



| GraFitz  
GROUP NETWORK

# Portfolio



# About GraFitz



VISIT WEBSITE

GraFitz Group Network is the Tri-State's leading agency for web design and development, search engine optimization, graphic design, commercial printing, strategic marketing, and audio/video production. We offer the region's most comprehensive range of services, all available under one roof, in order to serve your needs to the fullest.

While our client list spans the globe, we prefer to focus our efforts on businesses in our own backyard (Ohio, West Virginia, and Kentucky). Our hope is that by creating world class brands here at home, we can help enrich our friends and neighbors; thereby enriching ourselves. We can handle any size project, large or small, from a single business card to outsourcing your entire marketing/design

department. GraFitz Group Network is here to provide everything you may need without the hassle of piecing together bits from other agencies.

If you feel you're struggling to find the right marketing strategy or simply want to get ahead of the curve in your industry, our team of experts prides itself on delivering the most positive return on your investment every day. With over 100 years of combined experience in the fields of design, web, and print, we can help you assess your weaknesses and flaunt your strengths.

We provide all the tools you need to grow your business. ■

<b>STEP 1</b>	<b>Consultation:</b> We begin with talking to you, our client. We want to know what you envision for your website. Whether we are designing a new site from scratch, or maybe just helping you to rebrand and refresh, we want all the input you have to offer.
<b>STEP 2</b>	<b>Logo:</b> A Logo is a must-have. After all, you never get a second chance at a first impression. This is the starting point for your business identity. It helps shape how people perceive your business and provides a memorable brand.
<b>STEP 3</b>	<b>Branding Concepts:</b> Branding concepts can be your most powerful asset. Your branding concept personifies what you want your business and products to be. It should be distinctive, enduring, and unique to your business.
<b>STEP 4</b>	<b>Web Development:</b> A website is always working for you; it never needs to rest, it's open 24 hours, and it clearly communicates what your company does. It's your salesman, you cashier, your virtual retail store, as well as a host of other things.
<b>STEP 5</b>	<b>Quality Resources:</b> The next step is to acquire quality resources. Investing in good photography and copywriting is a good way to begin before going into heavy advertising. Quality resources for your advertising equate to a good image for your business.
<b>STEP 6</b>	<b>Design/Print:</b> The last step is to design and print your marketing pieces. This may include, but is not limited to: business cards, brochures, catalogs, menus, presentation kits, flyers, posters and mailers. GraFitz makes it easy to design/print hundreds of products.

## Our Process

*At GraFitz Group Network we use a creative mix of project management, copy, intriguing designs, and bold details. And most importantly, we want you, the client, to be happy with everything you see!*



VISIT WEBSITE

# Branding

The custom designs of GraFitz Group Network have a long standing reputation of effectively summarizing a company's business philosophy, while clearly identifying areas of expertise in their customized logo and brand creation services.

Branding is the process of turning your business and services into a household name by establishing a unique presence that makes you stand out from your competitors. With the use of a unique logo, designed by GraFitz Group Network, your business will acquire the brand recognition needed to support its competitive edge.)

Our logo design process allows us to design the best logo for your business. ■



## Logo Design

Your custom logo is the lynch pin of your branding strategy. Think of any household name and you can clearly imagine their logo in your mind's eye. This brand awareness starts with your logo and expands outward from there. The professionals at GraFitz have created hundreds of successful logos over the course of decades; let us create your brand from scratch or just smooth off any rough edges.



# Branding



## Brand Cohesion

Once your logo has been established, it's time to make everything else match. Colors and shapes become the elements and 'feel' of your brand. The brand begins to take on its own identity and becomes the purest form of your business's vision.



