



September 2020 Newsletter

Impressive design gets the word out



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"And the sun took a step back, the leaves lulled themselves to sleep, and autumn was awakened."

– Raquel Franco



First impressions matter now more than ever. If you can create a visually impactful, emotional connection with your branding, customers will respond. In today's world, eye-catching design can be the difference between winning the sale or losing a potential client.

Customers are bombarded by advertising every second of the day. Well-designed business collateral like brochures and posters can help a business break through the clutter and have meaningful connections right from the start of the user experience.

Design tips to create unforgettable marketing. Great design can be hard, but these simple tips can help your designs become that much more engaging.

* Eye-catching color

Color makes everything more enticing. Grab customers' attention and build excitement with beautiful pops of color that represent your brand.

* Impactful imagery

A picture is worth 1,000 words. Choose relevant, high-quality photography to make food look delicious, products come to life and your space look inviting.

* Striking fonts

It's not just what you say, but how you say it. Choosing a font that is easy to read, aesthetically pleasing and on brand can help carry your message a long way.

* Beautiful simplicity

Scientific studies have proven that some scents, like lavender and jasmine, have a calming, relaxing effect and can be great in the



bedroom to help soothe you before bedtime. Consider adding a diffuser and essential oils.

Less can be more. It's easy to go overboard with design by adding in too many distracting prints and patterns. Keep it simple by steering clear of unnecessary copy, colors and font variations.

With so many companies and brands competing for attention, design is one of the best tools to utilize to separate yourself from the crowd. Introducing the new FedEx Office design tool

As a business owner, your time is valuable and often limited. Between running your business and managing you team, finance, HR, operations and customer service, you may be short on time to develop and design marketing collateral.

FedEx Office's new design tool makes it easier for business owners to create the professionally printed materials they need to reach and connect with their customers.

Easy to use

- Drag and drop functionality
- No need to learn complicated software
- Access to thousands of stock images, templates and fonts

Flexible options

- Design and print posters, menus, flyers and more
- Explore custom templates tailored to your needs
- Save functionality to tweak designs or reprint favorites

Refreshingly convenient

- Design and print from anywhere, anytime
- Get professional-quality design without spending designer prices
- Fully integrated into the FedEx Office print network for end-to-end design, production and delivery

With access to millions of images and illustrations, an extensive library of templates, and a simple drag-and-drop interface, you can design virtually anything and print at more than 2,000 FedEx Office locations across the U.S. Ready to take your designs to the next level?

<https://www.brandpointcontent.com/article/35071/impressive-design-gets-the-word-out>

Trivia Game

What year was Heinz established?

- A. 1869
- B. 1868
- C. 1867
- D. 1866

Which city had the first ever fashion week?

- A. Paris
- B. Los Angeles
- C. New York
- D. Milan

What's a baby rabbit called?

- A. Kit
- B. Bun
- C. Kid
- D. Chick

What fruit takes the scientific name *Mangifera indica*?

- A. Pineapple
- B. Mango
- C. Lemon
- D. Coconut



4 driving tips that can help save lives and lower your insurance rate



Bad driving habits aren't just obnoxious, they're also dangerous - motor vehicle crashes are a leading cause of death in the U.S., with more than 38,000 people having lost their lives and nearly 4.4 million injured in collisions in 2019, according to the National Safety Council.

"Many car collisions are entirely preventable," said Kevin Quinn, vice president of claims and customer experience at Mercury Insurance. "The simple solution is for drivers to be responsible, obey traffic laws and stay focused on the road. Don't play with your phone while you're driving, don't speed and don't drink and drive. And if you practice these things regularly and keep your driving record free of accidents and traffic violations, it could lower auto insurance rates. "

Quinn recommends the following four tips to stay safe behind the wheel.

1. Remove distractions. The majority of crashes are caused by distracted drivers. Driver distractions extend beyond texting - anything that takes your attention away from the road is a distraction. While you should put your phone away when behind the wheel, some driving tech can actually help improve your driving habits, such as a usage-based insurance program that comes with a virtual coach to let you know how you can improve behind the wheel.

2. Maintain proper following distance. Following a car too closely reduces the time you have to react if the car you are following suddenly slows or stops. This can lead to a rear-end collision, which is the most common auto insurance claim, according to Mercury Insurance. Make sure you give yourself enough time and distance to react to the car in front of you. You should always maintain at least three seconds of space in between your vehicle and the car in front of you - and during bad weather conditions, five seconds of space is recommended.

