

germars web design



M. Sullivan Web Newsletter

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Dear Mary,

Kids are back and school and everyone else buckles back down to work. Now is the time people start renewing their interest in their business. I have a few ideas to get you started this month. I've been working hard too, but have been remiss in my monthly newsletter. Here are some fun and serious things to get you thinking. Something for everyone!

Mary

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Cool Sites

Time and Date: This is a site that has the current time, time zones, holidays, what day of the week it will be on your birthday in 2024. Great Resource.

Seniorsinneed.ca - It's a shame that we need a site like this, but it brings people together that need help with those who can provide it. So if a senior lives alone and needs someone to buy groceries, he/she can find someone who lives nearby. To help avoid elder abuse or fraud, all people who donate time are subject to police checks.

Hotmail now Outlook



In an effort to stop losing customers to Google, Hotmail has launched a new look. My hotmail just switched over and to be honest, it looks a lot like the old hotmail to me. It has a few new features, a much cleaner look, integration with Facebook, Twitter and

Website of the Month



I've been busy this past month re-designing a new website for the [Kawartha Potters' Guild](#). I have been planning on updating this site for a while, but the timing became more important as our guild decided late this summer to rent a permanent location, instead of holding meetings in schools, shops and galleries, as we have since inception. It has been an exciting time and we are now able to offer classes, studio space as well as a lovely gallery with pottery and sculpture. I hope to have some of my own work there when

I've made more of it!

The fun part of working on this site has been the social media aspect. We have a blog now, have been using Constant Contact for a couple of years which is great to let our followers know what is happening. I've created a [Pinterest](#) account, a [Facebook](#) page, a YouTube channel and a [Twitter](#) account. **All the things that I have talked about on these pages for the past two years, all bundled up in one site.**

And it's a lot of work. Luckily, there are volunteers that are helping post items to the Facebook account and a woman named Cathy that I'm hoping to learn more about Twitter from. (She set up the twitter account)

The main thing to learn from this is that it is hard to keep up with social media while still doing the work you are supposed to do, so I suggest for those of you who don't have help, choose the one or two sites you think help you the most and regularly update them, be it a blog, or tweets or Facebook. Once a week is acceptable if that's all you can manage.

Colours mean business

Most of us know that the colour of a room can help the mood of the inhabitants, and even that decorating a room in light or darker shades makes the room appear larger or smaller (darker is good for large rooms where you want it to appear a bit cozier). However, did you also know that colours are also important for logos and websites?

A lot of the time I am restricted in the colours I choose for a design based on a client's preference or their logo. But if you are able to have free reign, it is interesting (and important) to know what colours can do for your company and website. Even combinations of colours can make a statement.

Did you know that people make a subconscious judgement about a person, product or environment within 90 seconds of viewing? 60-90% of that assessment is by colouring alone. (what you are wearing, for example)



Facts about Colour

And can you copyright a colour? it hadn't been before the 1987 when [Owens Corning](#) trademarked pink to go with their insulation, and had even licensed the Pink Panther as a mascot in their advertising. Pink insulation takes 50% of the market. Having a colour copyrighted is getting harder now. You've seen the famous red on the undersoles of [Louboutin](#) shoes? They trademarked that design in 2008. Yves Saint Laurent started putting red on their shoes last year and it immediately triggered a lawsuit. Just weeks ago a decision has arrived, allowing Louboutin to continue being the sole user of red soles in shoes that are any other colour than red. However, if a shoe is red, then other manufacturers and designers can colour their soles to match.

[Pantone](#) became the standard for how to distinguish particular shades. Lawrence Hubert came up with this standard in the late 1950's. Fun Fact: 0322C is the colour of the red of the Canadian Flag.

Colour Meanings

Red is a colour of passion; action, lust, adventure, fire, anger, courage and rebellion. Best used for an action oriented logo. Example: [Virgin logo](#). We also instinctively see colours as having meanings, which is why stop signs are painted red. We react faster to the colour than the words.

Blue stands for security, trust, productivity and calmness of mind. A good reason the UN Flag is depicted in these colours. Blue is the most popular logo colour in the corporate world. It is also often cited as the most popular colour in the world. Apparently, crayola has more blue crayons than any other shade in its selection of colours.

Orange is value and discounts. It's also connected with fun. It's not an overly common colour for sites, but can be inviting and friendly if used well. ING uses orange in its logo, which promotes the better

LinkedIn (what doesn't!) and so far, no ads.

However, in my opinion, they'd be better off working on their issues with accounts that have been compromised and issues with signing up for new accounts. Over the past few months, I've helped people sign up for new accounts, or start the process to recover their passwords, and in all cases, hotmail promised to send an email with the information, and it never arrived. In all cases these people created Gmail accounts instead! That's the work they need to be doing! But as I have said before, they aren't working for us!