# Branding



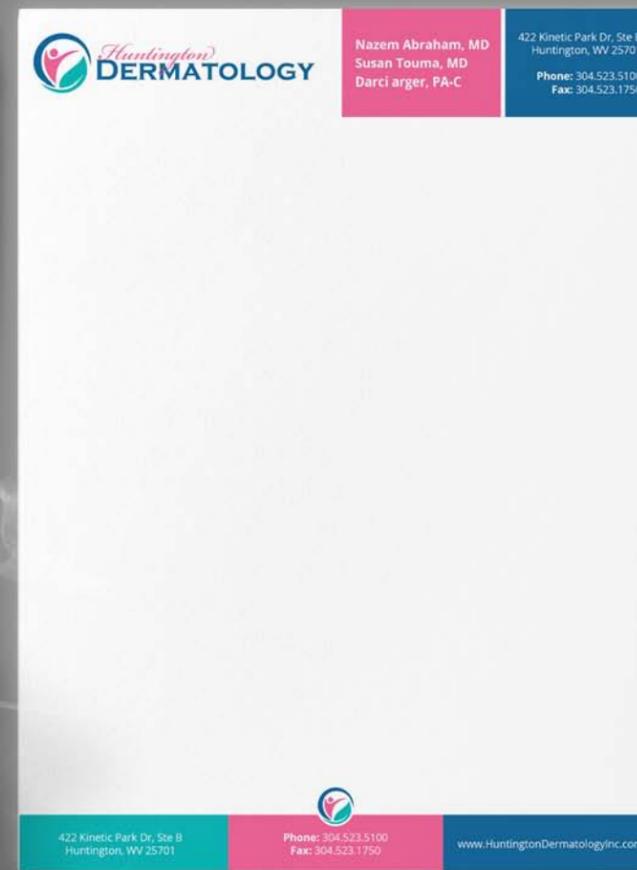
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# Website Design

GraFitz Group Network takes the hassle, worry, and expense out of web design. Our custom designs are great for expanding your client base and succeeding with your business at a price you can afford!

Whether you're a small business or a large corporation, GraFitz Group offers your company a high quality, professional website that will generate bona fide sales leads.

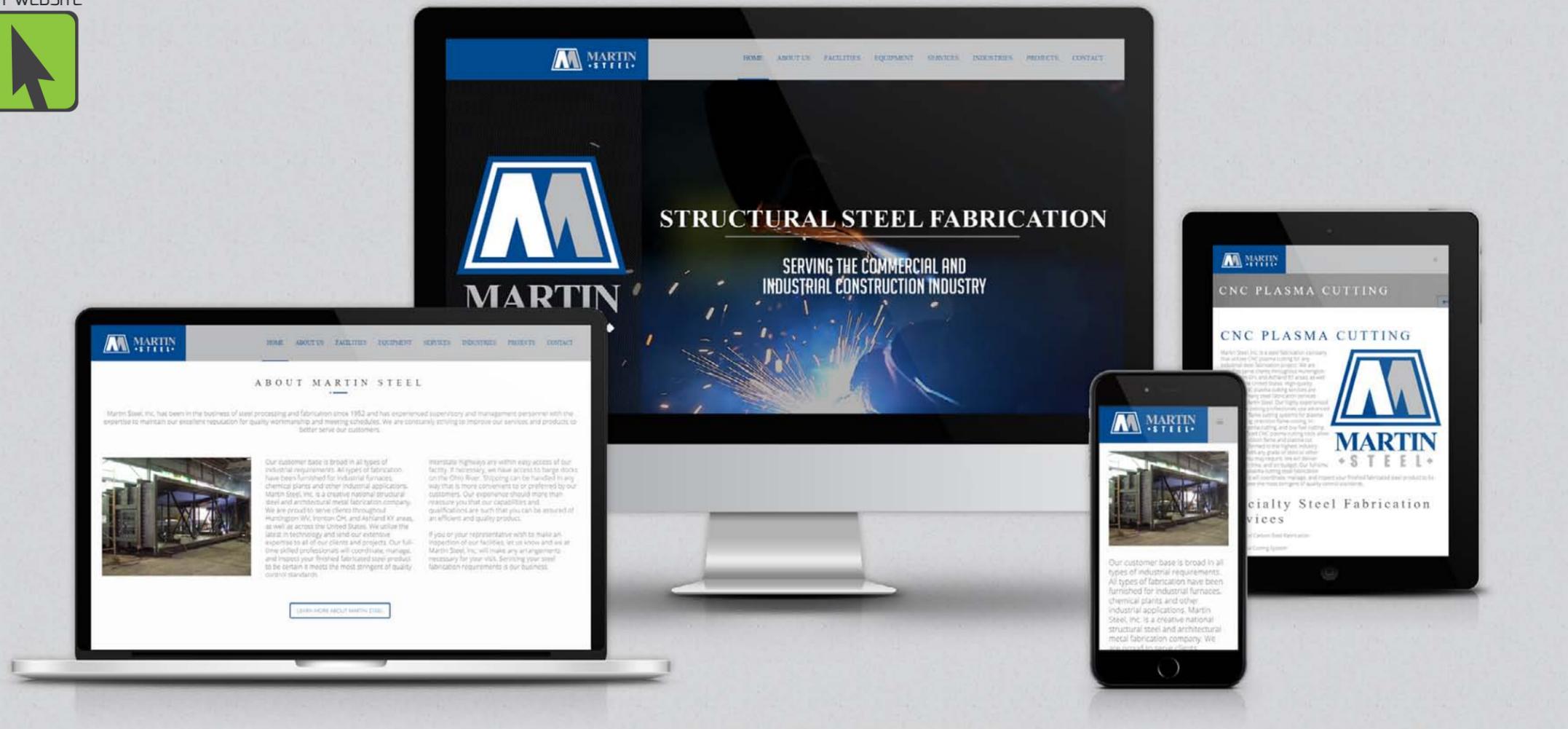
Every website is a unique entity with specific challenges and strategic goals. Let GraFitz Group create a long-term solution that not only fulfills your needs, but satisfies your senses as well.

