

BLINDSPOT-ADVISORS.COM

STRATEGY • COLLABORATION • INSIGHT

blindspot

See more.

CREATIVE SERVICES • LOGO DESIGN • PRINT DESIGN • EMAIL NEWSLETTERS

Creative Services

BRANDING IS THE SUM OF THE CUSTOMER EXPERIENCE.

At Blindspot we're comfortable working within existing marketing programs — developing targeted web and print based materials that support your current campaigns. We're equally comfortable helping you build from the ground up, establishing entirely new integrated marketing communications plans.

When it comes to marcom, we've done it all.

CREATIVE SERVICES PROJECTS BLINDSPOT IS EQUIPPED TO HANDLE INCLUDE:

- integrated marketing plans
- interactive/dynamic websites
- blogs & social media
- eNewsletters
- logo development and brand identity
- business cards and letterhead
- brochures and sales sheets
- customer/project profiles
- media kits and press releases

PRINT DESIGN

From logo design, to brochures, to point of sale materials; from postcards, to business cards, to newsletters; Blindspot can create printed materials that complement your web presence and reinforce your brand. Whether we're developing a one-off for a specific purpose or engagement, or producing a full spectrum of materials as part of a new marketing campaign, our print design services will enhance your professionalism and credibility among both customers and prospects. Blindspot has relationships with both local printers and online print services, so we can negotiate very competitive pricing.



“There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.”

— EDWARD DE BONO

Logo Design



An attractive and memorable logo allows current and potential customers to easily connect with and recognize a company without ever needing to see its name. This kind of instant recognition is key for any successful marketing plan. In addition, the specific colors, fonts, and designs used in a logo create a foundation for all the other marketing materials a business might utilize including websites, business cards and brochures. Put simply, an impactful logo gives a company a unique identity.

LOGO DESIGN EXAMPLES



Corporate Identity

Does your business stand out from the crowd? The strategies companies utilize to represent their business in the public domain can have a huge impact on sales, customer relationships, and overall visibility in communities and in the digital space. Corporate identity, the visual representation of a company, not only enables consumers to understand who you are, but what sets you apart from the competition.

Corporate Identity is an important tool that allows businesses to establish a visual presence through the use of logos, typefaces, designs, color schemes and taglines. These different elements are combined and used on business cards, letterheads, brochures, advertisements, newsletters, websites and a variety of other devices. Corporate Identity is what makes a company recognizable and familiar.

