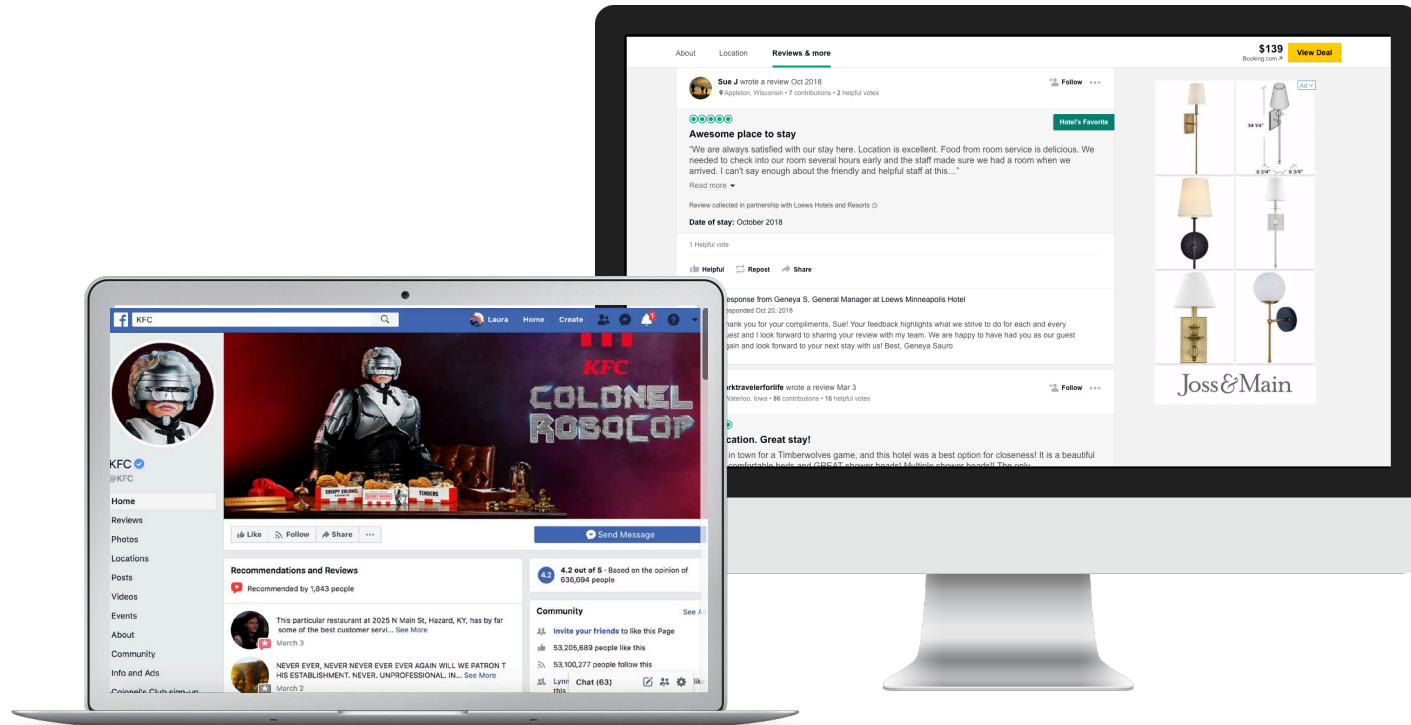
REPETITION REPETITION REPETITION REPETITION REPETITION

BRANDS ARE BUILT OVER TIME



CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY

BRANDS ARE BUILT OVER TIME



CONNECTIONS

PERSONAL
INTERACTIONS

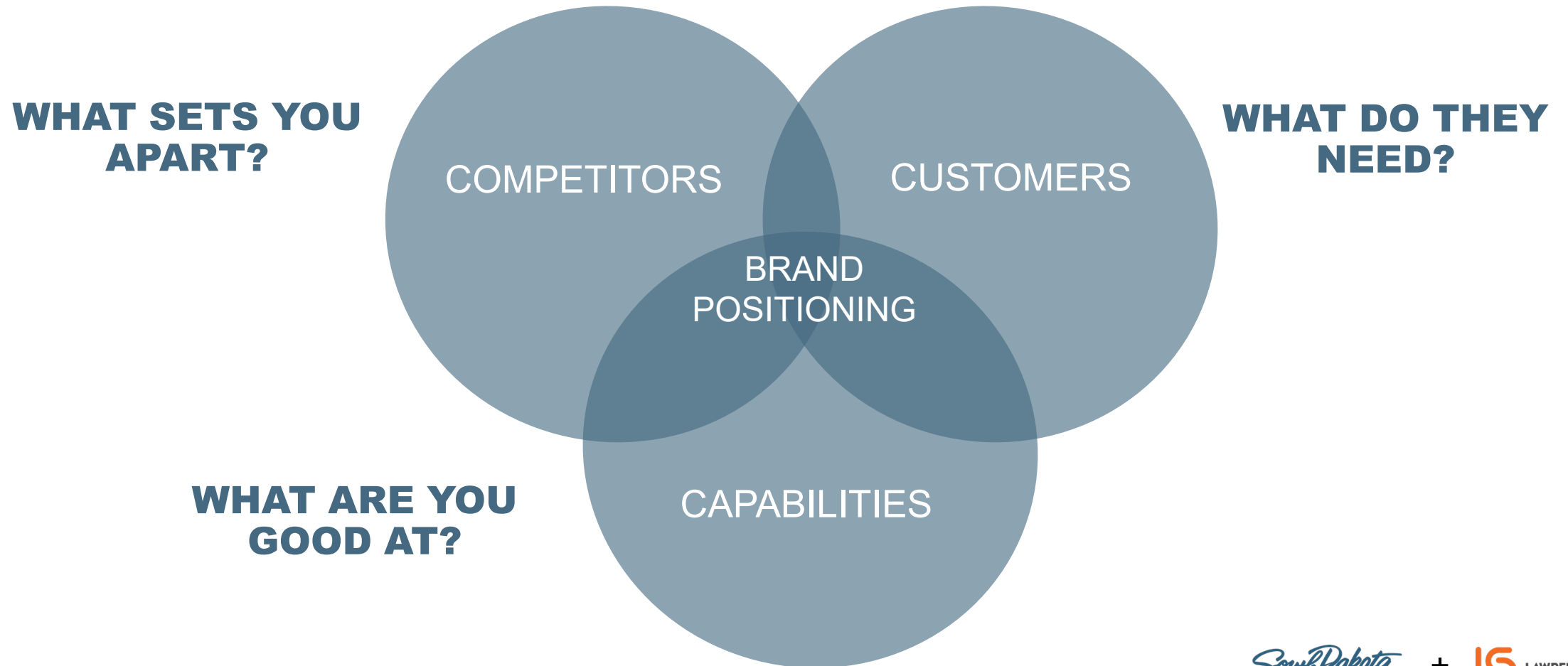
TELEPHONE CALLS

REVIEWS

SOCIAL MEDIA

WHAT'S YOUR IDENTITY?

