



*Fusing left-brain and right-brain thinking...*  
**Creative Services for Small Business**

# GRAPHIC MATTER, INC.

Creating high-profile business communications, Graphic Matter provides an array of creative services typically offered by corporate creative services departments. We serve small- to mid-sized organizations from our base in Somerset County, New Jersey.

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*“It’s like having the convenience of your own in-house creative group, without the hassle!”*

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Graphic Matter is a team of creative talent: graphic designers, illustrators, photographers, web site designers, instructional designers, copywriters and technical writers. Our most current information is available on our web site including, our client list, our portfolio and a complete listing of our collective software expertise, with proficiency in both the Macintosh and Windows platforms.

# LOGICAL

Why settle for *in-house resources* or *doing it yourself*, when we will ...

- Eliminate stress and hidden cost; while you focus on your core business
- Maximize your professional image
- Provide access to a full-range of creative skills
- Reduce your hardware and software burdens
- Advise you on cost-effective print options

Why coordinate with *freelance* resources when you benefit from . . .

- Formal business protocol and expert project management
- Predictable results – accurate estimates and project plans
- A cohesive team that builds a relationship with you and learns about your business

Why rely on *quick printers* and *copy shops* when we offer . . .

- On-call experience with backup support in each discipline
- A library of all your final files available in multimedia formats to reuse on your future projects

Why pay more with *agencies*? The Graphic Matter promise . . .

- Creative solutions, reasonable rates, and exceptional service
- Print expertise and truly print-ready files
- Respect for your ideas and creative input
- Small Business is Our Top Priority

# CREATIVE

## GRAPHIC DESIGN:

Services include graphic design, illustration, photography, web site design and copywriting.

## INSTRUCTIONAL DESIGN:

Services include training material design, development, technical writing, editing, recording, and production.

## CONSULTING:

Support for creative professionals including corporate design groups and commercial prepress and print providers.



## LOGOS & BRANDING

CORPORATE IDENTITY PROGRAMS

BUSINESS CARDS & STATIONERY

MARKETING MATERIALS

PROMOTIONAL MATERIALS

SALES PRESENTATIONS

TRADE SHOW DISPLAYS

PACKAGING

TRAINING MATERIALS

MANUALS & HANDBOOKS

HR PROCEDURAL GUIDES

SLIDE SHOW PRESENTATIONS

AUDIOVISUAL SELF-GUIDED TRAINING

WALL CHARTS & POSTERS

INSTRUCTIONAL DIAGRAMS

FILE PREPARATION STANDARDS

CORPORATE IDENTITY STANDARDS

TRAINING DEVELOPMENT

OPERATIONAL PLANNING

PROPOSALS, RFIs, RFQs

BUSINESS PLANS

INVESTOR PRESENTATIONS

PROJECT COSTING SYSTEM

## CLIENT LOGO DESIGNS



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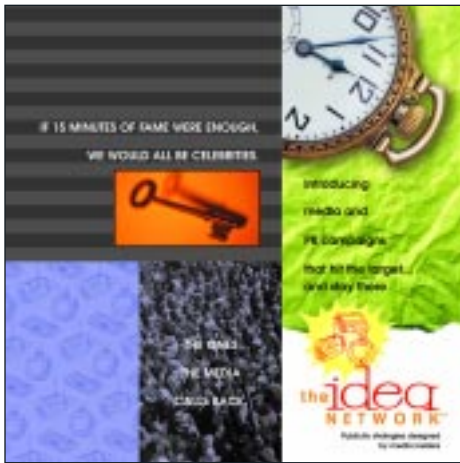
At Graphic Matter, we have over 25 years experience providing creative services to the Professional

**WHAT ARE YOUR SUPPORT  
MATERIALS SAYING ABOUT  
YOUR PROFESSIONALISM?**

Services Industry, with a focus on Consulting Firms and Software Developers.

Since a Consultant's product is intangible, the opportunity to secure a client can be *won* or *lost* based on your image alone. Your professional image is virtually indistinguishable from the quality of your support materials. Graphic Matter enhances your organization's professional image by ensuring each client-facing communication is high-caliber and on the mark.

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IDEA NETWORK BROCHURE

- 30** GRAPHIC AND BUSINESS APPLICATIONS
- 25** YEARS CREATING TRAINING MATERIALS
- 9** PROFESSIONAL DEGREES – BFA, MBA
- 4** LANGUAGES – MANAGEMENT OF TRANSLATIONS OF TRAINING MATERIALS
- 3** SEASONED COMMERCIAL PRINT AND DESIGN STUDIO MANAGERS
- 3** PROFESSIONAL TRAINERS AND PRESENTERS
- 2** OPERATING ENVIRONMENTS

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= **1** DYNAMIC TEAM



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**WHEN YOUR IMAGE MATTERS ...**

**CALL GRAPHIC MATTER!**