

Practice identity and design service

Your practice's "look and feel" should make a strong statement and impact. Your visual identity is an important point of differentiation. Well-designed stationery and collateral creates a distinctive brand image for clients and others who come into contact with you.

Julian Midwinter & Associates offers a range of services to create, refresh, or overhaul your firm's brand identity.

Firm identity makeover

To achieve high impact, fresh and interesting we will:

- confer with you to agree the brief and work through preferences, drivers, and characteristics for a fresh identity
- develop alternatives for you to consider
- review alternatives with you, and help you select the best option
- refine the look and identity and elements of your 'kit'
- advise on production options and processes
- offer recommendations on paper selection and print finishes
- arrange printing quotes or printing.

Identity pack

Your identity pack can include:

- letterhead - pre-printed
- letterhead - electronic
- electronic signature block for email
- envelopes and labels
- "With compliments" slips
- document covers and folders
- website "look and feel"
- PowerPoint presentation.

You can build on your identity kit by adding other stationery and merchandise:

- newsletter design
- personalised note paper
- Word templates
- brochures
- standard invitation look
- advertisement designs
- web page design
- various promotional merchandise.

A firm identity makeover can kick start development and breathe fresh life into a strong brand image. It will improve your firm's name recognition with clients, prospective clients, and the wider market.

Call +612 9968 4168 or email julianmidwinter@julianmidwinter.com.au to get underway with a fresh, interesting and powerful identity for your practice.

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