DO A BRAND EXERCISE



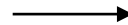


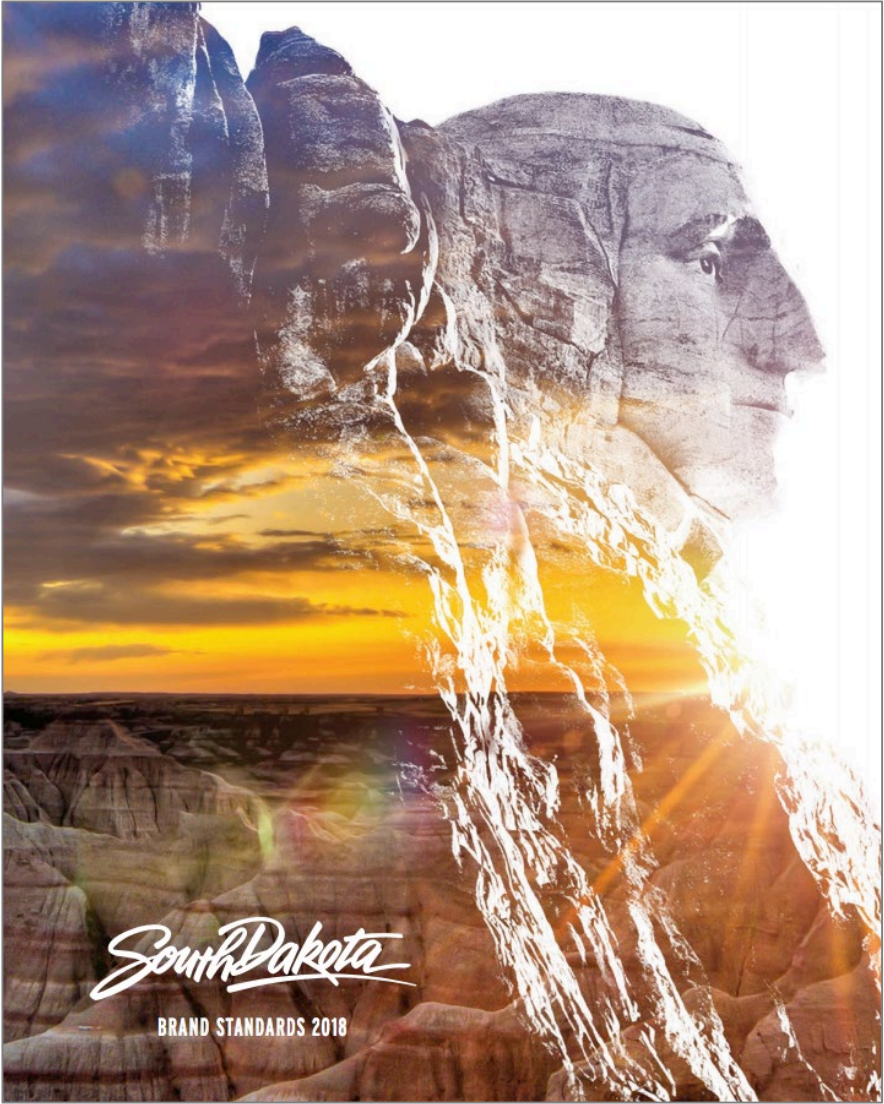
STAY TRUE TO YOUR BRAND

DON'T SWITCH THINGS UP



DON'T SWITCH THINGS UP





BRAND STANDARDS

South Dakota Department of Tourism

LOGOS

Two South Dakota logos can be used in marketing materials: the South Dakota script and the Faces logo. We strongly encourage partners to use one of these logos on all marketing materials promoting a destination and/or attraction.

TAGLINE

The tagline for South Dakota is "Great Faces. Great Places." This tagline should always be used with the Faces logo and should be large enough for readers/visitors to see. The tagline may or may not be used with the script, depending on the size and scale of the logo.

The tagline should always appear within quotation marks or in bold whenever it is used in body copy. For the sake of clarity, replacing the periods with a comma is acceptable when using the tagline in a sentence. The periods can also be dropped when using "Great Faces, Great Places" in a graphic lockup. See page 25.

ACCEPTED VARIATIONS Only script and script/tagline combinations are accepted in white.

Orange variation used for hunting materials only

NOT ACCEPTABLE

Do not alter tagline placement. Do not alter screenage. Do not split up logo script. Do not alter logo script.

Do not show or tilt logo. Do not alter original proportions. Do not alter color. Do not crowd or overlap logo.

TRADITIONAL FONTS

INTERSTATE BOLD COMPRESSED // HEADLINE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

INTERSTATE REGULAR COMPRESSED // BODY COPY FONT - CONTACT INFORMATION

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

INTERSTATE LIGHT COMPRESSED // LIGHT BODY COPY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PANTONE

Pantone® 284 C CMYK 95 10 70 44 RGB 0 102 79 HEX 00666F	Pantone® 1805 C CMYK 5 94 60 22 RGB 175 39 47 HEX 8A272F
Pantone® 284 C CMYK 95 10 70 44 RGB 0 102 79 HEX 00666F	Pantone® 1805 C CMYK 5 94 60 22 RGB 175 39 47 HEX 8A272F

TERTIARY COLORS

Pantone® 5025 C CMYK 36 68 10 31 RGB 124 64 117 HEX 7D3E45	Pantone® 503 C CMYK 50 99 0 0 RGB 147 50 142 HEX 9332BE	Pantone® 465 C CMYK 9 29 64 24 RGB 165 101 191 HEX 8097D8	Pantone® 469 C CMYK 24 19 100 73 RGB 100 63 35 HEX 64697D
Pantone® 1805 C CMYK 5 94 60 22 RGB 175 39 47 HEX 8A272F	Pantone® 1797 C CMYK 2 99 65 7 RGB 100 16 191 HEX 6C3E3B	Pantone® 7604 C CMYK 35 5 42 14 RGB 166 175 164 HEX 99C8F8	Pantone® 7605 C CMYK 42 5 90 29 RGB 140 153 41 HEX 80FF9E
Pantone® 1813 C CMYK 1 60 10 4 RGB 239 124 15 HEX 9D8A33	Pantone® 7606 C CMYK 0 20 100 2 RGB 191 194 0 HEX 8FC400	Pantone® 3302 C CMYK 90 21 65 69 RGB 0 74 69 HEX 004C45	Pantone® 3295 C CMYK 100 5 65 26 RGB 0 120 80 HEX 007064