3. Be aware of your speed. Speeding is one of the most common causes of traffic-related deaths, so pay attention and stick to posted speed limits - they're there to keep you safe. Give yourself some extra time for

Cheeseburger Meatloaf



Serves: 8

Prep Time: 20 mins.

Cook Time: 1 hr.

Total Times: 1 hr. 20 mins.

Ingredients

- 6 tablespoons chopped onion
- 4 tablespoons margarine
- 6 cups peeled and cubed butternut squash
- 3 cups water
- 4 cubes chicken bouillon
- ½ teaspoon dried marjoram
- ¼ teaspoon ground black pepper
- ⅛ teaspoon ground cayenne pepper
- 2 (8 ounce) packages cream cheese

Directions

1. In a large saucepan, saute onions in margarine until tender. Add squash, water, bouillon, marjoram, black pepper and cayenne pepper. Bring to boil; cook 20 minutes, or until squash is tender.
2. Puree squash and cream cheese in a blender or food processor in batches until smooth. Return to saucepan, and heat through. Do not allow to boil.

<https://www.allrecipes.com/recipe/12974/butternut-squash-soup/?internalSource=hub%20recipe&referringId=631&referringContentType=Recipe%20Hub>



your drive so there's no need to rush and be sure to exercise extra caution while driving in bad weather.

4. **Pay attention to other drivers.** Safe driving isn't just about your behavior, but also depends on those around you. Don't assume other drivers are being attentive - they may be distracted and not see the stop sign or traffic light ahead of them. Use caution when entering and exiting parking spots, turning, entering intersections and changing lanes on the freeway, especially if you're driving in heavy traffic or late at night when other drivers may let their focus wander.

"Drivers may also want to consider enrolling in a usage-based insurance program to help improve their driving skills," adds Quinn. "These apps and devices allow drivers to get a crystal-clear view of their behavior and see which areas need some improvement. Plus, auto insurance customers who enroll in these programs may even qualify for a discount."

<https://www.brandpointcontent.com/article/35675/4-driving-tips-that-can-help-save-lives-and-lower-your-insurance-rate>

Back to school: How to set up your kids for success in 2020



Back to school is always filled with excitement, anticipation - and maybe even a little dread - as summer comes to an end. This year, fall might look a little different. But whether your kids are getting ready to go back to school in person or not, it's important to make sure they have nutritious meals to power their brains and bodies throughout the day.

To help you set up a healthy routine, Produce for Kids is launching the annual Power Your Lunchbox program.

Here's how you can use the program to benefit you and your kids:
Lunchbox inspiration

It's easy to get stuck in a rut with weekday meals. From breakfast to



dinner and all the snacks in between, Power Your Lunchbox has tasty and nutritious ideas and recipes to keep your kids on their toes. Plus, you can get helpful tips for easy, on-the-go foods when you're in a time crunch - like Chickpea Salad Stuffed Mini Peppers and Southwest Quiche Muffins.

Live cooking demonstrations

Check Instagram and Facebook for regular live cooking sessions the whole family will enjoy. And on Aug. 20 at 4 p.m. ET, join the #PowerYourLunchbox Twitter party to get answers to all your back-to-school questions around fueling kids' minds, staying organized, distance learning and meal prep.

Distance learning resources

Power Your Lunchbox not only spotlights kid-friendly and registered-dietitian-approved lunch ideas, they also feature valuable tips and content to help families navigate a fresh school year and new or unfamiliar ways of learning.

Health resources

Keeping immune systems in top shape and maintaining mental health will be top of mind this school year as families navigate various ways of learning. The Power Your Lunchbox program offers the multi-purpose resources parents and kids need to stay healthy, feel great and focus on education.

Fresh food donations

This year, the Power Your Lunchbox program is working with several produce brands to help increase access to fresh produce for children and families. These brands are making a \$14,000 donation to the United Fresh Start Foundation to increase access to fresh produce in schools. The program has already raised over \$150,000 to benefit charities that support families around the country.

No matter where your kids are for back to school, these resources will help you keep them healthy, properly fueled and engaged. For more information, visit poweryourlunchbox.com.

<https://www.brandpointcontent.com/article/35502/back-to-school-how-to-set-up-your-kids-for-success-in-20>

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