STRATEGY • COLLABORATION • INSIGHT

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Creative Services

BRANDING IS THE SUM OF THE CUSTOMER EXPERIENCE.

At Blindspot we're comfortable working within existing marketing programs — developing targeted web and print based materials that support your current campaigns. We're equally comfortable helping you build from the ground up, establishing entirely new integrated marketing communications plans.

When it comes to marcom, we've done it all.

CREATIVE SERVICES PROJECTS BLINDSPOT IS EQUIPPED TO HANDLE INCLUDE:

- integrated marketing plans
- interactive/dynamic websites
- blogs & social media
- eNewsletters
- logo development and brand identity
- business cards and letterhead
- brochures and sales sheets
- customer/project profiles
- media kits and press releases

PRINT DESIGN

From brochures, to point of sales materials, to jewel case inserts; from postcards, to business cards, to newsletters; Blindspot can create printed materials that complement your web presence and reinforce your brand. Whether we're developing a one-off for a specific purpose or engagement, or producing a full spectrum of materials as part of a new marketing campaign, our print design services will enhance your professionalism and credibility among both customers and prospects. Blindspot has relationships with both local printers and online print services, so we can negotiate very competitive pricing.

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" *There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.*"
— EDWARD DE BONO

Logo Design

An attractive and memorable logo allows current and potential customers to easily connect with and recognize a company without ever needing to see its name. This kind of instant recognition is key for any successful marketing plan. In addition, the specific colors, fonts, and designs used in a logo create a foundation for all the other marketing materials a business might utilize including websites, business cards and brochures. Put simply, an impactful logo gives a company a unique identity.

LOGO DESIGN EXAMPLES

Brooks Grain
Improving the quality of life with grain.

Melodicas

ARDUTIME
SHAPING TOMORROW'S INNOVATORS

BROLSMADESIGNBUILD

DS DIGITAL SYMPLEXITY

SINCE 1978
TRACK II CORPORATION
TRACK2CORP.COM

ST. VINCENT
CUSTOM CONTRACTING

BB CONCRETE PUMP PARTS

Maren Beckman
AWAKE • ALIVE • AWARE

G GRACE LAW OFFICES, LLC

THE ORIGINAL
SAM GRANT
★★ WHISKEY CO. ★★

ABBEY HILL
Financial Advisors, LLC

Corporate Identity

Does your business stand out from the crowd? The strategies companies utilize to represent their business in the public domain can have a huge impact on sales, customer relationships, and overall visibility in communities and in the digital space. Corporate identity, the visual representation of a company, not only enables consumers to understand who you are, but what sets you apart from the competition.

Corporate Identity is an important tool that allows businesses to establish a visual presence through the use of logos, typefaces, designs, color schemes and taglines. These different elements are combined and used on business cards, letterheads, brochures, advertisements, newsletters, websites and a variety of other devices. Corporate Identity is what makes a company recognizable and familiar.

WHAT ARE THE BENEFITS?

- It lets people know your company is serious, that you plan to stick around. This creates trust and credibility between you and consumers.

- It makes it easier for current and potential customers to recognize you.

- Consistent use of corporate identity along with a consistent set of objectives, principles, and values creates consumer loyalty.

- A corporate identity that is both positive and strong leaves a good impression on clients and increases opportunities for repeat business and referrals.

- It improves awareness, strengthens your image, and ultimately gives you an advantage over your competition.
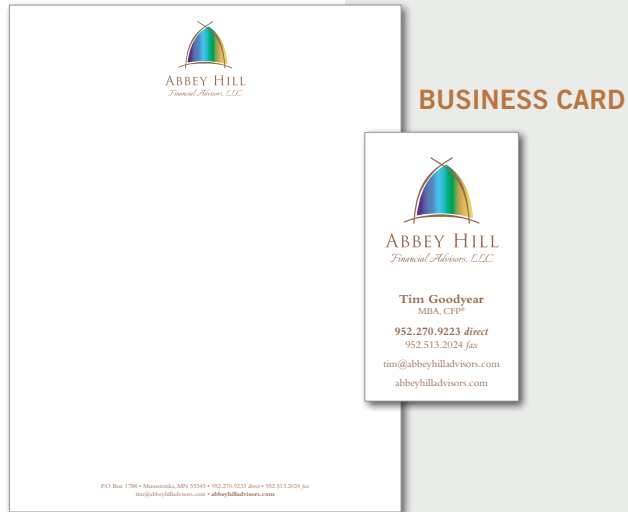
LETTERHEAD

BUSINESS CARD

BUSINESS CARDS

LETTERHEAD

BUSINESS CARD

LETTERHEAD

BUSINESS CARD

Brochure Examples

COMPANY OVERVIEW BROCHURE

Coffee Mill

Your custom beverage service since 1974.

