

# Refresh

Your Print and Digital Designs

## What's New at BalanceLogic



### BalanceLogic Launches New Project Portfolios!

We are very excited to announce the launch of our new portfolios on our website! The new portfolios give extensive information on the projects that BalanceLogic has completed for small businesses in Southern Maryland, including [Marketing Collateral](#), [Logo Design](#), [Website Design](#), and [Social Media](#).

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#### Fun Facts

Amazingly the first recognized visual communication supported with pictograms and symbols

Logi's at the beach again,  
want to know why?



## Interesting Information: Understanding The Meaning Of Color

Colors play a huge part in the reflection of your brand. The decision to use certain colors can have a significant impact on the way your brand is perceived. While the meaning of colors and the impact they have on a consumer varies by culture and country, below are a few meanings that are typically associated with a color.

### Blue

Security, Trust, Stability, Loyalty, Wisdom, Confidence, Trust, Friendliness, Preservation, Courage

### Green

Wealth, Money, Calming, Trees, Ambition, Endurance, Healing, Calm, Generosity, Natural, Completion, and Protection.

### Red

Energy, Passion, Action, Strength and Excitement.

### Orange

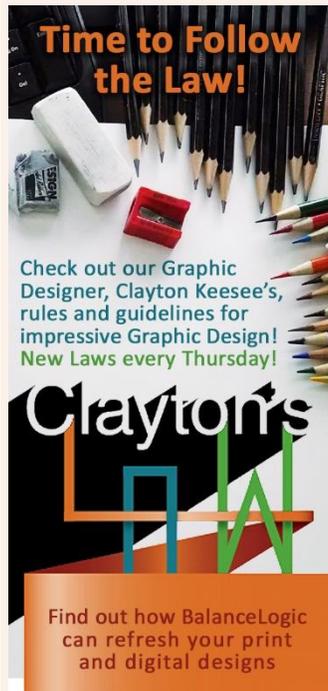
Cheerful, Passion, Pleasure, Enthusiasm, Fascination, Creativity, Fun.

was found between 15,000 - 10,000 BC, in the Lascaux caves in southern France

John Callcott Horsley designed the first Christmas card in 1843. But it was originally commissioned as the world's first commercial Christmas card by Sir Henry Cole.

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

The font used in the Coca-Cola brand logo is Spencerian Script. Additionally, the red and white Coca-Cola logo is currently recognized by 94% of the world's population.



**Time to Follow the Law!**

Check out our Graphic Designer, Clayton Keesee's, rules and guidelines for impressive Graphic Design! New Laws every Thursday!

**Clayton's**

Find out how BalanceLogic can refresh your print and digital designs

### Suggestion Box

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

## Black

Powerful, Mysterious, Elegance, Sophistication, Functionality.

# #1 TIP: Design Color Scheme!

When thinking about design, choose a color scheme and stick with it. A color scheme should have 2 or 3 main colors and build from there.

## Monthly Tip: Copyright Vs. Trademark

There are several different types of intellectual property, but the most common that come into play in graphic design are copyright and trademark. It is important to know the difference between the two when designing anything for your company or if you are working with another company to design collateral such as logos and flyers.

### Copyright:

A copyright protects any work completed by a graphic designer. It also gives the graphic designer exclusive rights to reproduce and publish the work as well as make changes and other versions of the design. A copyright lasts for the life of the creator, plus 70 years.

### Trademark:

A trademark covers a much broader range of elements, including product shape and even sounds. The difference between the two is that a trademark covers anything that serves as a distinct identity of a business or brand. While you don't have to register either a copyright or a trademark, it does grant the author the most complete protection against duplication or confusion.

To provide notice about the legal standing of a mark, registered marks use the circle R symbol, ®, and unregistered marks use the ™ symbol.

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!™***

Please let us know what you expect from this newsletter each month by sending an email to:  
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