Style Guide 2019

Voice

To help keep the voice of the Butterfly House & Aquarium, every aspect of the organization must be consistent. In order to do so, you have to remember representation. This guide will help keep the consistency of the Butterfly House & Aquarium through proper representation of graphics and attention to detail. Use this guide as a reference when extending our brand through marketing, promotion, communications, signage, handouts, and all other facets of the organization.

***All print and digital materials for public viewing must be reviewed and approved by the Marketing & Development Coordinator before distribution and use.**



Logo

"Logos are a critical aspect of business marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy."

- Jason Gillikin

The logo is to be on all print materials that will be used outside of the facility. All pictures used on Social Media need to have either the full logo or the Butterfly & Fish Emblem watermarked on the image, a white outer glow is to be used. Blend: Screen, Opacity: 100%, Noise 0%, Technique: Softer, Spread: 10%, Size: 16px. Quality: linear, Range: 40%, Jitter: 0%.

Logos can be found on the server: Data/Logos

Logo



Signage Templates

Interpretive Exhibit Signage for Cove, Butterfly House, Conservation Alley & Discovery Den

- Use Semi transparent photo scene of the exhibit for background. Marketing Coordinator will provide exhibit specific backgrounds
- White font will be used for the Cove, Conservation Alley & Discovery Den
- Black font will be used for the Butterfly House
- For photographs, use transparent background for images of animals, butterflies or logos.

Colors

BHA has 2 color palettes that compliment our branding standards and facility. The primary color palette is to be used for Signage (directional and events (non-education)), Advertising.

Primary Font Color is RGB 2-83-119

Primary Color Palette

RGB 2 83 119	RGB 31 115 161	RGB 2 104 111
CMYK 97 66 33 15	CMYK 87 49 18 1	CMYK 90 43 49 18
HSV 198 98 47	HSV 201 81 64	HSV 184 98 44
HEX #025377	HEX #1f73a1	HEX #02686f
RGB 9 202 199	RGB 2 195 154	
CMYK 68 0 29 0	CMYK 72 0 54 0	
HSV 179 96 79	HSV 167 99 76	
HEX #09cac7	HEX #02c39a	

Education Colors

The education color palette is to be used for promoting, Camps, Classes and Education Events as well as in the Education Departments print materials for camps, classes and events.

Education Primary Font Color is RGB 1-61-123

Education Color Palette

RGB 1 61 123	RGB 23 161 171	RGB 138 192 230
CMYK 100 85 25 10	CMYK 78 16 33 0	CMYK 43 12 1 0
HSV 210 99 45	HSV 184 87 67	HSV 205 40 90
HEX #013d7b	HEX #17a1ab	HEX #8ac0e6
RGB 99 169 55	RGB 252 205 1	
CMYK 67 11 100 1	CMYK 2 18 100 0	
HSV 97 67 66	HSV 49 100 99	
HEX #63a937	HEX #fcd01	

BRAND STANDARDS

Butterfly House & Aquarium

WHAT TO INCLUDE



BRAND IDENTITY

TONE OF VOICE

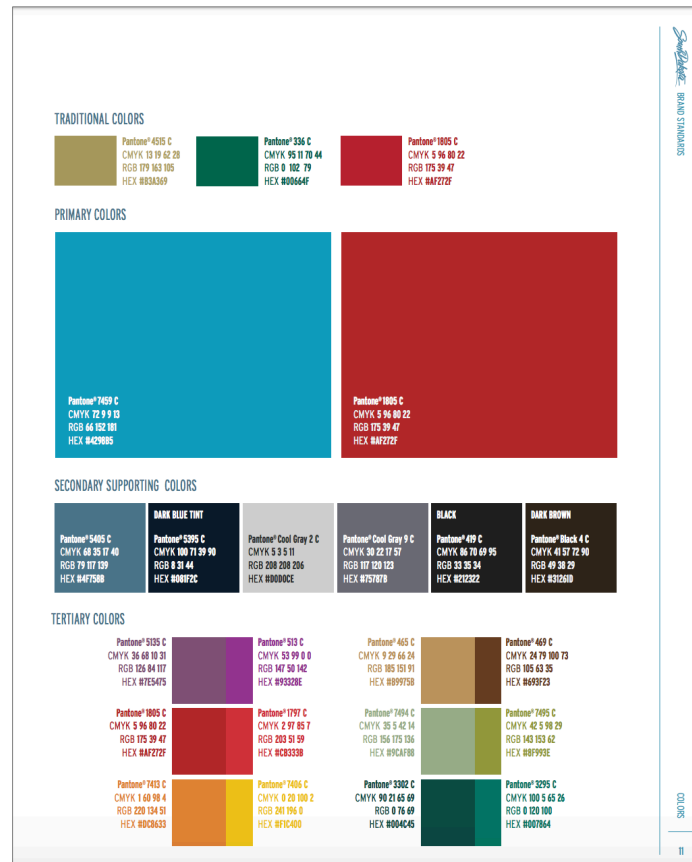
LOGO USAGE

TYPE STYLE & FONTS

PHOTOGRAPHY / IMAGE STYLE

ICONS & ELEMENTS

WHAT TO INCLUDE



**COLORS:
PRIMARY AND SECONDARY**

**WHAT'S ACCEPTABLE:
LOGO USAGE, COLORS, ETC.**

**EXAMPLES OF USAGE:
BUSINESS CARDS,
LETTERHEAD, ETC.**



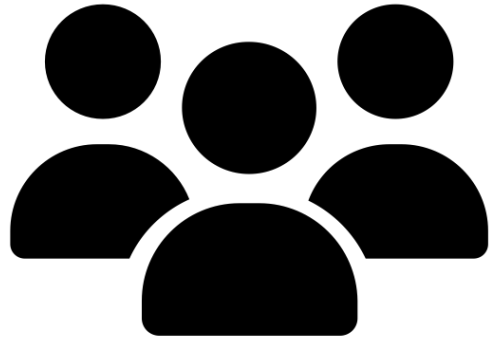
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GOALS

WHAT MAKES A GOOD GOAL?

