



AGDESIGN

BUILDING BETTER BRANDS™

DESIGN EXCELLENCE

TARGET YOUR AUDIENCE

ARTICULATE YOUR MESSAGE

COMMUNICATE BY DESIGN

Good design is never simply skin deep. Strong concepts produce strong design with depth and meaning, while delicately handled typography adds to the maturity of the work. Solid concepts and appropriate type treatments are two aspects of design we strive to perfect in our work.

■ BACKGROUND AND QUALIFICATIONS

Founded in 2006, AG Design is a growing, full service graphic design and marketing firm. AG Design is headquartered in Pleasant Hill, California and plans to open offices in San Francisco by Spring 2010. AG Design strives to achieve professional design, direction, and communication success for our clients. Our success and the success of our clients, take the form of company growth, identification, brand recognition, design innovation, and return on investment.

We specialize in tailoring our services to our client's needs, combining custom design services with unparalleled resources, making AG Design a premier choice in the Graphic Design industry. You will not find any templates here, only original designs by bonafide graphic designers.

AG Design has provided design and marketing services for a wide range of clientele. Our clientele started with small companies and home based businesses such as Du Jour; then expanded to midsize companies, institutions, and non-profits like Each One Reach One and the University of San Francisco; and most recently broke into major brand name campaigns for the likes of Johnson & Johnson, the worlds largest healthcare company. At AG Design, we pride ourselves on the "no project is too small" mentality.

■ WE PROVIDE OUR CLIENTS WITH THE FOLLOWING BENEFITS:

- Design that out performs the industry average
- Unparalleled knowledge of current industry standards, techniques, and technologies
- Innovative approaches to marketing campaigns through targeted communication design
- Accessibility that exceeds expectations
- High accountability and measurable results
- Dedicated staff that are educated, proven, and who immerse themselves in the client's business, goals, philosophy, and principles
- A design firm committed to developing long term relationships with our clients

PROCESS EXCELLENCE

AG DESIGN – THE MESSAGE IS SIMPLE

AG Design takes complex ideas, complicated tasks, and multifaceted goals of a project, and clarifies them into one simple message using our distinct methodology called “TAC”tic.

■ TARGET YOUR AUDIENCE

We discuss your project your thoughts, visions, and goals. We work with you to target the audience you want your message communicated to. We research your competitors, the industry, color theory, images – everything and anything to completely understand your project and identify your goals.

■ ARTICULATE YOUR MESSAGE

Sketch, sketch, sketch.- Our design team takes note of all ideas and concepts that come to mind, brainstorm different forms, make a few suggestions, and push the boundaries. Then only the best concepts are presented. We work towards making your message clear to the targeted audience, concise, and complete.

■ COMMUNICATE BY DESIGN

Skilled design - We work with you to make sure everything is right the first time. This guarantees maximum productivity, meeting deadlines and print runs, and saves money for everyone. Your message is clearly communicated to your audience through unsurpassed design and various marketing tools.

DESIGN LEADERSHIP

"I work towards the success of your company one project at a time – each piece, with a defined goal, clearly expressing a message. I strive to better your company by making sure all your marketing, advertising, promotional, and brand needs are expertly articulated, executed and maintained."

ARLENE GANANCIAL-SANTOS, PRINCIPAL

Arlene is the founder and Principal of AG Design. She brings five years of creative design and strategic marketing experience. Arlene has lead teams that have designed and executed hundreds of marketing campaigns and design projects, collecting award-winning results along the way.

Arlene received Bachelor of Fine Arts (BFA) degrees in Graphic Design from the University of San Francisco (USF) and California College of the Arts (formerly CCAC), graduating Magna-Cum-Laude and finishing in the top 10% of her class. By attending the top design school for Graphic Design, Arlene was mentored by leaders and innovators of the Graphic Design industry. Prior to founding AG Design, Arlene worked as a Junior Graphic Designer for Naganuma Design and Direction, a long-standing graphic design firm in San Francisco, California. Most recently, Arlene was the Lead Designer for Matchpoint Graphics, a small graphic design firm located in San Ramon, California. While at Naganuma and Matchpoint, Arlene was also a freelancing on the side, building her clientele since 2001.

Arlene is well received by her clients and bases her success on the success of each client and the results they achieve. She has created long lasting relationships with clients that lead to ongoing projects and campaigns. She contributes her success to her design process, strong work ethic, and dedication to projects.

BENEFITS & SERVICES

AG Design works closely with various industry leaders to provide clients with diverse design and marketing options. Our experience in these areas, help clients define their vision and tailor our services to the their needs. We offer clients the following services:

■ LOGO & IDENTITY DESIGN

- Company Logo
- Business Cards
- Stationery & Envelopes
- Project or Campaign Logo
- Office Forms/Invoices

■ PRINT DESIGN

- Direct Mail Campaigns
- Media Kits
- Corporate Folders
- CD Covers/Graphics
- Magazine/Book Layouts
- Marketing /Advertsing Campaigns
- Brochures/Pamphlets
- Posters/Flyers
- Newsletters
- Invitations & Announcements
- Event Collateral
- Newspaper/Magazine Ads
- Meeting/Seminar Programs

■ COMMERCIAL DESIGN

- Billboard
- Indoor/Outdoor Signage
- Kiosk Development
- Product Packaging
- Trade Show Displays

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■ WEB & MULTIMEDIA GRAPHICS

- Custom Websites
- Email Marketing
- Banner Ads
- Database Development
- Flash Animantion
- eNewsletters
- eCommerce & Shopping Cart
- Private Administrative Access

■ OTHER PARTNERING SERVICES

- Strategic Marketing Direction
- Public Relation Consulting
- Copywriting

■ PRINTING SERVICES

- Project Mockups & Samples
- Pre-Press & Printing Coordination
- Mounting & Fulfillment Coordination
- Paper Stock Consultation
- Mail-House Coordination