

# PHENIX PRESS

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## We've Got The Look... Let Us Design Yours!

They say a picture is worth a thousand words.

That is definitely true when it comes to logo design. A creative design can effectively use a simple icon to leave a lasting impression. Most logos communicate ideas, like the kind of quality services a company can provide for its customers. The most important thing to remember when building a brand is to create a unique, memorable logo. Your logo will be the face of your business and will represent your company, product, and culture.

Phenix has years of graphic design experience, creating incredibly unique & innovative images for countless clients over the past twenty years. We take several paths in creating the perfect image for your company. The following are just a few of the many steps our designers consider when developing your brand.

Our designer's first step is reviewing your history. We check out all the various logos you've used since your company was founded. This can be particularly interesting if (like us!) you've been in business for decades. You may be able to hark back to the past, maybe even position yourself as a heritage brand, or you might be able to radically overhaul the original logo into something fresh and futuristic. This has the advantage of built-in continuity even as you present a new image.

Our artists also explore your future! We spend time discussing your plans for your company... what do you envision for the next year or even the next decade? Are there changes of direction ahead or new products coming that could have some bearing on the logo you design?

We also try to get everyone involved. Sometimes there's nothing as helpful as a fresh pair of eyes. When developing your logo, we always suggest getting as many opinions as you can. Show some of the early ideas to your employees and customers. Better yet, take a few of our concepts to a friend who has absolutely no connection to your business and see what they think. Often someone's untainted opinion can be just what you need to fire the imagination.

If it's time for your new look, give us a call and let our talented designers review your current logo. Let our years of experience work for you... developing just the right look that will serve you for years to come!



Phenix is honored to have created these & countless other company (& city!) logos over the years.



PRINTING EXCELLENCE SINCE 1996



# Make A Statement With Your Business Stationery!

Your business stationery says everything about you and your company, so it's essential to have appealing, professional business materials to represent or communicate the image or message of your business. You don't want to convey the wrong message to existing or potential clients and business partners by having stationery that is not up to the standards of your products or services. The right stationery can do wonders for your business.

Sometimes, business owners don't place a great deal of emphasis on designing their own company stationery, and some don't use any stationery at all in this age of electronic communication and marketing.

However, well-designed, professional and elegant business stationery is vital, because it not only identifies the business, but also acts as a powerful marketing tool. Email may be popular, but some moments just call for print. When you need to make formal contact with a business partner or client, professional stationery is essential.

Here are some tips to help make the best possible impression with your stationery.

**Color does wonders!** Use color to grab attention and boost your brand identity. Make sure that you carefully represent the branding when designing your stationery items. This isn't just about the logo, but the choice of color scheme, fonts, imagery, and much more. Matching the colors in your logo to those on your stationery is a great idea for branding purposes. The right use of your business logo and color scheme, along with careful choice of fonts, will help your stationery communicate your brand more effectively.

**Let your type speak!** While some businesses will try and stand out from the crowd with their custom printing designs, make sure that you do not choose illegible or complicated fonts. Choose a text that is easy on the eye and can communicate information clearly and efficiently. Fonts can be formal or fun, classy or cool... try a few and see what fits with your logo and your style. Be sure to use the typestyle you already have on your other marketing materials to reinforce your brand image.

Even the smallest details can really make your company stand out. The effect of your stationery will be even stronger in combination with matching business cards, envelopes and printed marketing materials. Let our talented designers help you create an entirely new brand identity... or just put a fresh spin on an old but familiar classic.

Your stationery says everything about your business... make sure it's saying the right things!



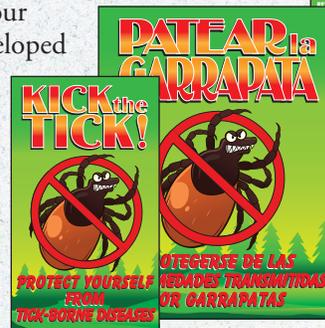
## Expanding Our Awareness Line

Phenix has been producing educational awareness materials for over a decade now, working with cities, counties, health agencies and mosquito vectors across the country.

At the request of a few health departments we partner with on the East Coast, Phenix has developed our newest line of awareness materials... 'Kick the Tick', aimed at promoting the dangers of tick-borne diseases, which include Lyme Disease and Rocky Mountain Spotted Fever.

As with our West Nile & Zika materials, our 'Kick the Tick' awareness items have been developed specifically to educate citizens about the various diseases ticks can carry, along with proper tick removal techniques approved by the CDC.

We are honored to be a part of such an important project, and that so many agencies across the country have put their trust in us to educate their citizens.



Kick the Tick materials include brochures, posters, bookmarks & more.

