



Lending a creative hand

Over the last couple of years **white river design** has sponsored graphic design services to a few different organisations that we are happy to support and promote.



One of these groups is **Women With Altitude**. This network of dynamic business women are organising the first of hopefully many 'Altitude Balls' to help raise much needed funding for two worthy charities: Nepean Neonatal Intensive Care Unit and the Australian Breast Cancer Foundation.

If you would like to attend the ball (25 August 2006) or would like to assist in sponsoring, please contact Melissa Hewitt via email on melhewitt@bigpond.com or phone the committee on 0425 205 440.

We are also very involved in the **Penrith Valley Home Based Business Network** and assist them with their monthly newsletter and promotional material.

If you are interested in attending any of their meetings please log onto www.homebasedbusiness.org.au

Recently we became a Silver Sponsor of the brand new **Penrith Valley Visitor Information Centre** on Mulgoa Rd, where we designed the posters for the businesses who were involved in this mammoth task. Hats off to all who supplied funding or expertise in kind - this is a building you really should visit.

I've always known that having a mentor can be beneficial, but it has only been since I have had one of my own that I realise the true value.

Kathy Rojo is fast passing on her 'mojo' as we meet on a weekly basis under the 'Women in Business Mentoring Program' that I started earlier on in the year.

I would highly recommend this program to other women who are looking at growing their business. For further information log onto their website www.smallbiz.nsw.gov.au.

Apart from the extra hours spent on the program we have had an extremely quick sale of our house and have bought a new one thanks to the great efforts of Brett Hiscock from Ray White Glenmore Park.

We are still staying in the area, but will have to pack up the business and move in mid May. Please note that our new mailing address is: PO Box 8372, Glenmore Park, NSW 2745 Other than that, it is business as usual.

Kind Regards

Debbie O'Connor

white river design

[f] 02 4733 7668

[m] 0425 213 897

[f] 02 4733 7668

[e] info@whiteriverdesign.com

Business card Special For April only!

Order your full colour business cards and get the reverse printed in colour for FREE!

Save up to \$100!



Congratulations!

- To Bronwyn Bell from **Virtually Solved** who has recently taken the plunge and opened her own virtual admin/secretarial business. We wish you well with this exciting stage of the business and look forward to seeing you prosper.
- To **Auset** who have moved out of their home office and into new premises in Abel Street, Penrith. We would also like to congratulate the owners Craig and Grant for the recently featured article in the Sydney Morning Herald... **more...**

If you have a success story please let me know and I will include it in further editions of **gushhh**.

FEEDBACK



Thank you very much for my new logo design. You made the whole process as simple, straightforward and painless as possible. You really listened to my ideas and came up with a logo that looks professional while representing me and my business. I love it!

*Susan Rochester
Balance Human Resources*



Thank you both so much for assisting with the branding of the business. We are very happy with the results and it was a pleasure doing business with you. I would be happy to recommend your services to other businesses!

*Tony Inglis
Educated Finance*



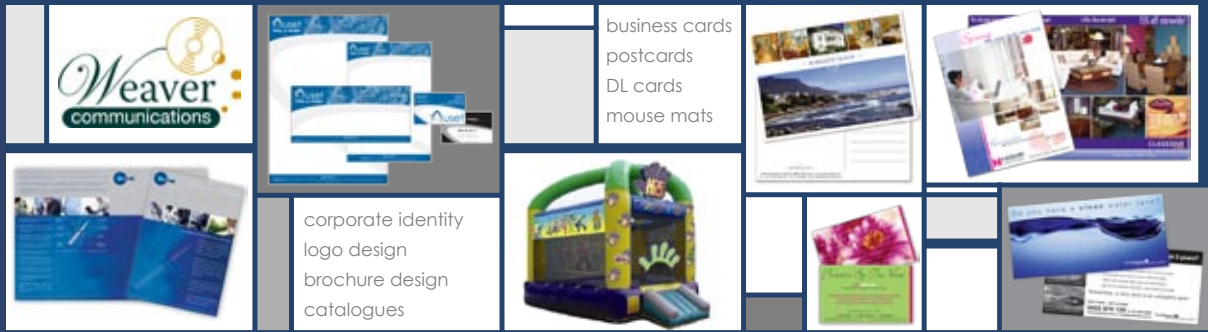
Thank you so much for your wonderful logo design for SmartCity Transport.

*Helen Walker
SmartCity Transport*

Disclaimer: The contents of this newsletter are subject to copyright and may not be reproduced in any form without written permission from **white river design**. This publication is intended to provide general information and should not be relied upon in place of specific legal or professional advice. While all care has been taken to ensure that the information contained in this publication is true and accurate, no responsibility or liability is accepted by **white river design**.

white river design
[+] 02 4733 7668
[m] 0425 213 897
[f] 02 4733 7668

[e] info@whiteriverdesign.com



Help growing the business



Penrith Star Article

A few of you might have caught a glimpse of the 'larger than life' photo that was included in the article about White River Design a few weeks ago! A smaller photo and longer article would have been more preferable, but any free publicity cannot be snubbed!

For those of you who didn't see the article and would like to have a read, please click on the article or this link www.whiteriverdesign.com/portfolio.php?pf_id=21 to read more...

Colour me correctly

Colour plays a vital role in the world around us. It can affect thinking, change actions, and cause reactions. Colour can irritate or soothe, raise your blood pressure, stimulate or suppress your appetite.

When used in the right ways, colour can save on energy consumption. When used in the wrong ways, colour can contribute to global pollution.

As a powerful form of communication, colour is irreplaceable. Red means "stop" and green means "go." Traffic lights send this universal message. Likewise, the colours used for a product, web site, business card, or logo cause powerful reactions.

Many of these reactions to colour are instinctive, universal and cross cultural boundaries. Colours can also convey messages that go beyond ethnic, racial, or gender boundaries.

Other associations we make with colours may be specific to a culture or regions. Mixing appropriate amounts of different colours however can neutralise inherent negative cultural connotations.

Lets take the colour red as an example. In European culture red symbolises danger (stop signs), love (hearts), excitement (for sale signs), whilst in China it is for good luck, celebration, happiness, joy, vitality, long life and is the traditional bridal colour.

Understanding colour becomes extremely important when participating in cross cultural marketing, as your message can be grossly misunderstood if you don't have an awareness of the symbolism of colour to your target market.

If you are designing a new logo, brochure or simply buying shirts for your staff, keep in mind how colour affects the viewer. You might be very fond of a particular colour but it may not be the most effective option for your business.

