

yellowpencil sharpenings



We've built our business over thirty years, helping our clients get the most out of their brand. That's why we prefer to work with businesses and organisations who truly appreciate the potential and value of their brand, and understand that 'doing it right' means committing time, effort and money towards it.

What you are reading now is our new monthly email newsletter - aimed at giving you a glimpse into what just one of our clients is doing with Yellow Pencil right now. We've chosen to feature one client or project per month that we think is exciting, creative, inspirational or just simply interesting and we hope you do too.

One thing is for certain - no matter which one we choose to present, they are all positively moving forward encouraged by the strength of their brand.

October Feature Project

Accounting company steps up for the Christchurch Rebuild

On the 4th October 2011, innovative Christchurch-based accounting company **E3 Business Accountants** launched a new division of their company called **accountants4trades** specifically geared towards looking after trade related companies (builders, contractors, all trades and associated service industries) and those who are poised for at least 10 year's work from the Christchurch rebuild.

Having worked with so many trade-related businesses over the years, E3 recognised specific needs that this particular industry group would respond to and addressed these in both the newly created brand identity and subsequent advertising and presentation approach.

This included recognising that in a predominantly male-'fronted' industry, many of the trades businesses would be small to medium sized family-operations involving both partners, with a strong emphasis on a sustainable lifestyle return for their business. For this reason, Yellow Pencil developed TWO distinct brand identities.

At the same time, E3 developed a key product called the **BESTM8 TOOLBOX**. In the toolbox are all the products and services that trades people need to have on demand to run a successful, profitable and hopefully low-stress business.

The new venture obviously struck the right chord with the target group as the introductory workshop held in the newly opened Westpac Hub business centre in Addington, was a roaring success.

This latest venture is just one of E3 Accountants' innovative initiatives that demonstrate their understanding of the real issues and pressures that businesses face, operating in today's economy.

Naturally, they are highly recommended by Yellow Pencil.

For more information about E3 Business Accountants, visit their [website](#)



accountants4trades



sharpthinking

Take a look at your **COMPUTER MONITORS** - and for pity sake set them to the right screen resolution and configuration. Surely you've noticed that your circular logo looks like an egg !

PDF files are a universal format for easily transferring digital files. But PDF files are prepared using many **DIFFERENT RESOLUTIONS**, specific to their end use. We often send **LOW RESOLUTION** proofing PDFs to clients and some have been mistakenly forwarded on to printers or media by clients who think they are **HIGH RESOLUTION**. Always check with us before forwarding a PDF.

You've been sent this email newsletter either as a valued client, supplier or business partner of Yellow Pencil or because you subscribed online. As a responsible business, we respect your privacy so if you would sooner not receive further monthly updates, please remove your address using the UNSUBSCRIBE button below. (We won't be offended)

