



TIPS & TRICKS
from the Orvis Design Team

Who, What, Where, Why

ORVIS
DESIGN TIPS & TRICKS



Volume XII Number 2
Our 41st Year

Inside
New England Patriots tackle and 3-time Super Bowl champ Matt Light talks about sporting clays, hunting, and giving back to kids.
page 3

Help protect the tigers of Cambodia
page 4

Orvis fine shotguns and assignment guns
page 5-7



Orvington Boot

Complete waterproof comfort. **Now save 25%**

by Eric Roland
Editor in Chief, The Orvis News

I've worn a lot of different boots for upland hunting. Many of them have served me well on the hard-scrabble terrain here in New England. But as good as many of them were, often they came up short, literally, when I counted cost. Upland cover often brings me to wet swampy areas, especially when hunting woodcock, and I always encounter creek and stream crossings that need crossing. Even the best 12" or 13" boot is often not enough, and I find myself rock hopping or wading across a mossy slick bog, or just plain getting into water that goes over my boots. My feet get wet and then they get cold.

The bottom line is, there are waterproof boots, and there are water-proof boots that are tall enough to wear in all cover and conditions. Wet



Orvington continued on page 4

Bird-N-Lite Field Coat

Save your back and your wallet. **Now just \$200**

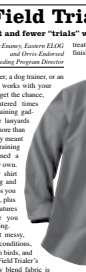
by Jim Cooper
VP Orvis Rod & Tackle

When I've all been there before, I know I have. I'll be enjoying a great morning of upland hunting, but by midday I begin to get hot and tired. I feel weighed down and can lose focus. Often, the weighed-down feeling comes from my jacket not sitting right on my frame. Between my shells, the back, hand, a water bottle, and that extra shirt tucked into a pocket as the morning warms, all the upland jackets I've worn throughout the years have distributed weight poorly. The game bag, the shell pockets, and the jacket can hang awkwardly, putting too much burden on my lower back. I find myself constantly shifting and adjusting the load to get comfortable, but that comfort is short-lived. This not only can tire me out more quickly, but can lead to a sore back the next day.



The Bird-N-Lite jacket changes all that. It's the first and only jacket to distribute the weight of all your gear and game evenly—better than any other upland jacket out there—in its yoke back, far less and over the load so you not only stay more balanced and stable, but heavy shells sagging in the neck more than with other jackets in the field. Period. How's it do it? With an

innovative interior strap design that works with your dog wherever you get the chance, you've likely encountered times when you had more training pads than your shirt or handkerchiefs, or rained more than one good shot but really meant for the field. While training my sprang, I've missed a few "good" shots of my own. Our new Field Trialer shirt was made with training and hunting in mind. It keeps you comfortable on the field, plus it has performance features made specifically for you when training and hunting.



Field Trialer continued on page 2

NEW Field Trialer Shirt

Get more comfort and fewer "trials" when dog training in the field

by Scott McEwen, Eastern ELIIG and Orvis Endorsed Dog Breeding Program Director

If you're a field trialer, a dog trainer, or an upland hunter who works with your dog wherever you get the chance, you've likely encountered times when you had more training pads than your shirt or handkerchiefs, or rained more than one good shot but really meant for the field. While training my sprang, I've missed a few "good" shots of my own. Our new Field Trialer shirt was made with training and hunting in mind. It keeps you comfortable on the field, plus it has performance features made specifically for you when training and hunting.

Field work can get messy, with muddy and wet conditions, dog slobber, blood from birds, and the like. That's why the Field Trialer's 4.1 oz. cotton and poly blend fabric is

ORVIS
SPORTING TRADITIONS
Since 1856

January/February 2008
Manchester, Vermont 05254



SAVE \$50
Save Off Red Hills Brazer Pants

SAVE
on select hunting gear and clothing

Save on Vests • Jackets
Shirts • Pants
Decoys • Knives
and more!

Do your Marketing Homework

When considering how to design a piece of advertising, it is helpful to know what type of market you are speaking to – your local newspaper readers, or a fly-fishing magazine...you need to know how to “speak” to each type of reader.

