

ART Since 1999
VERSION®

Corporate Image

Premedia Portfolio

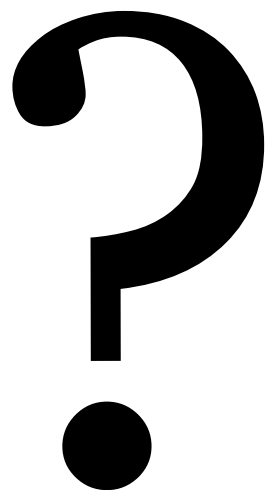


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Add color in your corporate life.
.... Let's talk about corporate image.



...What is
premedia

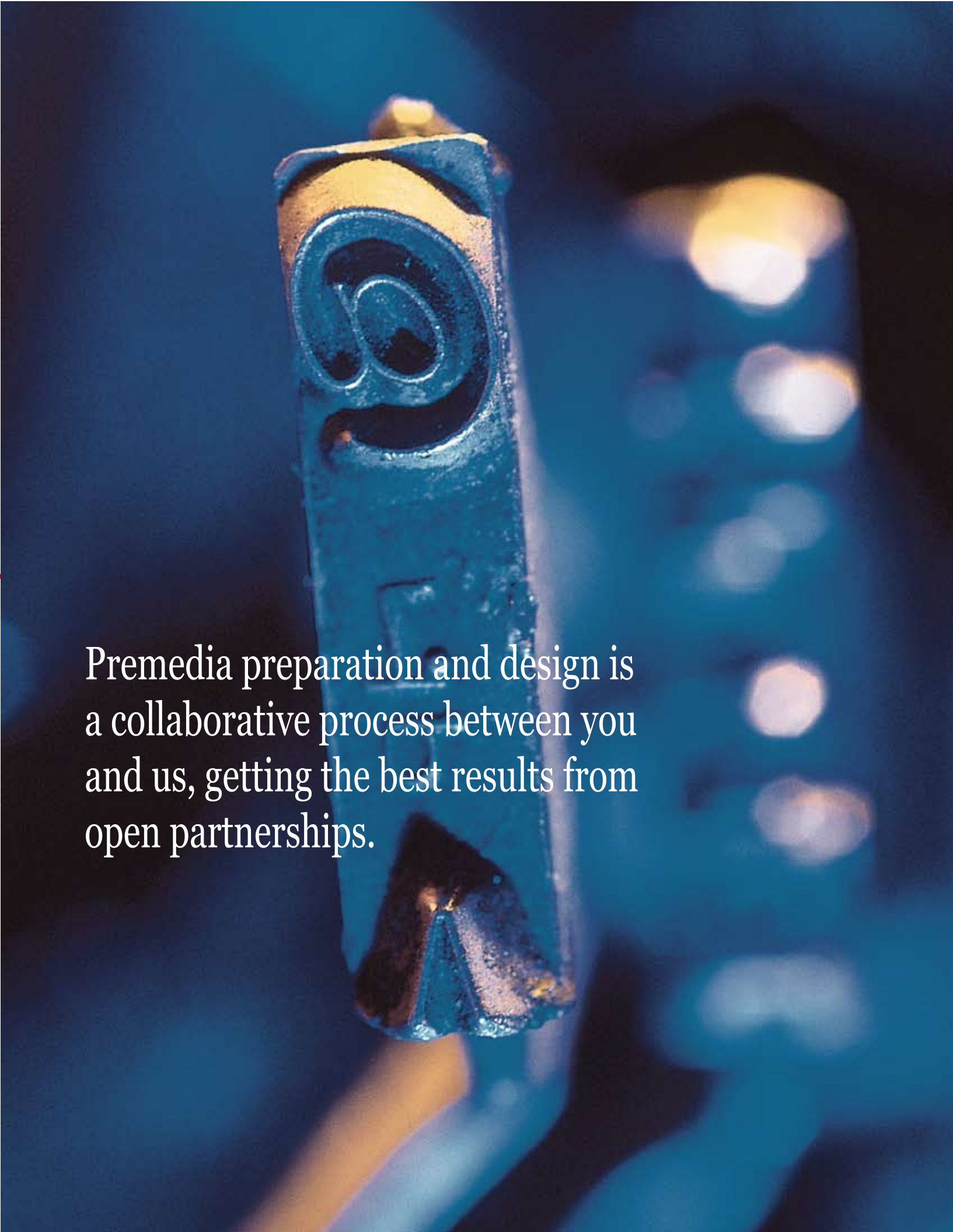


Premedia, is a **creative process** that combines art and technology to communicate. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience.