Safe Texting

In the last issue of this newsletter, I had a comic about safe texting. But I've read so many stories about accidents that could have been avoided if people didn't walk and text. It's happening more and more.

About 1152 people were treated in ERs in the U.S. last year for injuries suffered by walking and using a cellphone or other electronic device. But that is likely just the tip of the iceberg. Cases reported:

- a 24 year old woman walked into a telephone pole.
- a 12 year old boy was clipped by a truck while watching a video game as he crossed the street.
- a 67 year old was hit by a cyclist who was on a cellphone as he drove.

The most amazing one was a man in Los Angeles texting his boss when he almost walked into the path of a bear! A news helicopter had been tracking the bear and everyone had gotten

deals you get, banking and saving with them.

Green is freshness, revitalization, and now is used extensively for health and wellness and eco friendly sites or products. Starbucks uses green in it's logo for the idea of freshness.

Purple used to be for nobility and wealth, is attached to wealth, as purple was an expensive colour to make. [Cadbury](#) uses purple allegedly because it was Queen Victoria's favourite colour. They won over Nestle to trademark that colour in the UK just recently.

Brown denotes earthiness, dependability and honesty. [UPS](#) has used this since 1916.

Yellow for sunny warmth, cheeriness, fun and optimism. Its not a popular colour on the web, most likely because it can be hard to see, and can be glaring if used badly.

Black is really an absence of colour, but is used for authority, power and luxury.

White is cleanliness and innovation, which is likely why Apple loves it so much. White needs another colour though. It has a feeling of lightness, which is why planes are most often made in this colour.

off the street and he hadn't even noticed!

Psychological studies have shown that most people can't focus on two things at once. So maybe it is true that we can't chew gum and walk at the same time, so adding a cell phone is a disaster!

Characters in Subject Line of emails

Have you noticed that there are pictures or images in the subject line of your junk emails lately? At first I saw it once in a while, but now almost every one has a little icon. Want to know how they do that, and **how you can do that too?** It's easy!

If you have Windows 7 or Windows Vista, type in Character map in your start menu (for xp go to Start, point to All Programs, point to Accessories, point to System Tools, and then click Character Map.) Look at webdings, or the windings and choose a symbol you like. Click on Select and then Copy and then paste (Ctrl V) into the subject line of the email that you are going to send.

Some people may not see the symbol, depending on their email account, but for the most part it should work.

Google Easter Eggs

Easter Eggs are hidden files or extras that are often found on movie videos you buy, but they can be extra functions on a website as well. Google has a few that are quite fun, but you may need to use Chrome or Firefox if you find that any of these don't work. To see these in action, search for the following words or

Ways to Save Ink

1. I mentioned a few months ago about saving money **using certain fonts** for your printing. Century Gothic, Times New Roman uses less ink than others, followed by Calibri, Verdana, Arial and Sans Serif. While Arial is ink-miserly, it's not nearly as stingy as Century Gothic, which uses 30 percent less ink. However, Century Gothic is a wider font, so unless you make your font size smaller, you could end up having to print out two pages, which dilutes the effect somewhat. Don't forget about [ecofonts](#), a font you can buy that has undetectable holes in the centre which uses less ink.
2. **Be selective in what you print.** Read your recipes on a laptop, rather than printing them out, only print emails or documents that you really need.
3. **Set your printer to "fast" or "draft".** You'll most likely not notice the difference and your ink supplies will last longer.
4. **Use print preview.** Often when you really need to print a website page, you can save lots of paper and ink by changing the scale (the size of print on the page) and only printing the page you need.
5. **Keep photos online.** Our new digital way of life is great for photographs. It's quite true that we see our images more often now that they are on our screen savers, and digital frames. Who needs to print them at all? Send them to friends via email. (but reduce the file size so they'll still speak to you!)

Unsocial Media



I'm sure you have all read or heard about yet another teenager that committed suicide last week because of relentless hounding in person and in cyberspace. Things are so much meaner than when we went to school, and it wasn't always fun then! But we didn't have to contend with the online bullying that goes on now. Amanda Todd's [YouTube Video](#) was posted just a few weeks before she killed herself on October 10th.

We need to learn a few things from this poor girl's death.

1. Be very careful with what you post online. Or even what you send to people on your (not so smart) phone or in emails.

As her note above says **It's out there forever.**

2. We need to all watch out for the kids in our lives to make sure they know **cyber bullying is not all right!** What were these kids who posted horrible things about this girl thinking? Have they never done anything dumb? The [It Gets Better Campaign](#) is a good start. Your social status (or non-status) in high school is not your whole life. And you don't have to be a GLOBT person to find this out later.

