



Graphic Design

WHITE PAPER

- Are you taking advantage of representing your company in a visually pleasing way that leaves your audience with something to think about?
- Are the graphics that you and your associates are using in corporate communications carefully planned and chosen?
- Are they executed well and are they matching your company style and philosophy?
- Why is graphic design an important part of successful branding and corporate presentation?

Graphic Design is a creative process that merges art and technology to communicate. Combining text, graphics, layouts and frameworks, the graphic designer works with a variety of communication tools in order to convey a message from a client to a particular audience. It is visual **problem-solving** procedure that helps expand your company message to be positively received by a wide variety of consumers with different backgrounds, levels of understanding and tastes.

Markets are changing and so are end user needs - **creative companies** nowadays are often asked to create "**brands**". Brands are not just visuals but complete experiences that a consumer is absorbing from one company, starting with a professional receptionist answering the phone to the experience that they receive from the product or service offered. Your graphic professional should definitely be knowledgeable about **branding process**, but implementing those practices is your job - and the job of anybody else in your company. It's a constant process of representing your organization to your audience.

Collaboration with a **graphic design** firm or agency and sharing ideas and knowledge are some of the ways that strong brands are born and successfully maintained. It's a way of **open partnership** where process is confidential and treasured seriously, where ideas are born and where execution of those ideas begins. The more your graphic design team understands your business, the better and more intelligent solutions and answers they can give you. Mutual respect and understanding is essential and reflected directly in the final results.

Carefully selecting the graphic design agency that you are going to work with is a very important element that requires a lot of thought and attention when making decisions for your company. You're selecting the team that will help you and your organization on its way to success, one that truly understand what needs to be done at any give time, one that is capable of problem solving and one that can help you get from point A to point B even though you are unsure where point B is.



We at the **ArtVersion®** are specialized in **graphic design for print and web** in all areas of **creative consultancy, development and execution**. We can take your project from initial concept and provide a full creative and production service - right through to the finished product. This includes design and production of brochures, flyers, catalogs, corporate documents, logo and corporate identity development, promotional planning and much more.

We are not the most expensive agency that you can hire, nor are we cheapest service that you can find, but that is because we invest in quality. **If quality is what you are after for your organization then we are the right source for you.** Our strength and goal is in building solutions around clients, not making clients conform to our schedules and availability.

All work is done by experts who are equipped with the latest collaboration technology and **years of experience**. That wealth of experience allows us to handle a diversity of projects and come up with real solutions. 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, trying to focus on the parts that have perhaps been overlooked, challenging assumptions, seeking alternatives and finding the 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.