Who are your customers? **What** are you offering them? **Where** can you “speak” to them? **Why** is that the best choice for your business?

Free! Sale! BUY!

ORVIS®
DESIGN TIPS & TRICKS

ORVIS®
WINTER 2008



SALE

Save up to 50% on selected men's and women's apparel, fishing gear, and gifts at your local Orvis store.



**Sporting clays.
Corporate facilities.
World-class instruction.**

It's all waiting for you at Orvis Sandanona and the Orvis Shooting Grounds at Barnsley Gardens.



Orvis Sandanona



Orvis Shooting Grounds at Barnsley Gardens

Whether you're new to the sporting lifestyle or a lifelong shooter, we have activities and instruction tailored to your abilities. We offer:
Orvis Wingshooting and Fly-Fishing Schools • Spectacular clays courses
Private lessons • Corporate events • completely stocked Orvis Pro Shops

Please take advantage of the coupon below and save \$25 on a round of sporting clays, professional instruction, or your next visit to the Orvis Pro Shop.

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Orvis Sandanona
311 Sharon Turnpike 41A | Millbrook, NY 12545 | ph: 845 677 9701
www.orvis.com/sandanona | Store hours: Monday-Sunday, 9am-5pm.

Orvis Shooting Grounds at Barnsley Gardens
597 Barnsley Gardens Road | Adairsville, Georgia 30103
ph: 770 772 9230 x 2800 | www.orvis.com/barnsleygardens
Store hours: Monday-Saturday, 9am-5pm; Sunday, 9am-5pm.
Sporting clays: Monday-Saturday, 9am-5pm.

Bring this coupon to Orvis Sandanona or the Orvis Shooting Grounds at Barnsley Gardens

save \$25
off your next purchase of \$50 or more.



1120015

FREE Floating Wonderline
with any BBS or BMA reel purchase
Save up to \$69!



Battenkill Mid Arbor



Battenkill Bar Stock

Purchase any Orvis Battenkill Bar Stock or Battenkill Mid Arbor fly reel and receive a FREE spool of Floating Wonderline, a \$59-\$69 value.

ORVIS
ROD AND TACKLE

Call to Action

When designing a piece, don't forget the main purpose of the advertising—to sell! You have to give the reader a clear path to take. This can be as simple as remembering to place a phone number in a prominent place. Or it can be more detailed and can include such elements as coupons, special offers, or a web address. This should be both the starting and ending point of your design. Know before you start what your objective is, and end by critically examining your ad to make sure that it meets that goal.

Be Consistent.

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INTRODUCING
THE HELIOS
ORVIS

THE WORLD'S LIGHTEST FLY ROD. TURN PASSION INTO ADDICTION.

The world's lightest fly rod is also the best. Why? For the first time, thermoset thermo-plastics are used in the entire blank for a fly rod that's lighter than any other. And its exclusive Precision Power Taper™ is straighter and steeper for a superior, smoother transition of power from tip to butt. You'll control the rod better than you ever have before for the best casts of your life. Guaranteed. Fish a Helios. Feel the difference. Learn more at www.orvis.com/heliosrod

ORVIS
ROD AND TACKLE
www.orvis.com/heliosrod

INTRODUCING
THE HELIOS
ORVIS

THE WORLD'S LIGHTEST FLY ROD TURNS PASSION INTO ADDICTION.

ORVIS
ROD AND TACKLE
www.orvis.com/heliosrod

*WARNING: Due to the light, responsive, and accurate nature of the new Helios, you may be afflicted with a burning need to fish far more than you ever have before, simply for the joy of waving the best stick ever made. For more symptoms and their causes visit www.orvis.com/heliosrod

INTRODUCING
THE HELIOS
ORVIS

THE WORLD'S LIGHTEST FLY ROD. TURN PASSION INTO ADDICTION.

