

WINTER 2004

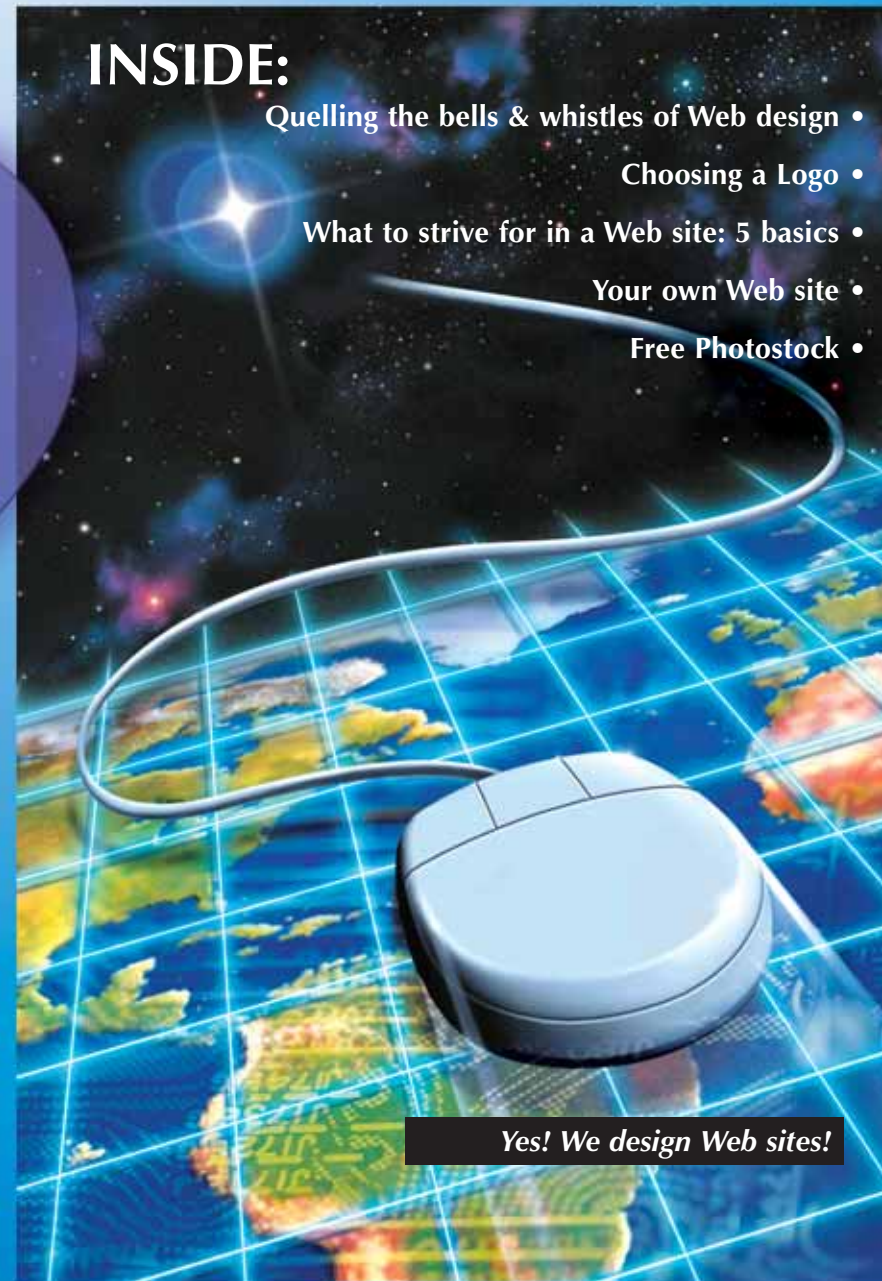
“Good Stuff” NEWSLETTER

from Osborn Graphics

Every project designed with care since 1992
www.OsbornGraphics.com
707 226-6486
fax 707 226-7958

INSIDE:

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Yes! We design Web sites!

