



SEE

AND BE SEEN

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## IF NOBODY NOTICES, WHY DO IT?

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**You're** reading this. Why? What made you take the valuable time to stop and read even the first few sentences? Was it the look of the cover? Did someone suggest that you look at it? Were you bored and it happened to be sitting there in front of you?

**Why?**

*Cover - Logo developed for the "Aim High" incentive campaign*

*Page 1 - Section of a logo created for an incentive program*

## A WIDGET IS MORE THAN JUST A WIDGET

In all probability, you have a profession where something needs to be seen. A product, a service, a company, whatever. And your **“something”** is different from anyone else’s “something.” And the people you want to see it are also different from anyone else. Oh, and one more thing...you want these people to do something once they see *your* “something.” Most likely, buy it.

A box is designed to carry something. But what if your “something” is **information**? Information about your product, your service, or your company...then what? What will that box look like? A brochure? An ad campaign? A web site? And...(sorry, I have to say this here) do you think inside or outside the box to get people to pay attention?

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OUTSIDE OR INSIDE...A BOX IS STILL A BOX

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## WAITER, WHAT DO YOU RECOMMEND?

One from column A, one from column B, or cooked-to-order? Off-the-rack or custom tailored? Everyone wants it cooked-to-order. Everyone wants their suit **custom tailored**. So why do anything else? The same questions arise when promoting your product, service, or company. And the same answers come back. Cost, time, and maybe your partner's favorite color. This is where AXIS visual comes in. (Remember AXIS visual? You saw the AXIS logo on the cover of this piece.) We work with you and package your information in ways that get the desired result. And even our "off-the-rack" solutions are custom tailored.



**BRYCE'S**  

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**YOUR SPECIALTY**  

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**FOOD MARKET**

Who'da thought, you are already on page 5 and you are just now hearing about what AXIS visual really does. AXIS custom packages your information.

**Ok, what does that really mean?**

Well, AXIS promotes your company, your product, or your services by creatively designing and producing any number of visual tactics, such as the ones listed to the right.

## THE NUTS AND BOLTS



- Corporate Identity / Branding
  - Web Sites
  - Brochures
  - Stationery
  - Illustration
  - Print Advertising
  - Book Design
- Promotional Posters
- Packaging
- Product Design
- Concepting for Television Advertising
- Annual Reports
- Multimedia Interface Design
- Direct Mail Promotions
- Signage

Well, this is where we could launch into a deep philosophy of the “whys” and “hows” of the visual design industry, its history, and its future. But we won’t. Basically, most people who are in a position to buy just about anything, are being **blasted** with visuals, imagery, and messages at an increasing pace. Just look at the amount of material that comes through your mail, your email, your television, and from almost any direction you look. So, if you have a product or service that you want to deliver to an audience, how do you make it stand out from the rising tide of competitive material?



## PHILOSOPHICALLY SPEAKING...

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## “LOOK MA, NO HANDS.”

At AXIS visual, making your “information” stand out is precisely what we do. Through creative thinking and a solid knowledge of how to get things done, new and innovative solutions become reality. Yeah, we know, that sounds like a nebulous phrase that many companies will say. Well, experiencing how a design firm thinks and works is kind of like learning to ride a bicycle, you can read about it for weeks but you won’t know what it’s like to ride it until you get on one and go. And only then, will you feel **the wind through your hair**. At AXIS visual we realize that people don’t only respond to the clear delivery of information and ideas, but also to degree of “play.” Something unexpected, something different.



That something unexpected could be humor, it could be beauty, it could be loud, or it could be soft. The amount of appropriate “play” will vary depending on the audience and the subject matter of each project. But, it’s human nature to notice something that is different. And knowing when to rely on the accepted visual language of each industry and when to incorporate a new and innovative visual concept is a fine line to walk. At AXIS visual, we understand both languages and more importantly, we know when to deliberately move off that line and on to one side or the other. Ultimately, if a message is put out in the market and nobody notices... **was it even worth saying?**



The purpose of hiring a design or marketing firm is ultimately to increase visibility and/or sales for any product, service, or company. But if you choose to work with AXIS visual, what should you expect? We use a **simple and efficient method** for bringing the world of business and creativity together. Different projects usually involve different processes, but a basic work flow with AXIS usually involves the following phases:

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## ONE...TWO...CHA, CHA, CHA

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- Phase 1 - Discussion of the project parameters
- Phase 2 - Development and delivery of an estimate
- Phase 3 - Delivery of initial thinking
- Phase 4 - Production and/or revisions to the approved idea
- Phase 5 - Final approval and/or revisions
- Phase 6 - Final delivery



## CONGRATULATIONS

**Y**ou made it. It's done. This promotion is finished.

Now you can go back to the task of trying to figure out how your "something" is going to be noticed...

or, if you would like some help, **contact us.**

[www.axisvisual.com](http://www.axisvisual.com)

☎ 610-527-0332

✉ [axis@axisvisual.com](mailto:axis@axisvisual.com)

*Page 10 - Various web sites developed*



7 FRANKLIN AVENUE, ROSEMONT, PENNSYLVANIA 19010

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© [www.axisvisual.com](http://www.axisvisual.com)  
© [axis@axisvisual.com](mailto:axis@axisvisual.com)

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