

Making
success
look
easy.



Quantum **FOCUS!**
Marketing Collateral System



quantumidentitygroup.com



“... effective branding will drive growth, increase sales and assist in attracting and retaining customers ...”

OVERVIEW

Marketing research has suggested that focus and consistency are essential requirements to building a successful brand. While terms such as “brand”, “branding”, or “brand equity” have been around for quite some time, we have built immunity to corporate jargon, and in doing so, have discounted the significance of branding as a useful tool in developing a successful business.

In short, a “brand” is the totality of the thoughts, feelings, associations, and expectations a customer experiences when exposed to an organization’s name, trademarks, symbols and products.

Consistently reinforcing your brand helps customers create a mental expectation of your company’s reputation, integrity and promises based on its core offerings.

While effective branding will drive growth, increase sales and assist in attracting and retaining customers—an organization that pays no heed to the importance of branding risks sabotaging its own best efforts.

We have just the solution.

Quantum FOCUS!™, a marketing collateral system development service, is ideal for business professionals who need marketing collateral to establish a core brand identity for their companies.

SOLUTION

Quantum FOCUS!™ is a marketing collateral solution designed to give your company a clear, concise and compelling brand identity. Using the latest techniques in design and our unique five-stage Quantum Delivery Approach, we offer clients brand expertise and marketing know-how, resulting in professional design concepts typically the preserve of large companies.

Brand identity is everything. It’s what makes your business unique, distinct, and recognizable. It defines the character of your company and tells who you are to your customers. The consistency

of your brand, and the manner in which it’s conveyed, also makes it easier for customers to become familiar with your products and distinguish your company from a sea of competitors. Neglect this aspect of your company and you will unwittingly risk anonymity and isolation.

At Quantum Identity Group, our comprehensive planning approach addresses this critical element by thoroughly examining your creative ideas to determine if your concepts have merit, marketability and long-term brand potential.

And unlike traditional consulting methods, we won’t subject you to an endless litany of case studies or complex proprietary formulas

on “how we tackle branding”. Nor will we rush a design concept to you, inspired by the results of a few online questions, without ever having engaged you in a thoughtful discussion about you. Instead, our approach to developing a successful brand relies heavily on the active involvement of our clients; including participation in creative discourse, Q&A sessions, and brainstorming exercises.

In addition, we ensure that at every stage of the process your marketing collateral system accurately represents the ideas discussed and agreed on. The result: A well-conceived and well-presented brand. The entire process is highly interactive.

An expertly conceived brand is a company’s most important possession. No company can expect to gain consumer credibility or distinguish itself from its competitors without a professionally created brand identity.

Savvy entrepreneurs everywhere are turning to Quantum Identity Group for a proven way to brand business ventures.

To learn more about **Quantum FOCUS!™**, call us toll-free at 1-800-823-6243, Monday through Friday, 8 AM to 5 PM (CST), or visit us online at www.quantumidentitygroup.com (All information disclosed will remain in the strictest confidence.)

MARKETS

Quantum FOCUS!™ is specifically designed for entrepreneurs who:

- Need a custom designed marketing collateral system
- Want to appear more polished and credible
- Require a sophisticated company image to help distinguish your business from its competitors
- Need to bolster consumer confidence with a brand that means quality and value

HIGHLIGHTS

- Agency-quality, custom designed marketing collateral system
- Cost-effective alternative to hiring a large design firm
- High-resolution output files
- Transfer of exclusive ownership rights
- Rapid return on investment
- Total cost of service applicable toward the price of a complete media/marketing kit or company planning, launch and execution service
- Satisfaction guaranteed

BENEFITS

- Improve your clients’ opinions of your products or services
- Enhance your overall business image
- Distinguish your company from its competitors
- Establish a unique brand in a crowded marketplace
- Create an impression of credibility and professionalism

FEATURES

- Seven custom designed logo choices
- Two custom designed stationery choices
- Two custom designed brochure choices
- Unlimited revisions
- Unlimited email and phone support
- Entire project completed in fifteen business days or less
- Delivered electronically in both vector and bitmap formats for various Web and print applications
- Options to add copy writing

DELIVERABLES

- Custom designed logo
- Custom designed stationery system with all required elements, including business card design, letterhead design and envelope design
- Custom designed brochure (tri-fold or 4-page)

PRICING

Quantum Identity Group prices each plan according to its unique level of complexity. The cost of the **Quantum FOCUS!™ Marketing Collateral System** starts at \$3,499. Price factors include:

- Intended audience
- Concept complexity
- Depth of market research
- Size of operations