



pageimagine

Professional Design Services

Corporate & Brand Identity

Custom Photography

Offset Press Printing

Web Development

Consulting

We are a professional design firm

that offers a unique

combination of custom product photography,
graphic & web development services, and full color press
printing to create exceptional marketing materials that
distinguish your company from the rest.



Are you saving money or losing it?

All businesses use various forms of advertising such as flyers, catalogs, magazine ads, etc to help market products and services. The cost of running these is significant, and thus you want them to be as effective as possible. Many businesses try to save money by hiring the cheapest designer or none at all. Success depends on how well you present your company and your products. Yet, too many of us think we can get by with amateur work. Inferior ads cost you significant losses from potential sales on a regular basis.

There is a smarter way to save without compromising quality

There is a big difference between making smart and efficient use of resources to reduce wasted time and expense versus skimping on details and cutting corners. We handle your entire project from start to finish in-house with seamless collaboration from initial concepts, to designs, photography, completed web sites and final printed materials. Every step is efficiently planned, eliminating repeated steps and unproductive time. Your budget is not wasted on unproductive tasks but instead devoted only to achieving results that truly matter.

The end result: exceptional designs that deliver maximum impact while keeping your total project costs very competitive.

You wouldn't compromise on your business

then why compromise on your advertising?

It takes a combination of careful analysis, resources, experience, and creativity to get the most out your advertising investment



It is difficult to stay competitive in today's fast paced market. Its a challenge to keep up with rising expenses and strong competition. Too many of us are often so busy with day to day matters that we loose sight of the bigger picture.

We can help you achieve your long term business goals by developing quality marketing materials that help your business grow. Our goal is to earn your long term business by delivering extraordinary designs that increase your sales and strengthen your brand recognition. We focus on the following areas to achieve this:

Helping you create a strong image for your company and brand

Finding creative solutions that are within your budget

Product photography that grabs customer attention

Well thought out graphic design

Complete Printing services

Web Development that supports the brand

If you hire separate sources for each step, your time & effort is spent keeping everyone coordinated and focused on one goal. You will repeat steps with the designer, the photographer, printer, web developer, etc. You are spending by the hour, for your time and theirs. But how many hours are productive and how many are spent in repeating details? Will the results reflect your investment?

At PagelImagine, we handle most projects from start to finish and deliver turnkey materials ready for use. We believe that your time is best spent running your business which you know best, and we will focus on marketing it for you, what we know best.

What do you stand for?

Do your customers know that?

Everything you distribute, be they major company catalogs, web sites, ads, signs, or even small items like business cards and flyers convey a message to potential customers. Your customers judge you based on every detail and form an opinion about your company. What do you want that image to be?

Whether or not you are a big corporation, you need to have a clear and consistent presence in your market for your customers to recognize. A strong brand identity is much more than just an impressive logo. It defines how your customers see your company. You can convey your company philosophy, values, & ethics and differentiate yourself from the competition thru the careful planning. You can appeal to the specific type of customers your business needs and leave a memorable image in their mind about your company.



CORPORATE IDENTITY

Creating recognition is fundamental for successful corporate branding

There are numerous details that go into a complete identity creation. Its best to take the time to do this well as all your ongoing marketing materials will use what is designed in this step. Unfortunately many companies don't realize how important this is and many designers will try to slap something together without any thought behind it.

We spend the time on critical areas such as this. Time to discuss and understand your needs and goals. We help you identify the unique aspects of your business that differentiate you from your competition. We then work to find an ideal solution to convey this. We don't create just any meaningless design, but a carefully developed, targeted solution and market strategy. We develop a complete look or identity that you will be proud to have representing your business for years to come. We not only help you create an identity, we guide you in applying it consistently across all communications. You can then take the print and web material as far as your business needs require. Start with a logo, and business cards, and add letterhead, presentation materials, folders, mailing stationary, package design, etc as you need. No matter how you decide to go from there, we will work with you to assure that each piece consistently conveys the same company image. Your customers will immediately recognize it is you, earning your brand considerable loyalty and support over time.

Take a look at any great ad

what is the first thing that catches your attention?



CUSTOM STUDIO PHOTOGRAPHY

Great photography grabs attention. Its undeniable, images can be quite powerful and convey significant information in a split second. Consider also the fact that most people do not like reading. If you want to tell customers about your latest product, a great photo has the best chance of getting them interested.

Professional studio product photography is a key service that we offer. Every photo featured in this brochure is 100% original and was shot by us in our studio. We are adept at capturing products at their best and presenting them in a manner that intrigues the viewer.

A good photo does far more than simply show a product. It stirs emotion and creates desire

If your business involves the sale of products, photography is unquestionably the most powerful tool at your disposal. Developing graphic design and photography together is essential for creating memorable and effective presentations. We can make sure the photography supports the marketing strategy for the project. We are able to capture your products in incredible detail, and create images that are powerful sales motivators. Once you see the difference quality images make for your sales and customer satisfaction, you will never go back.

As a side benefit, you save time and expense by not having to hire a separate photographer and cover their setup fees. We usually price photography as part of the design project so you have one fixed total cost that is all inclusive. The end result: Better designs & powerful presentations with wise expense management.

“It’s relatively easy to make something complicated look okay
—it’s infinitely harder to make something simple look good.

Design should be there only to make the message more clear.”

