



The Design Process

The Creativ team consists of seasoned graphic designers bringing decades of experience to Safeguard. We are experienced, degreed, design professionals who can help you produce fresh and professional marketing messages.

When we begin a project, we go through a creative process to produce a design that will be an effective marketing tool, as well as aesthetically pleasing:



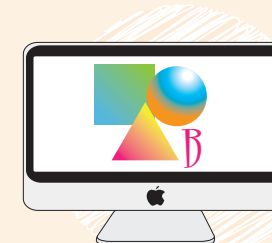
CONSULTATION

- Meet with the customer to discuss their project goals and objectives.
- Collect information about the customer's project by utilizing the Design Questionnaire.
- Call Creativ and send in the Design Questionnaire. This will help Creativ determine project scope and confirm pricing.
- Schedule a phone conference with you, the customer and Creativ. This is the forum for open discussion and questions to make sure everyone is clear on the customer's wants and needs.
- We begin laying the groundwork for the visual.



CONCEPTUALIZATION

- We carefully consider the visual interpretation of the customer's profession.
- We research current design standards representing this genre.
- We study all the information we've gathered.
- We choose our color palette and fonts.
- We do extensive research to find appropriate images.



DESIGN

- Once we've confirmed the production specs, we begin designing the project.
- We artistically manipulate any photographs or images provided.
- We can provide copywriting services or review copy provided for proper grammar and spelling.
- We pull everything together to make a cohesive piece. This is a creative endeavor in itself that uses our artistic experience, knowledge and expertise.



PROOFING

- Once we have finalized the design concept, we create a digital proof.
- We send the proof to you to review with the customer.
- If needed, we make revisions as requested by the customer.
- Then, we wait for final approval from you that the customer is satisfied.



PRODUCTION

- We review artwork specifications for the specific vendor that will be printing the job.
- We prepare the job for production per the vendor requirements.
- We forward artwork directly to the vendor, so that it's fast and convenient for you.
- We are available to answer any questions from the vendor about the final artwork file.