ASK YOUR STAKEHOLDERS

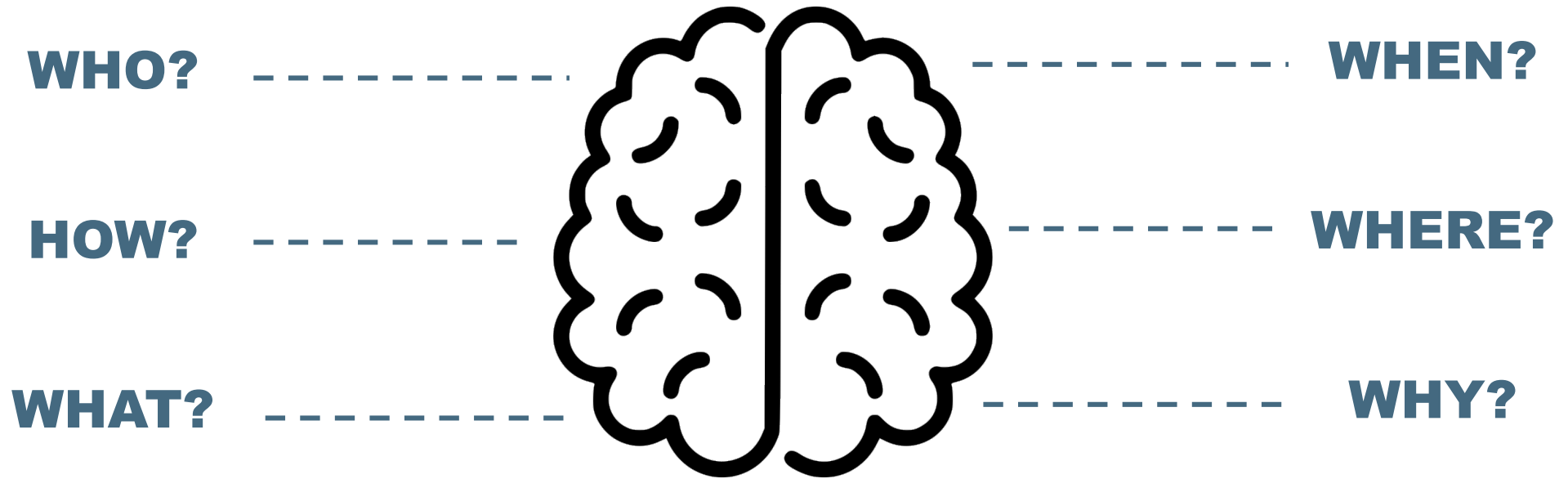


BOARD

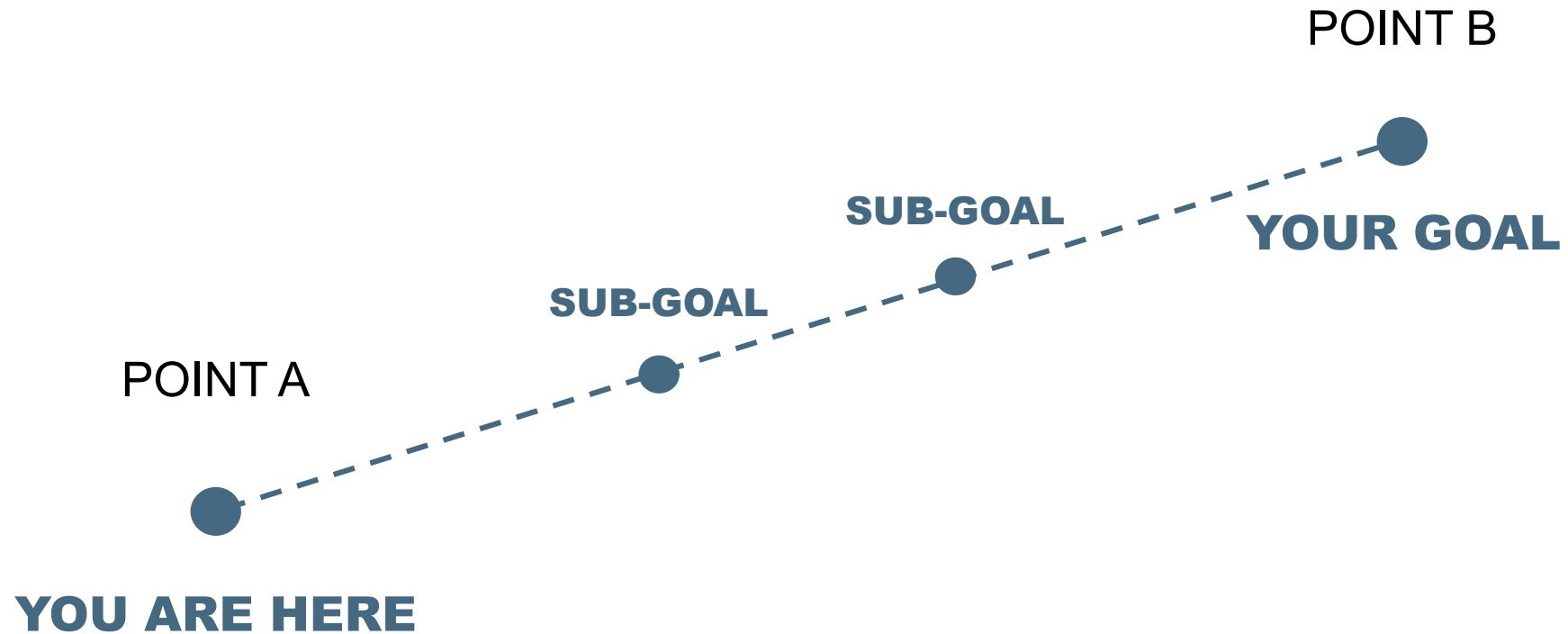


CEO / GENERAL
MANAGER

BE SPECIFIC



MAKE IT MEASURABLE



A person is standing on a rocky mountain peak, looking out over a vast valley. The sky is filled with clouds, and the overall scene is serene and inspiring.

WHAT ARE YOUR GOALS?

