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the design times.

We've Gained a Few Pounds

January, the start of a New Year, is often our excuse, or yet another attempt, to physically lose weight. However, you might be surprised to hear we are actually celebrating because we've gained a few pounds—in the form of new clients, that is! We welcome new businesses Sunrise Associates Inc., Sun City Italian Ice and Water for Industry. Summer Signature services provided to these clients included logo conception, design & implementation, identity development, business card design and project management. Start gaining a few extra “client pounds” this year by creating a strong brand for your business. Request a custom proposal online at www.summersignature.com.

- Summer Maeda
Owner & Designer



DESIGN TIP OF THE MONTH

Create Results with Color. Color plays one of the most important roles in determining an emotional response in design. An effective way to reach and convert customers is by intentionally using colors in your designs to create desired reactions and results.

COOL IDEA: Skype for Business



Save money. Save time. Get ahead with video and voice calls, file sharing + more. www.skype.com/business

FEATURED SITE: Small Business Television

SBTV.com is the first television network on the web devoted 100% to the small business market. Available 24/7 at www.SBTV.com.

TIPS FOR STRETCHING YOUR DESIGN DOLLAR

In a time when budgets are tight, you may be quick to cut or completely halt your business' marketing. Challenging financial times provide the perfect opportunity for us to take a closer look at how and where we advertise to attract and retain our most valuable customers. Here are a few tips for stretching your design dollar:



Fit advertising tactics to targets. Focus on your most attractive target markets--those who will give you the most sales and are actively seeking your product or service. For example, if you want to reach wine and food enthusiasts, you could advertise in wine club magazines or newsletters rather than a national daily paper. Think about advertising in publications or on web sites that relate to your product or service industry, and utilize SEO (Search Engine Optimization) and PPC (Pay-Per-Click) services.



Get the most out of your printing. Use standard sizes that don't require a lot of cuts. Printers charge extra for cuts and folds, and a good designer can make your materials stand out without forcing you to waste money on die cuts and unusually-sized brochures. Maximize each print run. Print more pieces per run to avoid expensive reprints of the same materials. Proof carefully. Catching mistakes on a proof will save you thousands of dollars. Test out ink colors on different papers. Most paper manufacturers will give out free samples--great for making sure you have the most cost-efficient, best looking item.

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