

MAKING A **BIGGER** IMPACT

- ▶ What is the main focus for this mail piece?
- ▶ What colors are used in your brand? Do you have PMS colors?
- ▶ Do you have a tag line or mission statement?
- ▶ What social media outlets do you currently use?
- ▶ What are some strengths of your company?
- ▶ What makes your business unique in the market?
- ▶ Who are your three biggest competitors?
- ▶ Who is your target audience?
- ▶ Do you have any samples of previous print work that you like or dislike?



Artistic Illustrations?

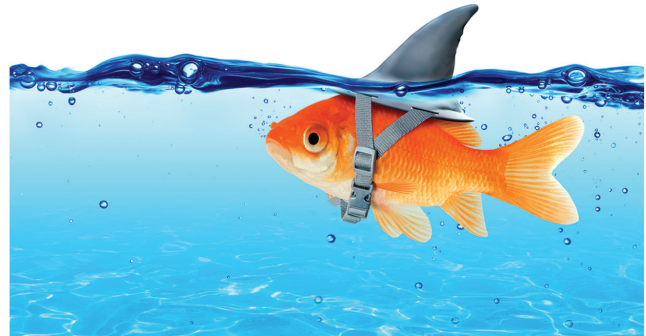


Elegance & Sophistication?



Thinking Out of the Box?

WHAT'S YOUR STYLE?



A Conceptual Approach?



Corporate Design Philosophy?



Following a Brand?