EXAMPLES



SALES TAX



ADMISSIONS



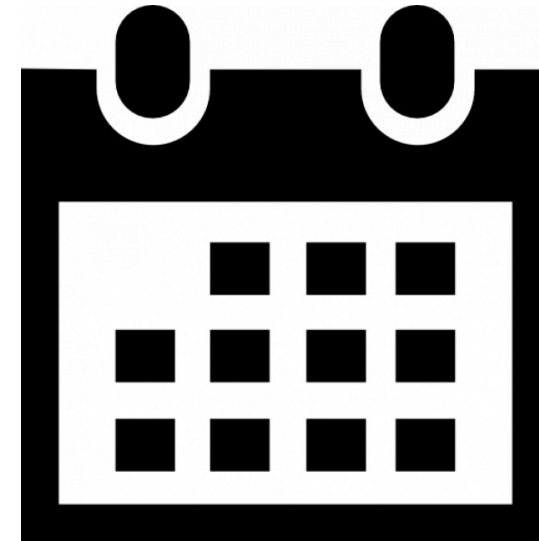
TICKET SALES



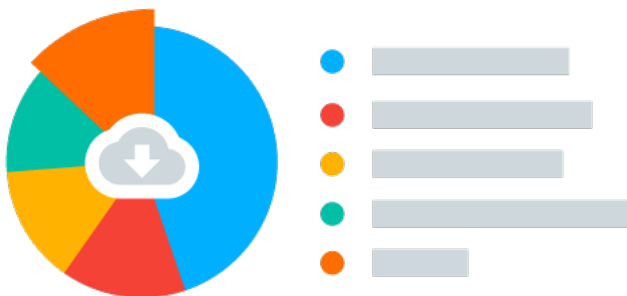
ROOM NIGHTS

WAYS TO TRACK GOALS

REVIEW THEM REGULARLY



SURVEYS

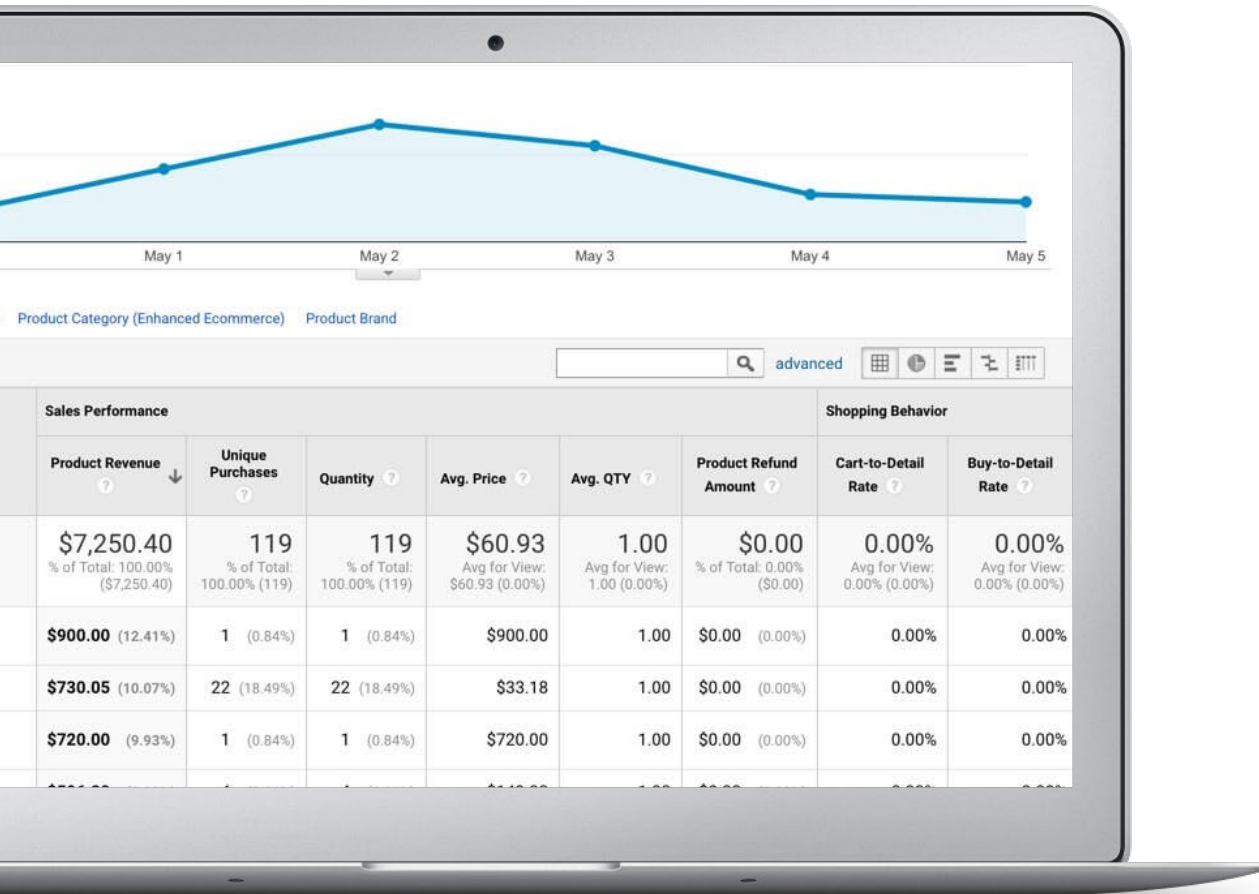


Google Surveys



CUSTOMER SURVEYS

GOOGLE ANALYTICS



eCOMMERCE

TOP MARKETS

CUSTOM DASHBOARD

**INQUIRIES / GUIDE
DOWNLOADS**

LEAD GENERATION



+



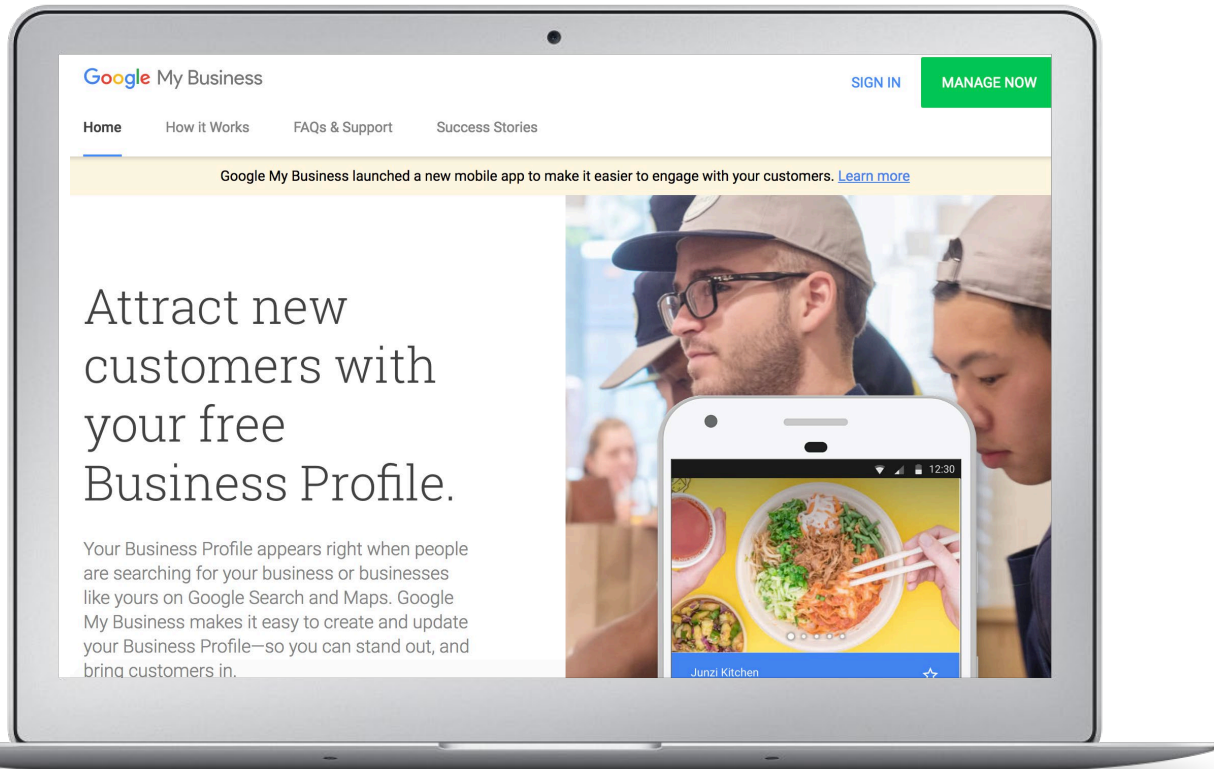
FOUNDATION

A person is standing on a rocky cliff, looking out over a vast, rugged canyon. The canyon walls are composed of light-colored, eroded rock formations with many sharp peaks and valleys. The sky is a clear, pale blue. The overall scene is one of natural grandeur and solitude.

CLAIM YOUR BUSINESS

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GOOGLE (GOOGLE MY BUSINESS)



