

# How They Did It

## Three Members Share Branding Techniques

Nathan Spillman



### Balt, Best-Rite and Trinity, Divisions of MooreCo

Greg Moore, President

**Q** The recent merger between Trinity, Balt and Best-Rite brings three separate brands under one banner, MooreCo, L.P.

With regard to product branding, how do you maintain the identities and traditions of these companies while moving MooreCo's strategic vision forward?

**A** The brands have worked extremely hard to develop reputations and rapport with the customers that is in turn associated visually with their brand. Each brand will maintain its individual identity through its respective logo; however, all the brands will be linked to the MooreCo brand. Through growth and acquisition, we envision adding additional companies under the all inclusive logo, making it easier for customers to identify all of our brands and brand values.

**Q** In your opinion, what is the biggest challenge in developing a new company logo after two or more companies merge into one?

**A** Taking two brands of 70 plus years of brand equity under a new logo

while increasing the emotional connection with the customer through brand recognition and connecting our brand values of the past with our vision for the future.

**Q** The MooreCo logo is modern and three dimensional. How does the new logo capture the vision of the "new" company?

**A** The new multifaceted logo represents a visual presence of strength, structure and dimension that provides the foundation which will allow future growth and success



### DREAM GREEN

Don and Sharon Green, Business Partners

**Q** What does 'Dream Green' mean?

**A** We chose DREAM GREEN to reflect our last name and the 'dreaming up' of ideas. Funnily enough, as soon as we had settled on it we walked into a small shop in Cambridge, MA and found a great African t-shirt (Don is from South Africa) which said DREAM GREEN.

**Q** DREAM GREEN has a very interesting logo. Why did you select a green parrot as your logo?

**A** For a good while we just used a stylized DG as a logo. When we finally set our minds to it, we decided on a green parrot to convey both intelligence and fun. We also thought it was important to create a character that could be animated like, for example, the "Geico" "Gecko."

**Q** What image of your company do you hope the Dream Green logo conveys to customers?

**A** The image we've always tried to project is one that says that learning can be fun. And that Dream Green is a fun company.

**Q** Certainly, the Dream Green logo is unique and highly recognizable. When developing this logo, did you intend on creating such a distinctive design? Why?

**A** We were hoping to come up with a simple but eye-catching design that would be easy to remember and "almost" familiar to most people. We wanted a logo that would immediately identify our products.

**Q** In your mind, were you assuming any risks when you decided on the current logo and what convinced you to go ahead with the design?

**A** No, we don't think we were assuming any risks. If anything, we were finally getting our logo act together (and takin' it on the road).



## Gallopade International, Inc. Michele Yother, President

**Q** Carole Marsh is synonymous with Gallopade and Carole Marsh books are a main Gallopade product line. Is Carole Marsh the name a Gallopade brand or company identifier?

**A** Our customers love that Carole Marsh is a real person, and that in addition to being a “brand name,” she’s a friend, a mom, a grandmother, a partner in business or education, and a person who cares deeply about children. The Carole Marsh and Gallopade brands are synonymous in standing for products that are full of fascinating facts, are not afraid to deal with tough subjects, tell history honestly, and are often based around the concept that when you get a child excited about a subject you create a life-long passion and interest for learning more.

Carole Marsh connects with customers as a real person, a vision, a partner, and a set of values. Gallopade represents the success of that vision: that little one-person writer/entrepreneur that grew into what is now an amazing team of talented and caring people with the resources and ability to enable those core Carole Marsh values to make an even bigger impact in the lives of children, parents, teachers, and school supply dealers.

**Q** Why is Carole Marsh a successful branding tool for Gallopade?

**A** People love that Carole Marsh Mysteries are written by a real person about the adventures of her and her family, and to use one of my favorite customer quotes, “they are good, clean fun for the family.” It doesn’t matter what the product is, customers know that it will make learning fun for kids...and there’s always educational value, whether in a mystery book, a biography that shows how someone overcame obstacles to make extraordinary accomplishments, or anything else that Gallopade publishes. Even kids connect with the Carole Marsh “brand” and send emails, apply to be

characters in her books, ask her about her adventures, and send her ideas for new books.

**Q** Why did Gallopade develop the logo it currently uses? What set this logo apart from the others Gallopade was considering?

**A** We’ve been Gallopade (which is colloquial French for kids running around, all excited, like on Christmas morning) since the company was founded in 1978. In 2000, Gallopade became Gallopade International and adopted our “world” logo when we saw the interest and opportunity for our products grow beyond the United States.

**Q** What image does Gallopade want its logo to carry and how does your logo capture this image?

**A** In addition to the creative and educational values our brand represents, as a family-oriented, woman-owned, entrepreneurial company, we also want Gallopade to be seen as a partner with the dealers in our industry. We are known for creating products based on customer suggestions and get many of our product ideas from dealers. We appreciate the passions that cause dealers to choose to be in the education industry, and part of our brand is being known as a company who helps dealers grow sales and profits with unique products to reach new customers, build repeat purchases, and meet local standards and testing requirements, as we all work together to “do good things for kids.”

**Q** In your opinion, what does a company logo represent in the mind of the consumer, and why is it important to have a recognizable and respected logo or brand?

**A** I have experienced two distinct levels of branding. A unique, recognizable, attractive logo is a good first step. But a great logo or brand isn’t just about how nice the graphics are; a strong brand or logo brings to mind an idea, a concept, and even a feeling within a customer that’s based on

the trust, experience, and connection that a customer has developed through interaction with that brand. The success of those personal customer connections, whether through a teacher who is thrilled to find resources about her state, the child who can’t wait to read the next Carole Marsh Mystery, or the teacher who is brought to tears when our curriculum workbooks help her struggling students pass high-stakes standardized tests, these connections are why the Gallopade and Carole Marsh brands just get stronger every year.

## INTERNAL BRANDING

### Selling Your Company Identity To Your Employees

- 1 Involve all levels of the organization in any branding efforts from the start.
  - 2 Develop an internal cultural identity with your employees.
  - 3 Plan a road map for assimilation. The internal logistics of branding are extensive – from how to answer the phone, to changing the visual look and feel of stationary to changing work environments and retail space.
  - 4 Develop materials for the launch. An excellent way of telling the brand story and securing support is developing a “brand guide” for employees.
  - 5 Conduct one-on-one interviews with early adopters and senior administrators, appointing brand champions along the way.
  - 6 Prioritize the brand and allow for an interim “training” period. Keep the brand excitement front and center until employees are comfortable with the various expressions.
  - 7 Set up brand rewards systems. Reward your employees for embracing and living the brand.
  - 8 Show the results of branding efforts. Let employees know the tangible results of their hard work and commitment.
  - 9 Evaluate. You’ll never know how employees feel about the branding efforts until you ask.
  - 10 Keep the brand front and center. Keep reminding people of the importance of the brand and share all updates.
- Source: Image Design Communications, Inc.