

Marketing Material Design Process

This document outlines the design process that 4D WebMasters uses when working with you to create marketing materials such as corporate logos, brochures, flyers, mailers, and web and print advertisements.

Corporate Logos

Logos reflect the purpose and quality of the company. They can be abstract, funny, colorful or vibrant but they should emphasize the company's style and products.

- √ You provide basic information.
 - Company Name
 - Tag Line/Motto
 - What do you want your logo to say about the company?
 - What is the overall message you want to convey to your target audience?
 - In which way do you differentiate your company: Product, Expertise, Process, Years in Business, Location, Customer Service, other?
 - Are there specific icons or images you wish to show in your logo?
 - Do you have any preferred colors?
 - Generally, what logos appeal to you, and why?
- √ We create 3 to 5 concept logos incorporating the elements that are most important to you. These will be different ideas and styles to identify the direction of your design.
- √ You select the concept logo that best fits your needs and indicate the elements that you like and dislike in each alternative.
- √ After one or two more iterations, you choose from the final set of 2 or 3 final logos.

Brochures, Flyers, Posters and Mailers

Your company brochure is an extremely important business tool. Whether it makes a first impression when a potential customer selects it from a rack or reinforces your message when left behind after a sales call, it represents your entire company. It is an executive summary of all that you offer and creates a lasting impression. Don't be reluctant to do some bragging and present yourself in the most favorable light. Nonetheless, it must be brief while effectively communicating the most important fundamentals about your offering. 4D WebMasters can help you reach these goals using our tried and true design process.

- √ You provide basic information.
 - Company Name
 - Tag Line/Motto
 - Logo
 - Contact Information
 - Who is your target audience?
 - What exactly do you want potential customers to learn about your company?
 - Do you have key phrases and themes that you want to emphasize?
 - In which way do you differentiate your company?

Product, Expertise, Years in Business, Location, Customer Service, other? What do you have that no one else does?
Are there specific images or graphics you wish to include?
Provide a brief company history.
Do you have Testimonials?

- √ We help you select the appropriate presentation format to meet your particular needs: tri-fold brochure, one-sided flyer, two-sided flier, post card, posters, etc.
- √ We produce an overall layout including color scheme, logo, graphics, bolded/header text and sample content text.
- √ Together we finalize the layout and wording
- √ You receive a print ready format that you can take to any print shop. For larger quantity orders we can arrange discounted printing from one of our partners.

As we work together on developing the final message, keep these good design principles in mind:

A single brochure has to speak to multiple audiences:

The “glancer” as a potential customer glances at your brochure and decides whether or not to pick it up and read it.

The “skimmer” when a potential customer has picked up your brochure or opened your mailing and will decide whether or not to keep it and read it more carefully.

The “tell me more” a potential customer decides to actually read the brochure and will make a decision that your product or service is of potential value.

The language used in the brochure is critical. Speak plain English if you want people to read and understand your material. Provide basic facts about your company and your offering. Avoid clichés, jargon and industry specific acronyms. The brochure is targeted to your potential customer so use “you” and “your” while avoiding “I”, “we”, “us” and “our”. Other words that draw the customer’s attention are: “Money”, “Save”, “New”, “Easy”, “Love”, “Discovery”, “Results”, “Health”, “Proven”, “Guarantee” and, of course, “Free”. You must be Politically Correct. Your company brochure is not a place to express your social, political or religious views. Your goal is to attract new customers, not to make new enemies.

Avoid listing product prices and/or pictures of your staff. If your prices or staff change, your brochure is useless.

Newspaper Advertisements

A newspaper advertisement is usually very brief and focused on one key message. The first line will communicate its intent. Your company logo and/or a small graphic can help your ad stand out. As with all of our design processes, 4D WebMasters, with several years experience in creating and selling print ads, will work with you to identify the best format and wording to meet your objective.

- √ You provide basic information.
 - Company Name
 - Tag Line/Motto
 - Logo
 - Contact Information
 - What is the purpose of the ad?
 - Who is your target audience?
 - Do you have key phrases and themes that you want to emphasize?
 - In which way to you differentiate your company:
 - Product, Expertise, Years in Business, Location, Customer Service, other? What do you have that no one else does?
 - Are there specific images or graphics you wish to include?
- √ We produce an overall layout including color scheme, logo, graphics, bolded/header text and sample content text.
- √ Together we finalize the layout and wording
- √ You receive a print ready format that you can send to any newspaper.

Web Advertisements

Web advertisements combine the elements of newspaper advertisement and logo design with the added dimension of animation. They must have the eye-catching graphics of a logo and the crisp, focused message of a newspaper advertisement.

- √ You provide basic information.
 - Company Name
 - Tag Line/Motto
 - Logo
 - Contact Information
 - What is the purpose of the ad?
 - Who is your target audience?
 - Do you have key phrases and themes that you want to emphasize?
 - In which way to you differentiate your company:
 - Product, Expertise, Years in Business, Location, Customer Service, other? What do you have that no one else does?
 - Are there specific images or graphics you wish to include?
- √ We produce an overall layout including color scheme, logo, graphics, bolded/header text and sample content text.
- √ Together we finalize the layout, graphics and wording
- √ You receive a web ready .gif file that you can send to any webmaster.