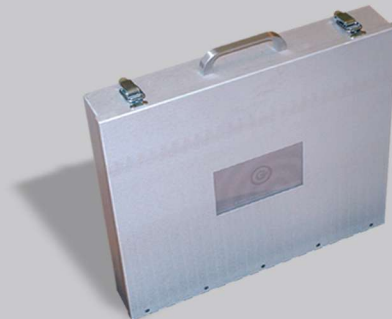




creative. graphic. design. solutions. ◉ graphicstudio.

who?...

o graphicstudio is a local freelance graphic design studio that mixes imagination and creativity with the latest in software and equipment to get you the perfect promotional materials for your business... all at a price you can afford. in addition to graphic design, o graphicstudio offers copywriting, print buying, digital product photography, and creative consultation... at less than half the cost of an advertising agency.



logo design...



your *logo design*. one visual image, that can make or break your image... with just one glance. your logo is what initially conveys to your potential customer, what you are all about. most importantly, it is the foundation from which you build your brand. start with a solid logo, and the brand will be long standing.

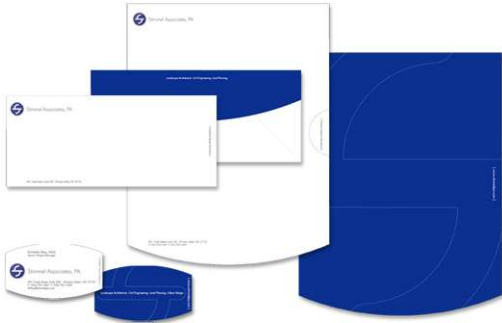
before any design work is started, o graphicstudio will gather research on your company or product and the image you want to project. they will research the competition as well, to ensure that your logo will stand out among the crowd. after having a clear creative direction, o graphicstudio will blend just the right fonts, shapes and colors... to create a unique recognizable identity for you.

①

o graphicstudio

the o is for option... now you have one.

identity development...



once your foundation is complete, the next step is to apply the logo design to your total identity package. as your image is reflected through your business card, your letterhead and envelope... you become, a brand.

o graphicstudio will develop your identity by carrying the flavor and style of each individual logo through to the remaining identity package, to unify your total image.

newspaper ads...



www.theplywoodstore.com

The Plywood Store. A New Generation In Flooring.

No matter what generation you are from, we offer you the perfect floor for your decorating needs. The Plywood Store has been family owned and operated since 1972, so our expertise has been passed down to the next generation to provide you with customer excellent, reliable service.

To see our great selection, visit our professionally staffed showroom today. Or shop us online at www.theplywoodstore.com.

WOOD TECHNOLOGIES

- Area Rugs
- Carpentry
- Carpet/Parquet
- Cleaning/Restoration
- Custom/Paving
- Fiberglass
- Flooring Accessories
- Laminate Floors
- Resilient Tiles
- The Plywood Store
- Treatment/Finishes
- Window Treatments
- Wood Trimming
- And More...

The Plywood Store



Three smaller newspaper advertisements for The Plywood Store, each featuring a different image of people and flooring. Each ad includes a list of services and the company logo.

once your image is established, o graphicstudio can take this image and apply it to an ad campaign for you. the sample to the left shows a full-sized color *newspaper ad* campaign. there is always the option of converting these to grayscale, or scaling these down to a smaller ad space to meet your requirements. whatever your budget, whether you need a one time ad, or a complete campaign... o graphicstudio is the affordable option for your newspaper ad design needs.

magazine ads...



o graphicstudio has designed numerous *magazine ads* for clients such as crown automotive, levolor home fashions, verena, no nonsense, and many others.

magazine ads can be created using existing photography, new photography, stock photography, or even no photography at all. o graphicstudio will work with you to develop an ad to target the audience you desire, at less than half the cost of an advertising agency.

promotional concept...



promotional concept is all about creating a unique way to promote your product or image, whether it is an invitation with a catchy diecut, a product offering delivered unexpectedly... as in the way of a door hanger, a custom designed direct mail piece, or countless other possibilities... the mission is the same. you want a piece that will get the consumer's attention. o graphicstudio can help you promote your products and ideas by finding just the right *promotional concept* piece to deliver your message.

photo illustration...



when you have a product in progress and you need to have a visual rendering of the product for initial marketing purposes, *photo illustration* is the answer. this technique involves the combination of photography and computer illustration to create an illusion of the final product.

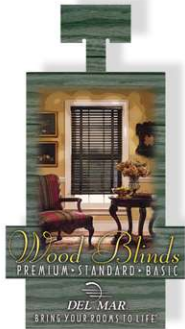
o graphicstudio will begin with digital shots of various pieces of existing containers, displays, product, etc. and then with the use of the computer... create an image that will fool the consumer's eye. samples of this technique can be viewed in the *photo illustration* section of the online portfolio.

packaging...



o graphicstudio also offers *packaging* as one of their design services. samples of their *packaging* design are found in the online portfolio presentation. their involvement ranges from the actual product color selection, to designing the packaging, to designing the graphics on the packaging. over the past fourteen years, o graphicstudio has been involved in many various types of *packaging* design, and will offer creative solutions to your unique *packaging* needs.

point of purchase...



point of purchase advertising draws the consumer into the store, and drives them to purchase. it carries the message clearly and concisely, with minimal copy.

o graphicstudio has extensive experience in *point of purchase* design. samples of their work...which includes display signage, posters, banners, hangtags, and numerous other options, can be viewed online at www.ographicstudio.com.

consumer...



consumer advertising is a category of advertising design, where the message is directed exclusively to the consumer. this would include product or service brochures, retail catalogs, installation instructions, price lists, and more. o graphicstudio can coordinate your project from beginning to end... concept, design, copywrite and monitor the printing process. at a fraction of the cost of an agency. see the online portfolio for samples of o graphicstudio's consumer advertising work.

business to business...



business to business advertising is advertising directed from one business to another business. examples of this type of advertising would be a wholesale catalog, a piece directed to the buyer within a retail chain or store, brochures, direct mail, and more. o graphicstudio can design a promotional piece aimed at persuading another business, to take a closer look... at *yours*.

product photography...



o graphicstudio now offers digital *product photography*. this design service will allow o graphicstudio to style and light the sets to better match layouts. this new service will allow for faster production, as all shots are digital. once shots are taken, they can then be downloaded directly into the computer and can be easily cropped, retouched, and finalized for mechanical art. this service saves the client money by eliminating film cost and processing charges... as well as a time consuming step in the total design and production process.



lifestyle photography...

lifestyle photography would be a service provided to a client with a need for candid unstaged shots and natural lighting. a brochure of children's clothing would be a perfect example of when this type of digital photography may be utilized. other suggestions; a calender, holiday cards, invitations, direct mail pieces, or just a candid portrait to frame. o graphicstudio can also assist with location selection and styling suggestions, prior to the actual shoot... and edit shot after the shoot to ensure that you get the quality photography you require.

thank you...

thank you for your time in getting acquainted with o graphicstudio's design services. to see the complete array of work, visit:
www.ographicstudio.com/portfolio

let o graphicstudio show you how to affordably advertise your product while effectively promoting your business. for more information, please email lisa fields of o graphicstudio at:
lisa@ographicstudio.com