ADD PHOTOS / LOGO

**ADD BUSINESS HOURS &
DESCRIPTION**

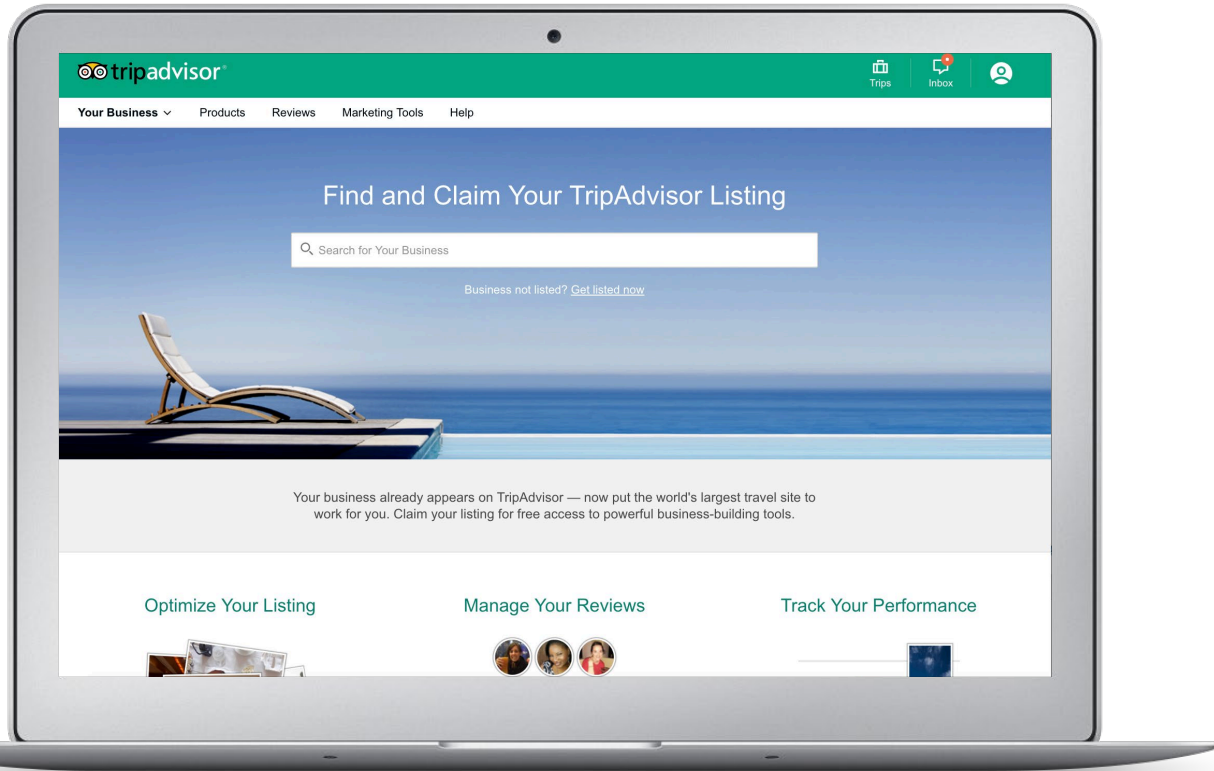
RESPOND TO REVIEWS

**POST OFFERS,
PROMOTIONS, UPDATES**

**UNDERSTAND HOW USERS
FIND YOUR BUSINESS**

GOOGLE.COM/BUSINESS OR 1-844-491-9665

TRIP ADVISOR



OPTIMIZE YOUR LISTING

ADD PHOTOS & DESCRIPTION

HIGHLIGHT AMENITIES

**MANAGE REVIEWS AND
GENERATE FEEDBACK**

**ANALYZE HOW YOU'RE
ENGAGING WITH TRAVELERS**

TRIPADVISOR.COM/OWNERS

