

Making
success
look
easy.



Quantum **PREMIER!**
Core Brand Identity System



quantumidentitygroup.com



“An expertly created brand is visual proof that you **mean** what you say”

OVERVIEW

Before customers consider using your product or service, they have formed numerous opinions about your company—and its ability to deliver on its promises—simply by judging the visual quality of your brand.

For years, cognitive research has indicated that roughly eighty percent of the information assimilated through the sense is visual. This means that every aspect of a company's core brand identity—from logo to business card to stationery system—all should reinforce the same image and message about the company. Otherwise, companies run the risk

of confusing their target audience about who they are and what they stand for.

If your company's core brand identity is poorly executed, inconsistent, or out-of-date—what can a potential customer expect from your products or services? An expertly created brand is visual proof that you mean what you say.

We have just the solution.

Quantum PREMIER!™, a core brand identity system development service, is ideal for business professionals who need a logo and stationery solution to establish a core brand identity for their companies.

SOLUTION

Quantum PREMIER!™ is a logo and stationery 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 concept has 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 Q&A sessions and brainstorming exercises.

In addition, we ensure that at every stage of the process your logo and stationery 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 single 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 PREMIER!™**, 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

MARKETS

Quantum PREMIER!™ is specifically designed for entrepreneurs who:

- Need a custom designed logo and stationery 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 logo and stationery system
- Cost-effective alternative to hiring a large design firm
- High-resolution output files
- Rapid return on investment
- Total cost of service applicable toward the price of a marketing collateral system, 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 high-quality custom designed logo choices
- Two high-quality custom designed stationery choices
- Unlimited revisions
- Unlimited email and phone support
- Entire project completed in seven business days or less
- Delivered electronically in both vector and bitmap formats for various Web and print applications
- Final concept delivered “disaster recovery compliant” on CD-ROM

DELIVERABLES

- Custom designed logo
- Custom designed stationery system with all required elements, including business card design, letterhead design and envelope design

PRICING

Quantum Identity Group prices each plan according to its unique level of complexity. The cost of the **Quantum PREMIER!™ Core Brand Identity System** starts at \$1,499. Price factors include:

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