



was founded in 2013 with a goal of taking our American Heroes/injured soldiers hunting and fishing to try to reduce the number of Veteran Suicides. In November 2013 we met with Soldiers from Ft Campbell, KY, from the Warrior Transition Battalion to try to figure out how to help. We brought 6 soldiers in for a Pheasant/Crossbow Deer Hunt. It changed our lives. The soldiers shared there stories with each other and with us. And the camaraderie experienced in camp continued after they left. Since that time we have expanded to fishing trips, couples trips(injured soldier/ spouse, youth hunt Soldiers and son/daughter, turkey hunts, waterfowl, and golfing for heroes events. To say we have learned a lot is a understatement. In 2016 we had over 140 soldiers come in on various events. Through our continued growth we have



not only been able to help these Heroes and there families, we have been able to educate the public on this crisis. As we are preparing for our upcoming events we ask you to consider partnering with us in this endeavor. HOOAH Deer Hunt for Heroes is a Illinois non profit and a

federal 501C3. We draw no salaries and provide all opportunities at no cost to our Heroes including there travel expense. Needless to say this is a huge undertaking. The equipment is very expensive to do this safely, travel expenses, food, lodging, hunting clothes, Taxidermy, and processing and shipping their meat to them. Sometimes we get some of this donated but not always. Since we started in 2013 the suicide rate was 22 a day. Today the number being reported is 20. All we can measure is the feedback we receive from the soldiers and their families. We have so many volunteers, area businesses, and individuals that make this possible. We recognize them by posting their donations on our



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Facebook page and for cash donations and equipment we have them listed by levels on our website. Please visit these places for more information and you can see who is supporting us. We are in need of equipment, items for raffles, meals, etc... We provide tax receipts on request. Thank you for your support of our Heroes and our organization!



Tom Gaither  
Southern Illinois Coordinator  
HOOAH Deer Hunt for Heroes

Sincerely,

*If you would like to help, visit*  
**[www.hooahdeerhuntforheroes.com](http://www.hooahdeerhuntforheroes.com)**



PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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## Six Great Cities for a Fall Getaway

Summer may be winding down, but you don't have to store your suitcase yet. Fall can be one of the best times to travel, with fewer tourists, cheaper rates and beautiful weather. If you're able to manage a quick autumn vacation, here are six cities that rank as the top fall destinations in the country.

### SAN FRANCISCO

This is the time of year to take that "summer" vacation to the Bay Area—the actual summer months are chilly and foggy, while fall tends to be warmer and sunnier. That makes it easier to walk around and see the picture-perfect city views or bike across the Golden Gate Bridge.

### HONOLULU

The autumn lull in Hawaii offers some of the best deals of the year, a huge factor in this otherwise pricey destination. Another big draw: It's humpback whale season, when the mammals migrate from Alaska to the islands to mate and give birth.

### DENVER

The slopes don't open for skiing until at least late October, but there are plenty of visitors who enjoy early fall hiking and biking on mountain trails. In early October, the Mile-High City hosts October's Great American Beer Festival.

### KANSAS CITY

Autumn is a favorite time of year for this Midwest city: The temperatures are mild and the American Royal World Series of Barbecue festival (which claims to be the world's largest barbecue competition) occurs. Another draw for Kansas City—its hotels ranked as some of the most affordable.

### BOSTON

Two hot attractions for fall travelers: the outdoor Berklee BeanTown Jazz Festival (September 30) and the Freedom Trail, one of the great pedestrian-friendly streets where you can get a fall foliage tour along with a dose of history. Also, mid-October ushers in the Head of the Charles Regatta, the world's largest 2-day rowing race.

### SAVANNAH

In the fall, temperatures stay mild and the coming Halloween season transforms the city. Visitors flock to Savannah for the ghost-steeped history, taking haunted city tours, roaming Bonaventure Cemetery and staying in spirit-inhabited B&Bs.



### IT'S WHAT'S INSIDE >>>

- Does Your Logo Need a Facelift? Here's How to Tell
- Email Marketing: Ten Ways to Make Your Messages More Readable
- Color Wheel Basics: How to Choose Colors that Work Well Together





## Email Marketing: Ten Ways to Make Your Messages More Readable

Email marketing is an effective way to reach your audience, but only if your emails are actually getting opened and read.

Did you know that an average office worker receives 121 emails per day? That makes fighting for your reader's attention a battle. And that challenge isn't getting any easier: The average attention span is now just eight seconds.

*It's important to make your emails engaging and easy to read. These ten tips will enhance your email marketing success.*

- 1 Break up complex sentences. It's better to have short, easy-to-read thoughts.
- 2 Remove filler words. Every single word in your email copy should have a purpose.
- 3 Don't use complex words when simpler ones will do (e.g., your customers won't "utilize" your product, they'll "use" it).
- 4 Don't use a bunch of smaller words when a single word can do the job.
- 5 Divide long blocks of text into smaller, easily digestible pieces.
- 6 Use bulleted or numbered lists instead of paragraphs.
- 7 Highlight your most important points with headlines or subheads.
- 8 Use a clean, easy-to-read font, and avoid reverse type, which is harder on the eyes.
- 9 Keep your email design clean. Remember, you may have more people opening your email on mobile now than desktop.
- 10 Be sure your design flows, guiding eyes through the text to the CTA.

Clean copy is particularly important for your mobile audience. Most mobile email clients won't display a subject line longer than six or seven words. And once an email is opened, 72% of people will delete it if it doesn't look good on mobile.

