

October 2016

GBS Logo Design Services

Every business or organization needs a logo that accurately represents its goods or services and gets them noticed.

Your logo is part of your brand and quality is key! Our Graphic Designers are experienced in creating logos for all types of businesses and organizations. We take the time to get to know you, your business, and your target market. The result is a design that will work in all of your marketing and all media.

Contact our office to discuss creating or updating your logo. It's the best way to help improve recognition of your business or organization!

Logo Design Special

Give your company or organization a stronger presence with a professionally designed logo from GBS!

We are offering \$30 off our logo design services through December 31, 2016. Our graphic designers will create the perfect graphic to represent your organization, ready to use in all your marketing.

Call us at 814-657-6800 to take advantage of this opportunity!

This Issue's Focus:

Brand Development
Training
Video Production
Voice Over Services
Photography
Email Marketing
IT Consulting
Content Writing
Web Design/Hosting
SEO & Analytics
Animation
Illustration
Consulting
Project Management
Social Media
Inside Sales
Print Materials
Trade Show Booths

Follow Our

BLOG

Storefront Grand Opening

Owners Holly Gibbons & Linda Henderson want to say "Thank You!" to everyone who helped them celebrate the Grand Opening of Shop Franklin and Porch Music Store's retail location.

Over 100 of you attended our event on Sept. 17th and we had a grand time! The Franklin Chamber held a ribbon cutting ceremony and local political representatives attended to congratulate us.

We appreciate all the good wishes and word of mouth advertising you are doing for these two retail ventures. If you didn't make it to the Grand Opening, stop in any time to see us!



Linda and Holly at Porch Music Store.

Customer Spotlight: United Way of Venango County



**RAISE
YOUR HAND**
#LIVEUNITED



LIVE UNITED
United Way

United Way of Venango County
1999 Allegheny Blvd.
PO Box 403
Reno, PA 16343
Phone: 814-676-6545
FAX: 814-676-6529
E-mail: uwv@verizon.net
unitedwayofvenangocounty.org

GBS recently worked with United Way of Venango County on a number of marketing assets to build the awareness of UW and its programs.

These included design of the 2016 Color Run t-shirt, creation of a tri-fold campaign brochure, a rack card listing United Way's partner community service organizations and programs, and various flyers for the United Way's events. The rack card and brochure carry the #LIVEUNITED brand.

The last piece of the project was the development of a new website branded with the same look as the rack card. <http://unitedwayofvenangocounty.org>. A focus was placed on providing easy access to the organization's services and making contributing to the United Way quick and simple.

Color Us United
5K Walk/Run/2016



UPMC HEALTH PLAN



Marketing Tip

By Audrey Hardenburg

Is social media valuable to your business's marketing efforts? Absolutely! If you're not currently using social media platforms such as Facebook, Twitter, and LinkedIn, you may be missing out on an opportunity to promote your business and brand to multitudes of potential customers.

Over recent years, these platforms have become very "business friendly". This means that they provide you with tools to help target specific audiences and spread your message to the people that would be most interested in your company's products or services.

One of the things to keep in mind is that each social platform has a specific social purpose. They are all geared to relay your message, but your marketing tactics should be tailored to each one so that it reaches your audience and accomplishes your goal in the most effective way.

Computer Training Award

We are pleased to say that GBS has been selected by the NWP Workforce Investment Board to develop curriculum for intermediate-level computer training.

This 3-class training series will be offered to clients of PA CareerLink in six northwestern PA counties: Warren, Forest, Erie, Crawford, Venango and Clarion. This training, led by Holly Gibbons and Linda Henderson, will boost the computer skills of job seekers to make them more attractive as job applicants.

GBS will present the initial series of classes in Oct./Nov. 2016, then train CareerLink staff to facilitate future presentations.

Team Spotlight



Dee joined the GBS team in May of 2016. She is a talented cartoonist, illustrator and graphic designer, with over 20 years of experience.

She has worked on projects for clients such as Coca Cola, Sweet Tomatoes, Disney On Ice, Odwalla, Universal Studios Theme Parks, and many others.

She is also the designer of Shop Franklin's Apple Jackie character and works on a variety of graphic projects for GBS.

GBS Workshops & Webinars

Oct. 20—Computer Basics, Clarion U (Venango), 10—Noon (Senior Link) Basic instruction for the new computer user.

Oct. 27—Internet 101, Clarion U (Venango), 10—Noon (Senior Link) Become Internet savvy and browsing smartly.

Nov. 3—Email 101, Clarion U (Venango), 10—Noon (Senior Link) Basic instruction for those new to email.

Nov. 10—Facebook 101, Clarion U (Venango), 10—Noon (Senior Link) Everything you need to get started on Facebook.

Nov. 12—iPad Basics, GBS Office, 10—Noon How to get started on iPad and make the most of your device.

Nov. 17—Photo Editing 101, Clarion U (Venango), 10—Noon, Hands-on photo editing—bring your own photos!

Dec. 1—iPad Basics, GBS Office, 10—Noon How to get started on iPad and make the most of your device.

Go to <http://gibbons-business-solutions.com/training/events/> for more events and to learn how to register.

Youth Entrepreneur Training

GBS has developed training and is assembling funding partners for presentation of a Youth Entrepreneur Training program for youth ages 13—18 living in Venango County.

This training will provide youth interested in owning a business with a basic knowledge of how to pursue their entrepreneurial goals. GBS instructors will present the training with participation from the business community and economic development agencies.

Presentation is planned for the summer of 2017. If your business or organization would like to be a sponsor for this program, please contact Holly at 814-657-6800 or gibbonsbusinesssolutions@gmail.com.



GRAPHIC DESIGN
PROFESSIONAL, QUALITY GRAPHIC DESIGN...
it's a great marketing idea!

Shop Franklin Videos

Have you seen our weekly Shop Franklin PA videos? Every week through the Holiday Season, we hit Liberty Street to find someone to tell us why they love to shop, dine and play in Franklin.

Visit <http://shopfranklinpa.com/index.php/videos/> to see this series of videos, and watch for our video team on the street to share what YOU love about Franklin!

GBS Cares

GBS cares about our communities—especially our children and youth.

Recently we took the opportunity to help promote childhood literacy in Venango and Forest counties, donating \$500 to the Dolly Parton Imagination Library. This United Way program provides free books to children, ages birth to 5 years. With our contribution, 20 area children will each receive 12 new books over the coming year.

To learn more about this program and how you can donate, visit <http://unitedwayofvenangocounty.org/programs/imagination-library/>.

