



welcome

To our first ever!!! Newsletter

We will be keeping in touch with you on a monthly basis by sending you our quick and easy to read single page newsletter which will be liberally sprinkled with tips, advice, items of interest and of course... Information about our services.

We hope you find it interesting and welcome any comments you may have :-)

tips 1

Getting the most out of your branding.

Some of our tips over the coming months may sound "oh so obvious", but in this months example it's amazing how many companies fail to make the most of their branding!

One of the most important and simple things you can do is to make sure your company or product logo always looks as it was originally designed to look!!!

We come across so many instances when a company has taken the time and expense of having a logo designed, then over the years the logo becomes diluted by various suppliers trying to recreate it for their particular needs. Whether it be a sign writer, a packaging company, or a publication press advert, they may try to match fonts, colours or images (often unsuccessfully).

This is something which will dilute your branding and may confuse your customers!

The simple solution is to always ask your design company to do the work, in any case, they will have a far better understanding of how your branding should work than a company producing a one off job for you.

When we produce a company or product logo, we automatically supply a final CD with various print formats of the logo for all future use - so you have no excuses!

www.brightstar-creative.com

we also create... happy customers :-)



It's that time again!

Yellow Pages Adverts (R-US)

Why Why Why, pay all that money to advertise your company in Yellow Pages (or Thompson's or the BT Book) and shove in a poorly designed advert?

We charge **only £65** up to a 1/4 page advert and only £125 for any size above that. You can then be sure your advert will have impact, stand out from the crowd, reflect your company in the way it should and get those potential customers to pick up the phone!

We would suggest a well designed advert could get you **double the amount of enquiries** of a poorly designed one... and how much is that worth?

who would you phone?



why have this

when you could have this



THING OF THE MONTH

The New Album by **James Morrison - Undiscovered**
What a voice! (**Fave track** - The pieces don't fit anymore).