



*To find the right path for your business,  
walk with an experienced guide...*

"If we're going to keep doing what we're doing,  
we're going to keep getting what we're getting."

—Steven R. Covey



profit

Benefit from the experience of firms just like yours

Ultimately, every business encounters problems related to graphic design and image advertising. Graphic design professionals experienced in addressing Internet and traditional media marketing challenges can overcome these dilemmas. Carnright Design, a full-service graphic design and consulting firm, specializes in solving media positioning concerns for small- and mid-size companies.

Our clients come to us seeking help to create a contemporary look, brand recognition, and consistency in their product advertising. They know that they need to invest in their business NOW to generate the profits of the future. Carnright Design works as a collaborative team member to produce a refined, consistent design package within your budget.



# accelerate

## Overcome the barriers to change

As graphic design consultants, we provide objective expertise to you with best practices in mind. Yes, you may already know much of what we point out, but we will put the pieces into context, saving you time and money in unsuccessful experimentation. We'll gently pull you out of the marinade of indecision and warm up the grill. Frequently, a catalyst is just what your business needs to make the giant leap in the right direction, especially if you feel like you've hit a wall.

What our clients appreciate is an outside perspective on what they are presently doing and how to accomplish the next step without reinventing the wheel. They realize that change will come from within, but want to be pointed in the right direction. We firmly believe that candor is the best policy and we will work closely with you to achieve the right image for your business. As one client said recently, "You will have failed if you don't stretch in every area." We won't pretend to know as much about your business as you do, but we will bring a broader perspective—what works, what doesn't work, and how to overcome the graphic roadblocks that everyone faces at some point. Graphic design, color, fonts, and images are your "silent salesperson." People purchase brands, so it is to your advantage to brand your business effectively.



clarify

Your problems are not unique—and there are answers.

Businesses throughout the country confront the same graphic design issues. Three consistently arise: How should I brand my business? How should I position my business and translate that into a workable graphic design and marketing strategy? How can I effectively create an image that delivers the right message?

Our clients want to make changes in their traditional media or want to develop an Internet presence. That's when they call. They typically benefit from one or more of the following:

- Insightful design for print or the Internet from a marketing point of view.
- Improving profitability through an updated or new image from your "silent salesperson."
- Insightful observation, adaptive strategies, and forward thinking to make you more profitable, help you grow responsibly, or move to the next level in graphic design and branding strategies
- Comprehensive reviews of your current design and how it is impacting your business.
- Thoughtful recommendations and personalized advice in areas such as color, image choice, fonts, and logos.
- Understanding the impact of the psychology of color on your clients.
- Understanding what is needed for having a successful on-line presence.

# discover



We tailor our process to help your business move forward

Our mission is to successfully develop our client's corporate image and brand recognition with the best graphic design solutions for our client's business. Every project has its own unique challenges and guidelines. First, we discuss project goals, budgets, time requirements, and resources needed for us to produce optimum results. When we begin our collaboration, the sequence is as follows:

- Budget Proposal - We gather information pertaining to the project and then detail a report within your budget and scheduled guidelines.
- Analysis & Strategic Development - We research to identify existing competition and client position in the marketplace. Design strategy, objectives, and criteria are agreed to and developed.
- Design Exploratory - We present a range of draft design approaches. Designs that best meet your objectives are fine tuned and evaluated. We work until complete satisfaction is realized.
- Implementation & Production - Approved art and mechanicals are translated into final production. Artwork and computer files are distributed to the end-user with our clients receiving CD copies.



return

This investment in your business delivers considerable returns.

Whatever your needs, from web site design template pages so you can complete the web site yourself to a complete graphic design solution for all media, we work within your budget and guidelines. Your satisfaction is our goal. If you aren't successful, then neither are we.

The cost of our graphic design from a marketing point of view is based on what your specific needs are plus your budget. The only way to effectively estimate the cost of your project is to contact us for a free consultation.

In addition to full graphic design services, we offer custom technical illustration, illustration, cartooning, Flash design, copywriting, and access to commercial offset and print-on-demand printing solutions and audio/video and photographic services.



dream

The future of your business is what you make of it.

Companies have literally changed their businesses for the better by improving their brand image with Carnright Design. Feel free to contact us by phone or email and we'll answer any questions you might have. We'll also be delighted to provide as many references as you would like.

Our clients find that a collaborative focus on their company image goes a long way toward needed improvements. In addition to uncovering new information and graphic design solutions, a review will confirm or correct the image you already have.

# Our Services



MEMBER



MEMBER

Graphic Design  
Logo Design  
Corporate Identity  
Business Cards / Letterheads / Envelopes  
Brochure Design  
Illustration  
Cartoons  
Outdoor Billboards  
Corporate Calendars  
Annual Reports  
Print Advertisements  
Direct Mail  
Copywriting for Print & Internet  
Direct Mail Pieces / Flyers  
Package Design  
Special Events Creative  
Newsletters

PowerPoint 2000 Presentations  
Promotional Items  
Sales Aids / Training Manuals / Booklets  
Presentation Folders and Binders  
On-Line PDF Brochures  
White Papers  
Book Covers & Interiors  
Consulting Services  
Web Design Strategies  
Web Site Development  
Database Driven Web Sites  
Web Hosting Services & Assistance  
Domain Name Registration Assistance  
Search Engine Optimization & Submission  
Web Site Maintenance  
Custom Graphics  
E-commerce

If you want to get more from your business, let's talk.

No matter what obstacles face your business, you can be sure that others have faced them before. Let's talk about your business, your goals, your ambitions, and then let's talk about building a graphic design roadmap to get you there in style.

Carnright Design  
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# Some of Our Clients

Carel USA  
Constitution Party  
SunLine Solar  
McLane & Shoener  
Lancaster Packing Inc.  
Jake & Amos Amish Foods  
Allied Network, Inc.  
Donna Zim, CPA  
Kakeru Performance Group, Inc.  
Ajax Environmental Consultants, Inc.  
Dr. Joseph Intellisano, BS, DC, ND  
Parsley Lane  
Austin Air, Inc.  
NetFree Communications, Inc.  
Always Typing Secretarial Services  
Endless Mountain CyberSPACE, Inc.  
Legal Blank Printery, Inc.  
Down2Earth Adventures, LLC  
HalloBay Wilderness  
Wyoming County Chamber of Commerce  
Cooley Stone  
Kenite Laboratory, Inc.

Wyoming Sand and Stone Company  
Quality Stone Supply  
Endless Mountains Council of the Arts  
Mid-Atlantic Park and Playground  
Concepts Inc.  
Gail Berreitter, Poet  
Fireworks by Donnora, Inc.  
Frock Brothers Trucking, Inc.  
Parry Trucking, Inc.  
Miami Data Vault  
Automotive Consultants, Inc.  
Carla's House of Ceramics  
Kidoodles, Inc.  
Ladonna Jayne's Ceramics  
Loh Enterprises, LLC  
Wonders of the World, LLC  
Center for Talent Retention, LLC  
ReviewNet, Inc.  
Triumph Disposal, Inc.  
Curb-it Company  
B2B Strategic Marketing

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