YELP & APPLE MAPS



CREATE AN APPLE ID

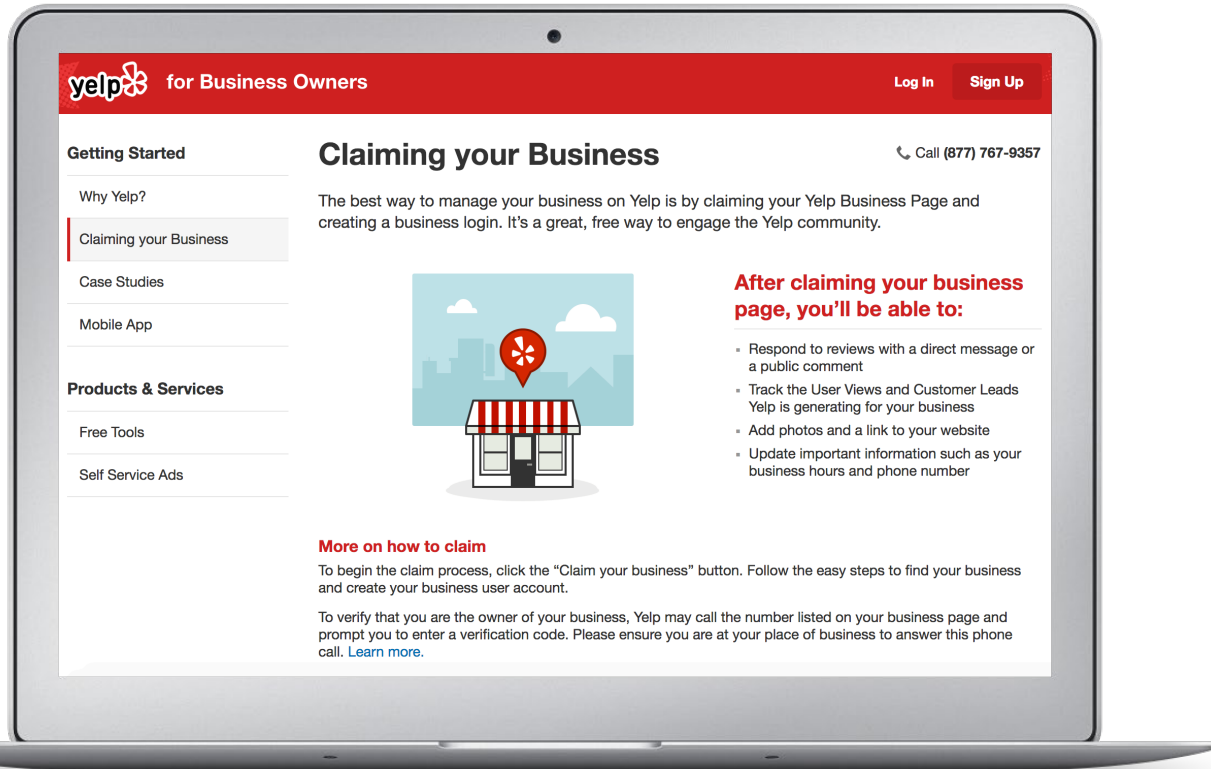
CLAIM YOUR PLACE

UPDATE CATEGORY AND INFO

**REVIEWS ARE MANAGED ON
YELP**

MAPSCONNECT.APPLE.COM

YELP & APPLE MAPS



**RESPOND TO REVIEWS – SHOWN
ON YELP AND APPLE MAPS**

MANAGE BUSINESS INFORMATION

ADD PHOTOS

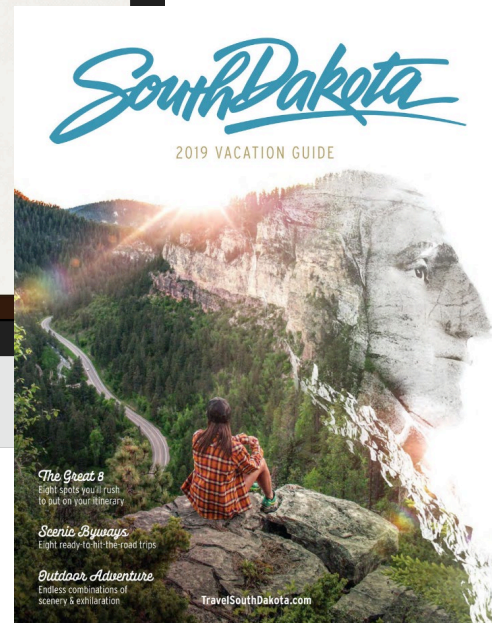
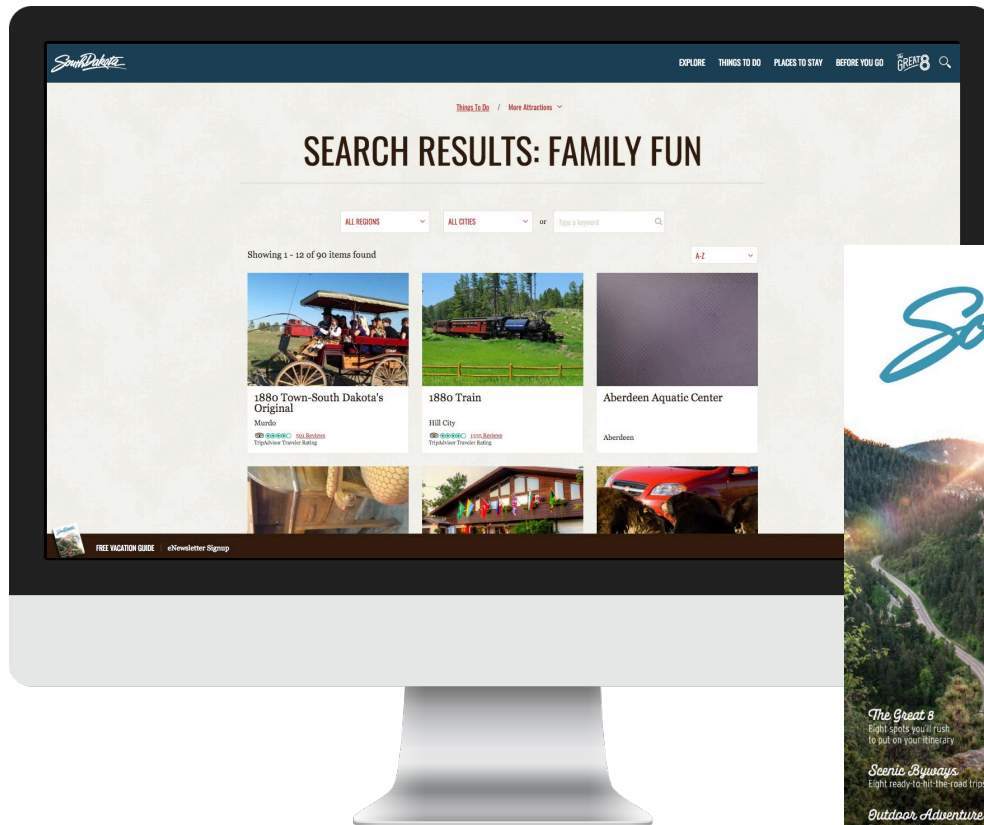
**TRACK USER VIEWS AND
CUSTOMER LEADS YELP IS
GENERATING**

