

# Marketing Resource



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## HELPFUL WEBSITES

### *for clipart*

[www.istockphoto.com](http://www.istockphoto.com)  
[www.corbis.com](http://www.corbis.com)

### *for blogs*

[www.converstations.com](http://www.converstations.com)

### *content sources for newsletters*

[www.EZarticles.com](http://www.EZarticles.com)

### *for website links*

[www.searchenginewatch.com](http://www.searchenginewatch.com)

### *for website link metatags*

[www.WordTracker.com](http://www.WordTracker.com)

### *for email campaigns - avoiding spam lists*

[www.spamcop.net](http://www.spamcop.net)

[www.ezinecheck.net](http://www.ezinecheck.net)

[www.convio.com](http://www.convio.com)

[www.intelliconnect.com](http://www.intelliconnect.com)

[www.filterchecker.com](http://www.filterchecker.com)

### *for electronic surveys*

[www.surveymonkey.com](http://www.surveymonkey.com)





## GRAPHIC STANDARDS & LAYOUT

The following books can be helpful resources on the graphic side of what we do. These books are available on Amazon.com and have been published in the past couple of years.

### QUICK REFERENCES

**NON-DESIGNER'S DESIGN BOOK**, (3rd Edition) (Non Designer's Design Book) by Robin Williams (Paperback - Feb 22, 2008) Buy new: \$21.77

[http://www.amazon.com/Non-Designers-Design-Book-3rd-Designers/dp/0321534042/ref=sr\\_1\\_40?ie=UTF8&s=books&qid=1248548180&sr=1-40#reader](http://www.amazon.com/Non-Designers-Design-Book-3rd-Designers/dp/0321534042/ref=sr_1_40?ie=UTF8&s=books&qid=1248548180&sr=1-40#reader)

**THE COMPLETE IDIOT'S GUIDE TO GRAPHIC DESIGN** by Marjorie Crum and Marcia Layton Turner (Paperback - Oct 7, 2008) Buy new: \$16.47

[http://www.amazon.com/Complete-Idiots-Guide-Graphic-Design/dp/1592578063/ref=sr\\_1\\_49?ie=UTF8&s=books&qid=1248548570&sr=1-49#reader](http://www.amazon.com/Complete-Idiots-Guide-Graphic-Design/dp/1592578063/ref=sr_1_49?ie=UTF8&s=books&qid=1248548570&sr=1-49#reader)

**DESIGN ELEMENTS: A GRAPHIC STYLE MANUAL** (Paperback) Buy new: \$19.80

[http://www.amazon.com/Design-Elements-Graphic-Style-Manual/dp/1592532616/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1248545730&sr=1-1](http://www.amazon.com/Design-Elements-Graphic-Style-Manual/dp/1592532616/ref=sr_1_1?ie=UTF8&s=books&qid=1248545730&sr=1-1)

**LAYOUT WORKBOOK: A REAL-WORLD GUIDE TO BUILDING PAGES IN GRAPHIC DESIGN** (Paperback) Buy new: \$16.50;

[http://www.amazon.com/Layout-Workbook-Real-World-Building-Graphic/dp/1592533523/ref=sr\\_1\\_3?ie=UTF8&s=books&qid=1248545730&sr=1-3#](http://www.amazon.com/Layout-Workbook-Real-World-Building-Graphic/dp/1592533523/ref=sr_1_3?ie=UTF8&s=books&qid=1248545730&sr=1-3#)

**DESIGN WORKSHOP**; Robin Williams and John Tollett 2<sup>nd</sup> Edition (Paperback)  
Buy New \$31.49

**STYLE GUIDE For Business and Technical Communication**; Franklin Covey (Paperback 2000); a little dated but good information; they have a more recent edition but is not available through Amazon at the moment. A good reference book for engineering and CM firms.

