

# Give Thanks

Give thanks to the Lord, for He is good;  
His love endures forever. Psalm 107:1

**In observance of Thanksgiving,**  
Peacock Print & Marketing will be closed:  
Thursday, Nov. 25 - Friday, Nov. 26

**Peacock**  
Print & Marketing  
1112 Jordan Street | Mt. Vernon, IL 62864  
618.242.3157 | peacockprinting.com



# THE Peacock Periodical fall 2022

## 8 SPOOKY GOOD OCTOBER MARKETING IDEAS

Happy October! This month is known for many qualities: cool fall weather, pumpkin carvings and the ever-favored hay rides. October is perfect for apple picking, big sweatshirts and toasty hot chocolate as we prepare for the cold winter ahead.

For small businesses and individual professionals, October provides the perfect opportunity to increase your marketing efforts, connect with potential customers and grow your organization. Are you feeling stumped on how to market this October? Check out our 8 ideas to get started marketing and growing this month.

1. **Hold a costume contest.** Because who doesn't love a good old fashioned costume contest during October, right? It gets customers engaged, having fun and intrigued with your business.

2. **Share a pumpkin carving contest.** This is definitely the family-friendlier option. Pumpkin carving is a great way to share your business with others while still offering a great time this fall.

3. **Support a fall sports team.** There are so many popular sports during the fall. See if you can sponsor a team to engage with the community and show off the caring side of your business. This helps give you recognition in your community.
4. **Engage in a trivia contest.** Everybody loves a riveting round of trivia. Offer up your location or get involved with a local contest to network in the community.
5. **Give out Halloween goodies.** More than just candy, giving away Halloween goodies is a spooky way to interact with customers and remind them of your business. Don't be afraid to throw in some swag items branded by your company!
6. **Do trick or treating.** Whether it's handing out business cards with candy or keeping your storefront open, trick or treating is a great marketing opportunity for your business.
7. **Offer early Black Friday specials.** Black Friday isn't for another month, but you can get ahead of the curve by offering some "early" specials in October. This is a sure way to stand out from the competition.
8. **Give back to a cause.** October is the perfect month to support various causes in your community (e.g. Breast Cancer Awareness Month, Domestic Violence Awareness Month, National Diabetes Month). Give back to a cause this October and increase marketing efforts.



Photo by Elena Mozhivilo Unsplash

# WELCOME

# Autumn

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## A TRUE PAGE TURNER FOR NEW HIRES: THE HANDBOOK

The latest hot crime novel just dropped. It's a real page-turner, and you have it. Your heart pounds and you want to start flipping pages. There's just one problem. The book in front of you is the employee handbook. Not exactly a best seller, huh?

Unfortunately, 60 percent of employees skip reading the employee handbook altogether. While reading company rules, regulations and policies isn't exactly thrilling, understanding all of the above is vital.

Knowing how to use personal days or file for vacations may help you get more R&R when needed. Sometimes days roll over, sometimes they don't. Some companies are fine with you taking two weeks off, others may limit vacations to a week. So on and so forth.

The employee handbook can keep you out of hot water as well.

At your old job, showing up 10 minutes late may not have been a big deal. But at your new job, that might result in a write-up and a black mark on your record. Likewise, there may be specific instructions for handling company documents, using company vehicles or whatever else.

Employees new and old may be looking to impress their bosses and organization as a whole. The right moves now could result in a raise or promotion later. By reading the company handbook, you can develop a feel for your organization and its priorities. So before you jump into the latest novel topping the charts, take a dive into the company handbook.



## THE 'BIG FOUR' DRIVER DISTRACTIONS

Returning from vacation, you were pretty proud of yourself for negotiating all the interstates without a wrong turn. But then your seatmate engaged you in an interesting conversation, and what happened? You missed your exit.

**Distraction.** That interesting conversation not only made you miss a turn, it put you and your passengers in danger. If a situation occurred that required fast action, could you have avoided an accident?

Four distinct types of distraction affect a driver's ability to safely operate a vehicle says the National Highway Traffic Safety Commission.

**AUDITORY DISTRACTIONS** include conversations with passengers and listening to music or audio books.

**VISUAL DISTRACTIONS** include such activities as looking at the scenery and checking out other cars.

**BIOMECHANICAL DISTRACTIONS** are activities such as adjusting the air conditioning, dialing a cellphone, using day planners, making notes, and eating.

