



Let your image speak well of you even when you're not there.

CONNECTION GRAPHICS DESIGN SERVICES

Logos

Symbols and logotypes are visual marks customers quickly identify with and associate directly to you. Branding your message can give you a clear competitive advantage; it defines who you are and distinguishes you in the market.

- service
- retail
- association
- technology
- real estate
- financial
- health / fitness
- events / hospitality
- manufacturing
- merchandising
- publishing
- government/municipal

Brochures

Your brochure should be as good as your product or service. Brochures or direct mail pieces have about five seconds to make an impression. Literature that helps consumers select and understand information quickly and easily will make an impression.

- general information
- sales information
- announcement/event
- promotion
- product and service
- capabilities
- introduction
- ways of giving

Press Kits

You want to reach the next level in your market. You can get that coveted prospect with marketing materials that reflect the quality your company promises to deliver. Clean, clear presentations that are relevant to your customers' needs build confidence and resonate with your commitment to quality.

- one sheets
- brochures
- press releases
- presentation folders
- letterhead
- business cards
- flyers
- sell sheets
- testimonials
- book covers
- product/service lists
- equipment lists
- book covers
- video/audio covers

Corporate Identities

Stationery systems are the most visible part of your organization's identity. When all of your materials deliver a consistent message, they become part of a branded environment.

- letterheads
- business cards
- notecards
- notepads
- envelopes
- fax sheets
- invoices
- labels

Advertisements

What are you selling? To whom are you selling? Advertisements can provide general information about your company, promote a special offer, introduce a new service or express support of a cause. Target your message to your audience.

- magazines
- newspapers
- directories
- newsletters
- programs
- flyers

Cards

Everyone prefers to open a card envelope instead of a bill. Cards let customers know you value the relationship. They allow you to express your thoughts in multiple ways.

- notecards
- holiday
- thank you
- birthday
- anniversary
- invitation
- congratulations
- correspondence
- announcement
- sympathy

Publications

Crammed with information and produced on a shoestring budget describes most corporate publications. Sharing news and highlights to members, clients or investors is the goal. The solution is developing visually stimulating layouts while keeping the cost low through experience, creativity and organization.

- magazines
- newspapers
- newsletters
- directories
- catalogs
- programs
- booklets
- annual reports
- manuals
- guides
- programs
- flyers

Visual Displays

Draw people into your booth in those crowded display venues. Help customers find your business location and your products through customized signage and point-of-purchase displays. Let your brand work for you and make an instant connection with your audience.

- window/store displays
- exhibit booths
- tabletop displays
- backdrops
- point-of-purchase displays
- signage
- packaging

Packaging/Display

The appearance of product packaging and brand identity is an important factor in consumer purchases. Market research on color, imagery, and wording helps identify what attracts your target audience and captures repeat sales.

- audio-cassette-cds
- video-VCRs-DVDs
- custom boxes
- custom bags
- shipping envelopes
- custom inserts
- POP displays
- Tabletop Displays
- Trade Show Booths & Signage

Postcards

Capture recipients' attention with periodic, cost effective, postcard mailings. Customize your visuals and message to tie in with your product or service.

- general/informational
- calendars
- new product/service
- thank yous
- moving announcements
- reminders
- events
- seasonal
- new web site
- awareness

Book layout and book cover design

Many authors and editors don't care for the old adage "the cover sells the book." We don't dispute the value of good writing and interesting subject matter. We merely suggest that you compliment your next Pulitzer Prize with eye catching cover design and clear page layouts that invite the buyer to pick it up and not want to put it down.

- cover design
- page layout
- illustration/graphics
- photo scans

Creative Thought

Let Connection Graphics link your message to your audience through innovative and creative solutions.

- copy writing
- consulting

Illustration

In what style do you wish to portray your identity, publication or teaching manual? From whimsical to woodcut, let us add character to your logos, books and programs.

Additional Services

Other services we offer include:

- interactive multimedia
- presentations
- exhibition solutions
- print management

CONNECTION GRAPHICS WEBSITE SERVICES

Website

Add credibility to your brand with a dynamic web presence. Your web site provides customers with instant answers about your company. Whether your site offers online sales or serves your clients as an additional resource for information; ease of navigation and appealing layout will speak volumes about your professionalism and commitment to quality.

Custom Programming:

- e-commerce
- content management
- database architecture
- back office integration

Interface Design

- cd-rom/dvd/kiosk
- HTML based web
- submission forms
- Flash based design and multimedia content

Motion Graphics

- Flash animation
- virtual tours
- streaming media

Web Graphics

- banner ads, etc.
- HTML mark up, etc.
- navigation
- graphic icons
- logos
- creation of pdfs for download

Web management and marketing services

- website tracking reports
- domain name management
- website maintenance
- electronic e-mail newsletter
- virtual tours
- virtual move-in floorplans
- test our expertise! Custom programming solutions

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