Let's assume you come up with a new product, want to announce or sell something, or explain and demonstrate a process or technology. In another words you simply have a message you want to **communicate with your clients**. Premedia is visual problem solving, using text and graphical elements as its power tools.

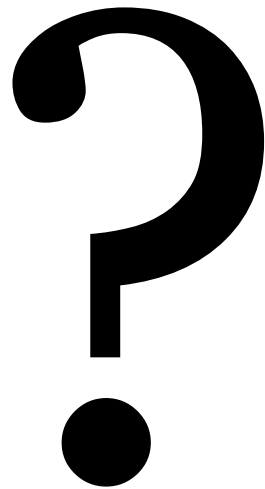
In the good old days, before 2004, the **prepress** process was an unavoidable stop on the road to producing printed catalogs, mailings, brochures, etc. Rather slow and expensive, prepress required a high level of technical expertise and created extra steps and delays.

But in the past few years, **premedia** is taking over. It's still a necessary stop, but the premedia process does more, *costs less*, and is easier to use than the old prepress procedures were.



Premedia preparation and design is a collaborative process between you and us, getting the best results from open partnerships.

...What's involved in a premedia project




Prepress or **Premedia**, covers everything that must be done before a job actually goes to print or production.

Premedia includes design and concepts; drafting the titles, the headlines, and the text; putting the copy on pages; and choosing or creating the accompanying photos, visuals, and graphics.

The completed page layouts are then printed out for proofreading to correct errors in content and colors.

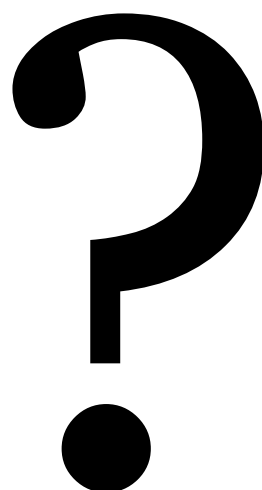
We now use the term "**premedia**" rather than "prepress" because the same principles and processes have gone beyond traditional printed catalogs to cover Websites, CD presentations, E-Mail campaigns, E-Magazines, E-Books and other media.

Premedia also costs less (sometimes a great deal less) than traditional prepress. New technology is used for proofing, assets management, online layout, etc. For starters, it does away with the need to produce expensive hard-copy proofs as well as the need to ship them to staff and clients. Instead, clients and teams can examine proofs on hardware they already own; computers and monitors, and on Internet connections for which they've already paid.



ArtVersion® offers a complete, full-range of premedia services and solutions that manage and organize content for publishing and printing purposes.

...What's involved in a creative process



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We've built our **creative services** around your needs, specializing in production and design for corporate and retail publishing and online presentations. We guide you and help you in the development of effective **corporate materials** with award-winning designs. We are aware that today's marketplace is very competitive and that a quality image and presentation is important in communicating your company's values and in gaining trust from your existing and potential clients.

Our team will consult and work with you and your staff to create materials which best represent the aims of your business and make a visually effective presentation in design, layout and color.

We at **ArtVersion**[®] believe in working closely with the client to offer **real solutions** rather than just generic designs and layouts. These are the very solutions that help you build a bond with your end-users.

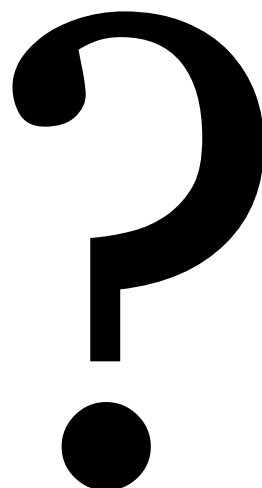
Each creation is well thought-out, starting with the brainstorming sessions, through production and the entire execution, right up to the completion. It is all about planning, managing and trying to focus on the parts that have perhaps been overlooked, challenging assumptions, and seeking alternatives and right solutions.

