





STRATEGY BEFORE DESIGN

It's crucial to identify who your consumer is, and where they are going to find your product.

Before any design process can begin, we have in-depth conversations with you and your team so we better understand your product and company goals. We will also discuss your direction, criteria, ideas, deadlines and budget.

We can then formulate a strategy unique to your brand and its products.



BRAND DEVELOPMENT

Brand development is what separates your company and products from the competition.

Your brand is the personality of your business and defines your image. The logo, packaging, website and everything else you put out in the world encapsulates your brand. It's what evokes emotion with consumers and gives them confidence to choose your product/service.

Lets team up to create a lasting and memorable brand.





PACKAGE DESIGN

Whether your product is displayed in a store or on a retailer's web site it needs to have IMPACT.

From concept to market we will create packaging that will get your product noticed and uphold your brand. If you have a singular product or a multi-product line we can develop the right packaging strategy for you.

We've been helping our customers create on target packaging for over 25 years.



PROCESS & PRODUCTION

Every panel of your packaging is critical to its success... Not just the front.

We understand that UPCs, dielines and printer specs can be intimidating. From sell copy to regulatory information our creative team will help guide you through the entire process.

We prepare print ready files the CORRECT way so you don't have to worry about it.





STANDARDS & GUIDELINES

Consistency is the keystone to any successful brand. A style guide will keep your brand standards on track.

Your style guide should define the details of your brand, photography, typography, colors, proper logo usage and how all artwork is formatted. This is how you build and maintain brand consistency across all platforms.

We can help you create a style guide that defines your brand.



PRODUCT VIDEOS

Product videos can quickly explain unique features & selling points.

Videos help consumers make purchasing decisions and strengthen brand recognition. They are great for supplying key information as well as introducing new products. Videos can easily be integrated into your social media & online market campaigns.

Our video team can develop compelling product videos that keep consumers engaged.





WEB & ONLINE PRESENCE

You've got great packaging and a unique story to tell. It's time to share it with the world!

Your website and online presence is where your brand gains legitimacy and trust. Having a strong online and social media identity is important when showcasing your product and brand around the globe.

Lets work together to create your website and all your social media assets. Ready. Set. Post!



3D IMAGERY & MOCKUPS

3D Imagery and mockups are a great way to show off your packaging BEFORE it's produced.

Part of our design program includes **3D imagery** of your package that can be used in all your social media, sales and marketing materials.

In some instances you will need actual printed samples of your package. We can create physical low quantity **mockups** for trade shows, meetings and presentations.



SALES & MARKETING

Printed and digital marketing assets are still important components of your overall strategy.

Beyond your website there will still be instances where marketing and sales materials are critical components to getting your product in front of buyers and potential customers. Consider:

**Product Information Sheets | Presentations
Trade Ads | Sales Decks | Catalogs
Trade Show Hand Outs | Brochures**



TRADE SHOWS & EVENTS

Your event graphics or booth are just another extension of your brand & identity.

Your graphics should be consistent with your entire brand and at the same time be inviting and intriguing to event attendees.

We can help you make an impression and stand out at your next trade show or event.





CUSTOM ILLUSTRATION

As the old saying goes...
"A picture speaks a thousand words."

Illustrations can add life to text, show the inner workings of a complex product and even develop a playful character for your product. They can be a creative way to support your brand's identity and voice.

Lets make custom illustration and graphics an integral part of your brand.



VISUAL INFOGRAPHICS

Sometimes words or images can't convey your message quickly and succinctly.

Infographics have become increasingly popular because of their ability to quickly convey large amounts of information in a visually appealing and easy to understand image.

Turning data into interesting and informative visuals is something we can help you develop.



WE'RE READY TO CREATE

Since 1997 the Design Department has been offering creative solutions, quick turnaround & cost effective pricing to customers both large and small. When you're ready to get started on your brand or continue its development, we're here to help.

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WEB



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