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# POMONA VALLEY ART ASSOCIATION

AUGUST 2017

[www.pvaa.net](http://www.pvaa.net)

## Artists Creating Brand Awareness

By Don Markofski

For decades, major companies have realized the value of branding. It has long been an integral part of the marketing plan and sales strategy. And it's no secret that intelligent branding has contributed to increased profits for many firms.

Artists can adopt much of the same strategy that has been employed by numerous Fortune 500 companies. A company or artist's brand is often confused with the logo. The logo is probably the most visible element, and is certainly an important ingredient in the branding chemistry. As part of a



branding program, the creation of the logo is often the first task that is addressed and completed. However, it's only part of the story.

So, what is a brand? A brand is a combination of attributes, communicated through a name (or logo), that influences a thought-process in the mind of the purchasing audience. The obvious goal is to create value. Those attributes consist of the



*Milford Zornes' artwork signature became an iconic symbol that successfully branded his name and work.*

beliefs that the brand's audience (customer) recalls when they think about the brand. Now we see that creating a favorable or sellable brand is much more about a **BRANDING PROCESS**. That process involves consistently delivering the brand promise over time at each contact-point with the customer. And this includes in-person contact, telephone conversations, audio-visual tools and more. Video clips that may be contained in your website,

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**36<sup>th</sup> Annual Open Juried Art Show**  
2017  
POMONA VALLEY ART ASSOCIATION

**August 4th - 26th**

## Welcome NEW MEMBERS

- Brandon Dover
- Shellise Berry
- Jose Romero
- Tracy Crites

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## Artists Creating Brand Awareness

Facebook page or blog quickly present important first impression imagery of you and your artwork. What you say and how you say it becomes a critical part of your brand.

The visible or tangible elements of your brand often become more obvious to your art buying audience. Your business cards, letterhead, postcards, brochures and mailers makeup only part of the list of marketing and advertising tools.

Each of these must display consistent typography and uniform colors. In addition, a distinctive format or design can contribute to strengthening your brand. We're continually reminded of the strong Coca-Cola brand (for example) and the distinctive color and unique typographics evident on every bottle of Coke. The Coke brand is known worldwide and continually influences thirsty shoppers.

Unlike many company logos, an artist's logo or symbol is often far removed from the traditional corporate mark. An artist's name displayed in a distinguishing typeface, is a popular approach. This is usually referred to as a Logotype. Artists will also adopt their artwork signature as part of the logo or identity. Milford Zornes' unique artwork signature became an iconic symbol for his watercolors. It was probably never intended as a logo, but nevertheless became an internationally recognizable mark that successfully branded Milford and his work.

The unique way an artist chooses to sign paintings or drawings can become a memorable brand for potential art collectors. This unique sign can ultimately contribute to successfully creating brand awareness.



Here we see a very distinctive artwork signature created by Brenda Swenson.

## WHAT GOING ON!

Share your accomplishments with your fellow members.  
E-mail Don at [dmarkofski@hotmail.com](mailto:dmarkofski@hotmail.com)

## PVAA MONTHLY EXHIBIT

No Monthly Exhibit in August Due to Our Annual Open Juried Show.

## Classes & Workshops



**Website has class and workshop info.**

Website titled, [thepvaaartplace.net](http://thepvaaartplace.net) allows you to register by linking directly to instructors email for classes and workshops. Reserve a space in a class by contacting the instructor directly.



## PVAA Young Artists Show is Oct. 6-15

The 2017 YAS will be displayed at The PVAA Art Place, adjacent to Gallery SOHO. The Opening Reception is Friday, October 6. 5-7 pm. You'll see artwork from many area schools including many young artists in grades 7-12. **For additional information visit the association website at [www.pvaa.net](http://www.pvaa.net).**

### TAKE IN / REGISTRATION:

SATURDAY, September 30th - 10:00am. to 6:00p.m.  
SUNDAY, October 1st. 10:00a.m. to 2:00p.m.