We build a **team** together and keep that team performing and aiming to publishing perfection. A professional business image, created by the design experts at **ArtVersion**[®], is guaranteed with every assignment we undertake.

A woman with brown hair tied back, wearing a blue blazer over an orange top, is smiling broadly in a meeting. She is holding a blue pen and looking towards the camera. Another woman is partially visible on the right side of the frame, also smiling. The background is a bright, modern office setting with a white table and a laptop.

ArtVersion[®] offers skilled workforce and high quality infrastructure at low cost.

...What's that
we offer



• **CREATIVE**

We offer a broad range of creative services, design, art direction, creative direction, graphic design and production. All work is done by experts who are equipped with the latest collaboration technology and years of experience. From concept to production of catalog pages, retail inserts, flyers, and other promotional pieces, our team of experts can handle all your creative needs and deliver superior results. ArtVersion® is staffed by award winning professionals who will custom design any and all of your company's graphic design needs, from promotional products to advertising and business presentations.

• **PHOTOGRAPHY**

Our professional photographers have done it all, from food, fashion and architectural to object catalog photography, with convenient online tools that make managing and approving photography fast, simple, and efficient. In addition we offer photo retouching and color adjustment services, to make a one-stop shop for any of your projects. Our photographers and art directors focus on meeting your unique needs and can manage and direct all of your photoshoots.

• **PRODUCTION MANAGEMENT**

Experienced production professionals focus on meeting your unique needs. We teamed up with many corporations in order to better serve you and insure you are always getting the best results available on a market. Our partners include many trade print, binding, packaging, presentation, mailing, and duplication facilities that are working closely with us to insure quality and delivery on time. Many of our partner companies are not offering products or services to end users directly; they are working on wholesale or exclusivity bases and we are playing the middle-man role in order to connect you and offer you those incredible products within fair market price.

• **FACILITIES MANAGEMENT**

All the advantages of an in-house operation, without the management challenges or capital investment. Our experts are ready to work on your site and help your staff manage creative projects and developments. ArtVersion® personnel, technology, and expertise are under your direction. Let us manage your projects, together, so you can focus on delivering value to your customers.

• **WEB DEVELOPMENT AND DESIGN**

ArtVersion® offers a broad range of web services ranging from web site design, site re-design, Content Management System (CMS), E-commerce, web development and custom programming in PHP/ MYSQL, copywriting and a stock photography library optimized for web viewing. Due to many years of web design experience we can have your web site up and running very fast without compromising the quality of the work we produce. Simply send us the details of the site you would like created.

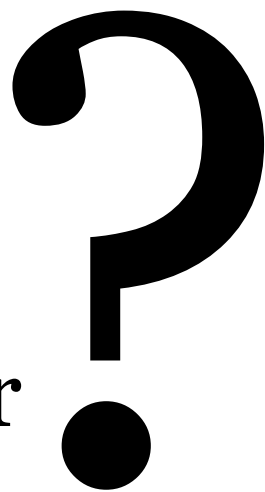
• **ONLINE MAGAZINES AND CATALOGS**

The most advanced, forward-looking technologies built into a dependable and easy-to-use platform. We've custom developed and designed an extensive array of fully integrated tools that enhance our clients' online presence. Flash based technology with integrated XML capabilities would allow you to showcase your catalog or printed magazine online with realistic flipping page capabilities and sections management. Finally your subscribers and clients would be able to view your publication online in a same manner as they would look at it printed.

• **COPYWRITING AND EDITING**

Our staff includes highly skilled professionals who provide copywriting, editing, and proofreading services-all in one place.

...What our strategic partnerships can deliver



At **ArtVersion**® we believe in forging company partnerships that can benefit our end customers. Our partnerships benefit you in two ways. First, in savings on complimentary products and services, such as paper and printing, that get passed on directly to our customers. Secondly, in innovative products and services. Through our strategic alliances, we are able to deliver enhanced product ideas in new and exciting ways.

We're proud to honor the hard work of our business and marketing partners.

We do not print or manufacture materials in our production studios in Northfield, **Illinois**. We have trade printing plants in **California, Nevada and Iowa** that we work closely with, to insure that your printed materials are always produced within desired results. Or we can simply work with your printing vendor. Our team creates deliverables that are clearly targeted, produced and distributed, all based on your requirements for any pressroom.