**COGNITIVE DISTRACTIONS** include whatever is taking your mind off the road and driving. Preoccupation with other thoughts, worrying, and planning what you will do later are examples.

Cell phones, especially texting, are unique in that they encompass all four modes of driver distraction say experts at Dynamic Science, a private research organization.

Research on crashes involving cell phone use shows that drivers often run off the road or hit something stopped in front of them, neither of which would happen if they were paying attention.

## Build an outdoor feral CAT SHELTER

Cats live outdoors everywhere, and you may have a colony of feral cats under your nose and not realize it.

Help keep our feral feline friends safe from the cold and other dangers with an easy outdoor cat shelter.

What you'll need: A large plastic tub (about 30 gallons) and a smaller plastic tub (about 20 gallons), a box cutter, an eight-foot by two-foot sheet of one-inch thick hard Styrofoam, a yardstick and some straw. Make sure that the small bin fits completely inside the large bin with the lids securely closed on both bins.



1. Use the box cutter to cut a doorway (about six inches square) in one of the long sides of the large bin near the corner. The opening should be several inches above the ground.

2. With the yardstick as a guide, cut a piece of Styrofoam to line the bottom of the bin. Perfection isn't necessary, but a close fit provides better insulation.

3. Cut four more pieces of Styrofoam to line the four interior walls of the bin, leaving a gap of three inches between the top of the Styrofoam walls and the lip of the bin.

4. Cut out a door in the Styrofoam inside the door you cut in the bin.

5. Place the second smaller bin inside the larger bin -- the fit should be close. Cut a door in the smaller bin to allow access from the outside -- use a marker to trace a guide from the existing holes.

6. Place a layer of straw in the interior bin and cover with the lid. 7. Cut a Styrofoam "roof" to rest on top of the Styrofoam wall pieces and place the lid on top of the large bin.

8. Remove the lids to clean the shelter and replace straw. Weigh down the shelter with a rock or weight on the lid if necessary.

## PRINT CORNER

### 4 TIPS TO DESIGN A LOGO THAT LASTS

Branding is an important aspect of your marketing efforts that will help you stand out from the crowd. It's the piece that ties together all of your marketing tactics so that they have the right look and feel, and so that somebody immediately sees your promotional pieces and knows that it's coming from your brand.

One of the most important parts of your branding that you'll want to perfect is your logo. It's one of the first things somebody will see and associate with your brand, which is why it's so important to be memorable. Check out these tips to ensure your logo is memorable and impactful for years to come.

#### 1. Remember Simplicity Matters

If you've ever seen a logo and wondered what it was supposed to mean, the company likely missed the mark. For example, consider Nike's simple swish which has become a memorable national symbol. McDonalds has thousands of locations that are all recognizable by the golden arches. FedEx snuck a simple arrow into their name as their logo, using two different colors. Some of the biggest, most memorable brands chose simple logos that have stood the test of time. While you may be tempted to sneak in complex meanings, remember you need a logo that everybody will understand.

#### 2. Tell a Story with Colors

Whether you've ever realized it or not, brands choose specific colors to evoke certain feelings when you see their branding and logos. The colors that you choose for your logo matter. For example, if your business is a heavy customer-service focused business, you may choose a shade of blue which can signify trustworthiness. If you're an energetic and powerful company, you may choose a shade of red. Consider

what feelings the colors you choose evoke instead of simply choosing colors that you like.

#### 3. Make It Work in Multiple Formats

What may look good on one format will differ on another. Consider where you might see a logo. The logo will go on signage outside of your building, on direct mail pieces, your website, swag, email marketing messages and more. While your logo should remain consistent, it is okay to make different versions. For example, maybe your logo has a version with your company's name underneath it and a version where you can leave that off for tighter spaces that will already have the company's name on it, like an email marketing campaign.

#### 4. Do Your Research

A logo should be unique to your company, which is why it's important to do your research. See what competitors in your industry are using. Use your research to spark ideas, but remember that your logo should stand out above the rest. Consider the colors your competitors are using, the imagery and the symbolism of their logos. You'll want to differentiate your logo from your competitors, and try to elevate your ideas. Research on your industry and competitors can be a great place to start your logo-designing process.

Designing a logo can be daunting, because it's a piece of your branding that should stand the test of time. However, these tips can help set you up for success. Consider what your competitors are doing for inspiration, keep it simple, intentionally choose your colors and make sure your logo will work in every format. With a logo that lasts, you're setting up your branding for success!