The world's lightest fly rod is also the best. Why? For the first time, thermoset thermo-plastics are used in the entire blank for a fly rod that's lighter than any other. And its exclusive Precision Power Taper™ is straighter and steeper for a superior, smoother transition of power from tip to butt. You'll control the rod better than you ever have before for the best casts of your life. Guaranteed. Fish a Helios. Feel the difference. Learn more at www.orvis.com/helios

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ROD AND TACKLE
www.orvis.com/helios

3x Rule of advertising

Once you have a style, keep with it a while. It takes at least three appearances for a customer to have memory of your advertising.

Store Recognition

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- Free gun fitting from John Rano, Orvis gun manager/shooting instructor or with John Skinner, Orvis chief gunsmith/chief gun fitter
- \$200 voucher toward your own custom-fit Orvis shotgun
- Free Scotch tasting and complimentary hors d'oeuvres
- Free evaluation of your own quality shotgun (excluding semi-autos) for consignment sale with Orvis, an ideal opportunity to sell that shotgun you no longer use.
- View Orvis custom side-by-side and over/under guns
- Discuss your shooting challenges

3255 Peachtree Rd NE | Buckhead Square | Atlanta, GA 30305 | 404 841 0093 | orvis.com/atlanta

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Since 1856

DALLAS

Orvis offers distinctive men's and women's apparel, gifts for the home, dog beds and accessories, wingshooting gear, and the world's best fly fishing equipment.

8300 Preston Road | Dallas, TX 75225 | 214 265 1600 | orvis.com

THE ORVIS COMPANY

REQUESTS THE PLEASURE OF YOUR COMPANY AT A

SPECIAL EVENING FOR MERRILL LYNCH CLIENTS

THURSDAY, 29 NOVEMBER 2007 6-8PM

ORVIS CHICAGO
CHICAGO, ILLINOIS

SAVE \$50 ON YOUR ORVIS PURCHASE OF \$100 OR MORE
WITH THIS INVITATION ON THURSDAY NOVEMBER 29TH.

COMPLIMENTARY COCKTAILS
AND HORS D'OEUVRES

ORVIS
SPORTING TRADITIONS
Since 1856

PLEASE RSVP 312 440 0662

ORVIS CHICAGO | 142 E. ONTARIO STREET | CHICAGO, IL 60611 | 312 440 0662 | WWW.ORVIS.COM

PRINTED ON 100% RECYCLED PAPER

Logos & store information

Logos & store information must be on all advertising you do. Their importance is key in getting contact from customers, so be sure they are on your piece, whether the logo or information is big or small.

Spacing & Align

ORVIS®
DESIGN TIPS & TRICKS

FREE FLY BOX

Buy any 2 Watershed Fly Boxes
and get a 3rd one of equal or
lesser value for FREE!

Valued at \$24.95-\$39.



ORVIS

Spacing & Alignment

Check the alignment of frames, text, pictures and captions. It should be consistent throughout your designs. Be sure every choice you have made is purposeful. Also check spacing between headings, paragraphs, and pictures. The spacing should be consistent throughout your work.

HELIOS
ORVIS

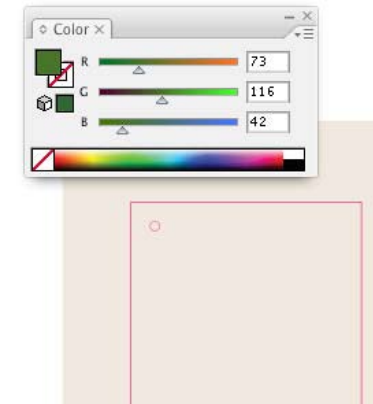
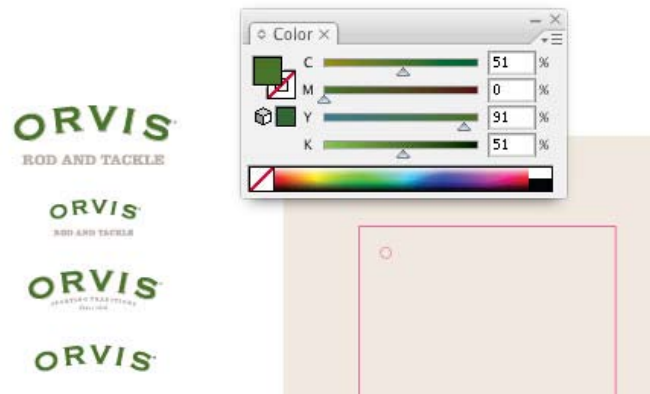
TURN YOUR PASSION INTO ADDICTION
WITH THE WORLD'S LIGHTEST FLY ROD

