

DESIGNINGJOE

dialogue

Welcome to the July 2009 issue of the DESIGNINGJOE monthly newsletter.

(click here for archives)

Check out my latest website:

www.flyingpointsurfschool.com



Dialogue:

Is there anything more frustrating than being misunderstood? Actually, there is - and that is not being heard at all...

I'm Joe Pallister and my skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690.

And visit DESIGNINGJOE for some examples!

How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

DESIGN TIP

Dialogue

Dialogue can be defined as is a reciprocal conversation between two or more entities. Isn't it wonderful to have a conversation with someone who actually listens to what you're saying (see-*reciprocal*) as opposed to someone who is just waiting for their turn to talk (see-*rude*)?

The breakdown of "Dialogue" is interesting - *dia* is greek for *through* and *logos* is greek for *word* or *speech*.

Every aspect of your brand, from your logo all the way down to your products instruction manual, is speaking to your customers. And the only way to have an intelligent conversation with anyone is to first listen to what they have to say.

What are your customers saying?

MONTHLY SAMPLE

I created this logo for **Skymaker Productions**, which is a stage and film production company based in Sag Harbor, NY.

Check it out: www.skymakerproductions.com

Good Design = Good Business.

So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer.
phone: 347.249.1690 or email me!email me!

Joe Pallister: 347.249.1690 • please email me with any questions or comments please email me with any questions or comments

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