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MEMORABLE DATES

- SEPT 3 Labor Day
- SEPT 5 National Cheese Pizza Day
- SEPT 19 International Talk Like a Pirate Day
- SEPT 22 First Day of Fall
- SEPT 28-29-30 Fall Fest - Mt. Vernon

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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Why Everyone's Obsessed with Pumpkin Spice Everything

Is the line a little longer at your favorite Starbucks this month? Two words: pumpkin spice.

'Tis the season for this fan favorite, and over the past several years it's become much more than just a mug full of sweet, creamy, caffeinated goodness. It's the flavor that rules fall.

The question is *why*? What does pumpkin spice have that other flavors don't—and why the obsession with PSLs (pumpkin spice lattes)? Here's the skinny.

There's typically salt in the recipe. Salt is a natural flavor enhancer, and even though you might (correctly) associate lattes and other pumpkin spice goodies with sugar, companies often include a decent amount of salt to improve the overall taste. (Starbucks' 16-oz latte, for example, has 10% of your RDA.) Plus, it allows for "flavor layering," which means your brain doesn't get tired of the flavor.

You get a sugar and fat combination with most pumpkin spice products. Sugar stimulates the rewards center in your brain. Fat makes you feel satisfied/full. Combine the two, and you're making some people pretty happy. FYI: A 16-oz Starbucks pumpkin spice latte has 22% of your total RDA of fat and 17% of your total RDA of sugar.

The spices conjure up typically happy memories. Emotional recall in the brain is closely tied to our senses, especially smell. And for most people, the memories associated with nutmeg, cloves and cinnamon are good ones. As a bonus, Harvard Medical School studies have shown that these spices are associated with improved memory and mood, increased attention and pain relief—all good things.

It's for a limited time. Some pumpkin spice products technically might be available all year, but overall, they're promoted as "limited time." And according to Reactance Theory, if you know something is available just for just a short time, you'll view the product as more appealing.

Social media drove the trend. Do a search for #pumpkinspice on Instagram and you'll see over 1.2 million results. This viral influence has moved all sorts of brands and companies to get in on the pumpkin spice sensation. And with pumpkin spice sales increasing year over, the trend shows no sign of slowing down.



IT'S WHAT'S INSIDE >>>

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- Raise Your Hand: 5 Ways Volunteering Can Make a Difference in Your Own Life
- Print and Design Terms to Put in Your Back Pocket



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Common Grammar Faux Pas That Can Make You Look Dumb

It can ruin marketing materials. Cause communication errors. Tarnish your brand's credibility. Basically, bad grammar is not okay. Before you get started on your next blog post, marketing piece or company-wide email, brush up on a few of the most common errors spotted, both online and off.

>> Fewer and less.

They both mean the opposite of more, but they're used differently. "Fewer" pertains to things you can count, as in, *that company has fewer than 10 employees*. "Less" is used for an amount you can't count, like, *I'll put less cream in my coffee next time*.

>> Compliment and complement.

Granted, these can be tricky. If you compliment someone, you say something nice, like, *your eyes are amazing*. If that person with the great eyes is wearing a shirt that makes his eyes even bluer, you might say, *that shirt complements your eyes*—because the shirt and his eyes go well together. Get it?

>> Apostrophes are never used to form plural words.

They're used for two purposes—to form contractions and to show possession. Period.

>> Know your contractions.

Could've, would've and should've are all legitimate contractions. However, if you break them apart, the second word is *have*, not *of*, which many people use. Writing *Sally could of texted me earlier* makes no sense.

>> Be careful with "literally."

If you say, "I was literally dying of laughter," it means you were *this close* to breathing your last breath. Literally means exactly what you say is true—no metaphors and analogies.

One last tip: If you think all of this is stupid and that you could "care less" about good grammar, you're, um, wrong. If you really could care less about something, you're actually saying you *do* care about it. To use this phrase correctly, insert the word "not" after the word "could," as in, *I could not care less*.

Raise Your Hand

5 Ways Volunteering Can Make a Difference in Your Own Life

Volunteering your time for a nonprofit or charitable organization is an obvious way to help others. But have you ever considered that it's an opportunity to help yourself as well? From honing professional skills to expanding your network, volunteering can be a win-win for both you and the people you serve.

1 It can fuel your passion.

You may love your job, but even the happiest employees and professionals can get stuck in a rut. Volunteering at something you enjoy may reignite a spark if you feel yourself getting bogged down with your daily routine.

2 Or it can help you discover new ones.

Want to transition into a new field or get your foot in the door of the nonprofit sector? Volunteering can help you make the transition to a whole new career. Volunteering experience always strengthens a resume, and it can be particularly beneficial for students who are nearing graduation.

3 It will expand your network.

Not only will you meet people who support the same cause, you'll likely find people who have personal and professional connections that could prove advantageous. Also, if you decide to do a volunteer vacation, you'll get to experience new cultures, new foods, broaden your horizons—it's a benefit for both you and the people you're helping.

4 You'll learn new ways of doing things.

You may get an opportunity to see how another organization runs and learn new ways of managing, brainstorming and solving problems. It can provide a fresh way to look at the challenges you face in your day-to-day work.

5 It can help you stay physically healthier.

No, really. A Corporation for National & Community Service report noted, "Research demonstrates that volunteering leads to better health. Those who volunteer have lower mortality rates, greater functional ability and lower rates of depression later in life than those who do not volunteer."



SOMETHING TO THINK ABOUT

According to the Corporation for National & Community Service, volunteerism has a value of more than \$184 billion.

Print and Design Terms to Put in Your Back Pocket

It's not a foreign language, but the words print designers throw around sometimes are admittedly specific to the industry. You don't have to become fluent, but it's good to know a few key terms so when you're working on a print or design project, you're catching some of their lingo.

Of course, it's always good to ask when you don't know. But here are a few terms you can stick in your back pocket and pull out when the time comes.

Adobe®. This company is probably the leading creative software provider in the world—they provide a suite of tools designers rely on daily to do their jobs. Their software and file formats are industry standard for print design and printers (and web).

.ai, .psd, .indd, .pdf. These are the standard formats that every printer will accept as printable files. It's what the designer will create and the printer will receive in order to get your project completed.

Legibility. The measure of how easy it is to distinguish one letter from the next; legibility has a lot to do with white space, your choice of typeface and how you use it.

White space. Also called negative space, it's the area between and around design elements. It can feel like wasted space to non-designers, but it actually serves an important role in balancing design elements and helping to achieve a clean and visually pleasing experience. And it doesn't have to be white.

CMYK. Cyan, magenta, yellow, key (black). These four colors are the four inks that most color printers use to replicate the full range of the color spectrum.

Pantone Matching System® (PMS). The Pantone Matching System® (PMS) is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

FIVE WORDS THAT MEAN SOMETHING DIFFERENT TO A PRINTER

- 1 **SCORE:** To impress or indent a mark in the paper to make folding easier.
- 2 **GUTTER:** The blank space or inner margin from printing area to binding.
- 3 **SPINE:** The back of a bound book connecting the two covers; also called backbone.
- 4 **DIE:** Device for cutting, scoring, stamping, embossing and debossing.
- 5 **BLEED:** An extra amount of printed image that extends beyond the trim edge of the sheet or page.

WORDS TO LIVE BY

"One of the great ironies of life is this: He or she who serves almost always benefits more than he or she who is served."

—Gordon Hinckley



PROOF POSITIVE

If your business is looking for a better way to stay in touch with customers, consider a drip marketing campaign. Drip marketing means providing small amounts of related marketing messages consistently over weeks or months through direct mail, email or other marketing channels.