

**We Wear Many Hats at
White Graphics & Marketing Inc.**



White Graphics & Marketing Inc., an experienced communications firm, is small enough to ensure hands-on personal involvement, yet large enough to meet all of your communications needs! We provide distinct, attention-getting designs and promotions that yield increased sales and exposure for our clients.

We provide services customized to your budget—from a self-directed marketing plan for smaller organizations, to implementation and monitoring of a complete communications marketing plan that includes a marketing audit of existing practices, a marketing plan with image and action goals, visual identify procedures, positioning, branding, advertising, promotion, media relations, media release procedures, crisis communication plan and support, and evaluation based on survey research analysis.

Through the combination of graphic design, copywriting, and media expertise, White Graphics & Marketing Inc.'s **hat trick** of services reflects—and respects—our clients' needs.

hat trick, any feat consisting of three or more victories in a row.

The Graphic Artist Hat

We believe that an effective marketing piece must *entice* with creative design and *educate* with clarity.

White Graphics has developed a variety of company and product identity campaigns, which include logo design, letterhead and business card systems, brochures, flyers, profile sheets, product manuals, guides, magazines, newsletters, print ads and presentation materials.

A classically trained artist and highly respected graphic designer, company president Patricia White's creative thinking has helped to enhance the image of, and increase revenue for Hamilton-area businesses for more than 20 years.



The Creative Writing Hat

Graphic design may capture the reader's eye, but words sell the product or service. Our copy, be it for a business profile or advertorial, slogan or radio script, shines with imagination, clarity and, quite often, humour. Don't let the humour fool you, though—we take words seriously. In fact, at White Graphics we edit and proofread our work before it hits the press or the airwaves in an effort to ensure that your image is not compromised, questioned or confused by preventable errors. It's a quality-control thing that looks good on you and us—and we're not just ***talking through our hats!***



The Concept Development Hat

Let us be your guide through the advertising jungle! Do you need a marketing or communications strategy , a slogan, a new approach to packaging your product or even a name for that product or service?

Take a concept safari with White Graphics and we'll help you capture a prize-winning image.

You'll find that we have a lot of clever ideas ***under our hats!***



The Communications Hat

White Graphics offers public relations and media counselling, news releases, communications planning, public service announcements, radio ad production, special event hosting, audience and talent coordination, voice-overs, and more—all at your disposal from one source.

Is your message waiting to be broadcast to a waiting audience? Maybe it's time you ***threw your hat into our advertising ring!***



Some Say It's Magic

All we will say is that we *have* pulled a multitude of rabbits out of our hats over the years!

White Graphics & Marketing Inc.—for dynamic promotions and straightforward concepts.





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