

Graphic Design for Manufacturers and Service Providers





Our Mission and Vision

Mission Statement

r.o.i. Design collaborates with clients to provide a return on investment.

We are a flexible and creative team enriching the way you live, work and play.

We offer a focused and organized process for product fulfillment, consulting and design.

Vision Statement

Driven to create a better world through design.

Who We Serve

r.o.i. Design is involved in a variety of markets .

Hospitality

Resorts (Properties with amenities, lodging and real estate)

- Planning
- Concept Development
- Branding
- Interior Design
- Fulfillment

Hotels (Properties with some amenities, lodging no real estate)

- Programming and Budgeting
- Graphic Design
- Interior Design
- Fulfillment

Residential

- Community Planning and Market Positioning
- Home Design and Architecture
- Interior Design
- Decorating and Fulfillment

Workplace

- Building Concepts
- Programming and Space Planning
- Interior Design
- Budgeting and Vendor Research

Retail, Food Service and Religious

- Building Facades
- Programming and Space Planning
- Interior Design
- Visual Merchandising
- Fulfillment

Manufacturers and Service Providers

- Marketing and Communications
- Graphic Design
- Consulting

The following pages describe our graphic design services for manufacturers and service providers and their related deliverables. For more about our graphics for real estate development, interior design and architectural services, please contact us and we will forward our company information.

Graphics Design for Manufacturers and Service Providers

- We view graphic design as an extension of our work in business planning.
 - In order for a concept to be sold, your company needs supportive materials that expresses the true brand and value of your company. We believe we offer a “return on investment” by providing effective graphic design work that “sells” the vision of your company’s goods and services.
- Our services include:
 - *Customer Research and Demographic Reporting*
 - *Creation of Identity, Logos and Signage*
 - *Supportive Business Collateral*
 - *Promotional and Advertising Print Work*



Logo & Identity Design

- Expressing your brand means communicating your values and your services, simply, is a key to successful graphic design.
- We offer you the opportunity to create your logo and identity through a collaborative design process that builds your company's "mark".
- We help you discover how and where your logo can be used and can create your business cards, business stationary and related form templates.
- We will show you how to create signage and internal marketing posters that make your logo come alive.



Business Collateral

Continuing the story of your company through sales and marketing, executive reporting, and business papers is a critical part of business success.

We can work with your team and help you create templates for newsletters, annual reports, journals, PowerPoint presentations or campaign posters.

We can offer you graphic design, copy writing, art direction, production assistance and project management.

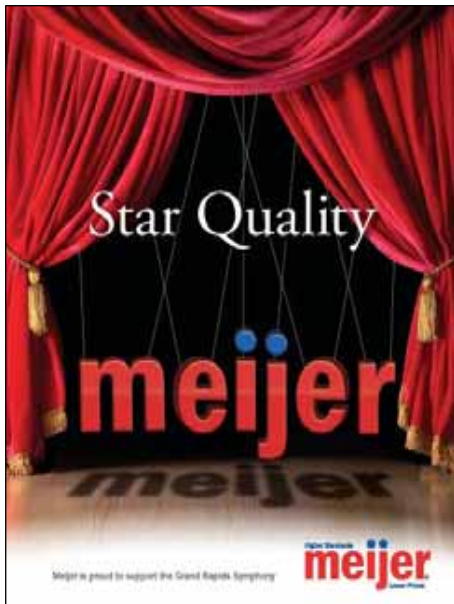


Print and Promotion

The role of print work in our age of technology remains a key component to the sale of products and ideas.

Advertising in newspapers, periodicals, playbills, business journals and billboards are just some of the ways to promote your brand and your company's services.

We can help you create a marketing plan and create the graphic designs needed to support your advertising campaign.



How does r.o.i. Design operate?

r.o.i. Design is a fee-based company and makes revenue from selling design time.

- We offer one free consultation at no cost.
- We assess your situation and learn as much as we can about your needs. r.o.i. Design staff will respond with an itemized proposal of services that are tailored to meet your needs.
- Our proposal will include rates, the scope of work and how long we think it will take to provide services.
- After you have hired r.o.i. Design, we will send you an invoice every two weeks, itemized by service activity and date; payable net 15.
- We can provide support through print and execution as needed.

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Proposal **Proposal Number D60617**
Submitted

Project Name:
Client Name:
Contact:

Project's Goal:
The overall goal is create a liaison with _____ as retail merchandising consultants, helping them provide a return on investment to their retail customers.
The initial project may be to work with them and _____ in creating an image and brand that is more "retail" and consumer appealing.

Our Role:
Our initial role would be of observer and consultant. We would provide recommendations to _____ for physical design changes that incorporate supportive branding into the building's interiors and architecture.

Services to be Performed:

1. **Meeting with**
Initial submersion meetings with three designers at _____ offices in Muskegon.
2. **Site Immersion**
Observations at each of the three locations. Two designers per observation.
3. **Client Meetings and Interviews**
customer interview. Three designers.
4. **Written Recommendations**
Recommendations for space changes and interior design, as well as, recommendations for overall branding message and opportunities for application. Report would be in Power Point format.
5. **Presentation Meeting**

Provided by Others:
_____ are providing all direct customer contact. _____ are providing all design deliverables.

Future Services:
r.o.i. Design would be pleased to provide estimates for fees to provide graphic design and interior design services to fulfill some or all of the recommendations.

Services Not Included:
This proposal does not include interior design selections, product design, graphic design or marketing. This proposal does not include the actual cost of furnishings, signage or fixtures their delivery or installation.

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