# Phenix Partners to Promote Zika & West Nile Awareness

## Proudly Working With Cities, Counties & Health Agencies Across The Country

It's been a busy few months for us here at Phenix. With warmer weather and longer days upon us, mosquito season isn't far behind... and with it, a greater risk of contracting or spreading both Zika and West Nile Virus.

Phenix attended the American Mosquito Control Association's annual meeting in San Diego during the last week of February, where hundreds of researchers, educators, vector control professionals and industry representatives from all over the world shared the latest research, exchanged ideas, and collaborate in ways to combat these mosquito-borne viruses. Phenix met with health officials from all over the country, as well as representatives from as far away as Mexico, Canada, South Korea and Australia.

Then in March, Phenix again traveled to San Diego... this time to take part in California's Mosquito and Vector Control Association's state conference, where local agencies strategized on how best to combat West Nile Virus here at home, while also educating the public about the dangers of Zika in the Golden State.

Phenix has been committed to public education and spreading awareness throughout the U.S. about the dangers of West Nile Virus for over a decade now, partnering with countless cities, counties, health agencies and mosquito vectors across the country. Last year, several of the agencies we work with in Florida asked us to develop a line of Zika educational awareness materials to complement our existing West Nile pieces. With the outbreak of Zika in Florida and Texas, the need for public awareness has never been greater.

We set out to design a line of materials similar in look and feel to the West Nile pieces we've always produced, but with a specific target and branding message unique to the Zika threat. We capitalized on our success with our West Nile materials, using approachable graphics and vibrant colors to create eye catching pieces that would simply but directly convey the dangers of Zika, and the best ways to prevent contracting this deadly disease.

The goal of every educational piece we produce is to increase awareness of these viruses and their preventability, with the overall objective of reducing the illness and fatality statistics of each disease.

We're honored that we are able to partner with so many districts across the country on their public awareness educational campaigns.

Until there's a cure, the only defense is prevention... and that means being aware and informed!

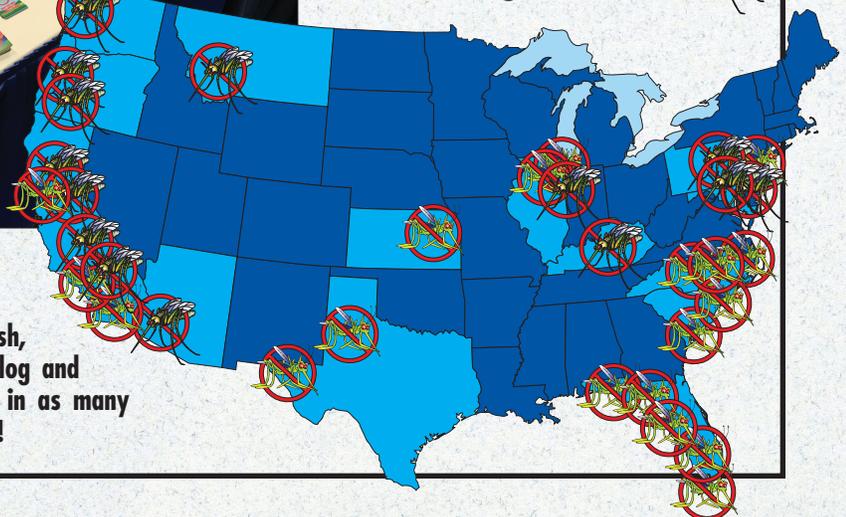


West Nile & Zika educational awareness materials include brochures, door hangers, posters & postcards designed to inform people about the disease.

Working with a translation service, Phenix now produces materials in several languages. In addition to English, we print awareness literature in Spanish, Khmer, Tagalog and Russian... all in an effort to educate as many people, in as many communities, as possible in over a quarter of the country!



Phenix Partner Agencies



# Image Is Everything!



Phenix is committed to developing your corporate identity. Whether you are a small business starting out or a large corporation, we know how important your identity is to your company. Let us design a custom logo that will help you stand out above your competitors.

We're more than just printing. Our graphic designers specializes in logo development and business branding. The mission is to make your business look great. That means giving you a custom design that's affordable, insightful, and captures everything that makes your business unique.

As a full service design agency, we can design anything. Brocures, flyers, postcards, banners, door hangers... you get the idea. From private industry to public entity, we have decades of design experience that will work for you.

To start you off, we're offering two hours of free design time for any and all customers... whether your an old friend or new to the Phenix family!

COUPON



## Get Your Look... For Free!

# 2 Hours

## Free Graphic Design Time

**Can be applied towards concept design, form layout or typesetting.**

Expires 6/30/17 • Limit One Per Business Entity • Some Restrictions Apply

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