

# services guide

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**HOW** INTERNATIONAL DESIGN AWARD WINNER

# ↑ introduction

## GOOD DESIGN IS GOOD BUSINESS

It's a proven fact that good design converts to good sales! Exceptional design can visually solve a marketing problem and dramatically increase revenue for both small and large businesses alike.

People make snap judgments. It takes only one-tenth of a second to form a first impression about a person and websites are no different. It takes about 50 milliseconds (that's 0.05 seconds) for users to form an opinion about your website to determine whether they like it or not, whether they'll stay or leave. The same can be said about your branding and your marketing and what it communicates to a potential client.

## WHO WE ARE...

Quantum Design Lab is an award-winning creative agency located in Seaside Park, New Jersey. We offer graphic and web design products along with branding, digital publishing services, website hosting, website maintenance, and full color printing.

Our creative is a unique expression of energy, another snowflake in the blizzard of possibility. With over 15 years of experience, we create powerful solutions to marketing or branding problems.

As a boutique agency, we have the ability to give you individualized and focused attention. We care about our clients and want to deliver a design product beyond your wildest imagination. *Let us show you what we can do...*

## WHO WE WORK WITH...

Adidas, Verizon, Motorola, HBO, Panasonic, DuPont, Marriott International, Choice Hotels International, Aerosoles, Disney-Hyperion, US Coachways, AbbVie, Pfizer, Bayer Healthcare, Student Transportation, Inc.



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# → graphic design

**Print design**, also known as **Graphic Design**, is required in our everyday life. The strong meaning of graphic stimulates a person to reach at the same moment. All over the world, graphics are being designed to attract people and increase the sales of a business activity. As the global market shrinks with the ever growing reach of technology the need for that eye catching graphic becomes more and more valuable to a business.

## products:

- Business stationery
- Brochures, direct mail
- Sales support material
- Packaging
- Postcards and invitations
- Business cards
- Stickers, labels
- Media Kits
- Books, Catalogs
- Greeting cards
- Note pads
- Magazines
- Metal, plastic, wood
- Wall graphics/wraps
- Vehicle graphics/wraps
- Billboards, signage
- Photo retouching
- Photo restoration
- Promotional items
- Welcome mats
- Bottle openers
- Stress relievers
- T-shirts, hoodies, hats
- Jackets, polos, sweats
- Tote bags, towels
- Anything printable!



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# → graphic design

## The Importance of Printing for Your Business

**Tangibility.** A print piece is a physical thing. Magazines and newspapers can stay in houses or offices for months or even years, while Internet ads can disappear into cyber space almost instantaneously.

**Credibility.** There is something about print that gives a sense of legitimacy. The saturation of popups and banner ads on the web can be overwhelming and the fear of spam and viruses is enough to make people weary of clicking. There is no imminent danger in a print ad.

**Branding.** Print ads are excellent for solidifying your brand identity. Your ads should have a consistent aesthetic in terms of fonts, colors and types of images to establish a consistent brand recognition.

**Target Marketing.** Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.

**More Engaging.** Consumers are more engaged when reading printed material, unlike websites, which are often skimmed in as little as a 15 second visit. A study shows that people read digital screen text 20% – 30% slower than printed paper.

**Less Print Ads.** With more businesses relying solely on the Internet for their advertising needs, the decline of print publication can actually be used as a marketing advantage. The publications are less crowded, allowing more room for your advertisement to shine, and possibly even cheaper prices for that ad space.



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# → branding

**Branding**, is a key concept in marketing circles. as it is the pivotal springboard that can thrust your business forward, and give you a competitive edge. A well-defined and strong brand will drive sales, build customer loyalty, create brand value, and most of all, it will be the catalyst for business growth, as consumers will be motivated to buy your product.