Our web designers specialize in HTML, Content

Management, and SEO. When designing for your business, we take three factors into consideration:

1. Ensuring custom web designs while enforcing your brand and logo.
2. Making sure that all websites are designed around the criteria and objectives you want to see.
3. Creating a website that engages the customer so that it draws them into interaction with your business. ■

VISIT WEBSITE



## SEO (Search Engine Optimization)

When potential clients are searching the internet for your type of service, they typically type in a keyword phrase instead of just one single word. In fact, 58% of search queries are three words or longer.

Our team initiates thorough research regarding the history of your company's

particular field and its current market value. We create an action plan and determine the timing of each step for an advanced search engine optimization

This leads to higher rankings in search results as well as higher quality leads generated.

## Content Management

Content Management systems allow the publication, editing, and management of your website's content;

From regulating when information will be displayed to managing how often, content management simplifies the addition of content to your website.

Content Management websites can be updated more quickly and efficiently than a standard HTML website. In addition, content management systems allow easy integration into multiple online shopping platforms.

## Responsive design

Responsively designed websites have the ability to automatically detect the user's viewing preferences and react accordingly.

The webpage will resize itself for the screen of the device being used while keeping all the content within the viewable area.

This is especially handy for viewing on a tablet or mobile device, where layout rendering is uncertain.

Without responsive design, you run the risk of allowing users to see your brand in an unflattering light.



# Marketing

GraFitz Group Network offers a complete suite of services that, alone or together, drive greater ROI for our customers. Each department is staffed with world-class talent dedicated to bringing you more quality leads everyday.

Using measurable data allows us to not only generate effective campaigns, but to adjust them to maximum potential

Grafitz Group provides experts in the fields of:

- Media Services
- Content Services
- Direct Marketing
- Analytics
- Research





## Six Steps to Success...

*At GraFitz, we implement a simple six step strategy for a successful marketing campaign. While this may or may not include digital marketing, SEO, social media, large or small format printing, press releases, and tv and/or radio; the steps remain the same.*

### 1. Analyze market position

Careful study of your company's current market position, competitors, will provide a baseline for reference in measuring future success. We specify reasonable goals.

### 2. Research demographic interest

Who are your customers? who are your potential customers? who might be interested in hearing more? These questions will factor significantly into your marketing formula.

### 3. Develop/Revise market strategy

Once we've identified where you stand in the market and who we are trying to reach, we determine how to best reach those potential clients; within your budget and time frame.

### 4. Implement market strategy

We now release our strategy into the world, whether it's a single press release or a multi-pronged strategy across 12 different types of media.

### 5. Monitor strategy success

We wait and observe, we measure and record. We gather statistics to compare to our specified goals.

### 6. Compare metrics to desired goals

The moment of truth, what is working? what needs to be tweaked? We bank our successes and use it to push forward, expanding your businesses influence like ripples on a pond.



VIEW VIDEO

## Audio/Video/Media Marketing

Today's consumers are more captivated by dynamic motion and sound than static print or graphics. Keep your customers engaged with you and your products longer with motion graphics, micro ads, and online commercials.