The world's lightest fly rod is also the best. Why? For the first time, thermoset thermoplastics are used in the entire blank for a fly rod that's lighter than any other. And its exclusive Precision Power Taper™ is straighter and steeper for a superior, smoother transition of power from tip to butt. You'll control the rod better than you ever have before for the best casts of your life. Guaranteed. Fish a Helios. Feel the difference. Learn more at www.orvis.com/helios

ORVIS

Saltwater also available

CMYK vs RGB



Cyan, Magenta, Yellow and Black
(K is notation for Black to avoid being confused with Blue)



Red, Green and Blue



RGB color is used on your screen, most digital images shot with your camera, and anything used on the web. Most printed materials are created by way of CMYK.

It is always best if you do your own RGB to CMYK conversion!

Convert all images and graphics to CMYK prior to sending your files to a printer. You will have more control over the appearance of your printed piece as you will see how the images look once they are converted. If need be, you can always adjust the image slightly after conversion to more closely achieve the desired color.

For best results, we recommend working in CMYK mode whenever possible. Some applications like Photoshop and Illustrator actually allow you to work in different modes so be sure to choose the correct one!

Headline

Subhead

Main body copy

Sans Serif Font

Serif Font

Script Font

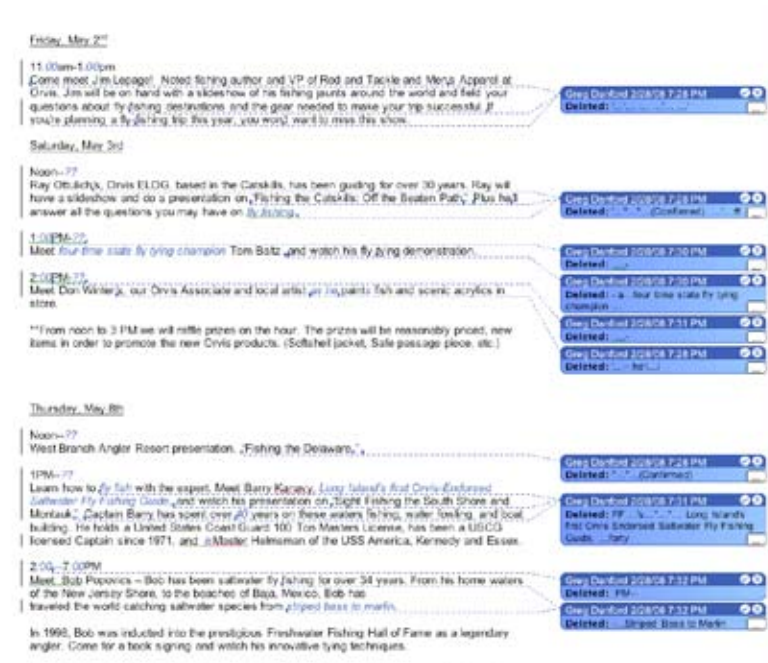
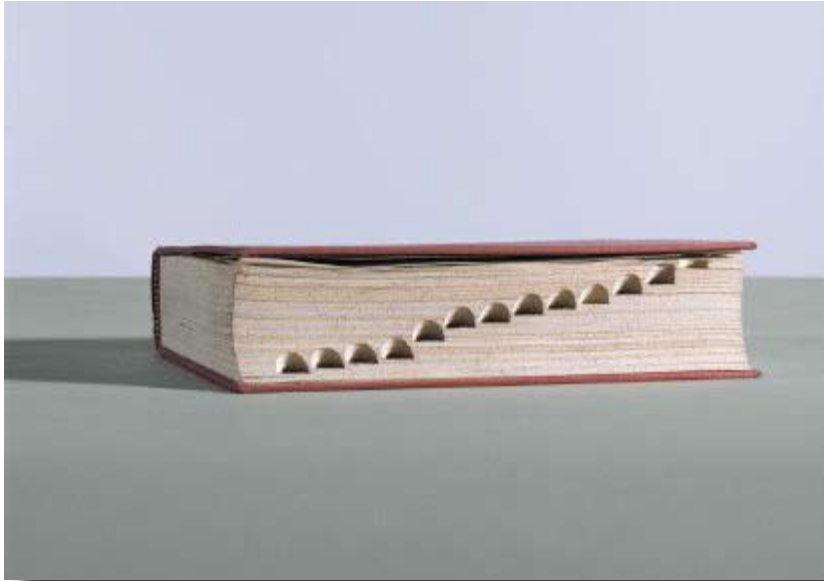
Sizes and styles matter.