## products:

- Logo development
- Icon design
- Wordmark design
- Brand identity systems
- Campaign branding
- Social Media branding



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# → branding

## The Importance of Printing for Your Business

There is no denying the importance of branding, especially for the small business. Consumers are always willing to buy products they know and trust. A strong, well defined brand, gives you a competitive advantage in the market. It allows you to charge more for your product, knowing that consumers will remain loyal, and buy it at the higher cost. That is the result of consistent reinforcing of the brand, which enables positive responses from the consumer.

Branding is one way to attract new customers. When a customer comes to you because of all they have heard about your product and business, then you can be certain that they are serious about buying. When you run marketing campaigns, you are simply throwing out a wide net to attract a large number of customers. From there your marketing guys spend time with those leads to find out who is really serious. That takes a lot of time and money, and in the end, you are not sure that those customers will buy. On the other hand, branding puts you in a position to attract serious buyers first off.



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# → website design

**Web Design and Development** are not just important for your business, they are essential! With millions of people using the Internet every day, it would be foolish not to have an online presence. Here at Quantum Design Lab, we understand that good web presence is a well branded, comprehensive, and up to date website with SEO and social media integration. *Let us show you what we can do!*

## products:

- Website design
- Front-end development
- Traditional, content-driven
- Web design for mobile
- Fully responsive design
- User experience design
- Search engine optimization
- Content management
- E-commerce/store front
- Newsletter subscriptions
- Video products
- Event calendars
- Booking modules
- Email creation
- Social media integration
- Photo and video galleries
- Portfolios, blogs
- News feeds
- Member login/registration
- Contact forms



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# → website design

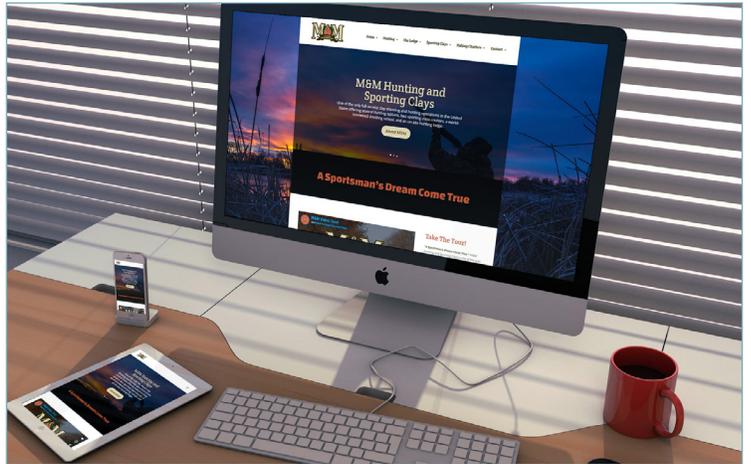
## The Importance of Printing for Your Business

The Internet is a wonderful thing. Businesses can get a website for a few bucks, dump their information into it and readily post to the Internet. Bang! Website. Unfortunately, this would have fit the bill in 1999, but not today.

Now, websites have the capacity to be a true strategic asset to their owner's business. If you and the competition have the same business elements, client base, product, etc., then a professionally designed and developed website can put you ahead of your competitors.

You will be able to penetrate the market at a low cost relative to other media. You can have your potential new clients order online anytime. You offer low cost referral incentives to get new and existing clients to recommend your product. You can have your product delivered and you can deliver it yourself.

### Your Website is your Best Salesman!



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# → website hosting

Reliable **Web Hosting** is an important part of building a website. A web hosting service is the major step in how your website is delivered to a customer. Your customers want the ability to access every aspect of your website any time of the day or night. Consider why web hosting is one of the most imperative website decisions you will make.

Our web hosting service guarantees almost no website downtime and comes with powerful security features and excellent technical support.

## products:

- Website hosting packages: Monthly, Yearly and More
- Domain name purchase
- Domain name support
- Email support
- Database support
- Robust security features
- Technical support



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# → website maintenance

**Website maintenance** is important to any business, regardless of its size. Your website is a worldwide window into your business and it can have a big impact on how the value of your product or service is perceived. A well-maintained website is critical for real-time service industries. All businesses need regular website maintenance to attract and retain customers, maintain search engine rank and present new information, products and services to the public. Website maintenance is also required to maintain the value of the website over time.

