



Looking for... a brightstar idea?

February issue

With February being the month of love, we would like to place a loving arm around our lovely customers shoulders.



We can offer some sound advice and a low cost marketing idea. Our Printing.com side of the business has an excellent half price stationery offer throughout February... Read on!

removable signs (almost free) advertising



Advertising on your car or van can be a very, very good way of promoting your business.

Some people however don't want permanent stickers all over there vehicle so here's an idea...
why not use flexible magnetic ones?

Easily removable, non marking, highly visible and very cost effective.

You can take them off at the end of the working day and put them back on again in the morning.

Costs are as little as **£55.00** for a large full colour A2 magnetic sign (plus design and artwork if required).

FROM ONLY £55.00

▶▶▶ Various Sizes Available

www.brightstar-creative.com

we also create... happy customers :-)



▶ Newsletter **26**
February 09

advice you can trust (honest)

Planning essential for company image

EVEN in the current climate there are opportunities out there for anyone starting a new business. Planning however is essential and a very important part of that planning is to create a recognisable and consistent company image across your range of marketing material whether it is business cards, stationery, leaflets, adverts or web sites. Using a good Design Company can be invaluable and will help reflect your company in the best light.

The starting point should

always be a professional, well designed, memorable logo which will stand the test of time and be easily transferable to a wide variety of items.

Besides the standard printed items, your logo may need to be applied to clothing, signage, marketing gifts etc as your business grows.

If a little thought is not put in prior to starting the design process, you could end up with a logo which may well work on a full colour website but will not then translate successfully onto your other marketing material.

Result - an inconsistent 'brand message' just when you are trying to consolidate your company look, to attract as many customers as possible.

Brightstar Creative's, Darren Pass said: "Achieving a professional targeted brand can be done within just about any budget, and will pay for itself ten-fold."

"It really is a false economy not to get a professional designer involved right from the start. You will so strongly about the design that we even offer a general discount for all new start



Advice: Brightstar Creative's Darren Pass

* Sheffield Star 280109



ONLY IN FEBRUARY...

HALF PRICE

LETTERHEADS

PLUS!

COMPLIMENT SLIPS

PLUS!

BUSINESS CARDSx2

Full Colour Stationery Only - Contact us for further details

THING OF THE MONTH

Not out for a few months yet but the "WATCHMEN" movie looks soooo good!

