

# gushhh

## Crazy is as Crazy does!

**Parachute4Penrith** is the craziest fundraiser you will ever get to take part in. This radical event is not for the faint hearted - this is for thrill-seekers ONLY! (Or according to Lillian - Idiots only!)

In saying that Debbie will be feeling the rush of freefalling from 10,000 feet while taking in the spectacular views of Sydney City and the Blue Mountains!

Why would she do something as crazy as this? Because she is committed to help raise much needed funds for the diverse charity work done by **WestCare Community Services**, where they restore dignity and hope to those in need.

Debbie has agreed to raise at least \$1500 for this cause. To do so we are offering up a challenge... **if you won't jump with her, then you need to sponsor her!**

Please call Lillian on 4733 7668 to register your support and make this crazy act of kindness count!

[www.parachute4penrith.com.au](http://www.parachute4penrith.com.au)



I am often asked by clients where I find my inspiration. The answer is longer than my column. But my true inspiration comes from the amazing people in my life - especially the women.

Starting with possibly the biggest influencer in my life, my extremely talented mum, coupled with my two beautiful sisters, makes for a very powerful upbringing.

My ever important girlfriends who have kept me grounded, focused and supported no matter what distance is between us.

My staff, Michelle & Lillian who provide wonderful support, ideas and a fun working environment.

Then I have the fantastic business women that I have had the pleasure to get to know over the last 5 and a half years of being in business.

I can't name them all, but Andrea Turner-Boys, Kerry Mitchell, Gina Field, Vanessa Van Wyk, Melissa Browne, Suzie Kennedy, Teresa Malecki, Maralyn Kastel, Jane Holdsworth and my special friend Carol Markram are not only clients, but I consider them to be friends.

All of these women who I look up to, respect and trust. To you I say 'thank you' for being my inspiration!

Kind Regards

*Debbie O'Connor*  
Debbie O'Connor

offer expires 30 September 2008



## personalised WINE LABELS

**Promote your business the personal way!**

This is a fantastic thank you to clients or staff, not to mention great 'lucky door' prizes at the important networking functions you attend!

Our wines are from the renowned Hunter Valley and include white and red varieties.

**Special Offer**  
**12 bottles for only \$220!**

## Congratulations!

To **Marnie Tomczyk**, our TAFE student who does work experience with us every Tuesday. Marnie's logo design was chosen out of dozens of entries to be the new brand for TAFE Entertainment! Fantastic work Marnie! We can see another brand specialist in the making!



If you have a success story please let me know and I will include it in further editions of **gushhh**.

[www.whiteriverdesign.com](http://www.whiteriverdesign.com)

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We would like to thank White River Design for all your help in designing, developing and managing the branding of our fundraiser for this year. As this is our largest event for the year we were really needing to look outside the box and you delivered exactly what we were looking for, not only has your approach been incredibly professional, but your willingness to go above and beyond was very much appreciated.

Thank you for your patience with us, as we learned the many facets of putting such a project together.

I will most definitely be using your services in the future and telling others of your fantastic business.

Kind Regards

**Alex Briffa**  
Fundraising Manager  
WESTCARE COMMUNITY SERVICE

### DID YOU KNOW?

white river design has been designing quite a few websites lately. Click on the names to check out some of our work:

- Andrew Potato Face
- Aussie Solar
- Carbon Management Solutions
- Parachute4Penrith
- Nepean Regional Security
- Underwater Treasures

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# TV Debut - Business Sense

The team at **white river design** would like to congratulate one of our most colourful clients, Gina Field from **Nepean Regional Security** for her debut TV performance on Channel 9's Sunday morning program called Business Sense.

This is what Gina wrote to us after the shoot:

*Hi Girls*

*The TV guys loved the disc, said was very professional and wished that other business people had been as organised as me with logos, they asked who did it and I said WRD of course and pointed to the sticker, and they said "wow!" I said "They have been doing my work for 6 years" and they said "wow", and took copies of my stuff to show other business people. They loved my business card, and I told them the tooth pick test, and they said "wow!"*

*I also found out that the filming today is going on all the in-house flights on Qantas as well, it will air 7800 times a week and will include the logos that you have done! Shoot went for hours today, but it was good.*



*Thanks again for all you work. Wait for the phone to ring now girls :)*

Kind Regards  
Gina Field

To watch Gina's video, please **click here** or on the picture. For more information on Gina and her business log onto [www.nepeanregionalsecurity.com.au](http://www.nepeanregionalsecurity.com.au)

## CMYK, RGB, PMS: What the?



Our regular clients have become accustomed to us spurring abbreviations such as CMYK, RGB and PMS. But for most business owners who don't have design or printing skills this is merely tech talk and goes right over their heads.

This article will hopefully help explain what we are on about. The abbreviations above all stand for different colour processes.

The CMYK colour model is used in the printing process. To understand it, it is best to start with RGB colour. The RGB colour model (made up of red, green and blue) is used in your computer monitor, and is what you will view your projects in while still on screen. These colours, however, can only be viewed with natural or produced light, such as in the

computer monitor, and not on a printed page. This is where CMYK comes in.

CMYK stands for the four colour plates that make up the base from which full colour printing is obtained. C = Cyan, M = Magenta, Y = Yellow and K = Black. The letter B is not used for black as it is already used in the RGB (Red, Green, Blue) abbreviation.

### CMYK and Printing

The four-colour printing process uses four printing plates. When the colours are combined on paper (they are actually printed as small dots), the human eye sees the final image. As with your primary colours (that you learnt in Kindergarten) yellow + cyan (blue) = green, cyan + magenta (red) = purple and so on. Different ink coverage from each plate creates an illusion for the eye to perceive millions of different colours, hues and tones.

### CMYK and Designing

As graphic designers, we have to deal with the issue of seeing our work on screen in RGB, although our final printed product will be in CMYK. In the print-ready process we need to convert all digital files to CMYK before sending to printers. Due to of the difference in screen colours and printed colours, we often use the "Pantone Matching System," or PMS colours if exact colour matching is important. The PMS has an industry standard book of colour swatches with reference numbers that we give the printer. These are premixed inks that match these numbers. Swatches provide us with a printed example of what a colour will look like on paper and give us a CMYK equivalent to work from. Even though the on-screen colour won't exactly match the swatch, we know what our final colour will look like. If colour is an important aspect of your brand you can always request a "proof" which is an example of your printed work provided before the entire job is run.