

Creative

Connection Graphics Creative* Package Retail- Wholesale |



For local shops in much of lower Michigan: We offer a convenient drop-in photo shoot. Did you get a new product in or display created? Give us a call, we'll stop in for a pic to add to your site.

All package provide:

- Standard Consultation
- Finalized Files in Formats: jpg, ai, eps, tif, and pdf.
- Full ownership rights of final designs upon completion
- All web sites are original designs (no templates)

*The design items in this package do not include:

- Complete copy writing service
- Photography
- Printing / Hosting
- Mail or email services.
- Custom payment portals/carts

If you decide you don't have time to do it yourself we can develop additional web pages or a monthly package.

Make a lasting connection with your customers and prospects.

- **Company Package** - stationary kit, Web home page and interior page design (2-5 pages), style guide, postcard/newsletter **or** one sheet.
- **E-commerce Web element** -(e-catalog 10-30 items, database, product listing, Paypal cart)
- **Web or display advertising** (2 total ad designs)
- **Branding Items** - label or bag design, and in-store signage (1-6)
- E-commerce shops receive 3 banner designs in place of signage).

Creative* Package Details:

Company Package - See Company Package detail sheet.
Original logo and identity design: letterhead, envelope, label, business card.

Follow-up: postcard, **or** product sheet. 3 design concepts with 2 sets of revisions. Style Guide - this outline helps to keep the integrity of the brand

E-commerce Web site-

(e-catalog 10-30 items, product database. Paypal cart, blog)
Site includes: catalog, product listing thumbnails and maximize photos with product details, shopping cart, check out, online forms. WordPress contact management system allows you do make your own web site updates with ease.

Branding Items

- In-store signage (1-6) 2 sizes up to 11 x 17 with various text. Template can be pre-printed.
- Bag design **or** Label or stamp - up to 4" x 4" can be used for product tags, invoices, bags, boxes, etc.
- *E-commerce shops receive a downloadable pdf of a one sided product support or sell sheet*

Web or display advertising

One ad for web, one ad for display publications or just focus your advertising in one medium. Are you supporting a local charity, school, can you trade web ad space with a vendor...? Keep the integrity of your brand in tack and have a professional design at your finger tips. Any size ad you need, color or black ink. Copy and necessary electronic photos provided to us. (These services are available upon request.)

- Display ad for newspapers, magazines, event programs, etc.
- E-Ad can be a web banner, or a button ad with copy or just your logo that links back to your site.

Additional Items to compliment this package:

- copy writing • printed catalogs • e-greetings • marketing plans
- calendars • exterior/signage • banners • photography

Connection Graphics

ph. 517.645.4387 • toll free 866.599.design • fax 517.645.2160 • www.connectiongraphics.com



working with CONNECTION GRAPHICS

We communicate with you at every step and offer guidance for the most cost-effective and creative solutions available to achieve maximum results for you.

Placing Order

When you are ready to engage Connection Graphics in the development of your project, please include all materials necessary for us to begin your project.

Schedule

Turn around dependent upon project parameters; initial proofs of first item in package provided within two weeks of order placement. Production schedule will be developed based on time frame. Rush jobs available by request - we will meet your deadlines. Timely viewing and response to proofs is required to keep project on track.

Design Process

In the design execution phase, we create concepts based on research and your input. All concepts are provided electronically via e-mail. Printed proofs can be supplied upon request. Changes are made to chosen proof and final digital file completed. See individual design descriptions for number of concepts and changes allotted for each phase and element.

Delivery

Upon final approval, printed items will be delivered locally and shipped via USPS out of area. Web items will be posted or emailed per agreement. Final file formats for logos include: jpg, eps, ai, tif, and pdfs. Jpg file provided as spot color and black ink version. If another format is desired, please check with us

Terms:

Once package is chosen, 1/2 down deposit required to commence work; balance due upon completion or 30 days following full proof. Project delays of more than 30 days may require new agreement. Prices based on timely completion of each item. Payment plans are available prior to contract signing.

Now is the time to update your image,
increase the effectiveness of your marketing,
and establish value in your customers' minds.
Connect with us today.

Individual Design Services Available:

- Calendars
- Presentation folders
- Sales sheets
- Posters
- Flyers
- One Sheets
- Greeting and Holiday cards
- Press Kits
- Packaging - boxes, bags, etc.
- DVD & CD package design
- DVD, CD Design and case design
- DVD - CDRom Duplication
- Labels, invoices, etc.
- Promotional materials
- Booklets/Workbooks
- Publication Design
- Book Covers & Book Design
- Illustration
- Plat Maps
- Electronic Building/Product Renderings

E-Marketing

- E-mail blast
- E-client greeting cards
- E-News Letters
- E-Books and cover
- Web Pages/Web sites
- Web Ads & Banners
- Domain management
- Web based forms
- Web hosting and maintenance

Branding Services:

- brand development
(defining a message)
- logos (corporate, event, etc.)
- letterhead
- envelopes- brochures
- business cards
- annual reports
- conference/meeting materials
- tradeshow displays
- display advertising
- promotional packaging
- stamps - for invoices, etc.
- signage / banners
- style manual

Graphic and web design samples, are available on our web site. www.connectiongraphics.com

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