



.inkOperated
DESIGN AT THE SPEED OF LIFE

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Service Descriptions

Graphic Design

Business Naming

There is nothing more important to a business brand than having a name people understand, can pronounce and use often. The most effective business & product names are those that are original, but simple. Branding a name is harder than you think. It's tricky to be both creative and basic. Let inkOperated help you brainstorm through this complicated process and find a business name that suits your organization and is something your clients will love to talk about.

Logo and Brand Development

Businesses need a visual identity which accurately depicts the ideas and motives behind the company. The "look" and "feel" of the brand is largely dependent on the success of the logo design itself in today's market. Logos, logotypes, and logomarks all become elements of a successful, recognizable and memorable brand. At inkOperated we have the experience and talent needed to develop a logo design that puts your company's best foot forward.

Business Card / Letterhead / Supporting Collateral Design

Your company's corporate identity is no greater than the sum of its parts. Letterheads, envelopes, business cards, presentation folders - they all say so much about your company. Corporate identity can also be interpreted as the brand image. Your company image has a personality and should be showcased in the best possible light. Every advertisement or piece of collateral should be thought of as a contribution to the overall identity of your company and its brand. By consistently projecting the same image year after year, your company will gain strength and add integrity to the brand.

Graphic Design ... CONTINUED

Flyer Design

is always a great way to give your growing business a fresh advertising tool. Although not as versatile as brochures, flyers offer businesses some creative exposure and are always a great marketing tool. Flyers are easy to pass out to clients and business partners alike. Providing information and promotions to your customers in a unique way will keep your brand fresh in their mind and serve to increase your ROI (Return on Investments). Flyer designs are a quick and efficient way to keep in touch with your customers and promote your business with style. At inkOperated we have the know-how to not only design your business' flyer, but also to give you advice on how to best market your flyers.

Brochures

are a popular advertising service because of their dynamic ability to do anything! From simple tri-folds to elaborate corporate presentations, inkOperated can design and produce your company brochure. We will develop the concept, set the copy and images, design the layout, create the mock-up, print the first draft, and oversee final printing. The key to a good presentation piece is that it not only looks great but that it actually functions.

Menu Design

According to studies, a new menu can increase your restaurant's average sales by 8%-10%! Our carefully placed text and graphics clearly display the choices offered, and can gently suggest the dishes that you want your clients to choose. Cartoon characters and caricatures often used on menu designs can look 'cheesy' and no doubt won't impress your clients either. At inkOperated, we only use professional images or those taken by our own or your own professional photographers at your restaurant, thus improving a client's perception of your establishment.

Graphic Design ... CONTINUED

Packaging

Package design should be an important key to your advertising campaign. At inkOperated, we know that, like anything, it is going to take some creative thinking to fashion a product package that will entice customers to purchase what you're selling. Packaging is very similar to label design, but requires a little more work. The designs not only have to be stimulating to customers, but also have to be easy to print. This requires a lot of creative thinking as well as a thorough knowledge of the industry. Let our design team come up with a packaging design that will impress your customers and display your company as creative, innovative and professional

Display Signage

The inkOperated design team are experienced specialists in creating signage solutions to compliment the needs of any business. For years we have been helping companies develop functional, attractive, attention-grabbing signage. Signs are versatile, cost-effective, can be made to any size and because they are also both flexible and portable they are suitable for any marketing or promotional campaign. The limitless size and color options available today make it simple to generate maximum exposure with minimum cost.

Vehicle Signage and Wraps

From a single vehicle to an entire fleet, professionally designed and applied graphics not only raise the profile of your business, they are also one of the most effective forms of advertising. Many companies are finding out that vehicle wraps and full colour car graphics are a great way to reach new and existing customers. Compared to other forms of media, vehicle signage is extremely cost effective and has proven to be excellent marketing tool.

New Media

Web Design / Redesign & Development

Web design & redesign services keep your website advertising campaign current and original. In addition to finding and registering a suitable name and securing yourself a good hosting company, you will need a simple, eye-catching and effective design. There are a lot of specific elements that will need to be taken into consideration during this process. Professional websites need to be both well presented, as well as functional and easy to use. Your customers should want to come to your website because it offers the information they need to know in a manner that is cohesive, creative and simple. Our web designers have the skills to create original designs (and re-designs) to provide you with a website your customers will rave about to their friends and family.

Website Maintenance

Website updates & maintenance are a necessary part in maintaining your website, database and promoting your current services/products. Having an "Updates and Maintenance Plan" will ensure your website remains functional and is constantly usable for your customers. There is no faster way to lose customers than having a website with broken links, forms and outdated information. Let us help you make sure your website keeps up to date.

Flash Animation

Flash animation is a fantastic way to add an interactive and creative element to your web site. People always respond well to visual stimuli. Whether it is an interactive banner ad or an animated logo, using your brand and adding an interactive edge will bring in new customers and impress your current ones.

New Media

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Search Engine Optimization

This is the key element to successfully marketing your website. Your website needs to be optimized for the search engines and this entails having search engine friendly pages (e.g. coding and accessibility), the correct page titles, keywords and descriptions in place, evaluating your position and refining it to help push you up the search engine rankings.

Blog Skinning and Theming

We are in a time where blogging is very popular on the web. With so many "out-of-the-box" products and software such as Wordpress that make it easy for the typical blogger to upload and maintain the content on their website, there is a high demand for and large emphasis placed on a custom skin or theme. inkOperated can help with that cumbersome and time-consuming process of personalizing the look of your blog; whether it be a pre-made template which can be found in our online store, or a unique and completely original design. Not only can inkOp provide high-quality themes for many of the existing blog platforms, but we can also help to install, setup and manage the application on your server(s).

User Interaction / User Experience

In a world of technology which applications are developed to either simplify or automate tedious tasks, an intuitive interface is very important. An application that is hard to use defeats the purpose of simplifying life altogether. inkOp is highly skilled at designing, implementing and developing attractive, easy to use, graphical interfaces for applications, software and other interactive experiences.