



**JMICREATIVE**



## DESIGN SERVICES OVERVIEW

DESIGN INSPIRED WITH PURPOSE



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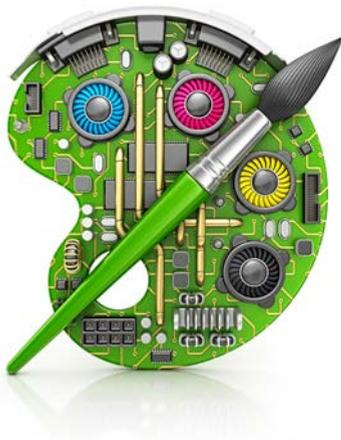
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## Jason Irving

Graphic Designer



### OVERVIEW

I'm Jason Irving, a freelance graphic designer who specializes in graphic design and production work for small to medium sized businesses. I work on projects for branding, print design, and digital media. Depending on your needs, you can either hire me on a project-by-project basis, as described in my graphic design services, or hire me as a contract designer for production work with an on-going duration.

This brochure is for clients who are seeking to complete a one-time project. If you need to hire me for production work for an on-going period, please visit my website at [www.jmicreative.com](http://www.jmicreative.com) to review my contract designer services.

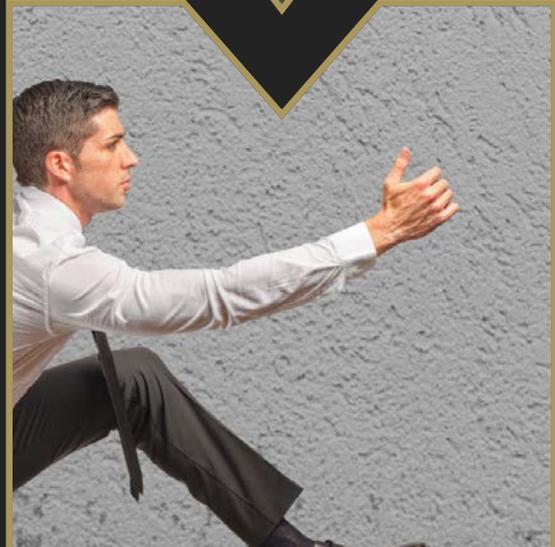
### WHEN AND WHERE

I have been a full-time freelance graphic designer for more than nine years, and I work out of my home office located in Round Rock near Austin, Texas.

### WHAT I DO

As a graphic designer, I will collaborate with you to boost your company's profile by optimizing various aspects of your visual branding objectives. My goal is to ensure that the visual appearance of your branded material accurately reflects your business value proposition while successfully reaching your target audience defined by your marketing strategy.

# GRAPHIC DESIGN SERVICES





Is your branding **reflecting** your business model correctly?



Branding and corporate identity are essential to the livelihood of a company. In this digital age, negative perception can have a far-reaching effect almost immediately. In that same regard, positive feedback can spread equally as quick. Therefore, having a clear direction, standard, and focus on your company, and monitoring that quality proves invaluable to the company's growth and validity. We will collaborate to transition ideas into tangible forms of marketing that will increase brand awareness.



Is your printed material leaving a **solid** impression?

First impressions are indeed important. Often dismissed, however, is the significance of a lasting impression. The presentation of your printed material is a direct representation of your company. Leaving behind material or having a print ad that is concise, informative, and professional can turn a potential client into actual business. The first contact creates the first impression. Your printed items create the lasting impression. We will work together on unique print ad designs, brochures, product packaging, and all other print design and advertising endeavors, ensuring ideas are executed in detail.





## Is your digital branding in need of an **upgrade**?

The information age has amplified the value of a functional, efficient web presence. Design, navigation, and readability are vital aspects for peaking interest. Rich content increases the chances of retaining the attention of a potential customer and connects your company to the customer. The value of a website's visually pleasing layout is immeasurable, and the ability to link all social media phases to the site creates clear avenues to funnel the population directly to your company. Together, we will enhance your reach by optimizing all aspects of your digital branding ranging from website design to social media graphics and presentation images.



## SUMMARY

When a company is trying to either start-up or renew their brand identity, often they will need to achieve that through multiple pieces. There are three design packages available to kick-start your new branding initiatives:

- ▶ Starter Package
- ▶ Standard Package
- ▶ Supreme Package

## UPGRADES

Each package has the option to add upgraded features to them. Below are some common upgrades you may want consider to customize your package further.

### Alternate Design Layout

In addition to the print designs you get with the packages, you can add on other layouts such as engraved name tags for networking events, refrigerator magnets, or even retractable banners for an upcoming tradeshow or expo.

### Social Media Graphic

With your new branding, you can also add social media graphics including profile images/avatars and banner/cover graphics.

### Print Services

All the pricing for services and packages are for design services only. If you would like to print business cards, brochures, postcards, etc., then a quote will be provided for those products and you will be billed on the final invoice.

### Pricing

All current pricing for individual projects and packages are available on [www.jmicreative.com](http://www.jmicreative.com).

