

## Online Branding & Graphic Design

### Corporate Branding

Creating your brand. Branding is all about recognition, trust and confidence. Your customers need to recognise what you do and what you stand for; they need to believe they can trust you to fulfil your product or service promises; they need to feel confident enough to order from you or instruct you.

“That’s why we at Intunet place such great emphasis on getting the brand right from the very beginning”

But the importance of good and strong branding doesn’t end there. Your suppliers and your staff will be influenced by the way in which you portray your business to the outside world. And if your business is presented with an opportunity for merger or takeover its value will be greatly enhanced if it is perceived to be an established and respected brand in its field.



That’s why we at Intunet place such great emphasis on getting the brand right from the very beginning of your marketing activity. Time spent in doing so will give better value for money from all your future marketing spend that’s the bottom line.

### Policing your Brand



Brand consistency and value must be reflected in all areas of your business. There is little point in having a superb glossy corporate brochure if your vans, uniforms, or stationery are of questionable quality. Even the quality of the notices you put up on your premises and internal memos may have an effect on your customers, suppliers and staff.

“We know about media, both traditional and electronic. What may look good on a computer screen may look different on a business card”

That is why we will ask to see samples of all your current communications, administration and promotional media as part of the Branding process.

We know about media, both traditional and electronic. What may look good on a computer screen may look different on a business card or may be unprintable on newsprint. Our knowledge and attention to detail are your guarantee of Brand Integrity.

“The design of your web site and other promotional material will be born of a process of understanding you and your business”

### Graphic Design

Good Design is Appropriate Design. The design of your web site and other promotional material will be born of a process of understanding you and your business, defining the message that you want to get across, targeting your audience and choosing the appropriate media.

Design is not just about pretty pictures.

Intunet’s design expertise comes from a basis of original creative flair that is applied to achieve your objectives using the very latest technology and software. Top quality artwork and architecture are the norm for us.

Not only will our designs look good - they will do their job for your business.

### Successful Branding by Design

