

## Bigfoot Bash Sept 2023

Hosted by Oscoda Ausable Chamber of Commerce

### Chamber Unveils Custom Bigfoot Bash Logo, Key in Today's Marketing

by Marilyn Trumper-Samra



Any event these days that hopes to draw attention to itself needs an iconic logo, an image that is easily recognizable and memorable. It needs to encapsulate what “it” is.

*Drum roll, please!*

For Oscoda's all-new Bigfoot Pre-bash and Bash – that logo is the brown hairy outline of Michigan's Upper Peninsula and Lower mitten. The (UP) reads, “Bigfoot Bash.” The Mitten is a massive bare footprint with bulbous toes nearly covering its entirety. The word Oscoda is clearly printed and accented with the white outline of a location star.

The logo screams what it is, where it takes place, and where to go – all in one glance.

All of what is strived for, says Andy Hartner, a Graphic Designer with [P&L Development](#), Oscoda, who collaborated with friend and local businesswoman Sharon Ostrander to create the furry map.

“It's your brand, your visual identity,” Hartner said. Explaining its importance.

“It's synonymous with how you see your (product or event.) I hope it does well.”

Hartner took what Ostrander gave him and built on it.

“Sharon,” he said, sharing the glory, “had the idea.”

Ostrander has owned the signage/custom embroidery/shirt shop Truly Yours in Oscoda for 41 years. Now open by appointment only, Ostrander said she welcomed the chance when approached by the Oscoda AuSable Chamber of Commerce to get involved with the logo's design.

“You want something unique, something that not everybody else is using,” she said. “If you go online, you'll see all kinds of bigfoot logos. You want something

different from that. So, I started kind of drawing it out and it was a bigfoot paw, and I had this idea, but it wasn't the look I was seeing in my head and I was having trouble translating it to paper."

She pitched to Hartner, who took that jumble of ideas and gave it life.

Gina Provenzano, the Events Coordinator for the Oscoda AuSable Chamber of Commerce, is the person in charge of both the Bigfoot Pre-bash and Bash.

"I've affectionately named the logo 'Hairy Michigan.' First and foremost, we wanted people to think of Bigfoot. Beyond that, when someone sees 'Hairy Michigan' we want them to think 'Oscoda, I love that place!'" she said. "If they are from out of town, we want them to think, 'Oscoda, I love that place and can't wait to go back!'"

In the weeks and months leading up to both events, watch for the logo in newspaper ads, on facebook pages, the Chamber webpage, window decals, t-shirts, flyers, other merchandise and anywhere else the Committee can think to expose the brand and make it known.