VIEW VIDEO



VIEW VIDEO





# Design&Print

Beautiful, targeted, award-winning printed materials from GraFitz Group Network make the right impression every time, and help convert your prospects into clients. At GraFitz Group Network, we develop your print campaign, keeping your company's image consistent across all media. All of our print pieces are designed to harmonize with established brand identities—or with the new image we design for you. This is one of the unique advantages of GraFitz Group Network: we can coordinate both your online and print brand identity. You certainly don't want your website to present your business one way, and your print collateral another. We value a solid, consistent look, and will carry it across all media.

From small pocket folders to elaborate brochures; sleek PowerPoint templates to eye-catching direct mail campaigns; from standout trade booth design to complete corporate identity packages; GraFitz Group Network is a one-stop shop for all of your graphic design and print needs. ■

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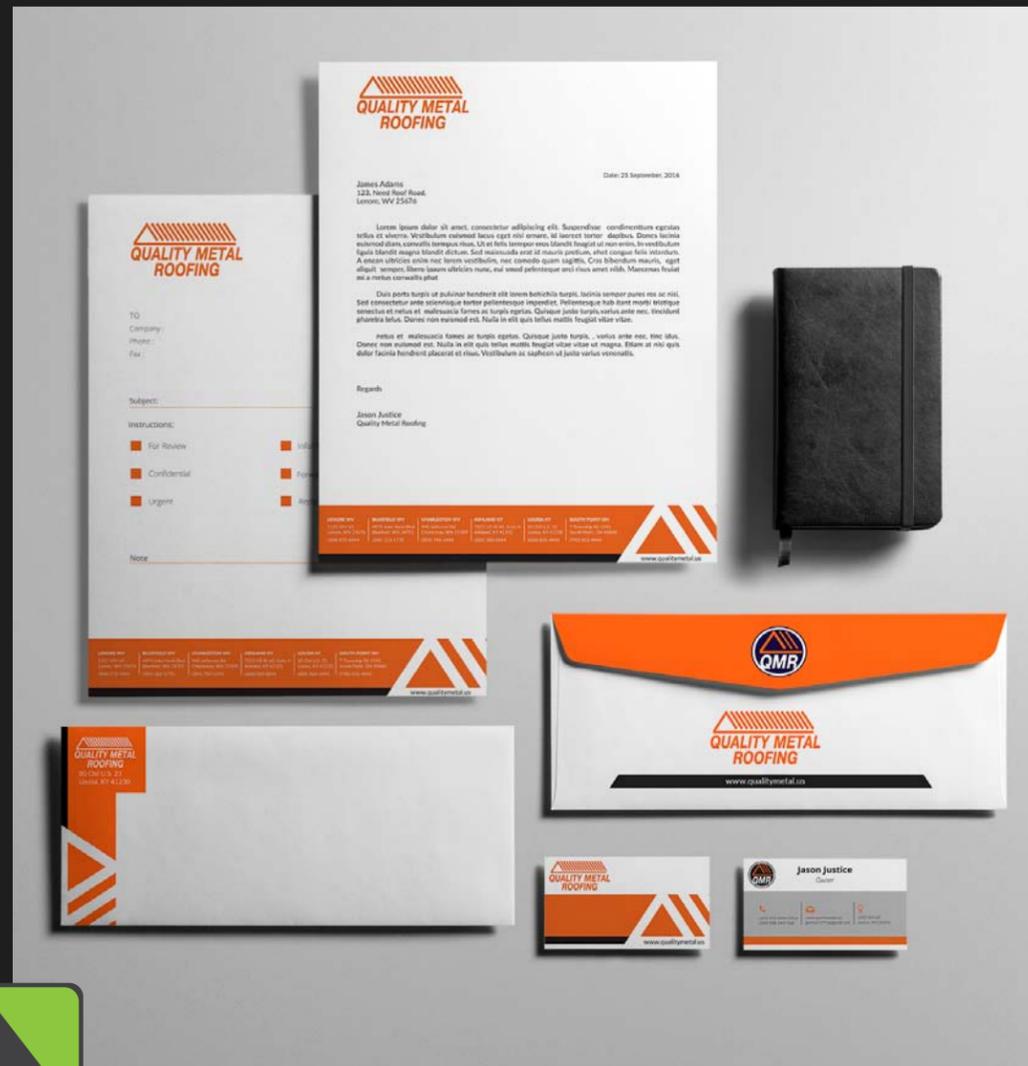




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## Stationery

Business cards, letterhead, and envelopes make up a stationery package. These three essential items will carry your brand to your customers, associates, and partners.



