

Okay,
so your
business
thinks Big.



Ask yourself this,
does it
look Big?



If you answered 'No' read on!

Q1. Are you embarrassed to hand over your business card and photocopied sales flyer to a prospective client, because it makes you feel 'small time'?

YES

NO

Q2. Has your business outgrown your "do-it-yourself" advertising material?

YES

NO

Q3. Do you limit advertising your business because you are unsure if it will make any difference?

YES

NO

Q4. Do you think creating a professional business image will be too expensive?

YES

NO

Q5. Do you believe that your business is actually better than it looks?

YES

NO

Q6. Has developing your business image been pushed to the background to make way for other business priorities?

YES

NO

Q7. Are you about to spend money on printing without thinking about what you are visually presenting?

YES

NO

Does the shoe fit?

If you answered 'YES' to these questions, you may be limiting the public perception of your business.

- a) **Public perception.** An unprofessional image runs the risk of a potential client calling the 'next' business because they look more established and seem less 'risky' to buy from.
- b) **Staff perception.** If you're embarrassed by your business' image and don't feel you 'look' professional, chances are your staff feel the same. An image or identity that reflects your business values, will instill pride and confidence in your staff.

So ...what is
the solution?

A graphic
designer.

Consulting a graphic designer can eliminate these problems. You'll be surprised how handy it becomes to have such a resource.

think BiG. look BiG.

think **THE BiG**
DESIGN
GRiN

Okay, but how?

Logo Design and Corporate Identity

A Corporate Identity is the face of your business – the label, the personality, the icon. This is what you show to the world and what becomes the visual link for your brand. As a result, you have to be proud of it, not embarrassed everytime you present it.

Professional logos promote recognition, credibility and reputation. Most importantly your logo should communicate the image of your business and make it easier to gain buyer recognition.

Print Presentations

- Brochures
- Annual reports
- Exhibition displays
- Catalogues
- Flyers
- Point-of-sale
- Direct mail
- Signage
- Publication ads

Print collateral is your chance to communicate to your prospects what you are about, and get them excited about doing business with you. It builds your image via exposure and becomes part of your brand identity and therefore adds value to your business.

The Big Grin Design way

Our method of business is based on:

The relationship we build with you as well as our responsibility for the project itself.

Our approach spans from concepts and design including photography, to high end print.

Knowledge of design and the technical aspects of prepress and print. You'll be surprised how technical design can be. Don't be fooled.

Our focus is for your business to look great. We listen and we deliver. think BiG. look BiG.



Do you
take your
business
image
seriously?

"I created my logo and sales material when I first started the business, now we have grown but our look and feel clearly hasn't!"

Typical Client

What others have said.

"The results produced by TBGD were instantaneously a success with us, they have the ability to capture ideas and creatively construct an identity. TBGD's knowledge of branding, the market and the importance of a recognisable and powerful brand meant we were able to trust in their ability to create a successful identity. TBGD was able to listen to our ideas, suggest ideas and from discussions with us, create something we wanted." **Nicola & Remko - Espresso Bagels**

"I wanted to thank you very sincerely for the wonderful effort you put into the creation of our banners for the Australian Sales Mission in June. They were a big hit and very different to any banner we currently have. Your ideas for the banners were fresh, eye catching and told an intriguing story about Malaysia. It was a pleasure working with you and we greatly appreciate the time you took to make sure that every aspect of the project was meticulously dealt with; from the selection of images to coordinating with the printer. I have to say it was a pleasure collaborating with you." **Hasanti, Tourism Malaysia**

"TBGD's designs have been met with great appreciation for their originality, simplicity and ability to have presented a complete branding package of not only how we see ourselves, but more importantly, how we are perceived by our clients."
Peter - Criterion Hotel/PFG Financial Services

For more information call

Call: 03 9885 2131

or visit: www.thebiggrin.com.au

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GRiN DESIGN

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