

puretalentreview

Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

Pure Talent Goes Gold

The International Association of Webmasters and Designers (IAWMD) awards web designers their Golden Award for sites whose web design, originality and content have achieved levels of excellence deserving of recognition. Pamela Towns was among the winners of the 2003-2004 awards for www.puretalent.net. This is

Pamela's second award for the design of the Pure Talent web site launched in May 2002.



Website Q&A



How do I get my own website address?

To get a website address, called a URL or domain name (www.yourcompany.com), you must purchase an available name directly from a domain registrar on the Internet. While there are several domain registrar

vendors, there are only a limited number of domain names. You should get yours before someone else does. You don't have to wait until you have a website. Prices for domain names range from \$9 to \$30 a year depending on the vendor.

How much does it cost to have a website designed and built?

The cost to create your website will also depend on a number of factors; how many pages will it consist of; what type of graphics you want included; will you need

to process orders online (e-commerce); do you want animation or Flash elements; do you need someone to write the content; will you need photography, a database, etc. Because each website is unique, the cost for producing each website has to be calculated individually. Contact Pure Talent for a free estimate on a website to meet your specific needs.

How do I get my site onto the Internet?

In order for your site to be accessible through the Internet, you will need an Internet Service Provider (ISP) who will "host" your site for a fee. The host will provide space on their server where your site's files will be located. Your domain name will be connected to an IP address that directs users to your website on your host's server when your domain name is typed into a browser. Hosting fees vary depending on the type of site you have. Pure Talent can refer you to services that cost as little as \$10 a month.

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GRAPHIC DESIGN

QUALITY DESIGN FOR LESS

Pamela Towns/Designer
Pure Talent Graphic Design

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Recent Pure Talent Projects



Kaizen Contracting – A logotype and business card was created for this small company offering a full-range of handy-man services in the Washington, DC area.

Sales Operations Support – A logo was created for this department of Verizon, which provides for proactive interoffice and customer communications and services. A compass was used to represent leadership and collaboration.



FRESH BLUE WATERS

Fresh Blue Waters, Inc. – In preparation of their grand opening at a new location in Bowie, Fresh Blue Waters, Inc. needed a fresh look. A logo and business cards were created for the seafood market opening at their new location this spring.

Towns Technologies – A business card was designed to support the computer technologies services for this local small business, which builds custom computer systems and networks.



Picture 2 Poster – A logo was created for a new service offered by Images Extraordinaire. Picture 2 Poster will provide full-color posters made from your photographs through their Internet website. Stay tuned for information on the site launch.

Pronto Café – A logotype and sales brochure were created for this new business endeavor located in Frederick, Maryland that installs and maintains superior coffee making machines in commercial offices and buildings.



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D. G. Contracting Services – Two business cards were created for this small business that offers professional and affordable pest control services in the Washington metropolitan area. The two different cards were designed for use with both residential and commercial clients.



RMW Enterprises – Without changing the basic design, the IT company's site was modified to function properly and updated with new graphics and content. The site can be viewed at www.rmw-enterprises.com.

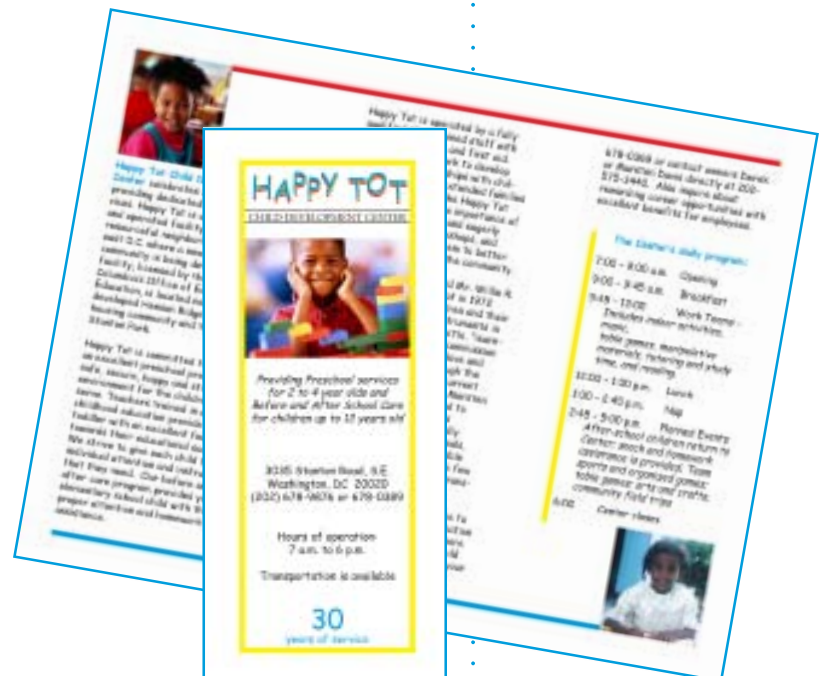


How to Develop a Successful Brochure

An informative company brochure is a great place to invest your marketing dollars. A properly designed brochure can be an effective vehicle to represent you, your products or services and your company's image to your potential customers. How can you make sure your brochure design is a success?

- 1. Set clear objectives.** Determine what result you want to achieve with your brochure. Do you want to provide information; to increase awareness; to stimulate interest in your product or service; or to command immediate action from the reader in the form of a call, an order or a visit to your website. Design your brochure towards those objectives.
- 2. Consider your specific audience.** Your brochure must appeal to your target audience, state the direct benefits to them and demonstrate your capacity to meet their needs.
- 3. Attract attention.** Include color photography on the cover of your brochure that your audience can relate to. A photograph of someone using your product or benefiting from your service would be ideal.

- 4. Provide easy reading.** Keep your copy brief, clear and concise to encourage complete reading. Utilize captions, bullets, headlines, etc. to break up the copy and make it easy to read.
- 5. Seek professional help.** Don't end up with a brochure that looks "home-made." An unprofessional appearance won't leave a good impression on your audience. Have your brochure professionally designed and printed.



Do you need a company logo?

A company logo is not a necessity for your business growth but it can provide several benefits that enhance your long-term business success. A logo can:

Build Recognition. A successful logo can become recognizable and allow your prospects to easily identify your company from a sign, telephone book or advertisement.

Offer visual appeal. The right logo can create a positive perception of your company.

Reflect Personality. Logos can easily reflect the personality of a business through color or style.

Improve Image. The use of a logo can improve the professional image of your company.

Provide Consistency. The use of a single logo on all of your printed and web communications will also add to your professional image.

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Pure Talent Client Profile:

This quarter, Pure Talent profiles a small business making a lasting impression.



Company Name:

Images Extraordinaire, Inc.

Owner: Richard Elliott

Location: Riverdale, Maryland

Years in Business: One

Website: www.lastingtributes.net

Product/Services: Images Extraordinaire created Lasting Tributes, a line of memorial items. Lasting Tributes produces customized ceremony programs, thank-you notes and bookmarks to commemorate a lost loved one. Items can be customized with photographs, poetry, versus, etc. Lasting Tributes reproduces their products using high quality color copying and delivers the final products to

their customers within 24 to 48 hours. Lasting Tributes also offers guidance in developing ceremony programs and other items through their website. Altar portraits are also available from Lasting Tributes.



Marketing Materials: Pure Talent provided professional services in creating designs for the Lasting Tributes' logo, name development, memorial programs, thank-you notes, business cards, letterhead, product brochure, website and catalog.



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