



Get the look

Local awareness

Not all small business owners have brick-and-mortar storefronts – so, you may have to get creative with where you hang your sign. If you're a service provider (like a handyman!), brand yourself while you're on-the-go with marketing materials made to move.

Whether you're replacing windows for a client or driving down your town's main street, get your brand recognized by customers wherever you are...and establish your small business locally.



Build your logo

A logo is the key to success for any small business owner. Yours should be recognizable and, ideally, impactful from a distance (or at a glance). If you already have a logo, consider creating a simplified, magnified version that you can use on your on-the-go marketing materials – like Hammer & Brush does here with their polo

shirts and hats. These branded items instantly turn your employees and customers into walking billboards.

One of the most tried-and-true places to display your logo is on a business card – try adding spot gloss or a premium finish for an especially eye-catching element. Here, Hammer & Brush uses embossed gloss on their main logo motif, a combination paint brush/fence design, to really stand out.

Get the look

If you need a new logo for your business, or want to refresh your current one, the experts at RHP Marketing Services can help.

Create an eye-catching colour palette



Beyond your logo colours, create car door magnets, flyers and lawn signs with high-contrast colours that look great from a distance. Here, Hammer & Brush's branding uses off-white, black and rich shades of orange to create a two-tone, contrasting effect for maximum impact – from up close and from afar. Beyond looking great from far away, Hammer & Brush's colour palette is a great reflection of their brand – their primary colour is a rust-inspired shade of orange that feels fuss-free and dependable, especially when coupled with basic shades like black and white. On their all-black polo shirts and hats, the logo is embroidered in a more vibrant shade of orange for a higher-

contrast impact.



Get the look

Level up your branded apparel with an embroidered logo – it's a polished step up from screen printing, and adds a touch of texture.

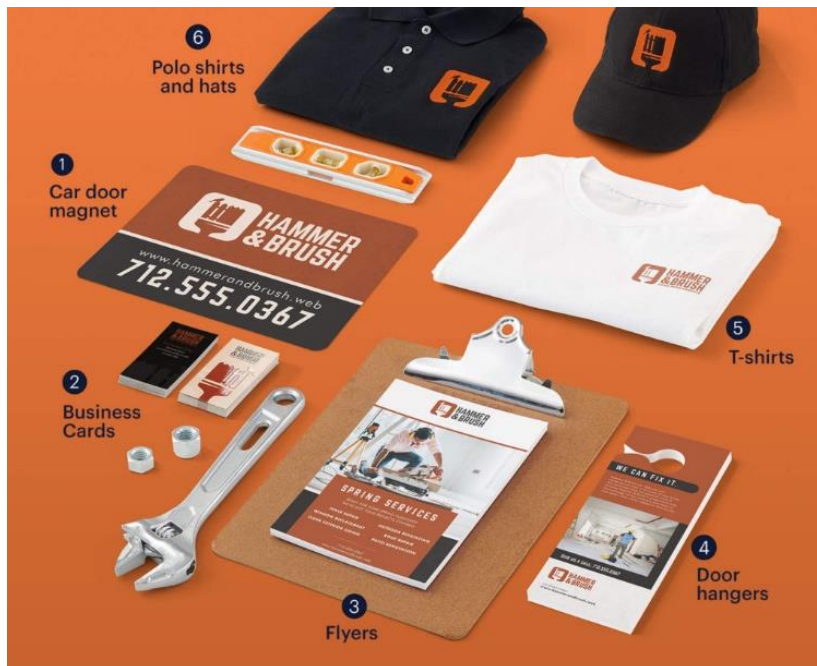
Find the right font(s)



When you're marketing on the go, keep copy as concise as possible – passersby won't have time to read more than a few words. Choose an easy-to-read font when you want to include your full business name (and contact information) on marketing tools like business cards and car door magnets – and keep it simple! On car door magnets, people won't have time to read more than a few words. More likely, they'll remember your name and Google you, or quickly dial your phone number. If you're creating something that's a bit more

informative, like a flyer or door hanger, balance out your larger logo font with a smaller secondary font so you can grab the attention of potential customers and give them all of the info they need to get in touch.

Stock your product toolbox



Get the look for marketing on-the-go with these 6 elements.

1. **Car door magnets** are a durable and easy way to turn your car, truck or van into an on-the-go advertising vehicle.
2. **Business cards** are a great way to pass out information about your business while you're on the move.
3. **Flyers** leave plenty of space to tell customers everything they need to know about your business.
4. **Door hangers** make a great leave behind when you're working on-site...and show potential customers you're around their area.
5. **T-shirts** turn your employees and customers into walking billboards.
6. **Polo shirts** and **hats** should be part of your permanent uniform – wear them to promote your business, even when you're not working.

Wrap-up

I hope you found these ideas helpful. Any advantage you can get over your competitors means more money to the bottom line.

If you choose not to implement any of these ideas within your company, I would love to help you out. We can start with a conversation which will give me a basis to see if we will be able to work together. Contact me at www.rhp-marketing-services.com/contact-us. Or text/call me at 403-615-2982.