



# Short Branding Lesson

Less is more. Say it simply. Be short. Make the image match the message. A company can never go wrong keeping to a fundamental color palette for every piece of collateral material. If Sally likes the color salmon and the corporate brand has been fire engine red for a hundred years, don't let her sneak a garish color into the theme. Controlling individuals' e-mail signatures remains the bane of every company. Benevolent dictators must make stern pronouncements in order to control invasive color/style creep on brand standards.

The best advertising has a strong single image (think Apple, Starbucks, Volkswagen) and a few powerful words ("Just Do It," "Ride the Road") to always catch the eye and stick in people's memory. Humans capture small chunks of information at one time. Short-term memory holds a phrase for a few minutes. A person can remember four or five jellybean colors in a bowl but not the entire bowl of hundreds at once. It's more important to learn to cull out the noise and nonsense. Think of a used car salesman with a checkered jacket who sends out every bit of information about his dealership, hours of operation, and whatever else he can pack into a 4"x 5" postcard. Don't do that!

Stay current with examples and images. If the image is twenty years old, chances are there's a whole generation that has no idea what it means. Also, the message can't be academic or too esoteric. Say what you mean in the clearest way. For example, there was a TV show about an early 1800's mining town. They had a smallpox outbreak and the newspaper editor was telling the illiterate miners that vaccine would be available "*gratis*." The intuitive saloon keeper had the editor replace the word "*gratis*" with "FREE."

Use in-focus images with digital formatting for all collateral materials and images. Simple explanation: Dots Per Inch (DPI) basically denotes how many dots of color are in one image:

- Websites and Facebook: 72 DPI
- High-quality, great marketing pieces: 300-600 DPI

A few years post-2013 these thoughts will be old. The point here is not that DPI will be relevant to image delivery forever. The point is to stay current with graphic design trends and technologies. In 2013, magazines like *HOW* and *I.D.* are great resources. In 2025, who knows? I guarantee something will be there to help guide a budding entrepreneur.

Basic barbecue sauce—you can glop it up or make it simple. Enjoy!

# Barbecue Sauce

## Ingredients

1 cup Blackstrap dark molasses  
1 cup ketchup (*I like Heinz*)  
1 fairly large yellow onion, chopped to approximately  $\frac{1}{2}$ " pieces  
 $\frac{1}{2}$  cup of orange juice (*approximately 1 orange*)  
3 tablespoons grated orange rind (*I like to use a stainless steel grater*) (*no white pith, please*)  
2 tablespoons salted butter  
2 tablespoons white vinegar  
2 tablespoons Crisco vegetable oil  
2 garlic cloves, split  
3 whole cloves  
1 teaspoon prepared Dijon mustard  
1 teaspoon Worcestershire sauce  
 $\frac{1}{2}$  teaspoon hot pepper sauce (Tabasco)  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{2}$  teaspoon pepper

Combine all ingredients in a saucepan. Bring the mixture to a boil over moderate heat and cook for 5 minutes. Turn down the heat and slowly cook for another 30 minutes. Cool. Cover and refrigerate. The barbecue sauce will keep for many weeks in the refrigerator. Great on chicken, ribs, pork, or any meat.