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Print & Marketing

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THE Peacock Periodical

SUMMER 2021



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What's Inside

- Creating the Perfect Picnic
- Gearing up for Events
- Local Summer Fun

THE
PERFECT
DATE

Picnic Guide



What's better than a picnic when creating the perfect date night? Unwind and relax outside while enjoying all the best things in life; fresh air, a beautiful setting, delicious food and the best company! Here are some things to consider while creating your picnic date night.

TIME & LOCATION:

When choosing a time and location there is much to consider. In the summer—late afternoon or evening is a great. The setting sun will create beautiful lighting and cool air will start to move in. If you're planning a lunchtime picnic, pack an umbrella or choose a spot under a tree. Shade is a must no matter what time of the day. Pick a location that is quiet, grassy and a spot with a view. Don't over think it. You don't have to travel far. Choose your go to outdoor location, or even your back yard. If you're on a date with your special someone, choose a romantic place from days past.

WHAT TO BRING:

Food is the first thing that comes to mind right? It's a must! Plan your meal and think about the time that it will take to set up and properly plate everything. Pack beverages and cool items on ice. Be sure and pack proper utensils for eating as well as dishing food out. Don't forget the napkins, blanket, bug spray, a bag for dirty dishes. Consider relaxing in your spot a while and bring some pillows and a book or a game for later.

THE MENU:

Choose items that can be assembled on site, like a charcuterie board. Pack some of your favorite cheeses, meats, and veggies. Include some dried fruits or finger foods. Chilled options are great; chicken salad and croissants or pasta salad would be nice. For dessert, chocolate covered strawberries are a great idea. Keep it simple and easy to assemble.

LET'S GET READY For Some Events!

With Covid cases continuing to decline we are happy to start thinking about all the wonderful things that summer brings. Festivals, fairs, parades; Americans are ready to get out and enjoy the upcoming events!

We would love to help you get your business or organization ready for your next event!

Allow your branding to speak about who you are! Let's ready up with t-shirts, promo items, outdoor tents, ink pens, and more.

Tips for making a professional statement:

1. Keep your logo visible and clear.
2. Less is more, don't clutter up your promo items, tent, or accessories with too much information. Keep it clean and easy to understand.
3. Keep your message strong and clear. Your color scheme, branding and look should be the same. Communicate to your audience that you are organized and professional.
4. Dress professionally. As with your branding, keep in mind what message you are communicating to your customers and let that flow into how you dress and present your team.

Local Happenings



Market Days

Sat, Jul 10,
1 - 7 PM

Veterans Memorial Park,
Mt Vernon, IL

BLASTOFF Kids Camp

Mon, Jul 19, 9:00 AM - Thu, Jul 22, 3:30 PM

Rend Lake College

468 North Ken Gray Pkwy, Ina, IL

Du Quoin State Fair

Aug 27 - Sep 6

DuQuoin State Fairgrounds

655 Executive Dr, Du Quoin, IL

Cedarhurst Art and Craft Fair

Fri, Sep 10 - Sun, Sep 12

Cedarhurst Center For the Arts

2600 E Richview Rd, Mt Vernon, IL

PRINT CORNER

WINDOW GRAPHICS & WALL DECALS

WHAT TYPE OF GRAPHIC IS BEST FOR YOUR APPLICATION?

Cut lettering is great for hours of operation and rear car windows. You may want to consider a decal with imagery for large coverage or if you want something colorful.

GET THE CORRECT MEASUREMENTS

This is one of the most important steps! Looks can be deceiving and guessing is a roll of the dice. Be sure you have the correct size.

MEASURE!

STICK WITH YOUR BRANDING

When promoting your business don't forget to use your branding kit. Keep the look and feel consistent. Your customers will notice.

CHOOSE IMAGES CAREFULLY

If you are including text in your graphic, make sure your image isn't too busy. It should support your message not distract from it.

KEEP DESIGN IN MIND

Be sure to keep text bold and legible from far away. Keep your message short and sweet, this is not a brochure. Give your customers the basics. Remember- your graphic will be read as people are walking, driving by, or from afar.