To request
future editions of this
newsletter
call 707 226-6486
or E-mail
sue@osborngraphics.com

Quelling the bells and whistles of Web design:

The latest fad in Web site design is animation, Flash, Java, drop down menus, sound, or other rich media devices. At first glance, these "bells and whistles" may appear to have appeal for a Web site's target audience. However these seemingly exciting attributes may do just the opposite to what is intended. If a Flash movie is irritating after a visitor has seen it multiple times, he may move on to another site. If flashing graphics or distracting animations are popping up, a visitor may curtail his visit. Bells and whistles should be measured and tested for their traffic value. More important than pizzazz appeal is a site that is geared toward user friendliness, a site that is well written, designed to benefit end users, and successfully sells its product. Unless it is clear adding rich media is beneficial, don't use it!



Sue Osborn, Owner

Call Sue for a free estimate on your next design project!
707 226-6486

Your own Web site—create one, update or revamp

YES! We design Web sites.

www.osborngraphics.com/samplewebsites

Osborn Graphics can create your very own world wide presence. We can also update or revamp your existing site. Call for estimate. Our sites provide a clean, professional look needed to consistently convey your marketing message to your clients and customers.

If you need a place to host, Osborn Graphics partners with Full System, Inc. (www.fullsystem.com) to provide low cost hosting packages and extremely reliable service.



caffino.com



californiaetching.com

Choosing a Logo

What to strive for in a Web site: 5 Basics

The mission of this newsletter is to bring you good stuff. Stuff you can use in your own business, stuff to help you present a better image, good stuff that's just fun to know.

And of course, to show off good stuff Osborn Graphics has created as well! Turn to the back page of this newsletter to see more.

When choosing a logo for your business, keep in mind the following: make it simple, unique, recognizable and compatible with your image.

Make your logo a visual representation of your company. You want people to instantly associate you and no one else when they see your logo. Use a typeface that is uncommon and shows imagination. Also important is to strive for uniqueness. You may risk copyright or trademark issues if your logo is too similar to that of another company.

Keeping your logo simple makes it easier for people to process. An image is much more identifiable than words alone. Another good reason to keep your logo simple is ease in providing an image that can be resized for many uses; business cards, letterhead, posters, point of sale, the Web...

A good logo design should be easily adaptable not only for color and grayscale. It should also work in black and white.

Finally, the most important consideration is how your audience perceives your logo. Because it is the most direct way to promote your presence as a business, strive to create a logo that reflects exactly who you are. For example, using blue, teal and maroon exude a conservative image. Using shapes and symbols create a more abstract, contemporary look.

For more design tips, visit:
osborngraphics.com/tips

- Construct your site to download quickly.
- Maintain easy navigation with clear hyperlinks.
- Make your site easy to find: Use both online & offline promotion.
- Use consistent layout and design throughout.
- Most important: Be sure your site is easy to read.

USE OF COLOR

Red, orange, and yellow are "exciting" colors. Purple, blue, and green are "calming" colors.

FREE
PHOTOSTOCK
osborngraphics.com/photostock

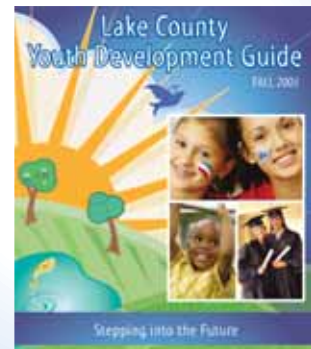


After considering all the basics for creating a Web site, remember; the primary purpose of your Web site is its function i.e., running a successful business. Don't allow your personal preferences about the look of your site to get in the way. Although certainly important, looks should always be secondary to your web site's function.