Daniel Ritzenthaler



GRAPHIC DESIGN

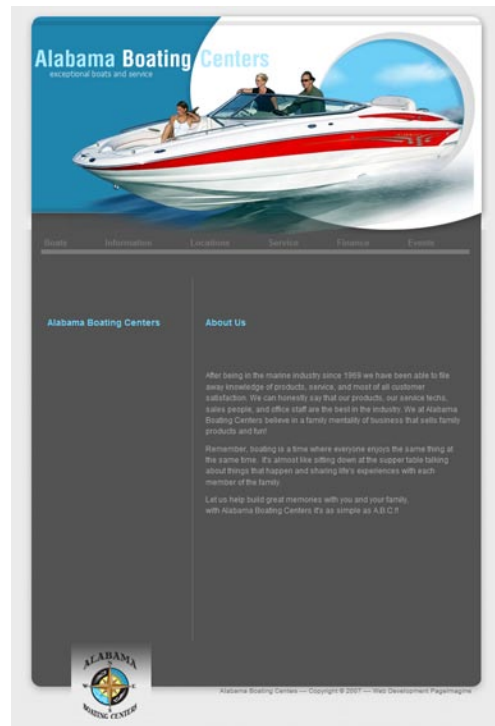
Graphic design is used to combine photography, text, and your brand identity to make a presentation to potential customers.

Design is a problem solving task. The best designs are those that achieve specific goals. We follow a systematic approach using careful analysis of the product and target audience to find the best solution for your unique needs. Ideally it is best if we can be involved with a project from the concept stage. This lets us provide input and ideas that may have been overlooked. Time spent planning ends up saving a lot of rework, confusion and unnecessary expense as the project proceeds. There is usually a lot of flexibility and opportunity for being creative in the early stages. This is also the best time to carefully review all options on final printing, web applications, etc. so the project proceeds smoothly once underway.

When the project is in the graphics development stage, we will usually create one or several draft concepts dependent on the budget and time available. These ideas are presented to you for review. Most communication can be done by phone, via e-mail, and web. We then take the approach you like best, along with your comments and feedback and make revisions. The revised graphics are presented to you again for review. This process can repeat 1 or more times until it is to your complete satisfaction.

Put the web to work

use websites to save time and grow your business



COMPREHENSIVE WEB DEVELOPMENT

Web sites are one of the best and most affordable ways to market your company. The most common approach is to setup a simple site to tell viewers about what you offer. This can be an inexpensive and highly effective way to bring in new customers and promote your brand.

Whether your needs are basic, or complex; we offer turnkey solutions for your web needs

You can also add more advanced functionality to enhance your presentation and automate repetitive tasks. A website works for you 24/7. Why not add plenty of information, images, and video to answer common customer questions and concerns. It can act as a sales force for you and provide viewers answers to their questions. You can have your entire inventory available for purchase and accept orders around the clock.

Sites are a great way to keep in touch with customers and promote your latest products. Customer service can be improved by offering users a way to submit orders online and receive automated confirmations and updates about work in progress. Automating repetitive tasks can help you accomplish more in less time with fewer employees.

When you are ready to create a web site for your business, or update an existing one, we will handle every detail and deliver a turnkey site ready for use. We will maintain a consistent image across all work that is created so a clear and unified brand is always presented to your customers.

We offer complete web development, as well as hosting, domain registration, maintenance and software licensing. Let us know what your particular needs and goals are. We can discuss the many options and features that can be incorporated into your site.

What good is great design if no-one sees it?



not to worry, we've
got you covered

PRINTING

We run in-house full color offset press printing in a vast variety of formats and papers. From business cards, postcards, to flyers, brochures, complete company catalogs and identity packages, we design AND print them.

Printing is a production task, and being efficient allows for significant cost savings. Our pricing and quality for printing is among the very best available. By planning a project for press from the very outset, we can proceed smoothly from layout, to pre-press to final printing without having to stop and make corrections. If you have a quote from another printer on a project, be sure to send it over to us for comparison and we will most likely be able to offer you a superior product at a better price.

- We normally use heavier papers than most printers (100# coated stock, vs. 60# and 80#)
- Print full color, full bleed both sides on nearly every format (including business cards)
- Thick 14PT & 16PT stock on items such as sales sheets, postcards, business cards, conveying a higher quality image for your business
- Full high gloss laminate finishes for polished professional appearance
- Usually use high resolution 200 line screen vs. 133 line used by most printers
- Can run short runs as low as 100- 500 pieces at very reasonable prices
- Standard runs of 1000- 5000pcs and up at exceptional prices

How can we help your business ?

[call us and find out](#)

You will gain tremendous benefits by having to only deal with one company from design to finished print and web site. This in itself can be a significant savings in time and aggravation. Often there are a list of requirements that each printer or programmer has based on their equipment, and approach. If you design without taking these into account, you will find later that many issues arise, costing time and additional fees to correct. If we know that we will be handling the printing, we take all those details into account for you and you do not have to do anything except wait for the final piece to arrive printed and ready to distribute. In the case of web sites, we can simultaneously develop the site along with all your print advertising.

We bring together all of our resources and creativity to deliver unmatched results across print and web media.

We create exquisite advertising to exceed your goals, and do so efficiently from start to finish.

The idea is to let us handle what we do best, and free up your time so you can focus on growing your business.



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