

# ADVERTISING

The Impact of Branding  
on Consumer Behavior

# COMMUNICATION

Long-term, do you feel the graphics  
help tell the facilities' story?



adidas  
Performance Center



puttermanathletics

DIFFERENT SPACES TELL DIFFERENT  
STORIES: THE IMPORTANCE OF  
ENVIRONMENTAL BRANDING IN  
ATHLETICS FACILITIES



# ENVIRONMENTAL BRANDING

As environmental branding continues to trend, facilities are experiencing benefits beyond basic brand recognition.

From employee engagement, consumer advertising, to **health and safety signage for public areas**, these graphics don't just fill space. These projects challenge managers to understand the implications for the facilities brand. They present graphic designers a unique canvas to share the facilities message.

With the changing requirements for public messaging we see more and more facilities taking this opportunity to reinforce the look of their brands for all audiences.

**Design pieces and graphics that speak to your brand** in the employee space helps people understand everything you do and teach employees about the development side of the business.

For example, **we have designed and printed pieces that present a big picture overview of everything we do** and all the important facets that go into that process (you can read about each when viewing the wall graphics, we have in our offices).

Another key benefit to the design pieces in our facility is that, as we onboard new employees, they get a better feel for our company culture.

The **graphics capture attention (which is harder than ever with smartphones & busy schedules)**.

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Creative Graphic Design



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## THE IMPACT OF BRANDING ON CONSUMER BEHAVIOR

In this day and age, **facilities simply can't survive without visual branding.** It has become one of the fundamentals of marketing in our industry. Branding helps a facility to convey its vision and connect with its athletes and spectators. Everything from the custom-designed and manufactured indoor divider curtains we produce; the social distancing, and advertising pieces we design to the logos we place on windscreens for athletics facilities are a part of that brand message.

Every successful organization you see around you has **capitalized on creating a brand identity** because it deeply affects the consumer at every stage of the buying process. Successful branding is a story being narrated to your customers across all consumer touchpoints.

**'Your brand is what people say about you when you're not in the room.'**

People are going to talk about your facility, so it is necessary to give them a narrative; otherwise, they will give one to you, which may not reflect upon your brand identity. We specialize in products for athletic facilities that allow facilities to communicate their brand across the entire facility environment. Remember, consistency is the key, or else your efforts will go in vain. **stunning brand identity designs are very much capable of convincing people into buying a perception.**

People do not buy things, **they buy a better version of themselves.** So, if you can communicate that 'better self' in your facility's branding, that branding will not only attract and inspire them but will convince them to want to be a part of that brand. Look at your current environmental branding, assess what it communicates now, and look at what is lacking, and what is not clearly communicated, so you can better tell the story of your athletics facilities brand.



# OTHER NOTABLE ENVIRONMENTAL BRANDING BY puttermanathletics



- 01** Fence Murals
- 02** Tournament Signage
- 03** Seat Covers

- 04** Court Stencils
- 05** Sideline Graphics

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