



## Creative Solutions to Corporate Marketing Challenges

Commonwealth Design is committed to helping clients gain a competitive edge through the coordinated utilization of visually compelling design solutions – solutions which project a unique and marketable visual identity for each new business venture, product or service. We are problem solvers.

Commonwealth Design can bring a fresh, objective approach to your marketing efforts. Our services deliver maximum value for the greatest impact on your target audience - all within the agreed upon parameters, schedule, and budget:

**identity** trademark development, logo design, branding, stationery

**web design** site architecture, navigation, look&feel, graphics, animation, maintenance, visitor tracking, domain registration, and search engine optimization

**marketing collateral** product / service / institutional brochures, direct mail, annual reports, conference materials, media kits, posters.

**tradeshow exhibits** booth design, booth graphics, handouts

**newsletters** self mailers, email distribution, copy editing, proofing

**advertising** trade journals, newspaper, Internet banner ads, popup ads

**digital illustration** digital editing/retouching, paintings, drawings, imaging, montages

**calligraphy** hand lettering, hand drawn logotypes, cursive, script.

**multimedia** interactive Flash, MS PowerPoint or HTML presentations

**commonwealth design**

## The Value of Good Design

Graphic design plays a significant role in meeting business objectives. Businesses must positively differentiate themselves to attain or reassert their leadership positions.

> Commonwealth Design believes that good design establishes a level of professionalism that distinguishes a product or service from its competition. That degree of visual excellence often determines the perception of value to the customer and its corresponding weight factored into the consumer's selection process.

## Our design process is systematic in its approach:

- > Analysis of needs and opportunities
- > Definition of objectives
- > Production schedule
- > Development of creative concepts
- > Design exploration
- > Evaluation of solutions and direction
- > Refinement and finalization
- > Implementation and production
- > Supplier management

**A new image can be instrumental in maximizing marketplace opportunities or communicating long-term business strategies. Brand identity is a valuable corporate asset which can be developed, managed, and sold for financial gain. Set your marketing sites on success. Call 1.301.567.6557 or send email to discuss the particulars of your situation.**



**Commonwealth Design**  
6915 Trowbridge Place  
Ft. Washington, MD 20744-3273  
1.301.567-6557 T/F  
1.703.403.9730 M  
info@commonwealthdesign.com  
www.commonwealthdesign.com