LETTERHEAD



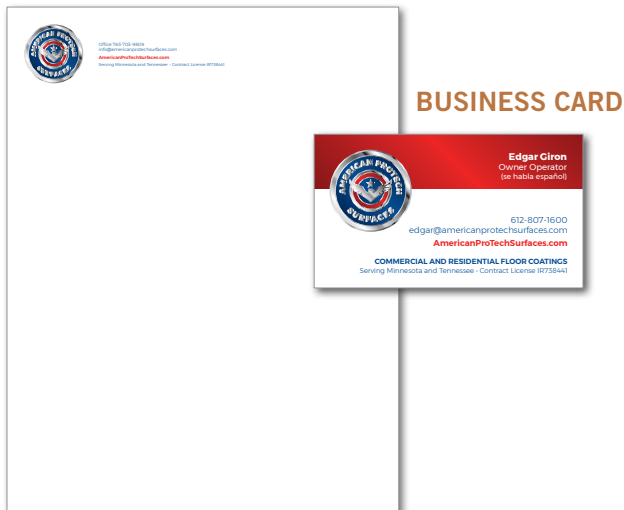
2-SIDED BUSINESS CARD



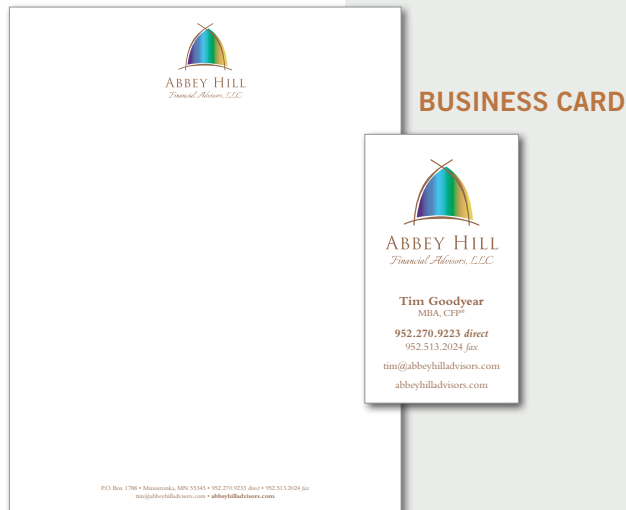
WHAT ARE THE BENEFITS?

- It lets people know your company is serious, that you plan to stick around. This creates trust and credibility between you and consumers.
- It makes it easier for current and potential customers to recognize you.
- Consistent use of corporate identity along with a consistent set of objectives, principles, and values creates consumer loyalty.
- A corporate identity that is both positive and strong leaves a good impression on clients and increases opportunities for repeat business and referrals.
- It improves awareness, strengthens your image, and ultimately gives you an advantage over your competition.

LETTERHEAD

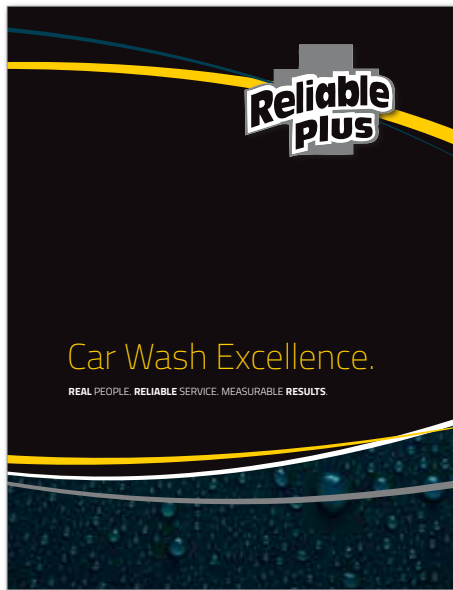


LETTERHEAD



Brochure Examples

COMPANY OVERVIEW BROCHURE



TRI-FOLD COMPANY OVERVIEW BROCHURE



eNewsletters

Email newsletters are a great addition to any marketing plan because they aid in building relationships with potential clients and maintaining regular contact with current customers. Newsletters increase awareness, establish companies as an expert in their field and allow businesses to promote products and services. Email newsletters are cost-effective and make it possible for businesses to connect with thousands of customers with a push of a button. Here at Blindspot, we have found that utilizing newsletters a minimum of once a quarter increases business performance and visibility.

DESIGN EXAMPLES



CONTENT MARKETING

According to a study by the Content Marketing Institute, the most effective tools for marketing to date are articles, social media, blog postings, and eNewsletters. With social media's growing popularity it seems that defining where social media marketing begins and content media marketing ends has become a gray area.

At Blindspot, we use a mixture of content and social media marketing to promote our clients. With social media's tremendous ability to drive site traffic, it would be foolish not to. By generating well-written, consistent material utilizing keywords and backlinks, we promote highly effective SEO.

Social Media Branding

FACEBOOK EXAMPLES • TIMELINE COVER IMAGE AND PROFILE IMAGE



GOOGLE+ EXAMPLES • COVER IMAGE AND PROFILE IMAGE



TWITTER EXAMPLES • COVER IMAGE AND PROFILE IMAGE



LINKEDIN EXAMPLES • BANNER AND PROFILE IMAGE



SOCIAL MEDIA CREATIVE

Banner images and profile logos for the different social channels which are designed to promote website brand consistency.

YOUTUBE EXAMPLES CHANNEL GRAPHICS



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*“Creativity is thinking up new things.
Innovation is doing new things.*

— THEODORE LEVITT