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### Pocket Folders

We all know the importance of creating the right impression, and if you're meeting a new customer or providing contracts, invoices and other important documents, every detail counts. Use presentation folders as a subtle but effective way to organize documents and show a level of professionalism to your customers.





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## Company Portfolio

A company portfolio allows you to put a physical copy of your company's brand into the hands of your potential customer. Let your clients see a little of yourselves and what you have to offer, while maintaining a high level of design professionalism in a logical linear presentation.



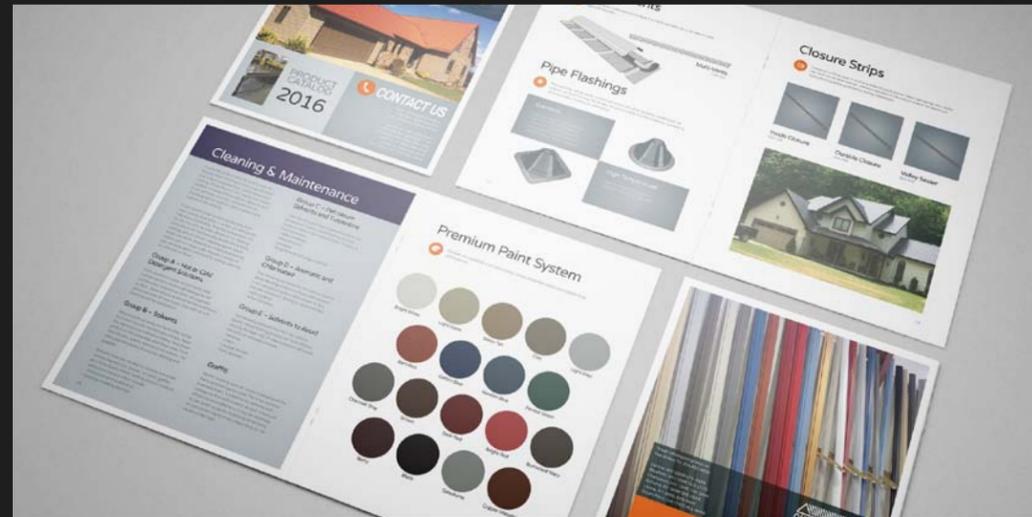


## Product Catalog

A product catalog provides a tactile object to place into the hands of your customers. While websites are wonderful in their ease of use and are much more update capable, customers appreciate a linear approach to introducing products and/or technologies from A-Z.



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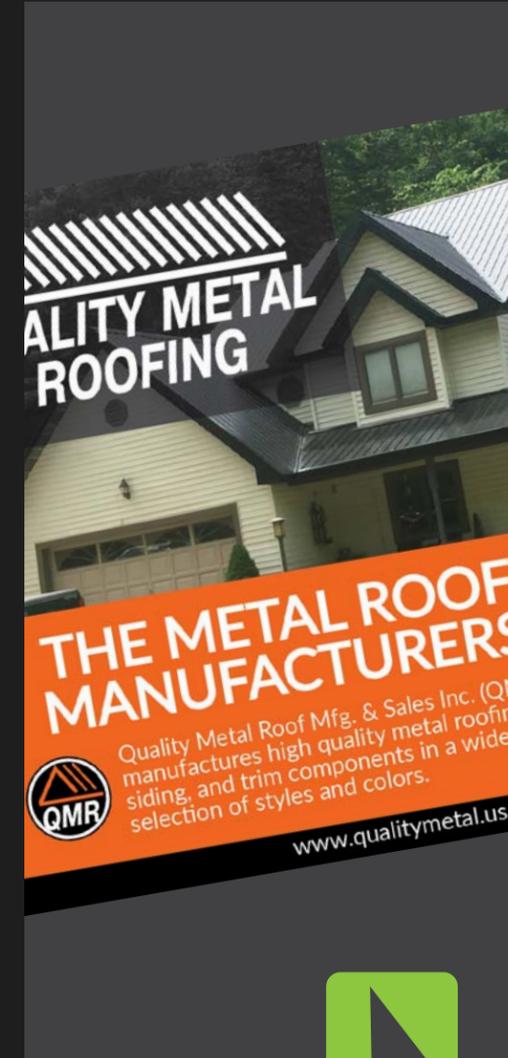
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### Postcards

Postcards are the perfect way to remain in contact with your customers without much effort. Solicit new business, remind existing clients about appointments or upcoming events, or thank them for their patronage. Of course, remembering them on special occasions and holidays is always nice too.