## products:

- Provide content updates to images, text, navigation, video, galleries, events, portfolios, calendars, etc.
- Provide coding updates to synch with every content and software update
- Website software and security updates
- Coding framework updates
- Website analytics and SEO
- Maintenance packages are available: Weekly, Monthly, Quarterly



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# → digital publishing

**Digital Publishing**, or Interactive Media is booming! As the digital marketplace extends across a growing array of screens and devices, audiences gain more choice and control over how and when they interact with content. Publishers, agencies, and broadcasters seek a comprehensive, flexible solution that will allow them to reach customers, monetize content, and build brands.

## products:

- Digital annual reports
- Electronic media kits
- Interactive PDFs
- Responsive email design
- Motion graphics
- Video production
- Audio and video editing
- eBook creation/conversion
- Interface design for smartphones and tablets



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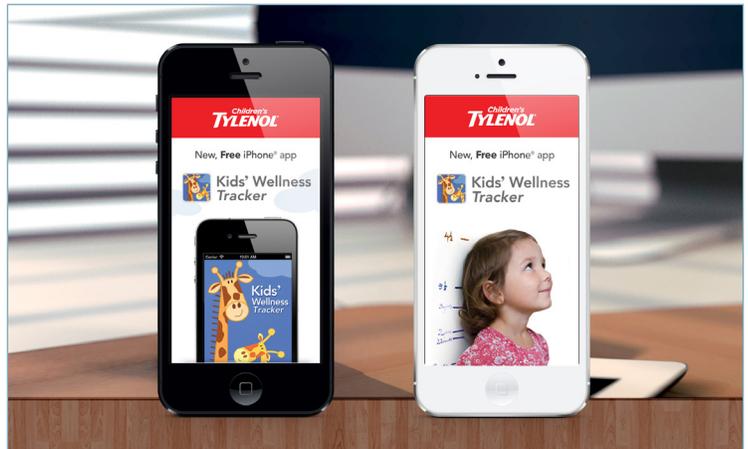
# → digital publishing

## The Importance of Printing for Your Business

Digital marketing is a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media may replace some of the more traditional forms of media altogether.

While older generations will no doubt lament the demise of paper-based newspapers, books, communication methods and traditional TV and radio broadcasts, those who have grown up with the internet and mobile phones as a God-given right are embracing the brave new world of digital consumption.

Digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.



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# → full color printing

Choose from a full range of full color offset, digital screen printed and embroidered products to bring your brand or message to life. We offer superior **Printing services** that are high-quality, affordable, eco-friendly products in Full Color Printing; Label and Sticker Printing; Embroidery and Apparel Printing; and Large Format or Banner Printing.

## products:

- Metal, wood, plastic, vinyl
- Canvas, specialty papers
- Promotional items
- Stickers, labels
- T-shirts, sweats
- Outerwear, headwear
- Tote bags, towels
- Coasters
- Wall clocks
- Welcome mats
- Wall graphics
- Signage
- Vehicle wraps
- Banners, posters
- Brochures, flyers
- Letterhead, envelopes
- Business cards
- Postcards, invitations
- Greeting cards
- Magazines, catalogs
- Media kits
- Anything printable!



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# → full color printing

## The Importance of Printing for Your Business

Think about how you make purchasing decisions. There are still many people who want to hold a brochure, pick up a leaflet, take a business card and think about things before jumping in to a purchase. Printing is here to stay—we just need to use it in collaboration with everything else.

Digital marketing is fantastic, but we think it sits next to all the off-line marketing activities you should be doing—such as printed case studies, printed invitations and flyers. The marketing benefits of printing are still better than those of online marketing. As mentioned by Forbes, printed copy tends to have a lot more credibility and tangibility. It is also more engaging. When reading content on websites, consumers often skim through the words, taking a maximum of 15 seconds to take in the information. When they have printed copy in front of them, they tend to spend a lot more time reading through the content.



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