



## Services

Seven disciplines constitute our creative services: Branding, Identity Development, Print Design, Web Design, Publication Design & Production, Consulting, and Marketing. Like a prize quilt, these disciplines are distinct yet they overlap, creating a unified whole. Think of us as an integrated system addressing every one of your specific branding and visual communication needs. Here's a breakdown of our specific services.

### Branding & Identity Development

Image is created in the consumer's mind. It is realized through skillful articulation of perception. Brand is the conclusion consumers draw when appraising a product or service's worthiness. Brand is what distinguishes one product from another. Brand becomes the archetype in the consumer's mind. Perception management is what we do. Image is established and controlled by using proven disciplines that govern perception. Image is predicated on visual codes. We're experts at guiding the consumers' perception through the benign manipulation of human sensibilities.

### Print Design

Long before the Internet, graphic design was referred to as commercial art. It was simple: art with a commercial purpose. Intention is what defines the difference between art and design. As the language of art and design grow more congruent, its function and form become inseparable. Form without function is ornament; it is mere decoration. Success doesn't tolerate near-misses—it demands accuracy. Good design is, actually, an outgrowth of clear thinking. When appraising a design resource one should not only examine the finished pieces, but also the informed choices that created them.

### Web Design

The Internet: the medium that revolutionized how business is conducted. Without a presence on the Web, a contemporary company doesn't exist. Modern consumers expect the invitation to visit a company's website. They draw conclusions based on what they see. It is a visual environment that, if properly designed, is redolent with opportunities. Conclusions are established and reinforced through the website's ability to communicate with the consumer. The website is an extension of a comprehensive branding endeavor. The mordent truth is that consumers draw conclusions based on their visit to your company's website. Brand consistency is imperative.

### Publication Design & Production

Publication design is a specialized discipline that demands experience and expertise. The digital revolution took no prisoners. Despite Doomsday predictions, printed publications are thriving. To survive in this uncompromising business arena demands you arm yourself with a design resource tempered by experience and seasoned with innovation. Skaaren Design is an award-winning resource for your publication design solutions.

### Consulting

Your business demands proven design results, yet you don't feel comfortable signing up for an open-ended, long-term commitment. We understand. We provide consultation services tailored to your business style and your budget. You're always in control. We wouldn't have it any other way. You invite our incremental involvement. We're flexible and responsive. It's what separates us from unwieldy, inflexible design firms that are more complex than they need to be. Skaaren Design's business ethos follows a proven principle: form follows function.

### Marketing

Creativity doesn't end once a strong brand image is established. On the contrary, it's just the beginning. Marketing delivers your message to the marketplace. Marketing is advertising. Marketing is publicity. Marketing is design. Marketing is word-of-mouth. Marketing is effective only if it speaks to the right audience at the right time. Marketing is pervasive. Marketing is ephemeral. Marketing, when done well, is hard to define. It's success in disguise.