

FORM G DESIGN
graphic design + branding

DESIGNING BETTER BUSINESS

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143 Ennis Lane Jupiter, Florida 33458
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The average consumer is bombarded with around 16,000 brands a day. In this dense landscape a company must stand out amongst the crowd and maximize their exposure to connect with consumers. A messages that is expressed and amplified via a branded experience, attracts consumers.

Every company needs an identity, but what defines this identity? The identity of a business transcends the obvious, it is the intangible perception a consumer carries with them. A business can augment this perception by using design to brand all touchpoints. We wish to bring this level of detail, quality, and creative design to businesses and organizations of all sizes.

Form G Design was founded with the objective to do good work for good people. We feel design can be an agent of change, improving the lives of people. We strive to make a business the best they can be, so they can improve the lives of their employees, consumers, and community. We are passionate about design and branding and how ti can improve our clients business. Our clients want more than the norm, they expect something unique, they strive to achieve greater, while daring to be different.

FULFILLING YOUR POTENTIAL

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The value of a successful brand is immeasurable. Some brands have crossed generations, ownership changes, and the continued evolution of the consumer. These achievements are possible through the thoughtful design of a flexible brand.

We believe that there are a few ideas that influence the creation of a successful brand. The great part about these ideas is they are guidelines that can be customized to suit the individual needs of each project. We believe that branding is essential for a business to fulfill its potential.

IDEAS TO BRAND BY

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All businesses have a purpose, a reason for being, and an area of expertise. Most businesses were established for a specific reason. Aside from “making money” there is usually an important and critical reason that differentiates a business from others in the same industry. These reasons or values may range from: superior customer service, working with a favorite charity, or even environmentally friendly practices. The purpose and values of a company form the basis of a brand message, that when expressed correctly will resonate with potential consumers.

Why use three words when one would do better? Why use words when an image or graphic may communicate a message better? Perhaps, the appropriate combination of the two will exemplify a brand message better than others. A balance must be attained between necessity and flair. When a message is depicted in a uniquely simple and direct way, it is easily understood, and things that are easily understood are rarely forgotten.

Modern consumers look to consistency as a sign of legitimacy. It is imperative that a brand message should be communicated consistently. We feel a brand message is only as good as its weakest representation. Consumers will pay more for goods and services that are provided with competence and proficiency. Consumers desire to trust the companies they do business with, and this trust is earned by building a relationship through solid communication.

IDEA 1

Your brand is at the intersection of values and purpose.

IDEA 2

Eloquence and brevity allow for stronger and more easily understood communication.

IDEA 3

Consistency is vital to the continued validity of a brand's message.



A brand can be memorable for various reasons, such as a distinctive name or logo, color, typeface, or imagery. The summation of these elements combined with a positive consumer experience create an intangible element that drives distinctiveness. A successful brand must extend beyond eye catching and become relevant to the consumer's lives. This emotional attachment drives loyalty, which in a competitive marketplace can be the edge that equates to success.

Impersonal interactions do not endear a brand to consumers, in some instances they can even be a source of annoyance. Consumers desire a deeper connection to the business they choose to share their lives with. Businesses should consistently reaffirm their message to consumers, through means that match their brand. These types of interactions cause people to share their experiences, which is undeniably the best exposure a business can get.

We enjoy listening to what our clients say, learning the intricacies of their business, how they relate to their consumers, and getting answers to thoughtful questions. The knowledge gained through this research, paired with an evaluation of the competitive landscape, allows us to create distinctive and unique design solutions. All of the research and creativity won't go far unless it is paired with the trust and confidence necessary to create a great working partnership.

IDEA 4

Compelling visuals create emotional attachment.

IDEA 5

Quality of brand message is more important than mass exposure.

IDEA 6

Listening, understanding, and open dialogue gain trust and create better results.



Logo
Tag Line
Business Stationary
Brochure
Presentations
Publications
Website
Uniforms
Giveaways
Trade shows
Advertisements
Direct Mailers
Fleet Graphics
Signage
Packaging
Environmental Graphics
Customer Interaction

Once a brand message has been created it is important to integrate it into the various touchpoints that a business relies on. In most cases the visual foundation for a brand is a logo. A logo should be nicely executed, have a timeless quality, and be capable of retaining equity despite varying trends. Associated brand visuals such as colors, typeface, imagery, and copywriting should complement and amplify the brand message of a business. These visuals should be fluid and evolve to meet the desires and needs of the specific target demographic. Form G Design specializes in creating this visual brand and finding ways of applying it to the various touchpoints.

ELEMENTS OF A BRAND

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FIRST

Establish an open dialogue.

SECOND

Evaluate needs and create objectives.

THIRD

Research the competitive landscape.

FOURTH

Create compelling designs.

FIFTH

Dare to be different.

SIXTH

Revise, refine, and customize.

SEVENTH

Exceed client expectations.

There are two sides to the creative process, the client side and the designer side. Defining the designer process is a hard thing to do, each designer approaches it differently, and each project has unique needs. When it comes to the client side, we hesitate to say process because it sounds rigid and uniform. We prefer to think of projects as having common attributes or milestones that lead to exceptional results. Our objective with each project is not only to deliver successful creative solutions but also establish a great relationship with our clients by achieving these key milestones.

A GUIDE TO DESIGN





I always wished for something better than the normal design business, where personal interaction is paramount and the interests of clients are put first. After five years in the creative industry I felt it was time for a change. I have made great use of my BFA in design from the University of Florida. I have worked for large and small companies on projects for Coca-Cola, Holiday Inn, and major real-estate developers. An opportunity arose where I could reconnect with what I was passionate about: helping others fulfill their potential, seeing ideas realized, and knowing my work makes a difference. I look forward to the next challenge, being creative, and doing good work for good people. I started Form G Design as a way to form the great relationships that allow everyone involved to achieve their best.

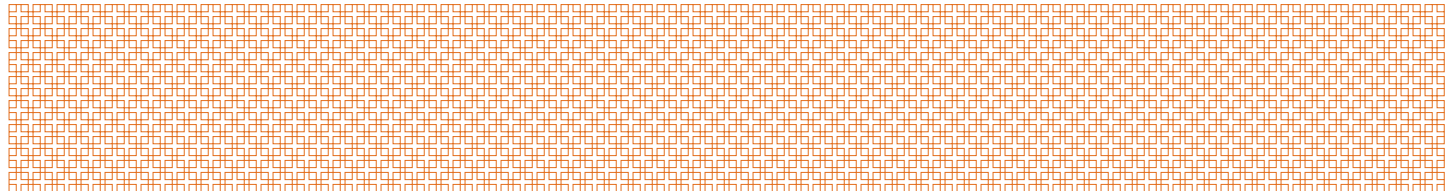
James Garvin Principal, Form G Design

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TIME FOR A CHANGE





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We would love to learn more about your business, your challenges, your goals, and how we may be able to help. We're always looking for another great creative partnership and it starts with our complimentary consultation.

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**DARE TO BE
DIFFERENT**

