



you've got  
**Brand  
 Personality**

**Wedding and Social  
 Season is here!**

Are you prepared? Come to Leech Printing or Quick Print today to discuss all your wedding or social needs. We provide:

- Invitations – choose from hundreds of designs in our books, or design something completely unique!
- Guest Favors – personalized golf tees, magnets, matchbooks, and other unique items to provide as a thank-you to your guests
- Social Tickets – from simple black and white text to full colour tickets with your photo and wedding colours
- Placecards, wine glass tags, and everything you need for beautiful place settings
- Signs and banners to decorate the head table or dance hall

*Call or stop by today and let Leech Printing help you plan your special event!*

**L**egendary companies like Harley-Davidson and Nike don't have customers. They have brand loyalists who will spend money hand-over-fist to prove their devotion. Why? Because each company has invested millions in creating its own distinct personality with which its target customers strongly identify. This emotional perspective suggests that brand personality is a potent marketing tool that is richer and far more interesting than functional features-and-benefits marketing. It creates a point of differentiation in product categories where there really isn't any. There are countless brands of motorcycles and athletic wear, but only one Harley-Davidson or Nike.

Whether you deliberately cultivated it or it just happened, your brand has a personality too. It's the position you own in your customers' collective mind. Brand personality often relates to the concept of the brand as your friend. Implicit with this relationship is the promise of shared values. You wouldn't abandon a trusted friend, and you wouldn't stay around if that friend treated you poorly.

It might sound elementary, but the best way to determine your brand personality is simply to talk to your colleagues and customers. Start with a basic question: "If my brand were a person, who would it be

and why?" This analogy allows respondents to connect in human terms, and the answers can be illuminating. Is the impression you're leaving with your customers one you want to foster, or do you need to create new experiences and better manage your marketing message to embody a different personality?

Now that you have determined who your brand is, bring it to life. The design of your printed materials will evolve from an aesthetic exercise into an integral part of your branding strategy as you create a proprietary visual, emotional and cultural identity. Give your brand a face. An endorser, whether real or fictional, transfers instant recognition and goodwill to your brand. If your budget won't support a celebrity endorser, create one. Think of the Michelin Man or Morris the Cat.

Experiment with language to find a style that fits your personality. A financial services firm might choose authoritative, English teacher-approved text. An informal, friendly tone, complete with dangling participles and sentence fragments, is more appropriate for a brand aimed at a younger demographic.

Choose design elements carefully. Does your brand personality lend itself to black-and-white photography and calligraphy or

## Coming Events

April 16-18  
NEELIN HIGH SCHOOL  
PRESENTS *LITTLE WOMEN*  
Westman Centennial Auditorium

April 23  
SEVEN AGES PRODUCTIONS  
PRESENTS *ON GOLDEN POND*  
Westman Centennial Auditorium

For a complete list of events happening around Brandon including movie listings, shows, concerts and much more, visit [brandon.com](http://brandon.com)

## Two Generations of Print Professionals



### 55 Years Experience

Don Gates (happily retired for 6 years) paid a visit to his son Aaron earlier this month.

Don, pictured above (left), ran Leech Printing's letterpress department for over 45 years before retiring. Aaron has worked in the offset department for 10 years and is now working on our new 10 colour Heidelberg offset press.

Both proud professionals representing over 5 decades of excellent service and quality to the print industry.

## You've Got Brand Personality (cont.)

cartoons and exaggerated fonts? Should you use earth tones to convey your down-to-earth sensibilities or bright colors to evoke a vibrant, forward-looking image?

Carry your personality through every printed piece. Create a style guide to make sure that all marketing collateral use the same palette, images, typeface and tone of voice. All of these simple rules will make you more recognizable to your customers.

Whether your brand is old or new, take time to assess the role personality plays in your overall branding strategy. The extent to which personality will influence the purchasing decision varies by the nature of your product, customer demographics and the channels through which you market your brand. Businesses that understand how to best leverage this elusive emotional element gain a distinctive position in the marketplace. **LP**



YOUR  
EVENTS SOURCE

Brandon's Home Page™

Did you know that you can place a **FREE** listing on Brandon.com for your **upcoming event**?  
Simply visit [brandon.com](http://brandon.com) and click on the "Submit Your Event Online" button.

\* Details online. Event must be open to the public. Business sales and promotions are not eligible. Please submit your event at least one week in advance. All submissions are subject to review by the editor.

Local Ads  
starting at

**\$2750**

per month  
plus set-up fee.

Call 571-4500 for details

## Five Great Reasons to Print with Leech Printing

**Leech Printing is locally owned and operated.** When you print with us, every dollar stays in Westman. We also support many local charities and community organizations through scholarships, donations and volunteerism.

**Printing is our specialty!** We're focused on providing great quality printing to our clients - not selling office supplies or packing and mailing your parcels.

**We are graphic communication experts** - from concept to finished product, Leech Printing puts over 80 years of print and design experience into every job we do, and it shows.

**Digital file archival** - when you print with us, your artwork is digitally catalogued and stored - you'll get consistent quality and fast turnaround on reprints, and easy edits if changes are required in the future.

**Convenience** - Leech sales staff are only a phone call or e-mail away, and at your service! Too busy to run around town to order or pick up your printing order? We'll come to you! We also offer free delivery within city limits and a host of shipping options.

*To discuss your next print project, request a quotation or speak with a sales rep, call (204) 728-3037 or visit [leechprint.com](http://leechprint.com) today!* **LP**

## Complete Bindery & Design Service

**A professional finish every time!**

Count on Quick Print for great documents! We offer complete bindery service including cerlox and coil bookbinding, laminating, stapling, folding, and trimming. Our inhouse graphic designers will work with your files, or create something new and unique to ensure your project looks fantastic. Call Quick Print today for a price quote or to find out more!

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DIGITAL PRINT AND  
CONVENIENCE COPY CENTRE