### CLOSING RECEPTION & AWARDS CEREMONY:

OCTOBER 15th, 1:00p.m. to 3:00p.m.  
(Art take-out is after the Awards Presentation)



Gallery SOHO is located in Montclair Place, 2nd level next to Nordstrom.  
Hours: 10:30 am - 8 pm, Mon.-Sat  
Sunday closure at 7 pm.  
PH: 909-624-4900

Follow us on Social Media:





# Classes & Workshops

## AUGUST 2017

*thepvaaartplace.net allows you to register by linking directly to instructors email for classes and workshops. You can easily view instructor bios and reserve a space in a class by contacting the instructor directly. Check the website for registration links and new classes and workshops*

### **Care Givers Support Group - Kathleen McCall**

First and Third Thursday of every month 6pm-8:30pm

The care givers support group hosted by PVAA is to provide a place, both physically and emotionally, where caregivers, spouses, family members and friends can feel safe to share their thoughts and concerns and experiences with others in the community.

Cost: Free

### **Collage it and page design! - Carol Hoy**

Monday, August 7th and Wed, Aug 9th 11am-2pm

Carol has been testing a new collage program that is amazing!

This program is an easy-to-use photo collage maker for Windows and Mac which makes collage automatically. In a matter of seconds,

This collage software can turn any ordinary photos into impressive collages.

Once you sign up for class, you will be given my link to load and be ready for class. This is a 2 part series class, load, learn and impress. This will sell out

Cost: \$50. for two sessions

cdhoy@aol.com

### **Proshow Producer 8: Summer Splash- Carol Hoy**

Monday, August 21st, 11 AM - 2 PM & Thursday, August 24th, 5 - 8 PM

This is a continuation of the very popular templates classes that Carol has offered for a couple of months. You do not have to have attended any previous template classes to take this series. (However, you must have taken either the prerequisite Introduction to Producer 8, or the Beginning Slide Show Production classes at PVAA to attend)

Cost: \$50. for two sessions

cdhoy@aol.com

### **Fine Art Acrylic Painting - Ray Tucker**

Sunday, August 27th, 2017 1:30pm-4:30pm

Learn Acrylic basics in this fun filled class. You will proud to take home a landscape painting that you have created.

Cost: \$25 each workshop. All supplies are provided.

raytuckerartist@gmail.com

### **Photoshop: Retouch and Fix - Carol Hoy**

Monday, August 28th, 11 - 2 PM

New tips and tricks to fix less than perfect photos.

Cost: \$25. per session

cdhoy@aol.com

### **Clay Workshop - Michelle Lee**

Fridays, August 11th, 18th, 25th, 11am-2pm

Discover and create with Clay under the direction of Ceramic Artist Michelle Lee.

Cost: \$25. each class session

Materials Cost: \$10 for 3 pounds of clay that includes bisque firing, glaze & glaze firing. Tools will be provided for community use.

Pre-register michellesylee@gmail.com

### **Watercolor Painting from Photographs - Don Markofski**

Six Classes - Tuesdays, Starting September 19th, 5pm-7:30pm

You will learn how to plan an effective painting and basic watercolor techniques that get you painting sooner...and much more.

Cost: \$130. Series consists of 6 classes

WatercolorPro@MarkofskiCreative.com

### **Zen Brush Workshop - Suzan Perry**

Thursday, September 14th and/or September 28th, 11am-2pm

Study the art of Zen Brush with Suzan. She has been teaching since 2005.

Cost: \$25. per session

Pre-register suzan@brightmoon.studio



## **BECOME A VOLUNTEER HOST !**

And become a valued part of the PVAA as a volunteer host. Volunteers are needed to host exhibits and the PVAA Monthly Shows at The PVAA Art Place in Montclair Place! Volunteers are needed to help keep our doors open and are greatly appreciated. Hosting hours are flexible. Please email "[info@pvaa.net](mailto:info@pvaa.net)" to let us know you would like to volunteer or if you have questions.

**JOIN THE PVAA FAMILY AND HELP SUPPORT THE ARTS IN OUR COMMUNITY AS A VOLUNTEER**

## **Are You Interested in Exhibiting in 2017 at The PVAA Art Place?**

**WE HAVE EXHIBITION SPACE AVAILABLE!**

**Lets talk about how we can help you create brand awareness and reach your marketing goals with an exciting exhibit.**

If you or a group are interested, please send an email request to: [thepvaaartplace@gmail.com](mailto:thepvaaartplace@gmail.com)