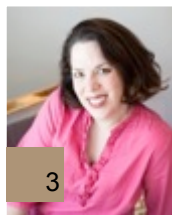




The Image Issue! Show off the people and products that make your business unique. Get tips and resources from the Bandon Chamber community for images that get noticed, from graphics to photos.

2 Look Sharp: Notes on graphic design and printing from Evergreen Creations and Freedom Graphics.

Insert See Your Business Through New Eyes: BCC member-only offer from Cardas Photography



3 Picture This! A conversation with Angela Cardas Meredith, Bandon Chamber board secretary and owner of Cardas Photography

Spring 2014 *Bandon*
Oregon Chamber of Commerce

Look Sharp! Biz tips from Bandon graphics and printing pros

Graphic Design Basics: Get started with your logo or business card

by Dan Almich, Evergreen Creations and New Artists Productions

Application: Businesses and organizations use logos and graphic designs for a variety of applications: signage, business cards, email signatures, websites, correspondence, and social media sites. Logos connect the media to the business.

Infringement: The logo design, which may include text, should be unique to the business.

Sizing: Consider how the logo will be used during the design process. Size and aspect ratio are critical. The business card aspect ratio (length to width, 3.5 x 2) is a good standard for most applications.

Do not "cram" too much imagery into too small a space. Sizing the graphic relative to viewing distance should be considered.

Image Quality: Images as drawings should be vector not bitmap art. Vector art can be sized from business card to mural reproductions without loss of image resolution or quality. Common vector file extensions: .eps, .ai, or .cdr.

Bitmap art, such as photo images, limits enlargement; it is comprised of tiny pixels (colored shapes) that blend to form an image pattern. When enlarged, pixel edges distort and lose their crisp distinction. Bitmaps should be designed to a minimum of 72 pixels per inch; 300 ppi is even better. Common file extensions: .jpg, .gif, or .png.



Color: Printing services price by the number of colors required in the reproduction process; examples are silk-screening or offset printing. Be considerate of the number of colors and how they interact within the image. White space should be a considered feature of the design.

Simplicity: Avoid too many colors, fonts, images, and ideas. KISS!

Choose the best file for the right application

notes from Jami Gallagher, Freedom Graphics

Bitmap (BMP) Some images, such as photos and scanned documents, may only be available in bitmap files. Request images at or near the size they will be printed or published, since bitmaps lose resolution when resized up or down.

- Good for photos, posters, fliers, web
- File types, .jpg, .gif, .png, .psd, .pdf, .tif

Vector (EPS) When you commission a graphic or logo design, confirm your designer will deliver copies of your files in a vector format for effective use across many applications.

- Best for banners, signs, apparel
- File types include .eps, .ai, .cdr, .pdf, .tif



Simple business graphics, with fewer colors, read better and can save you money, according to Jami Gallagher of Freedom Graphics.

Customers often come to Freedom Graphics for screen printing or embroidery. For designs with six or seven colors, the production quote may come as a surprise. When clients ask how to reduce cost, Gallagher's recommendation is to simplify.

Simple designs still make an impact, she says. "You can do a lot with only two or three colors."

Cardas
Photography



Pictured from top:
Chubby Girl Cheesecakes,
Susan Vanderpool Christiansen;
Foley's Irish Pub, Noel Foley;
Allen and Company
Real Estate, Penny Allen;
(flip side) Hands & Tans,
Evelyn Sweet, Maria Forty,
Heather Brown,
Briana Hutchens-Medina,
Kellie Flynn, Amanda Morgan,
Tim Belmonte, Amanda Fuller



Picture Perfect

Spring 2014

Dear Chamber Members:



It's time to see your business through new eyes!

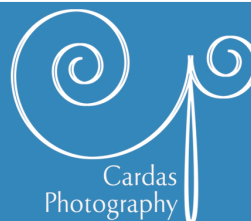
The power of visual communication has rocketed with the rise of digital and social media, making photography a pivotal part of your business promotion. Quality photos and images are more likely to engage your customers than text alone, and the images on your website and printed materials should help communicate your message.

Travel and news media personnel regularly invite the Bandon Chamber to submit professional images that illustrate Bandon. In response to media demand, the BCC has partnered with Angela Cardas, owner of Cardas Photography, to help members promote their businesses—and help the chamber market Bandon.

Read on, and get ready to smile for the camera.