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Banners/Tradeshow

Banners and tradeshow items are some of the most affordable ways to spread brand awareness, alert potential clients to new services, or advertise effectively in a small footprint. Custom signage is available in a range of sizes and materials to suit your space and/or budget.

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## Custom Apparel

Custom apparel is the perfect way to passively advertise wherever you happen to be. Whether for an event, uniforms, or retail product; we can find a style that works for your unique budget. Available in a rainbow of colors, styles, and printing processes to perfectly match your message.



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### Vehicle/Trailer Wraps

Is your brand ready for the road? Promote your business with a custom vehicle wrap for your car, truck, van, or trailer and get ready to take it anywhere. Vehicle and trailer wraps are like mobile billboards with the ability to passively advertise to a new set of potential customers at each new job or delivery.





# Promotional

Promotional products bring you valuable brand impressions at an inexpensive price, and that's a fact.

There's nothing wrong with dedicating dollars to television advertisements or social media promotions; actually, diversity should play a part in any successful marketing campaign. However, sometimes you need something tangible for your product promotions or trade show giveaways, and that happens to be one of our many areas of expertise!

Have you ever received business promotional items like custom travel mugs from conventions or customer loyalty programs? We're willing to bet that you still have a dozen personalized pens or at least one custom stress ball from an event of yesteryear.

Or, you know those personalized water bottles you see people using at the gym or during a jog? Believe it or not, those custom logo products don't grow on trees—they come from us! Giveaway items are worth your time and energy because they make a meaningful impact on your audience. ■



## Promotional Products

Keep your brand in eyesight by offering your clients promotional materials that they will use every day. We offer high quality items at a low cost per unit, these items will not only please your customers but will likely make their friends and colleagues green with envy.



## And so much more...

GraFitz offers printing for hundreds of products, below is a list of just a few of our most popular items.

### STANDARD ITEMS

- Booklets
- Bookmarks
- Brochures
- Business Cards
- Calendars
- Catalogs
- CD Packages
- Club Flyers
- Collectors Cards
- Door Hangers
- DVD Packages
- Envelopes
- Event Tickets
- Flyers
- Folders
- Greeting Cards
- Hang Tags
- Letterheads
- Mini Menus
- Notepads
- Postcards
- Posters
- Rack Cards
- Rip Cards
- Roll Labels
- Rolodex Cards
- Special Shapes
- Staggered Flyers

### ·Stickers

- Table Tents
- Signage/Banner
- Banners
- Posters (Wide)
- Retractable Stands
- Window Clings
- Window Decals
- Window Perfs
- Yard Signs
- Other Services
- Mailing Services

### ADVERTISING FLAGS

- Custom Flags
- Flag Hardware
- Econo Stock Flags

### BANNER STAND / DISPLAY

- Banner Stand
- Banner Stand (Hardware Only)
- Hanging Displays
- Light Boxes
- Signicade A-Frame
- Trade Show Products
- Custom Event Tent

### LARGE FORMAT

- Vinyl Banner (13oz.)
- Vinyl Banner (16oz. Blockout)
- Vinyl Banner (Backlit)
- Mesh Banners
- Super Smooth (Indoor Banner)
- Special Banner
- Backlit Film
- Window Cling
- Magnets
- Paper Posters
- Styrene
- Hp PVC-free Wallpaper
- Popup
- Canvas Roll
- Canvas Wrap
- Framed Prints
- Acrylic Prints
- Reflective Products
- Dry Erase Products

### DYE SUBLIMATION PRODUCT

- Fabric (Wrinkle Free)
- Fabric (Block Out)
- Tension Fabric
- Table Throw

### ADHESIVE VINYL

- Adhesive Vinyl
  - Adhesive Vinyl (High Performance)
  - Adhesive Clear Vinyl
  - Adhesive Translucent Vinyl
  - Adhesive Window Perf
  - Vehicle Wrap (3M Cast)
  - Floor Graphics
  - Wall Graphics
  - Etched (Printable Frosted Vinyl)
  - Window Poster (Face Mount)
- ### RIGID SIGNS
- PVC Board
  - Aluminum Sandwich Board
  - Foamcore
  - GatorFoam
  - Coroplast
  - Aluminum Sign



