



MARKETING & COMMUNICATIONS FEATURES

POINT OF SALE



MARKETING MATERIAL



PICTURE LIBRARY



GRAPHIC DESIGN



PRINT & MEDIA MANAGEMENT



MARKETING & COMMUNICATION FEATURES:

- **Point of Sale Design**
Found near checkout areas of retail outlets, point of sale ('POS') is an effective way of stimulating impulse sales and building brand integrity.
- **Product Packaging Design**
Essential and highly effective marketing tool that delivers visibility for your products and builds brand integrity.
- **Brochure and Flyer Design**
Professionally designed brochures and flyers are an economical and effective way to both directly engage and mass market to your consumers. They come in various sizes (DL, A5, A4, or larger) and can also be distributed via email.
- **Multiple Page Document Design**
Creatively designed documents are a definite way to really impress your clients. They come on many sizes (DL, A5, or A4) and can also be distributed via email, but are most effective when printed to a high quality specification.

STANDARD GRAPHIC DESIGN FEATURES:

- **Vector Illustrations**
Because of their small file size, scalable outlined artworks, also known as vector illustrations, are ideal for both your online and print media.
- **Diagrams and Tables**
Simple graphical form of data communication that is essential for your reports and sales documents.
- **Photographic and Stock Image Library**
Access to a wide range of images that can be purchased for your projects with tight deadlines.
- **Digital Photography and Production**
For quick production of photographic images that do not require the glossy finish of a studio shoot. Ideal for your images with online usage.
- **Image Manipulation and Optimisation**
Remove unsightly items in your photographs or enhance their visual quality and then have them optimised for either your online or print media.

PRINT & MEDIA MANAGEMENT:

- **Digital and Printed Proofs**
Essential for quality control of your print and media projects. Review of your project proof before approving the final print production run.
- **Print Product Delivery**
For your convenience, we deliver your print projects free within the Sydney metropolitan area. Delivery for all other areas can be arranged for a small fee.

231178™ DESIGN GRAPHIC DESIGN DELIVER:

- **CUSTOMERS**
Clear understanding of your brand and the benefits available through your marketing.
- **OWNERS**
A powerful platform for the business that aligns the loyalty of customers with your brand, plus great returns on investment ('ROI') through your various marketing campaigns.