

Change Can Produce **AMAZING** Results!



What's New at BalanceLogic



Come Visit Us at The St. Mary's Chamber Business Showcase!

BalanceLogic will once again have a presence at the St. Mary's Chamber Business Showcase which will be held at the Southern Maryland Higher Education Center on Wednesday, May 13th. Stop by our booth & play our balloon game for your chance to win prizes including gift cards or an iPad!

BalanceLogic Welcomes New Marketing Client- WeClean2Please

We are very excited to be offering both Marketing and Web Design Services for WeClean2Please (formerly All Star Team Service). In addition to a complete redesign of their existing website, BalanceLogic will be offering marketing services including social media management, public relations, email marketing, and collateral creation over the following year.



This Month

[What's Happening](#)

[Interesting Information](#)

[Monthly Tip](#)

[About Us](#)



Quick Links

[More About Us](#)

[IT Support Services](#)

[Marketing Services](#)

[Graphic Design Services](#)

[Bookkeeping Services](#)

[Web Design Services](#)

[Business Consulting](#)

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Fun Facts

COME VISIT US!

(Learn more about who we are and what we do.)

St. Mary's County Chamber
Business Showcase May 13, 2015



Interesting Information: Marketing Trends in 2015

Change can produce amazing results and that includes updating your marketing strategy! There are some trends for 2015 and beyond that you should consider adding to your marketing mix, if you haven't already.

1. Mobile is more important than ever. Today, people rely almost completely on their cell phone to browse social media, purchase products and do research.
2. Increased creation of videos, with an emphasis on storytelling. While writing the story of your history is good content, creating a visual story is even more compelling for your audience.
3. Social Networks are changing. Facebook has recently reached their 10 year milestone but may no longer be the king that it once was. With the increase in

The Nike swoosh was designed by Carolyn Davidson in 1971, while she was a student at Portland State University. She was paid \$35.

The term 'graphic design' was first used by William Addison Dwiggins in 1922.

The word graphic means to 'give a clear picture'.



TIP TUESDAY

Small business tips that we provide every Tuesday on  and 

Find out how BalanceLogic can restore your brand and corporate identity



We are very interested in hearing feedback on how we can make **The BalanceLogic Insider** more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:
info@balancelogic.com

platforms, companies are exploring the usage of other platforms that are more mobile responsive and have a large captive audience.

#1 TIP: Website Font

For content on your website, it is important to use a font that is easy to read and also is common enough to be typically installed on a visitor's computer. These fonts include Lucida Sans, Tahoma, Arial and Times New Roman.

Monthly Tip: Typography

Typography is the style, arrangement and appearance of typeset matter. Changing the look of your brand identity can be challenging, especially picking a new font face that matches the feeling you wish to convey to your target audience. Below are a few tips to choosing the right font to use for your business:

Readability Is Key:

Readability is the dynamic interaction of the type style, size, and color all combined into one. Another factor that will affect readability is the text spacing. If text is too close together, it may be very hard for a reader to quickly take in information you are trying to convey.

Fonts For Websites:

There are some fonts that are typically used for websites because they are easier to read on a computer monitor, tablet or mobile phone. It is also important to remember that not all screens can display all fonts, so choosing a common font can increase the chance that the reader will be able to view the intended font.

Be Part of Our Conversation on **FACEBOOK!**

We're Also Now on **PINTEREST!**

About Us

BalanceLogic® is a leading back-office support and services company providing IT Support & Management Services, Web Design Services, Graphic Design Services, Marketing Services, Bookkeeping Services, Business Consulting and Voice Solutions to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

The Answer for Small Business!™

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