



Phase 1 - ideas, drafts & concepts

neutral7 creative works directly with the client to develop their message, strategy and ideas in written form.

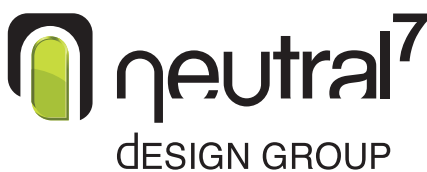
This includes meeting with a client to create brand development, media planning, campaign strategy, photography and copywriting.

Clients who typically use these services:

- Brand new businesses
- Businesses with specific or general goal to promote a service, product or event but do not have a marketing strategy, copy or content

Clients who typically Do Not use these services:

- Businesses working with another agency
- Businesses with their own internal marketing and/or design team



Phase 2 - graphic design

neutral7 design group's award winning creative team will design, layout and produce digital files based on a previously developed and approved concept, idea or draft that fits an existing marketing plan.

Clients provide neutral7 with a brief outline of their marketing plan or signage needs, as well as images, copy and overall content for the design. In this phase a design is created, proof and approved by the client. Once the design is approved, print ready files are created for production or publication.

Clients who typically use these services:

- Businesses with a marketing plan, idea and content but no graphic design team

Clients who typically Do Not use these services:

- Businesses working with another agency or with their own internal design team



Phase 3 - production & installation

Now it gets physical!

neutral7 signs & graphics will produce your high quality signs and graphics products from a previously designed print ready file that clients provide or that was designed by neutral7 in phase 2.

Clients who typically use these services:

- Businesses working with another agency or with their own internal design team
- Clients that use neutral7 for phase 1 or phase 2 for design needs
- Other agencies providing print ready files

Clients who typically Do Not use these services:

- Businesses working with another print vendor or in-house printer
- Businesses with their own installation team