

Ashlar-Vellum Channel Partner Newsletter

April 2012

New Banners

Check out the new banners on our home page. Many of you have created images that are included there. Click on them and you'll learn more about the Drafting Assistant and how it makes Ashlar-Vellum software the most intuitive CAD solutions ever.



New v9 Icons

The product icons for v9 of Cobalt, Xenon, Argon and Graphite are in development. These are the icons that appear in the user's dock, desktop and applications folder to launch the program. They do not replace the 3D product logos. A conscious decision was made to keep the icons simple, especially in their smaller sizes, with minimum 3D detailing. This is because the details show as mere clutter for users running in high resolution on small screens.



Latest version of v9 icons, not necessarily final yet.

New Ashlar-Vellum Designer of the Week Featured on Home Page

Over the next month we will be developing a new feature on our home page focusing on our designers' success using Ashlar-Vellum software. As envisioned, a banner will link to a new page that changes weekly, introducing that designer and their story, plus a link to the page with their complete story. We'll repurpose some of the graphics developed for our Proven Success email campaign as well as some of the things used in the stories. The weekly change will support our standings in search engine rankings, keep the focus on our customers' successes and keep things fresh.

If you or one of your users has a success story that it's time to tell, let us know. We'd love to trumpet their success.



Call for new Gallery Items

We're always looking for new items designed in Ashlar-Vellum software to feature in our Gallery. If you or any of your customers would like to show your designs, we'd be pleased to show them. Credit is always given to the designer, company and even client as appropriate.

Current Gallery items are organized into the following categories:

- Drafting
- Consumer
- Furniture & Home Furnishings
- Housewares
- Electronics
- Packaging
- Medical
- Business & Industry
- Environment
- Architecture
- Mechanical
- Transportation:
 - Automotive
 - Marine
 - Aerospace & Aviation
 - Other Vehicles
- University & Design School Students
- Girlstart Summer Day Camp
- Award Winning Designs
- Sketch Rendering
- Movies