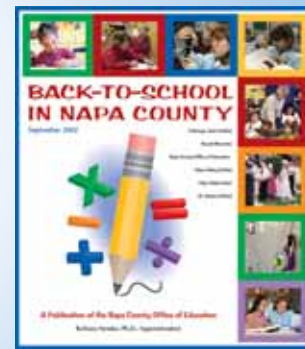
PROJECTS

From Osborn Graphics

707 226-6486
2883 Redwood Road | Napa, CA 94558



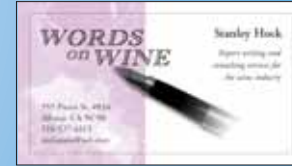
36 Page Youth Development Guide



Napa County School Publication



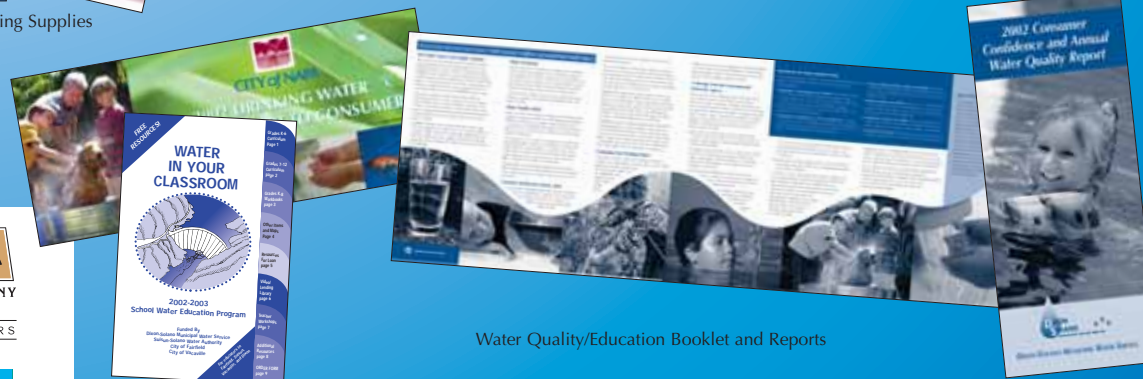
Business Cards



Direct Mail Postcards



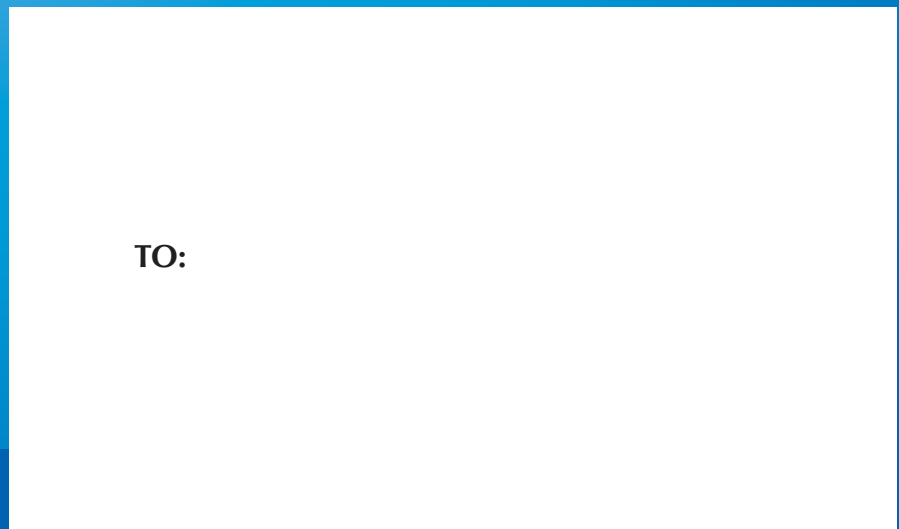
65 Page Catalog for Wine Making Supplies



Water Quality/Education Booklet and Reports



Company Identity/Logos



Osborn Graphics, a woman owned Napa Valley business since 1992, is a graphics firm offering illustration and design services for Web sites, logos, corporate identity, newsletters, business cards, maps, catalogs, magazines, packaging, brochures, labels, direct mail, point-of-purchase and outdoor advertising.

Osborn Graphics has over 30 years experience in the art and advertising industry including technical illustration, and computer training. In addition to running all the well-known, most popular graphics programs on a Macintosh, Osborn Graphics also runs a PC Windows environment.