Buy new \$31.49





GRAPHIC ART TEXT BOOKS

**GRAPHIC DESIGN: THE NEW BASICS** by Ellen Lupton and Jennifer Cole Phillips (Hardcover - May 1, 2008) - textbook Buy new: \$31.50

[http://www.amazon.com/Graphic-Design-Basics-Ellen-Lupton/dp/1568987706/ref=sr\\_1\\_4?ie=UTF8&s=books&qid=1248545730&sr=1-4](http://www.amazon.com/Graphic-Design-Basics-Ellen-Lupton/dp/1568987706/ref=sr_1_4?ie=UTF8&s=books&qid=1248545730&sr=1-4)

**GRAPHIC DESIGN SOLUTIONS, THIRD EDITION** (Paperback) by Robin Landa (Paperback; 2005) textbook Buy new \$78.75

[http://www.amazon.com/Graphic-Design-Solutions-Third-Robin/dp/1401881548/ref=sr\\_1\\_12?ie=UTF8&s=books&qid=1248545730&sr=1-12#reader](http://www.amazon.com/Graphic-Design-Solutions-Third-Robin/dp/1401881548/ref=sr_1_12?ie=UTF8&s=books&qid=1248545730&sr=1-12#reader)

SPECIFIC / SPECIAL PROJECTS

**GRAPHIC DESIGN THAT WORKS: SECRETS FOR SUCCESSFUL LOGO, MAGAZINE, BROCHURE, PROMOTION, AND IDENTITY DESIGN** by Rockport Publishers (Paperback - April 1, 2006) Buy new: \$18.25

[http://www.amazon.com/Graphic-Design-That-Works-Successful/dp/1592532799/ref=sr\\_1\\_17?ie=UTF8&s=books&qid=1248547247&sr=1-17#](http://www.amazon.com/Graphic-Design-That-Works-Successful/dp/1592532799/ref=sr_1_17?ie=UTF8&s=books&qid=1248547247&sr=1-17#)

**BEST OF BROCHURE DESIGN 9** (No. 9) by Jason Godfrey (Paperback - Aug 1, 2008) Buy new: \$19.80

[http://www.amazon.com/Best-Brochure-Design-Jason-Godfrey/dp/1592534376/ref=sr\\_1\\_36?ie=UTF8&s=books&qid=1248547713&sr=1-36#](http://www.amazon.com/Best-Brochure-Design-Jason-Godfrey/dp/1592534376/ref=sr_1_36?ie=UTF8&s=books&qid=1248547713&sr=1-36#)





## Graphic Standards and Graphic Standard Manuals 101

A graphic identity program helps an organization distinguish its print publications and electronic media from those of other institutions by conveying a look that is easily recognizable, particularly among sets of materials destined for the same audience.

When such graphic elements as symbols, typefaces and colors are coordinated in a consistent manner, they convey a unified, "family" image and enhance an organization's ability to communicate effectively with its publics. However, since different audiences have varying needs, and design is a creative endeavor in which visual surprise and appropriateness to audience play an important role, uniform graphic standards, when carried to an extreme, can also hamper creativity and result in a look that is too uniform to be effective or to hold its appeal over time.

Accordingly, graphic standards should not intend to apply equally to all types of visual design or to prescribe all aspects of a look, but rather, to ensure that the use of certain unifying elements is coordinated in such a way as to create a clear "family" look within sets of materials destined for the same general audience, as well as a coordinated look between all sets of an organization's materials.

For example, all publications designed to be sent to prospective clients / owners or prospective teaming partners should meet a specific set of graphic standards. Publications designed to promote events with the general public should meet a slightly less stringent set of standards. And publications with their own specific identity, such as newsletters, direct mail pieces, award submittals and other PR materials, should still fit within the broadest definition of the organization's graphic standards while possessing special, individual elements.

Graphic Standards Manuals are developed as a guide for those individuals within the organization who produce the organization's communications. Manuals typically include:

- recommended typefaces
- approved versions of the organization's logo mark
- design guidelines for a range of materials
- a glossary of frequently used publishing terms and proofreading marks

To assist those engaged in producing printed or electronic materials on behalf of the organization, it is recommended to have downloadable graphics and a number of templates in appropriate software to that organization, i.e MS Word, Powerpoint; InDesign, for print publications, and in HTML format for Web pages.





COPY RELATED RESOURCES

**WEB COPY THAT SELLS: The Revolutionary Formula for Creating Killer Copy Every Time;** Maria Veloso

**THE COPY WORK SHOP WORKBOOK;** Bruce Bendinger

CREATIVITY RELATED RESOURCES

**WAKE UP YOUR CREATIVE GENIUS;** Kurt Hanks & Jay Parry

**GET WEIRD; 101 Innovative Ways to Make Your Company A Great Place To Work;** John Putzier

**HITTING THE SWEET SPOT: How Consumer Insights Can Inspire Better Marketing and Advertising;** Lisa Fortini-Campbell, PhD

**THE ARTIST'S WAY;** Julia Cameron

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