

# DESIGN EXPRESS

The graphic services newsletter for promotional products pros



November 2015

## LOOKING BACKWARD FOR THE LATEST STYLE



Every season brings new fashions, including clothing and cutting-edge hairstyles. It's easy to joke about artisan-crafted belt buckles or vests making a comeback with the under-20 crowd. But every generation influences trends in what people wear and the things that they use. Accessories are no exception.

Perhaps that is why one accessory that has been historically thought of as little more than “bad fashion” — or at best a nerdy utilitarian tourist item — is re-emerging.

It's true. The fanny pack has made a comeback and not just with tourists storming Graceland or the Washington Monument. One of the more well-known news outlets acknowledging the [fanny pack's return](#) was *The New York Times Magazine* in September, which had much to say about its usefulness.

“What other accessory ensures the safety of your essentials . . . while also liberating your hands? The fanny pack, when used properly, enables a whole host of activities that other bags render awkward: a deep embrace, a dance party, the ability to quickly find, swipe and secure your MetroCard”.

*Crimson & White*, a magazine put out by the University of Alabama Press, hinted that the fanny pack's bounce back has been spotted down South and might be [universal](#). Meanwhile, fashion magazine *Elle* affirmed the fanny pack's chic status by noting that now even [celebrities are wearing them](#).

Media from the [New York Daily News](#) to fashion blog [Red & Black](#) credit “geek chic” as one reason the fanny pack is back. Geek chic is

## KICKING 2016 OFF THE RIGHT WAY



Idea Custom Solutions will be exhibiting at the ASI Show! Orlando, January 4 to 6. We'll be talking to clients and prospects about our new service offering: Custom Creative Services. You can meet Jay Busselle and hear first-hand about the opportunity to sell your customers beautiful designs for t-shirts, posters and event banners. Plus, you can sell logo design or redesign, which will enhance your customers' image and establish the foundation for you to provide them with new marketing materials, business documents, promotional products and more.



## UPCOMING EVENTS

### [ASI Show!](#)

Orlando, FL  
January 4-6  
Joanna Grant, Jay Busselle

### [PPAI Expo](#)

Las Vegas, NV

the term used to describe the dress or culture associated with technology enthusiasts. Another interpretation is those fashions which are hip despite being associated with a lack of style.

The Advertising Specialty Institute explained in a recent issue of [\*Counselor Magazine\*](#) that the fanny pack's appeal and reemergence might be simpler than what fashion trends alone can explain.

"Despite a decidedly mixed reception since they became popular in the 1980s, fanny packs, also known as waist packs, are proving their staying power with a revival that continues to gain momentum," staff writer Teresa Hegel noted. However, she also said that fanny packs are "no longer relegated to the 80s [style], particularly the sporty variety that are making huge waves these days."

Advertisers who have been stocking up on fanny packs and other items stamped with their company logo do so not just to tap into vintage, geek chic or retro trends. They aim to offer items that have real use for their customers and future customers, who will remember their brand and later do business with them.

Whether your clients are interested in tapping into trends or simply reaching their customers with logoed giveaways that are simple and useful, promotional products like fanny packs work for almost every business.

They can even keep your log-in information for the Idea Custom Solutions [order management system](#) nice and handy! This way, you can place orders any time of day or night and we'll make sure your customers' logos imprint or sew perfectly on whatever types and colors of fanny packs they choose!

## QUALITY MARKETING COLLATERAL HELPS BUSINESSES MAKE SALES

Every sector in the economy is different, with its own cycles and customer preferences. But since the dawn of modern marketing, the brochure has been an essential tool for companies to tell their stories.

Conventional wisdom says the brochure's best use should be to convey a catchy slogan or bullet points about products. But top real estate firms show us that marketing collateral — when done right — can not only stir up interest, but also move people to buy.

*The New York Times* pointed out recently that, for luxury properties in New York City and beyond, brochures can set one property [apart](#) from all others.

While typically every "property marketing brochure dwells lovingly" on coveted features like the "high-tech kitchen, the marble en suite bathrooms, the under-floor heating" and more, Richard Holledge writes, marketing collateral really does its job if it shows off a property's [stunning views](#) or details of its look and feel. But a great brochure can even close the deal if it conveys the coziness of a fireplace that makes a place feel like home.

Great marketing collateral isn't just for real estate marketers. As we pointed out in the last issue of *Design Express*, marketing collateral still matters, and experts consider it one of the best [visual marketing tools](#) to look the part, sell and differentiate from the competition, among

January 13-15  
Jay Busselle

### ISS

Long Beach, CA  
January 16-18  
Jay Busselle

## NOTABLE QUOTES



"One's philosophy is not best expressed in words; it is expressed in the choices one makes . . . and the choices we make are ultimately our responsibility."  
— Eleanor Roosevelt



"Good words are worth much, and cost little."  
— George Herbert



"Genius is the ability to put into effect what is on your mind."  
— F. Scott Fitzgerald

other reasons.

If you or the SMBs you serve want an experienced partner to help design world-class marketing collateral, look no further than [Idea Custom Solutions](#).

## REBRANDING: A WAY TO ATTRACT VISITORS AND BOOST THE BOTTOM LINE

In the past few months, Idea Custom Solutions has shared some great stories about various successes companies and other organizations have achieved from rebranding in our [social media posts](#).

One trend on the horizon is the increased number of cities, small towns and municipalities that have launched successful rebranding campaigns. For some of these towns, it starts with a simple logo redesign. For others, such as growing tourist hubs, logo and website redesign go hand in hand with branded promotional products and souvenirs. And for business destinations jockeying for convention and trade show business, rebranding is an effective strategy to drive attendance, room bookings, dining at local restaurants and more to boost bottom lines.