3. I think the internet is a great thing, but we do need better rules so that you **cannot be so anonymous** when you post nasty things, or blackmail someone online. This is such a fast growing technology that laws and cultural mores haven't caught up yet, but we can see the need for this to happen.

Be nice out there.....

Happy Birthday or just creepy?

I celebrated a birthday last month and it's really the first time I noticed how many random companies wished me well that day. Google had a search page, just for me (see below)



Google Search

I'm Feeling Lucky

There was one from Hotmail, and of course, people who are in my (small) Facebook circle who wouldn't normally know or care it was my birthday, wished me a nice day. (which is nice)

The moral of this story? Obviously these companies don't care about my birthday, and it isn't magic that they knew the date, I gave it to them! We need to be aware that we aren't the clients of these companies, but the data generators for their advertisers. I was watching a TV show recently where a man said he found lots of information about someone quite easily, and it was amazing how much he got from social media. The other fellow said "I know, I invented it just for that reason". Information that people wouldn't have given out just ten short years ago, is now just given up to nameless corporations to go online.

We want to make sure that we are careful with what we give away so we don't lose some semblance of privacy. Just saying.

This is Pretty Clever

I bought some fruit trees last year to replace an old apple tree. I now get a newsletter from the company, [Green Barn Nursery](#), from time to time (which I subscribed to). They have done a neat thing in their newsletters, which is make their own icon, similar to the Twitter and Facebook icons you are familiar with. Now it works for their business, as they have a logo that uses that "G" in it, but I'm sure your business has an icon or letter that you could use. This "G" links back to their website. Very clever.

phrases in the Google search engine.

- Do a barrel roll
- zerg rush
- define anagram
- tilt
- askew (similar to tilt)
- Lionel Ritchie (subtle but funny)
- answer to life the universe and everything
- recursion
- what is the loneliest number?
- once in a blue moon

Google Gravity

- once you see what the page does, do a search about anything, it is fun to see things crashing to the bottom.

Videos

In a previous edition of this newsletter, I linked a video done for [Type Books in Toronto](#) which in a live animation video shows the secret life of books. That video has had over 3.5 million viewers, but more importantly, this book shop is now a destination for tourists to Toronto! Not bad when so many others are struggling to stay open.

Not everyone can have a creative director just come in and offer to make a video, but ideas are out there to make your business stand out.

[See this video for Evian and HP](#), and for most of the video, it isn't even obvious who the ad is for! (but there are a lot of talented, chubby babies out there!) Here is another video [How Women Burn Calories in France](#). Fun and Brilliant marketing.

And just for fun, [this poor model stumbles](#) not once, but twice on her high heels, but it is the news anchors that make you laugh.

Scams

To find out how host a Green Barn event please feel free to [contact us](#).



This is what Green Barn puts at the bottom of their newsletters. Note their own icon.

There's an app for ... well everything!

Not that you should leave your dog in a car when you go to a store etc, but there is an app now that sends you a text if you have to leave your dog a short period and he gets a bit hot.

An ad agency Rethink has invented a collar that texts your cellphone if the temperature gets too hot for your pet to handle. It is a SIM card and other gizmos in a dog collar. It's not available as far as I can see yet, or if it is, they aren't making it easy to find!

And one for kids!

Of course you love your kids too, right? Well there is a baby car seat monitor which tells you if it is getting too hot in the back seat while you are driving, or if your child has unlocked themselves from their seat, so you can pull over and look after them. Nowhere does it recommend that you use it to leave your offspring in the car while you go shopping! Tomy International is selling this product.



I finally got one of those emails telling me a dear friend was stranded in the UK after a mugging and could I please send her some money to help her get home. She had to change her email address as it had been compromised.

It's commonly called "the grandparent scam" as it usually targets the elderly who are more likely to just help out a grandchild in need. Apparently, Western Union was finally made to pay a scam victim back, who had sent money to his granddaughter because of their lack of questions to the elderly man. When the man in question got to the counter and said he had to send some money to help his granddaughter, right away, they didn't ask any questions. Also, the payee was his granddaughter, but the person who picked up the money was able to change the name to someone else, which breaches the company's own rules.

Always call the relatives or person in question, as often happens, they are still happily sitting in their own home and not suffering any drama.

That's it for this month

Don't forget that you can forward this newsletter to anyone you think would be interested.

If you would like your website featured, or have anything you'd like me to introduce, or answered, please feel free to [email me](#).

Mary Sullivan
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