## Does Your Logo Need a Facelift? Here's How to Tell

Your logo is a vital part of your brand's identity and you shouldn't update it too often or without good reason—doing so may breed distrust and confusion. But that doesn't mean your logo is a one-and-done situation.

While consistency is crucial, it's also important that your logo both reflect and serve your brand well. If it doesn't, it could be time for an update. Even big brands like Google make changes once in a while if they're warranted.

### Here are three ways to tell it might be time for a change.

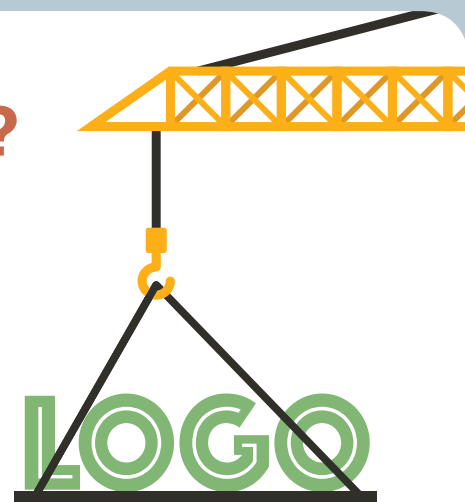
Your logo doesn't work well for all mediums. Marketing has changed. If your business started several years ago, you might have designed your logo with only paper media in mind. Today, you want a logo that translates well to both paper and digital media.

That means your logo must:

- Be effective whether large or small. Think smartphones versus desktop computers.
- Be comprehensible in both black and white or color, depending on where it's displayed.
- Look great on printed business cards as well as online assets (e.g., your social media platforms and website).
- Convey your business message at a glance.

Your logo no longer represents what you do. Over time, most businesses evolve. It's common for entrepreneurs to start out with one product or service, then grow into something else. If your logo doesn't reflect what you currently offer, it's time to update it.

Your logo is too complex. The growing trend in logos has been towards simplification. Gradients and drop shadows used to be popular, but these techniques look dated now, plus they don't translate well across all media. Your best bet: Choose a simple logo design that's not crowded with imagery and uses up to three colors.



### FIVE MOST MEMORABLE BRAND LOGOS

- 1 Nike
- 2 Apple
- 3 McDonald's
- 4 Coca-Cola
- 5 Google

—according to Siegel + Gale, 2015

## Color Wheel Basics: How to Choose Colors That Work Well Together

Ever wonder which colors play nicely with each other?

The 12-step color wheel was originally developed by Sir Isaac Newton and can help you pair colors in a harmonious way, whether you're designing a marketing piece or redecorating your living room. Each color in the wheel is called a hue (like blue-green or red-orange). Creating balanced contrasts between colors is essential to good design and readability.

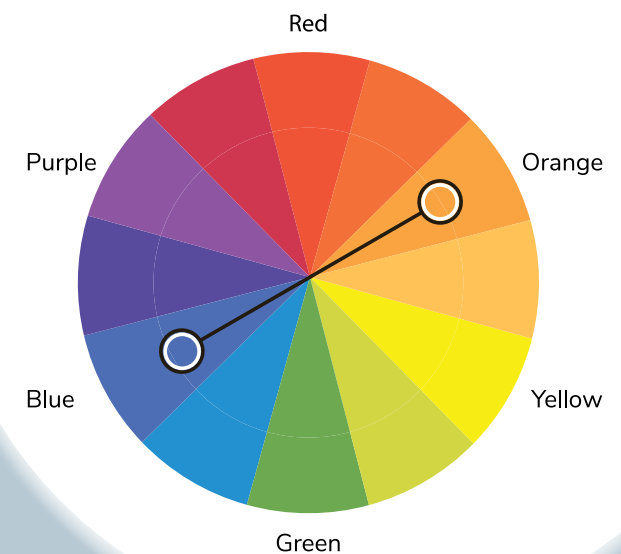
### Here's how it works:

Complementary colors are directly across each other. These are the most contrasting color relationships and tend to be eye-catching and bold. For example, if you choose a bright orange, the opposite will be a blue. Use complementary colors if you have a background color of one type and you need elements like text to jump off the page.

Analogous colors are near each other on the color wheel. If you're using a red, analogous colors are those shades of orange and purple nearby. Pairing these colors is nearly fail proof because they work so well with each other. These combinations are easiest on the eye.

Triadic colors are evenly spaced around the color wheel and tend to be very bright and dynamic. A triadic color scheme in your marketing creates visual contrast and harmony simultaneously, making each item stand out while making the overall image pop. Burger King uses this color scheme successfully in its branding.

Monochromatic colors are made up of tints and shades of a single color. Tints are mixed with white or a lighter color, and shades are mixed with black or a darker color. While the term monochrome may sound like a one-color scheme, you're actually using a single color as a background and one other color for all other elements. In essence, it is a two-color printing project.



### SOMETHING TO THINK ABOUT

Ever wondered why so many restaurant chains like McDonald's, Burger King, Wendy's and Pizza Hut use red and yellow in their branding? Research has proven that those are the most appetizing colors.



### PROOF POSITIVE

**Did you know?** The word pixel is short for "picture element." A pixel is the smallest resolvable point of an image. It is the basic unit of digital imaging.

**WORDS TO LIVE BY**  
"Sunset is still my favorite color,  
and rainbow is second."

—MATTIE STEPANEK