In October, the coastal California town San Luis Obispo [reported](#) record tourism and trade-related revenue. While it probably doesn't hurt that San Luis Obispo is halfway between San Francisco and Los Angeles, the town City Council and its tourism board credit its rebranding campaign, which launched in 2014, for the boon in business.

With its catchy its "[ShareSLO](#)" campaign, San Luis Obispo designed new logos, a new blog and an active social media campaign.

Following the same logic, San Mateo, a cozy town situated in the Bay Area, has created their own new [brand identity and logo](#). In addition to making its presence known within the tech-heavy Silicon Valley, local business also wanted to herald the restaurants, wine bars and other fixtures of San Mateo night life.

Across the country, Newark, Delaware (which is smack dab in the middle of the East Coast), has also redesigned its [blue and green logo](#), hoping to "give the city a more modern brand" for business while also hinting at the city's ample greenery.

Other towns across the country have rebranded, hoping to have the same kind of results as San Luis Obispo. [Petersburg, Virginia](#), situated in a historic corridor just south of the capital, Richmond, wants to "instill pride" among its permanent residents, while also sending visitors and tourists home with souvenirs. Along with media efforts and a new "I Am Petersburg" logo, the town has spent money to develop Petersburg swag or promotional products. They have rolled out magnets (which are very popular with tourists), stickers and decals, as well as wearables like I Am Petersburg caps and t-shirts.

While not a city or a town, even [Dallas/Fort Worth Airport](#) has gotten into the rebranding spirit. Also known as "DFW", the airport has leveraged its three-letter designation into a new design scheme. Last month the travel hub unfurled its revamped DFW logo — both in two-dimensional form and as a sculpture — along with a new color scheme.



"Of all of our inventions for mass communication, [pictures still speak](#) the most universally understood language."

— Walt Disney



"One [must be frank](#) to be relevant."

— Corazon Aquino



"Words, once they are printed, [have a life of their own](#)."

— Carol Burnett

## EMPLOYEE SPOTLIGHT



**Nilesch Pradhan**  
Unit Supervisor, Quality

As a member of the Quality Team, Nilesch Pradhan is responsible for ensuring customer orders meet the company's high standards. He also shares customer feedback to improve the design team's skills and works to continually improve overall quality levels. In fact, his proudest moment



“Airports all over the world are blue,” said airport Chief Executive Sean Donohue, during the unveiling ceremony. “Our new color draws inspiration from the color of the sunrise and marks the new beginnings that travel brings.”

If you have towns and cities as clients, or any other type of organization that is looking to polish its image, Idea Custom Solutions can help you provide solutions. Our new [Custom Creative](#) services include logo design. We deliver agency-quality creative in days versus months . . . and at prices that fit small business, or small town, budgets.

## CLIENTS ARE RAVING

“I just completed my first order with Idea Custom Solutions. I want to say I was very pleased with the turnaround time and the work that was done.”

Derek Payne  
**TexLa Specialties LLC**

“Once again your dream team and you came through. All 19 sets of artwork were done early this morning, enabling me to get out of my worry bed and get them sent off before the sun came up. What a load off! Now, if the suppliers can come through, the “S” on my chest won’t stand for something else!”

Scott “The LiteMan” Soderwall  
**Vernon**



### Embroidery Digitizing



### Vector Artwork

since joining Idea Custom Solutions five years ago was his promotion to supervisor for quality.

Reflecting on this accomplishment, Nilesh tells us, “My elder brother always inspires and keeps me motivated to face challenges and achieve success.”

Nilesh lives in Hadapsar (Pune), which is where he was born and raised. He is married and has two sons who are studying to be engineers. On days away from the office, he likes to go on long drives with them. He is a car enthusiast and, when not driving his four-wheeler, he surfs the internet to learn more about cars.

He also watches movies with friends. Nilesh feels it’s important to keep updated on current affairs, so he frequently monitors news channels. And, like so many of our team members in Pune, cricket is his favorite game so he loves to watch matches, as well as play on weekends.

## TWEET THAT!

Let Idea Custom Solutions help you find content for social media:

Apple [#PromoProducts](#) are a necessary accessory for [#Apple](#) tech fans. They help expand their already big brand.  
<http://goo.gl/prHf4m>

[Tweet That!](#)

Fans keep returning to comic conventions for [#PromoProduct](#) freebies. Smart exhibitors offer guests tote bags.  
<http://goo.gl/A1iqwP>

[Tweet That!](#)

Quality [#brochures](#) are just part of marketing real estate and many other sectors. How about for your customers?  
<http://goo.gl/8WvXZQ>

[Tweet That!](#)

A simple rebrand, new [#logo](#) and social media has helped this



California town boost  
tourism revenue big  
time.

<http://goo.gl/SBW31z>

[Tweet  
That!](#)

Welcoming new hires  
with [#PromoProducts](#)  
is one of "4 Ways to  
Build Startup  
Company Culture".

<http://goo.gl/6Jgr5A>

[Tweet  
That!](#)

Fanny packs were  
once a sign of uncool,  
but now a favorite  
[#PromoProduct](#) with  
smart marketers.

<http://goo.gl/Cr4zpY>

[Tweet  
That!](#)

Whether or not you  
read [#Playboy](#) for the  
articles, some say the  
classic [#logo](#) really  
defines the brand.

<http://goo.gl/FRVqdT>

[Tweet  
That!](#)

If you have any designs created by our team that you  
would like to share in this newsletter, send them to us  
at [marketing@ideacustom.com](mailto:marketing@ideacustom.com)



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