Stick with just two fonts: a sans serif font (like Arial) for headlines and a serif font (like Times New Roman) for the text that gets read. Orvis uses all serif fonts for all typography. Sans serif fonts are clean and look modern but they are actually very hard to read. Serif fonts have those tiny little “serifs” on the edges of the letters and that reduces eyestrain among readers and makes the words easier to read. Script or “fancy” fonts should be used very rarely, or for special occasions.

Pick 3 font sizes. Your heading text should be twice as large as your normal text and your subheading text should be halfway between.

Keep all type 8pt or larger on ads – they will often become illegible in a newspaper if smaller.

Proofing your work



Spelling and Punctuation

Don't forget to check your spelling, punctuation and grammar. It's a good idea to have or pay someone else look at it too. They may see something you've been looking at and missing.

Print a Hard Copy

Checking for spelling errors, spacing problems, inconsistencies, and design problems is much easier on a hard copy. It's very easy to miss mistakes in your document when you're looking at it only on the screen. Print it out and look at it.

Mistakes to Avoid

Too much clutter

Don't forget the importance of white space. If you can't fit in all the information you had hoped to, go with a larger sized paper or ad, also consider editing down your information to a more manageable amount.

Unclear message

Make sure you know what you are trying to get your reader to do before you start to design anything. Keep this objective in mind at all times and review your ad when you are done to make sure this has been accomplished.

Errors

Even though it may seem easy to proofread such a small set of type, sometimes errors show up and are glossed over every time. To be safe, have someone else review your work for you also.

Lack of contact information

This common error is particularly frustrating for potential customers. You may have convinced them to contact you or purchase your products, but if they can't easily find contact information, they will probably not bother to look much further.

Why hire a designer?

Sometimes you need help getting started, projects are too numerous for you too complete, or just plain old too complex. These are all good opportunities to hire a skilled graphic designer to help promote your business, they do everything for you.

Why do they ask so many questions?

When you decide to go ahead and hire a graphic designer, he/she should ask you a lot of questions. If they don't, don't hire them. Not only does a lack of questions show their inexperience, but also a lack of interest in your business. When the graphic designer asks questions about the way you do business, you can be sure that the graphic designer has advertising savvy. Creating a clever graphic design for your business should always be balanced with the need for common sense marketing.

Questions to ask a designer

Here are some questions to ask a potential designer to help get a sense of whether they're a good fit for you:

Ask about:

- Their experience and design process.
- Who's going to do the actual work — them, or assistants?
- What fees/costs are involved?
- What deliverables will you receive for that fee?

Ask for:

- At least three to five design options, or 3 proofs/opportunities for change, included in their initial fee.
- Color palette, pantone numbers, and all digital files both for print and for the Internet.
- A signed agreement giving you ownership and copyright of all designs.

Tell them:

- What the company name represents and what your company does.
- Who your target market is — age, industries, concerns, etc.
- What you want your customers to feel about you.
- Whether you want a traditional or more innovative approach.
- What color palettes you like or dislike.
- Who your competitors are and how you're different.

QUESTIONS?



THANKS!

from the Orvis Design Team