biz.yelp.com/support/claiming OR 877-767-9357

A person is standing on a rocky cliff, looking out over a vast, rugged canyon. The canyon walls are composed of light-colored, eroded rock formations with many sharp peaks and valleys. The sky is a clear, pale blue. The overall scene is one of natural beauty and grandeur.

MAKE YOUR BUSINESS KNOWN

ADD YOUR BUSINESS



TRAVELSOUTHDAKOTA.COM

VISITOR GUIDE

REGIONAL ASSOCIATION

COMMUNITY / CHAMBER / CVB

PUBLICATION PROGRAM FOR WELCOME CENTERS



KEY TAKEAWAYS

KEY TAKEAWAYS

1. CREATE YOUR BRAND AND STICK WITH IT

2. DEFINE YOUR GOALS AND TRACK THEM

**3. CLAIM YOUR BUSINESS AND TAKE
ADVANTAGE OF STATE AND LOCAL PROGRAMS**



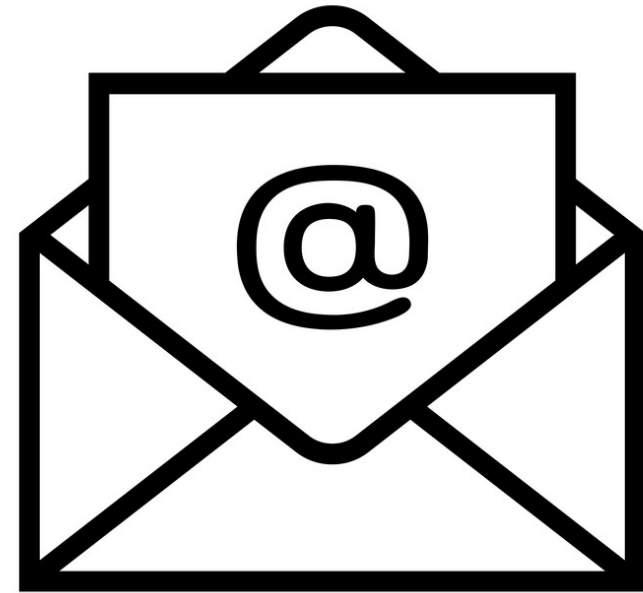
QUESTIONS?

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WRAPPING UP

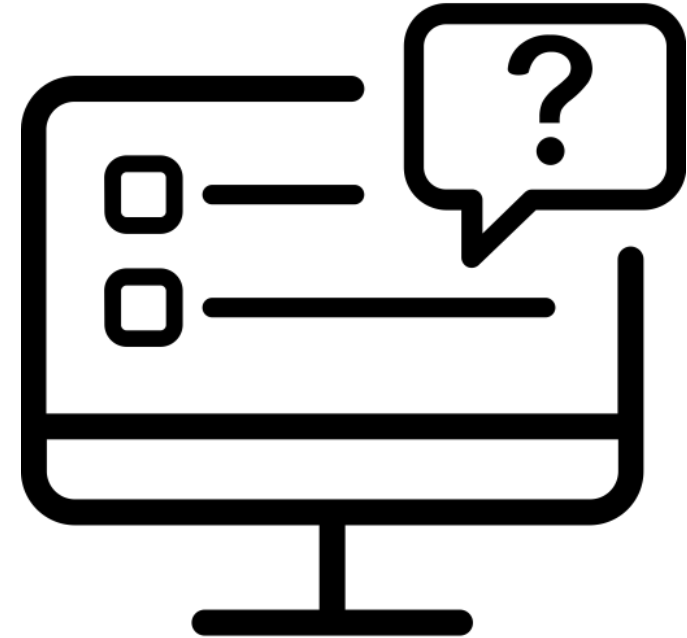
ADDITIONAL RESOURCES

COMING TO YOUR INBOX

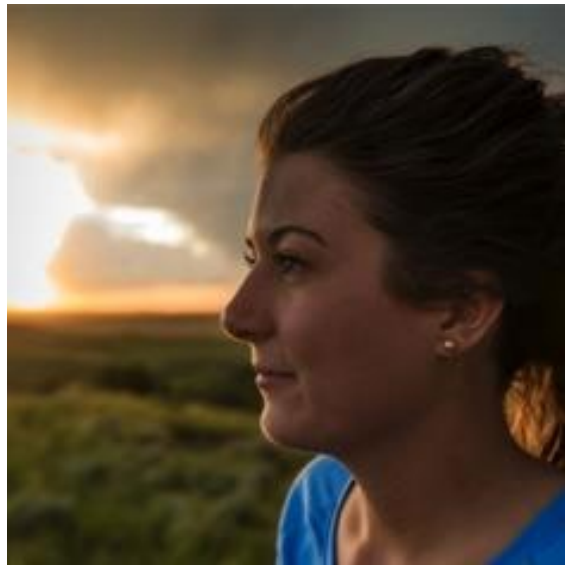


SHARE YOUR THOUGHTS

WEBINAR SURVEY



KEEP IN TOUCH WITH THE DEPARTMENT



JACEY JESSOP

**INDUSTRY OUTREACH &
DEVELOPMENT REPRESENTATIVE**

Jacey.Jessop@TravelSouthDakota.com

WEBINAR SERIES



THURSDAY, MARCH 20TH
10:00 AM CT

UNDERSTANDING
YOUR AUDIENCE

WEDNESDAY, MARCH 28TH
10:00 AM CT

BUSINESS BASICS

WEDNESDAY, APRIL 3RD
10:00 AM CT

MARKETING ON A BUDGET





South Dakota

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LAWRENCE & SCHILLER