**RESTAURANTS**

- LeBistro Huntington, WV
- Casa Grande \*South Point, OH
- Casa Grande \*New Boston, OH
- El Colonial \*Ashland, KY
- Fratelli's Italian Restaurant \*Barboursville, WV
- Tuscany Cuccini \*Gallipolis, OH
- Billy Bob's Wonderland \*Barboursville, WV
- LasMargaritas Columbus, OH Metro Area Columbus, OH
- Melini Cucina Italian Ristorante Ironton, OH
- Shogun Japanese Steak House Huntington, WV
- Taste of Asia Hibachi \*Huntington, WV
- Café Zeal \*Ashland, KY
- The Wine Bistro Columbus, OH
- Genesis Café \*Charleston, WV
- The Cellar Door Huntington, WV

**HOSPITALITY/TRAVEL/TOURISM**

- Seaclusion Beach House Rentals \*Myrtle Beach SC

- Travel Doctors Huntington, WV
- Christie Cruise and Tours Ashland, KY
- Travel Dreamz \*Ironton, OH

**HEALTHCARE**

- Dr. Amy Vaughan Dermatology \*Barboursville, WV
- Huntington Dermatology \*Huntington, WV
- Dr. Michael Spindel \*Huntington, WV
- Teays Valley Assisted Living \*Hurricane, WV
- Abbott Home Care \*Ironton, OH & Jackson, OH
- Infinity Home Health Care \*South Webster, OH
- Ashland Integrative Medicine \*Ashland, KY
- HealthSouth Hospital Huntington, WV
- Dr. Timothy Strait Dentistry \*Flatwoods, KY
- Dr. Christina Jordan-Webb Dentistry \*Ashland, KY
- All About Baby \*Ashland, KY
- Jackson General Hospital Ripley, WV

- Cuffy York Dentistry \*Chesapeake, OH
- Counselor's Clinical Cottage \*Ashland, KY
- Dr. Kimberly Arnold Dentistry \*Russell, KY
- AKME Drug Testing \*Ashland, KY
- Universal Toxicology \*Salyersville, KY
- CORE Health Centers \*Ashland, Beaumont, Georgetown, KY
- QuickMed Medical Clinic \*Ashland, KY
- Dr. Paul Blair \*Teays Valley, WV
- Alex Alexa MediSpa \* Teays Valley, WV

**FASHION INDUSTRY**

- Yellow Brick Road Formals Huntington, WV
- Fabulous Apparel Huntington, WV
- Kenzington Alley \*Huntington, WV

**EDUCATIONAL**

- Children's Castle Preschool & Daycare North Charleston, WV

- All Nestled Inn Daycare \*Chesapeake, OH
- Building Bridges Huntington Area Early Childhood Conference \*Huntington, WV

**LEGAL SERVICES**

- Dascoli Law Office Huntington, WV
- Delawder Law Office \*Ironton, OH
- Underwood Law Offices Huntington, WV
- Henderson Henderson & Staples Law Offices Huntington, WV
- Proctor Law Offices \*Huntington, WV
- Steven Jarrell Law Offices Barboursville, WV
- Nessel Law Firm Huntington, WV
- Sinnette Law Offices Catlettsburg, KY
- David Rich NFL Attorney/Agent \*Huntington, WV
- Rhonda Copley Law \*Ashland, KY
- Jeremy Clark Law Firm \*Catlettsburg, KY

- Roger Hall Mediation Services \*Ashland, KY
- Spears & Associates Law Firm \*Ironton, Chillicothe, Portsmouth, OH

**AUTOMOTIVE**

- Dutch Miller Chevrolet \*Huntington, WV
- Dutch Miller Hyundai \*Huntington, WV
- Tireland \*Huntington, WV
- Keyway Automotive Services \*Ironton, OH
- Jim Howard & Son Auto Body \*Ironton, OH
- Tackett's Body Shop \*Ironton, OH
- Phillips Body Shop \*Ashland, KY
- Bowman's Auto Service \*Flatwoods, KY
- McLeod's Body Shop \*Ashland, KY
- Kwik Lube \*Huntington, WV
- R&G Truck Repair and Towing \*Ashland, KY
- McGuire's Towing \*Ashland, KY

