



# Print Design

by Swerve Design Group

*Brochures, booklets, catalogues, flyers, reports...*

*Swerve Design Group is a full-service design and communication firm with proven expertise in creative printed brochures and publications. We pride ourselves on providing our clients with powerful and budget-appropriate communications materials, whether in consumer or business-to-business markets.*

## **Define**

Listen to your needs. Identify problems, audience and goals. Gather information and review budgets and timelines. Before the pencil touches the paper, or a pixel moves on the computer, a lot of thought goes into what we do. We not only make you look good – we help you get results. From business and marketing strategies, to innovative approaches to communicating your message. We challenge ideas and directions, focus, organize and restructure. We strive to

understand your mission and target creative solutions to help you achieve your goals and ensure return on investment.

## **Explore**

Organize and clarify information. Research options; conceive creative solutions; present designs for feedback and approval. Define concepts and details. Everybody asks questions. Asking the right questions is the key to successful design. Creativity is about opening your mind up to possibilities. Exploring options. Asking why. Asking why not. The balance between creativity and business blurs, shifts and changes with each task we take on. Part of every designer wants to be the next DeVinci or Picasso – creating for the sake of creating. The other part of every designer wants to find out that the job we did for you helped make your sales double, or the response to the mailing campaign

made the phone ring off the hook. Combining design and business is how we make you successful. It's the gut feeling gathered from years of design and business experience.

## **Achieve**

At each step we step back and ask "is this on target? Is the key message still being served?" Sometimes designers don't see the forest for the trees. We stop and read the content and make sure all is right – right to the end. A quality product happens when you watch the little details. The final step: Complete the creative project on time, on budget and on target.

**Following are just a few samples of brochures that Swerve has done over the years.**



Brochures, books, catalogues and flyers – Swerve has over 20 years of experience ensuring your marketing objectives are carefully conceived and executed.

From concept and design, to production, to print management, Swerve will take care of every detail.

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