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FALL NEWSLETTER • OCTOBER 2008



# the design times.

## Our 'Signature' New Look.

Over the past month, you may have noticed some sleek changes to our web site. We've completely re-designed our site to create the ultimate user experience. Some of our signature new features include:

- Simple top navigation
- Easy-to-find page headings
- Online forms to Request a Custom Proposal or Complete a Project Questionnaire
- Updated portfolio galleries
- Archived newsletters
- Helpful business resources

If you have any comments or ideas for improvement, we'd love to hear from you! Visit us online at [summersignature.com](http://summersignature.com) & click on CONTACT to send us a quick e-mail.

- Summer Maeda  
Owner & Designer

## DESIGN TIP OF THE MONTH



### The All-Important Headline.

Keep these key ideas in mind when writing headlines for your next advertising-in-print piece: emphasize the best, strongest benefit; stimulate curiosity; must be easy to understand; promise a positive benefit; create a response.

## COOL IDEA: Edible Advertising

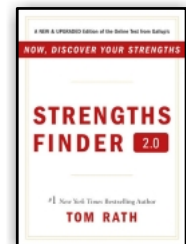


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## FEATURED READING: *StrengthsFinder 2.0*

### DO YOUR BEST EVERY DAY!

From our favorite new book, *StrengthsFinder 2.0*, by #1 *New York Times* Bestselling Author, Tom Rath: "Do you have the opportunity to do what you do best every day? Chances are, you don't. To help people uncover their talents, *StrengthsFinder 2.0* unveils hundreds of strategies for applying your strengths." After reading the short introduction, you'll discover what makes you unique by completing the new and improved StrengthsFinder 2.0 online assessment. You'll be armed with your Top 5 Themes of Talent, a personalized Strengths Discovery Guide and 50 Ideas for Action to help develop your natural talents for years to come. To learn more about this new book, visit [www.strengthsfinder.com](http://www.strengthsfinder.com).



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