**ATHLETICS SERVICE**

- Bozhi's Gym Nest Gymnastics
- Kayla Williams (Gymnast)
- ISP Sports
- Rich sports Management \*

**NON-PROFIT ORGANIZATIONS**

- Golden Kidz
- Jackson County Development Authority \*
- North Charleston Apostolic Church
- Passionate Worship

**POLITICAL CAMPAIGNS**

- Anne Yon for County Commission
- Lee Bias for United States Congress
- Kevin Sinnette Kentucky Representative

**CONSTRUCTION**

- J&J Maintenance \*Ironton, OH
- Shield Roofing Construction Company, Inc. \*South Point, OH

- Quality Metal Roofing \*Lenore, Bluefield, Charleston, WV, Louisa, KY, South Point, OH

- Workman & Son's Plumbing \*Ashland, KY

- Appalachian Builders Inc. \*Huntington, WV

- Construction Unlimited \*Orlando, FL, Huntington, WV, NC

- Classic Construction Inc. \*Huntington, WV

- Martin Steel Inc. \*Huntington, WV
- Hager Construction, LLC. \*Huntington, WV

- Early Construction Company Corporation \*South Point, OH

- L&L Excavating Salyersville, KY
- US Contracting Salyersville, KY

- A&J Handyman Service \*Ashland, KY
- Economy Gutter \*Ashland, KY

- Ernie Colegrove Construction \*Kenova, WV

- May Contracting Inc. \*Ashland, KY
- Advanced Building Restorations \*South Point, OH

- Tri-State Waterproofing & Construction \*Huntington, WV

**HEATING AND COOLING**

- General Heating and Air \*Flatwoods, KY
- Benefit Wholesale \*Huntington, WV
- CADCO Heating and Air Ashland, KY
- Polar Bear Heating and Air \*Ashland, KY

**MANUFACTURING/INDUSTRIAL**

- Mutual Wholesale \*Huntington, WV
- W. VA Electric Supply Company
- Producers Dock
- Huntington Hose & Hydraulics
- Early Construction \*South Point, OH
- Hager Construction LLC \*Huntington, WV
- Martin Steel Fabrication, Inc. \*Huntington, WV
- Holden Fabrication, Inc. \*Holden, WV
- Conveyor Manufacturing and Supply Milton, WV
- McCorkle Machine
- Huntington Piping Inc.

- May Contracting Inc. \*

- Advanced Building Restorations \*South Point, OH

- Tri-State Rail Services Inc. \*Worthington, KY

- Tri-State Transfer & Rail Services Inc. \*Worthington, KY

- Precision Blasting Inc. \*Russell, KY
- M&G Propane \*Ashland, KY

- McNational Inc. – McGinnis \*South Point, OH

- Eastham & Associates \*Chesapeake, OH

- Mineral Labs Inc. \*Salyersville, KY

**RETAIL SERVICES**

- Manning Furniture \*
- LaFontaine's Tobacco & Wine Shop \*
- T.K. Dodrill Jewelry
- Saad's Oriental Rugs
- Strictly Business
- Iron City Choppers \*Ashland, KY
- Checkers Tanning \*Ashland, KY
- Continental Liquors \*Ashland, KY
- Ashland Specialty Supply \*Ashland, KY

- Grandview Outlet \*South Point, OH
- Great American Floor Care \*Ashland, KY

- Tri-State Flooring \*Ashland, KY
- Guy's Flooring \*Ironton, OH
- Hometown Carpets \*Ashland, KY
- Weber's Florist \*Ironton, OH

- The Flower Shop \*Chesapeake, OH
- Chef's Heart Cookware \*
- Rockdale Boatmart \*Ashland, KY

**REAL ESTATE/FINANCIAL/DEVELOPERS**

- Fourth Avenue Financial \*Charleston, WV
- Roane County Development Authority
- Jackson County Development Authority
- MarshallApartments.com \*Huntington, WV
- East Pea Ridge Mall Apartments Huntington, WV
- Universal Holding Huntington, WV
- Big Green Properties Huntington, WV
- Realty Advantage Huntington, WV



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