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RECENT HOT NEWS

Appointment to BMA Atlanta Board of Directors



The Business Marketing Association of Atlanta (BMA) has appointed Bull's-Eye Creative Communications Principal Partner Patrick Carlson to its board of directors for the 2014-2015 term.

Patrick has extensive experience with Atlanta's marketing and creative services industry having previously served on the boards of the American Marketing Association (AMA), Graphic Artists Guild, American Institute of Graphic Design (AIGA) and The Freelance Forum.



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Welcome New Clients!



Bull's-Eye would like to welcome 4 new clients! The Bookvetter company is an author and reviewer services website. This unique service assists authors with obtaining and screening reviewers to write reviews of their books.

Himex, based out of Scottsdale, Arizona is a company that develops usage-based insurance software for corporate fleet management programs. This software combines telematics systems with a 3D interface to increase user engagement.

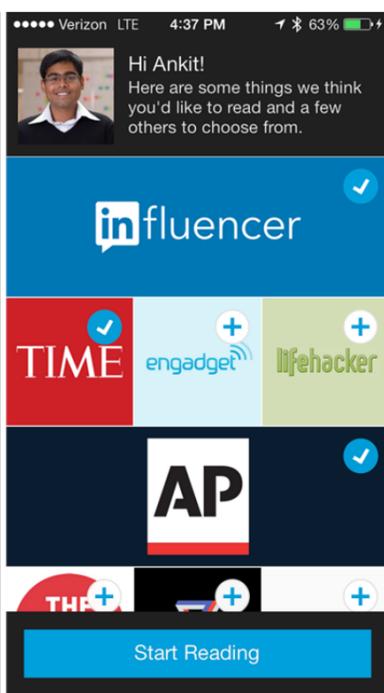
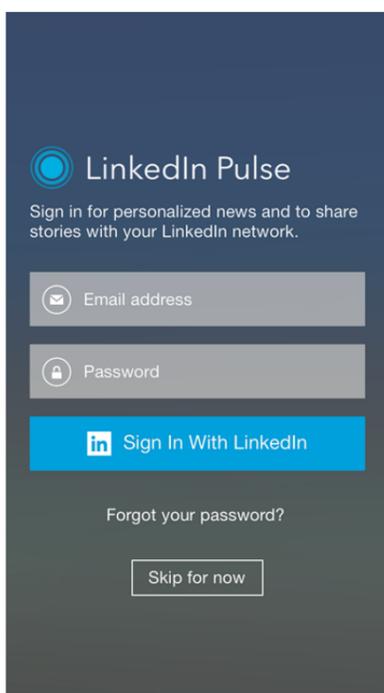
Exedin, in Namibia, Africa is a software education and training center for the Windows platform. They give training on the full line of Microsoft products.

Arbor Wood Products is a company that designs and builds prefabricated pole barn kits for customer throughout the Southeast and internationally. We look forward to working with both new clients on their marketing creative service needs. Glad to have you onboard!



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Interested in Publishing on LinkedIn Pulse? Want to Know How?



I've been trying for months to figure out how to crack the code on how to publish on LinkedIn's Pulse community. It seemed as elusive as the da vinci code! I search quite a bit and found nothing about it anywhere. It seems the only way one could publish on the Pulse platform was to have been invited into the community. How to be invited? That is still an unexplained mystery.

LinkedIn is now slowly opening up it's publishing platform to all users. I've found some information on it that you can use to begin the process of getting your posts onto the social networks publishing platform. Here are some links to information on the subject:

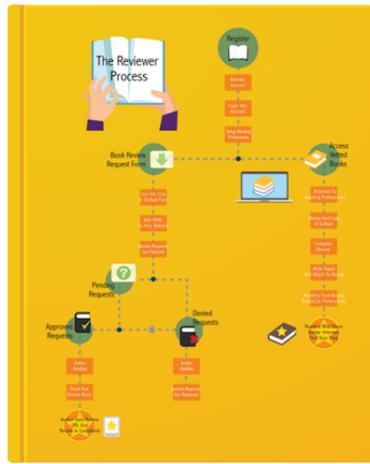
continued...Interested in Publishing on LinkedIn Pulse? Want to Know How?



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The Author Bookvetter Process Info-Graphic Process Chart



The Reviewer Bookvetter Process Info-Graphic Process Chart

Bookvetter Books A Great Process for Authors and Reviewers

Bull's-Eye was commissioned by Bookvetter to design info-graphical organizational charts to illustrate its user processes. The company is an author and book reviewer website. This unique service assists authors with obtaining and screening reviewers to write reviews of their books.

Bookvetter found its users had a difficult time understanding the two distinctive path processes, Author and Reviewer when using the site. Bull's-Eye created a set of two graphical charts to show the user paths step-by-step. These new user path charts are clean, colorful, concise and help the user fully navigate the websites functionality. (Click the thumbnail images to go to a larger view of the info-graphics.)



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Perfect Affinity Brand Identity Comes Together



When this computer systems integration company, Perfect Affinity, wanted a new brand identity, they were looking for something that conveyed that they helped "get networks together". Bull's-Eye evaluated the current brand, gave recommendations for improvement and then developed one that better fit the new direction.

Using abstract arrows, the new brand mark conveys this subtle message of coming together with four arrows intersecting. The rebranded identity was used for stationary, brochures, advertising, promotional items and trade show presence. (Click the thumbnail image for a larger view of the branding and marketing collateral.)



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