

AT YOUR SERVICE

# **GUNTHER**

## **CREATIVE AGENCY**

EST *Quality* 2009  
MADE

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### MY INTRO

Hi there! I'm Jim Gunther, an experienced graphic and branding designer working from Bucks County, PA. I specialize in creating beautifully designed visual identities and print collateral to help businesses elevate their marketing.



### BEFORE WE COLLABORATE

If you are in search of a trusted design partner, who personalizes one-on-one client experience, we may be a perfect fit. Know that the person you talk to will be working on your project and has direct knowledge. I honor your opinions and feedback in the design process and promise to give you guidance well beyond the design in the branding process.

### FAST TURNAROUNDS

### WORK DIRECTLY WITH DESIGNER

### FLEXIBILITY

## SERVICES

We are here to help you solve your needs

### LOGOS & BRANDING

There are several important steps to creating your logo and branding. We can help guide you through that process whether it is for something new, re-branded or refreshed.

### WEBSITES & EMAILS

Whether you are looking to update your website, re-brand, or start email campaigns, we can find a solution that works for you.

### LABELS & PACKAGING

We have over 20 years experience in labels and packaging design. From beverages, cans, bottles, cartons, boxes, lotions, coffee, tubes, cosmetic, you name it, we have delivered!

### SOCIAL MEDIA

Do you not have the time to make social media posts? Have you run out of ideas on what to post? We can help you not only make and schedule posts, but we can come up with ideas and images.

### MARKETING COLLATERAL

Are you in need of posters, brochures, booklets, folders, promotional items, t-shirts, uniforms or giveaways? Are you going to a trade show? We can help you with all of your needs.

### DISPLAYS

Pallet skirts, table tops, gravity feeds, shelf sets, store signage, shelf strips, and more. We deliver design solutions for you. We can also help recommend printers who are experienced and knowledgeable.

### DIGITAL ADS

These ads can have many forms and placings. Choosing the time and place to display them can play a great role on their success. Our creativity and wisdom will develop a plan that works best.

### POP MATERIAL

Shelf talkers, stickers, dangles, decals, wraps, corobuff, coroplast, magnets, floor displays, signage and more. We not only come up with great design solutions, we can also work with printers to communicate to ensure the results.

### TRADE SHOWS

Trade show booth design is one thing, but understanding the flow of visitors and how that can effect people waiting to talk or seeing what you showcase is a whole other challenge. We work with you to come up with a game plan.

## BRANDING PROCESS

### WHAT IS BRANDING?

Branding is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. Which is why my visual branding process is designed to not only create a beautiful visual identity, but also help you clarify your brand vision and strengthen your brand's foundation, for a more holistic, heart-centered approach to branding.

#### DISCOVER + INSPIRE

Let's dig into your brand foundation! First, I'll ask you to collect visual inspiration and complete my Branding Questionnaire, to ensure we're creating from a place of strategy, meaning, and alignment. Then we'll hop on a brand clarity call to kick things off, talk about this (fun!) client homework, and discuss your big picture goals and vision. Shortly thereafter, I'll send you a short creative brief summarizing the direction we're headed, including an inspiration board that visually represents where we're headed with your brand.

#### DESIGN + DEVELOP

From there, I'll start designing and send you a presentation of two original logo + brand styling concepts to choose from.

After a route is chosen, we'll refine if needed and then continue to develop your visual brand with additional marks, design elements, patterns and textures (if included in your package).

#### IMPLEMENT + GROW

After finalizing your visual brand, we bring things to fruition. Depending on your package, this may involve designing accompanying collateral pieces and launching a Wordpress website. The goal is depth and consistency — your brand deserves attention to detail to ensure it's beautifully and thoroughly represented.

## TESTIMONIALS

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#### SHANI THORNTON - CHILD LIFE MOMMY

*Big shout out to Jim @gunthercreative. He is incredibly fast, talented and a great listener. I can't wait to see other products he is helping me work on.*

#### RITESH GUPTA - RITESH FILMS

*You absolutely SLAYED it on this my friend. I have received so much new business because of this site he's built! Hire Jim, he will be your secret weapon!.*

#### SAUL STANLEY - ALL THAT PAVING

*Jim did an awesome job he made me yard signs my website He's very professional very helpful and attentive to detail I will definitely be using him again thank you Jim*