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# THE Peacock Periodical

Spring 2023



*Plant Your Seeds of Success!*

*cultivate*  
...the...  
**618**

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#### It's What's Inside

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# DESIGN CORNER

## Logo Design Tips

- 1) **Concept** – Your logo should embody your company in one quick glance. Think about what you would like to communicate about your company and brainstorm. Start with sketches, browse fonts and simple shapes that you feel communicate who you are. Nothing too obvious. Nike’s logo doesn’t include a shoe. Strip your ideas down from a literal object, to simple shapes that embody that object or give you a certain feeling or mood. Create a mood board with colors, textures and examples of printed material that you find pleasing. Work with this!
- 2) **Keep it Clean** – Keep your logo clean and simple. You may just want a shape, or shape and Name of your business. Beware of pictures, layered graphics etc. You want your logo to stand out and be clean. Communication is key!
- 3) **Unique** – Keep your logo different! The last thing you want is for your logo to look like someone else’s. Beware of trendy logos that will soon look outdated. Search iconic logos that stand the test of time and take notes on their design.
- 4) **Scalable** – This is super important, especially in printing. If you have too much detail, it will be hard to scale your logo down to print on a pen, for example. KEEP IT EASY TO READ. Text on detailed images will be lost and you will be forced to rethink your logo. Make sure and request different sized proofs and once printed, stand back and see if your logo is legible from a distance. What stands out? Don’t let your tag line overpower your name.
- 5) **Consider color** – Consider the colors and background your logo will generally take on. Consider a color pallet rather than 1 color. Make your logo pop. Set specific cmyk color swatches and or PMS colors to help keep your logo colors consistent.
- 6) **Versions** – It will be important to consider that you will at times need to fit your logo in a square space and other times, your imprint area could be a long rectangle. Create different versions for different applications.
- 7) **Take Your Time** – This one is big! Don’t rush this process. Logo design is often a process that needs much revision. Be patient, so you can get it right!



Lacy Eward

## cultivate •• local •• Businesses

I find plants to be very gratifying. I enjoy watering them, pruning them, and watching them grow. Ironically enough, most of my “house plants” live on my porch outside during the summer months. However, usually sometime in late September, it gets colder and the plants have to come inside and live up to their name as “house plants.” This can be somewhat challenging for me; I find myself wondering why I have so many plants, and envious of spacious summer months – before the plants moved in. The move from outside to inside is undoubtedly frustrating for the plants, too. Their natural environment is outside with the wind, sunshine, warm weather, and fresh air. What I have noticed, though, is that the strong plants adapt to their new environment and adjust to being inside. I, too, adjust to the influx of house plants in my space and make the best of it during the cooler seasons.

This analogy reminds me a lot of business. So often, businesspeople can become stagnant in their methods and approach to sales and their general business model. Then, they look up and wonder why their business is not growing at the rate in which they wish. Flexibility and adaptability are two traits that can be indescribably valuable in the fast-paced environment we operate our businesses in. I fully understand the idea of, “if it isn’t broke, don’t fix it,” but there are always ways to adapt and grow in business. Having an open mind when it comes to change and adapting can be the difference between success and sadness.

So, what can you do to get out of the funk of stagnation? Some of the best ways, I’ve found, involve marketing. Talk with your team and come up with a new plan, campaign, or idea, and tell the world (or your customers)! How? Direct mail marketing, signs, banners, custom branded promo products, and t-shirts are just some of the ways in which you can get your new ideas out there. It’s a fact that when people receive an item, piece of mail, or see a sign that they find appealing or interesting, they think about it later and will think of you. Marketing works – that’s why there are so many ads, commercials, billboards, etc.



So, be like the strong plants. New environments can be frustrating and scary, but successful businesspeople make the best of their situation, adapt, and use those adaptations to grow and propel themselves forward toward success.

Grant Smith

## Indoor Garden Systems Offer Growing Options

No outdoor space to garden? No problem. With a well-designed indoor garden system to fit your space, budget and needs, you can grow and enjoy fresh veggies, herbs and flowers year-round with minimal setup and maintenance. Most indoor gardening kits start plants from pre-seeded pods and include grow lights, timers and self-watering containers, so even novice gardeners will see great results.

For small spaces, the AeroGarden Harvest Elite is a great way to grow up to six fresh herbs anytime and is small enough to sit on your counter. The hydroponic growing system includes LED lights with a customizable timer and comes with six ready-to-grow pods of herb seeds. A digital display reminds you when to add water or plant food.

Another winner for small spaces, the Miracle-Gro Twelve Indoor Growing System doubles as an end table. The app-controlled automated system can grow up to four plants at a time, with a reservoir that holds up to two gallons of water. The system doesn’t include pods, so choose your own seeds or seedlings.

Click & Grow Smart Garden 9’s soil-based system waters itself automatically and also includes growing lights. The kit comes with nine complimentary biodegradable plant pods, but dozens of other options are available. The PRO version offers all the same features plus an app so you can manage your garden from your phone. At about two feet long, this system requires slightly more space, but won’t dominate the room.



Photo by Gary Barnes on Pexels

If you dream of a wall of produce, the Gardyn hydroponic system stands more than five feet high and about two feet wide, but at a relatively shallow 12 inches deep, can be tucked against a wall. This splashy setup is a fully automated vertical hydroponic growing system that fits 30 plants at a time, with LED grow lights, sensors to monitor plant health and a five-gallon tank, along with a mobile app. Plants are grown in pods called yCubes, and for an additional membership fee, you’ll receive 10 additional yCube plants each month and round-the-clock plant care from a virtual AI assistant.

## Facing the mess: *First, make your bed*

When your house is a mess and you feel too overwhelmed to clean, take a breath.

You’re not lazy—you’re busy, and everyone knows that cleaning kind of stinks sometimes, especially when you’d rather relax after a long week.

Instead of looking at your house as one enormous chore waiting to be accomplished, start small. Make your bed.

Marathon cleaning is the worst way to start, according to blogger and author Rachel Hoffman in an interview with Today. Tackling it all at once is exhausting and just worsens your anxiety—after all, you know your house will be messy again soon.

How to avoid the stress of a cleaning marathon? Simple—don’t do it. Break everything into manageable chunks, and instead of worrying about everything that needs to be accomplished, focus on what you can accomplish right now. And according to Hoffman, making your bed is an ideal place to start—it takes a minute or two at most, and immediately makes your bedroom look better. And it’s an easy habit to establish -- just roll out of bed and do it every morning.

Hoffman also recommends the 20/10 method, which alternates short bursts of cleaning with a break. Set a timer for twenty minutes, and when your timer goes off, take ten minutes to relax with a cup of coffee or read a few pages of your book.



Photo by Monstera on Pexels

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