## STARTER PACKAGE

Foundational pieces every business must have.

### What you get:

- ▶ Logo
- ▶ Business Card

### How long?

- ▶ 7 - 10 days
- 

## STANDARD PACKAGE

Branding built to launch your company forward.

### What you get:

- ▶ Logo
- ▶ Business Card
- ▶ Stationary
- ▶ Brochure

### How long?

- ▶ 10-14 days
- 

## SUPREME PACKAGE

Establish identity in all vital branding platforms.

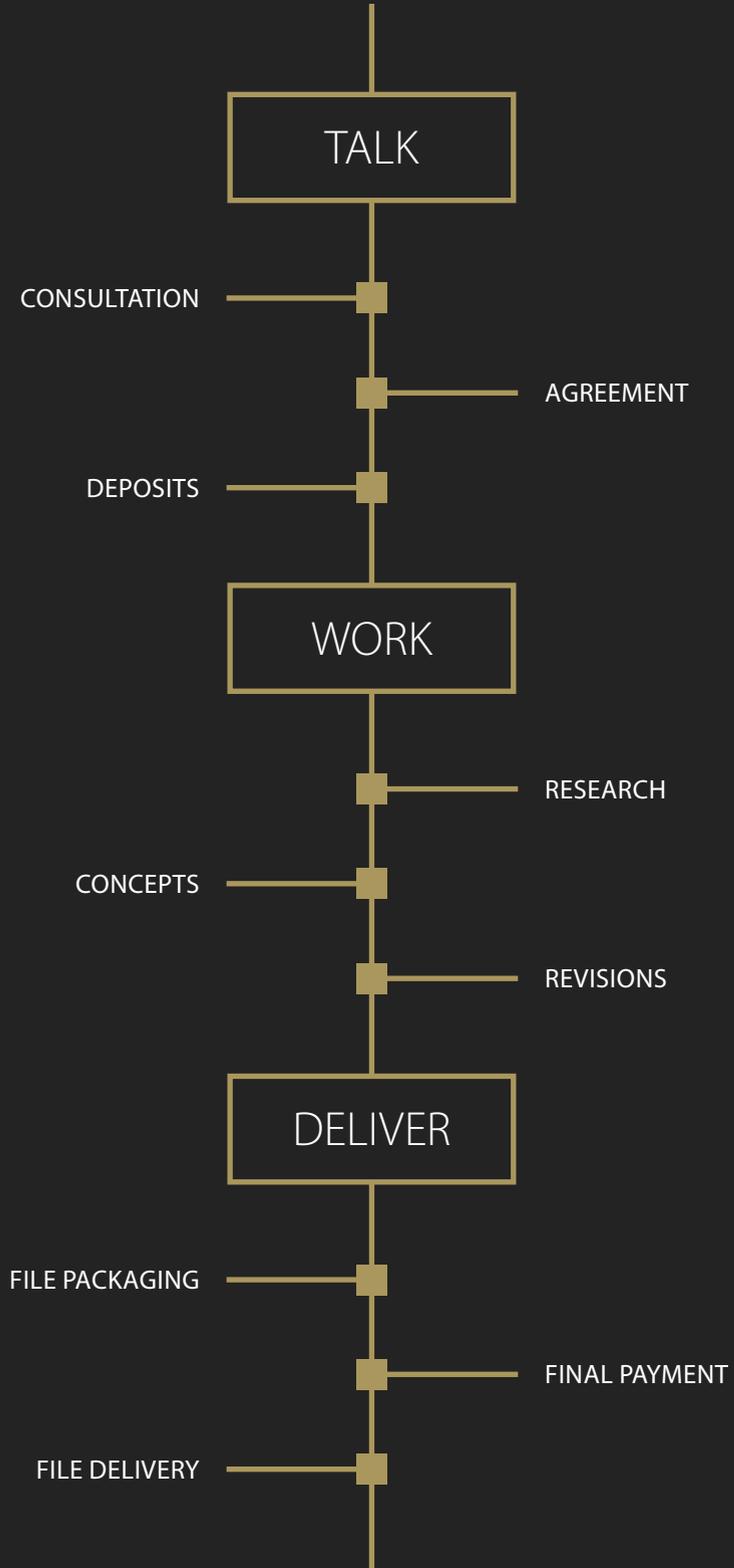
### What you get:

- ▶ Logo
- ▶ Business Card
- ▶ Stationary
- ▶ Brochure
- ▶ Website

### How long?

- ▶ 4 - 6 weeks

# A CREATIVE PROCESS BUILT WITH PURPOSE



## LET'S CONNECT

If you have any questions or if everything sounds good, let me know so we can set up a phone consultation to discuss your project details. You can contact me at [www.jmicreative.com](http://www.jmicreative.com) or send me an email directly to [jason@jmicreative.com](mailto:jason@jmicreative.com).

Thank you, and I look forward to speaking with you!



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[WWW.JMICREATIVE.COM](http://WWW.JMICREATIVE.COM)