We are not on the market for turning money fast. We do not give you big promises. We are not the most expensive agency that you can hire nor we are cheapest service that you can find but that is because we invest in quality. If quality is what you are after for your organization than we are right source for you.

Our **strength and goal** is building solutions around clients, not making clients conform to our schedules and availability.



At ArtVersion® we have an ability to serve the needs of our clients across various media, layouts, disciplines, industry sectors and technologies.

...From Idea to Completion

manage your projects

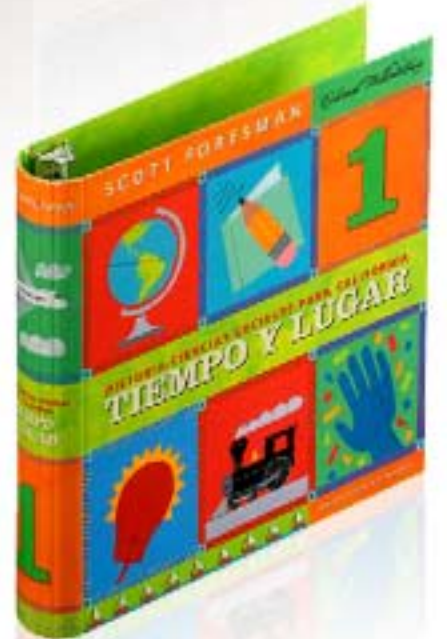
- Banner w/ Stand
- Banners Vinyl
- Business Cards
- Books
- Booklets
- Bookmarks
- Brochures
- Catalogs
- CD Covers
- CD Trays
- Door Hangers
- DVD Covers
- Event Tickets
- Flyers
- Greeting Cards
- Letterheads
- Pocket Folders
- Postcards
- Posters
- Presentation Folders
- Presentation Binders
- Rack Cards
- Sales Boxes
- Sale Sheets
- Short Run - Gloss Book
- Stickers



Multimedia CD Packages



Round Back Binders



FlaxHinge Square Back Binder

...Corporate Image



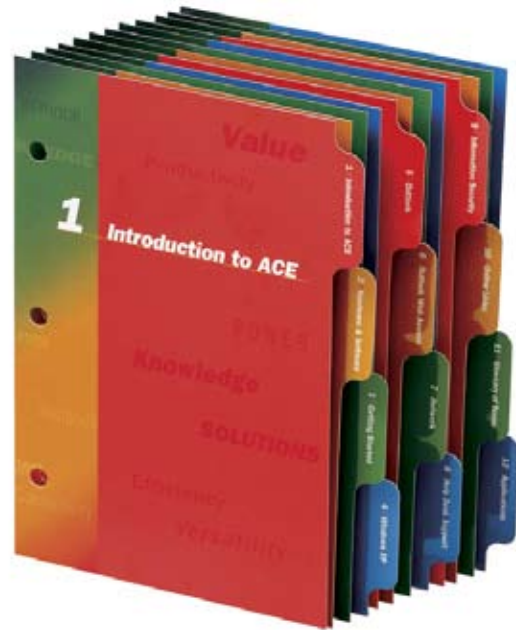
Presentation Binders with Tab Dividers



Presentations and Binders Portfolio



Sales Box



Tab Dividers



Tab Dividers

Award Winning Corporate Identities

“ **Your corporate image represents your business. It is a huge reflection of your company, and is the foundation of your brand.** ”

The ArtVersion® team has been the proud recipient of hundreds of press reviews and awards since 1999. Below are some of our more recent accomplishments.



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Print Service Provider

Letter from the DesignFirms Organization:

“Graphic design is the most important form of advertising in the world today. As a design firm, your job is to convey a message in a graphical format that is easy to understand and drives customers to take action or to feel a certain way. Imaging is everything.”

We know your projects took time, dedication and a lot of hard work. The judges at DesignFirms.org would like to announce that your designs have been found as one of the best and hereby awards you with the DesignFirms Graphic Design Award. Congratulations on such a great achievement and we look forward to more submissions from you in the future.”





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AUTHORIZED
Print Service Provider

Come in, talk to us.
We can look through
your project, and
work out solutions
and ideas for your
creative needs.