

DISCOVER DOWNTOWN

salmon arm

S H O P ~ T A L K



Projecting your Company's Image

To ensure the success of your business, cultivating your corporate identity is paramount.

First impressions do count – on anything from your stationary to advertising and promotional specialty items a to company clothing. Depending on the size and nature of your business, your correspondence



sed diam voluptua

(letters, invoices, brochures etc) may be the only connection you have with your customer. Look at what you're

using right now....does it represent your business the way you feel it should?

If you think your image is in need of a "spring cleaning" or you're just starting out, take a look at the following:

Image by identity
Adopt a company logo. Build

identity through logo association.

Image by duplication
Get your logo out there. Share it with others on everything you can find.

**SALMON ARM DOWNTOWN
IMPROVEMENT ASSOCIATION**
121 Shuswap St., Salmon Arm, B.C. V1E 4H8
Phone. 250-832-5440
Fax. 250-832-5039
Web. www.salmonarmdowntown.com
Email. info@salmonarmdowntown.com

**SALMON ARM DOWNTOWN
IMPROVEMENT ASSOCIATION**
121 Shuswap St.
PO Box 1928
Salmon Arm, B.C.
V1E 4H8

POSTAGE PAID

JOE SMITH
Box 123
Salmon Arm, BC
V1E 4M4

Image is Everything

Image by repetition

Customize clothing. Create a professional look even in the most casual circumstances in and outside of the workplace.

Image by personalization

Custom printing. Produced in-house or out-sourced, always unique in font, color, style and stock.

Image by publicity

Public relations. Get known in your community as a great corporate citizen. A powerful way of controlling your image, stretching your marketing dollar and reaching new customers.

Image by personalization

Business personality.

Create a consistent “persona” that will be an inherent part of why customers value your business.

Image by distinction

Image and the competition. Define the key differences between you and the competition then build on the difference.

Image by evaluation

Image Evaluation. Ask around. What does the consumer, community, competitor really say about your business? Is it consistent with what you think you are conveying?

With more competition in the field than ever before, it is essential that you get in the game early and with the most positive attitude you can muster.



REMEMBER,
EVERYTHING YOU
DO IN REGARDS
TO YOUR
BUSINESS IMAGE
IS INDISPENSABLE.
IF ALL THE
ELEMENTS WHICH
MAKE UP YOUR
IMAGE LOOK
GREAT, THE
BUSINESS RESULTS
CAN ONLY BE
SUPERB.
TAKE A HARD
LOOK AT YOUR
IMAGE AND DO
SOME “SPRING
CLEANING”
TODAY.