

WHERE YOUR GRAPHIC DESIGN DOLLAR GOES:

THE PROFESSIONAL DESIGNER...



Education and insight into what works, what doesn't, and how to make a solid brand that fits your company like a glove.

99 ideas that might have been good enough for them, and one great concept that is just right for you.

Professional quality that will save you hours and dollars in reprints, changes, and corrective work.

Someone who knows the software, and can make a good-looking design.

Research into your company, its markets, and what makes your company unique, before the first pencil stroke hits the paper.

A design that reflects professionalism, quality, and makes your business stand out among the rest.

A knowledge of standards and legal effects that will keep your company in the clear against possible trademark or copyright liability.

THE CUT-RATE "BUDGET" DESIGNER...



More business lost to professional-looking competitors...

Printers' fees when the design needs technical changes.

Someone who can work with the software.

A quick, low-cost design, that seems to suit your company.

Increased mailing costs because they didn't use a standard size.

"They didn't own the rights? What do you mean, 'We could be sued'?"

PROFESSIONAL GRAPHIC DESIGN... IT'S WORTH IT.



**NOT FOR
REPRODUCTION!**

IT'S SUPPOSED TO SUCK!