Sincerely,
Julie Miller, Executive Director
Bandon Chamber of Commerce

Bandon Business Marketing Partnership Cardas Photography, Bandon Chamber, & You



Chamber Members Only

- Angela Cardas will come to your place of business – or even out and about, if your business is on the go – and document your business. The session will include opportunities for headshots of all employees, unique products, you in action!
- Use your photos on your website, business cards and brochures, bandon.com, Facebook, and more.
- As part of the chamber partnership, the BCC will archive your images for use in chamber materials, as well as third party print and digital publication; including, but not limited to, travel magazines, newspapers and destination marketing organizations. (Chamber submission is limited to nonpaid promotions; images are not for sale.)
- The program cost for Chamber Small Business members is \$495, including session and complete photo set. This is a savings of \$304, compared to non BCC member pricing. Images available for \$35 each with \$99 session.
- Call Julie Miller for a custom quote for Medium and Large member businesses.

For more program info
Contact Julie Miller at the BCC
julie@bandon.com
541-347-9616

To book your business session
Contact Angela Cardas, Cardas Photography
angela@cardasphotography.com
541-936-2755





Bandon Visitors Center
Open 10 AM to 4 PM
Monday through Sunday
300 Second Street
Bandon, Oregon
541-347-9616
bandon.com

**Bandon Oregon
Chamber of Commerce
2013-14 Officers**
President
Margaret Pounder

Vice President
Peter Braun

Secretary
Angela Cardas

Treasurer
Cathy Underdown

Past President
Bart Stein

2013-14 Directors
Joseph Bain
Dan Barnett
Peter Bauer
Steve Dimock
Marc Dryden
Melody Gillard-Juarez
Chris Powell
Matthew Whitmer

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III

Picture This!

A conversation with Angela Cardas, Cardas Photography



Angela Cardas Meredith started Cardas Photography in 2004. She moved back to Bandon, (she is a BHS graduate), and set up shop on the coast in 2009. Five years, and countless shutter clicks later, Cardas is known in the business community for consistently delivering high quality images that showcase people, places, and events in their best light.

Cardas serves as secretary for the BCC Board of Directors. Here, she talks about the business of photographing Bandon.

Q: Your attitude about documenting people, illustrating each person's unique beauty and charm, hasn't changed since you moved to Bandon. Tell us something you've learned or changed in your photography in recent years.

A: I have become more ingrained in the community, from being involved at the leadership level for the Chamber to volunteering for the Cranberry Festival for the 4th year in a row. And with the support for various non-profit and community activities I've been able to give, I feel like I have connected with so many different kinds of people, and I'm able to capture the heart and soul of this town. The people are really what makes this place special and unique, and I just love delving into their personalities. I think you need to get a little skin in the game, settle down and let people know you are here to stay and that you care about the future of this town.

Q: You're active in professional groups, such as the Bandon Chamber of Commerce and Oregon Professional Photographers Association. How has leadership in those groups influenced your business model?

A: Becoming more active at a leadership level has helped my business to be more forward thinking. I get a chance to talk to other fellow professionals working in my field to see what the global business issues are. I don't get as down on myself for short term setbacks because I know others have been through the same and overcame them. I think it is very important not to be a "lone wolf" –mistakes don't have to be made over and over again. You can learn from others and set a different course right away. I am a firm believer in the saying, "A rising tide raises all ships."

Q: Why is professional photography a good investment for business owners?

A: We have become a much more visual society. There are very few places in media today that don't use photographs as a main subject. Newspapers are expanding their photography features; magazines, Facebook, blogs, Instagram –all contain photographs! People are moved by photos, many people can connect with a photograph for different reasons. It could be a smiling face, a well laid out display, new products or services –and it all can be captured in a photograph.

See your business through new eyes: Check the insert flier in this issue for details about the BCC member only Cardas Photography program.

Bandon business owners utilize professional photos for their business cards, fliers and posters; in-store displays; bandon.com business listing; websites and social media sites; to accompany articles in newspapers, trade publications, magazines and more.

Ask Angela Cardas about other creative uses for your images.

Contributed Images cover Heidi Hoss and Noel Foley at Foley's Irish Pub by Cardas Photography; page 2 Evergreen Creations, Freedom Graphics; insert photos provided by Cardas Photography; page 6 Bandon Rotary; BCC Newsletter © 2014 Bandon Chamber of Commerce



Tuesday Tune-Up Business Development Series II

8 to 9 AM, April 15 and 22, 2014

Best Western Inn at Face Rock

Contact the BCC for registration

Bandon Business Fair

1 to 7 PM, April 17, 2014

Bandon Community Center, 1200 11th St. SW

Sign up at BCC

Wine and Cheese Extravaganza

Bandon by the Sea Rotary

6 PM, Saturday, April 19, 2014

The Barn, Community Center, 1200 11th St. SW

Advance tickets at Bandon Golf Supply, Bandon Mercantile
bandonrotary.org

Garden Fair & Plant Sale

Old Town Marketplace, Port of Bandon

10 AM to 4 PM, May 2 and 3, 2014

WHAT'S HAPPENING

More events at bandon.com



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411