About Us
Our Mission
Our Values

Sam & Evan's Coffee

Contact

COFFEE MILL

4-FOLD COMPANY OVERVIEW BROCHURE WITH APPLICATION

Why Working Capital

MANAGE CASH FLOW
SUPPORT OPERATING COSTS
PURCHASE INVENTORY
PAYOFF TAX LIABILITIES
. . . OR ANY OTHER BUSINESS PURPOSE

What We Finance

NEW AND USED EQUIPMENT FOR ALL INDUSTRIES
• Manufacturing
• Construction
• Commercial Trucks and Trailers / Specialty Vehicles
• Office Environment
• Health Care Professionals / Specialty Practice
• Automotive Repair / Auto Body
• Municipalities
• And many more . . .

WORKING CAPITAL
• Sale Leaseback
• Lease Line
• Short-term Working Capital

Who is KLC Financial?

KLC Financial, located in Minnetonka, MN, is a full service lease/finance company providing funding throughout the U.S. We offer a wide variety of flexible financing solutions for all types of businesses.

Why Choose Us

WHEN YOU WORK WITH KLC FINANCIAL YOU WILL RECEIVE:
• Ethical and honest treatment from experienced professionals
• One page application
• 24 hour approvals
   Personalized service through the entire finance process

We make it simple and friendly. LET US SHOW YOU HOW!

For additional information about how your company can benefit from financing with KLC Financial, call, fax or contact us through our email or website.
Phone: 952.224.4300
Fax: 952.224.4301
E-Mail: info@klcfinancial.com

klcfinancial.com

KLC FINANCIAL

Providing Equipment Leasing, Financing and Working Capital for Over 30 Years

Why Lease

CONSERVE YOUR WORKING CAPITAL
• Avoid tying up your cash in equipment so it's available for operating your business or for unforeseen expenses.
• Does not affect borrowing limits at your bank.
• Will not adversely affect your personal credit, but loans or carrying a large balance on your credit cards will.

IMPROVES CASH FLOW
• We can structure unique payment schedules to match your cash flow.

TAX BENEFITS
• You may be able to take advantage of depreciation and expense write offs that significantly affect your bottom line.

AVOID OBSOLESCENCE
• Easily upgrade or add on equipment.

TOTAL SYSTEMS SOLUTION
• Equipment, software, installation, training, maintenance and other services can be packaged into a lease.

CONVENIENT AND SIMPLE

EQUIPMENT LEASING APPLICATION

eNewsletters

Email newsletters are a great addition to any marketing plan because they aid in building relationships with potential clients and maintaining regular contact with current customers. Newsletters increase awareness, establish companies as an expert in their field and allow businesses to promote products and services. Email newsletters are cost-effective and make it possible for businesses to connect with thousands of customers with a push of a button. Here at Blindspot, we have found that utilizing newsletters a minimum of once a quarter increases business performance and visibility.

DESIGN EXAMPLES
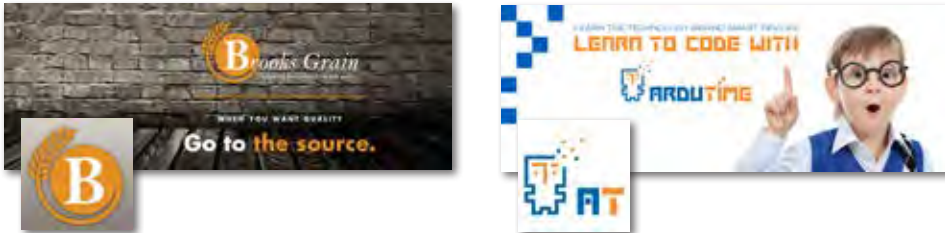

CONTENT MARKETING

According to a study by the Content Marketing Institute, the most effective tools for marketing to date are articles, social media, blog postings, and eNewsletters. With social media's growing popularity it seems that defining where social media marketing begins and content media marketing ends has become a gray area.

At Blindspot, we use a mixture of content and social media marketing to promote our clients. With social media's tremendous ability to drive site traffic, it would be foolish not to. By generating well-written, consistent material utilizing keywords and backlinks, we promote highly effective SEO.
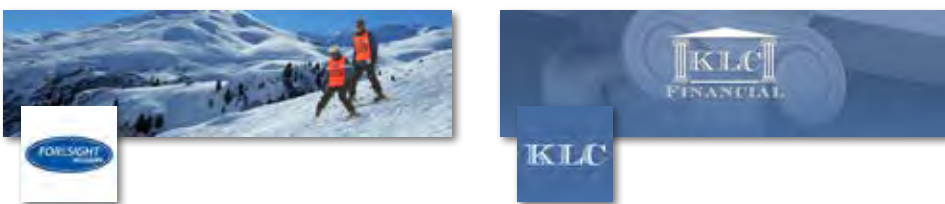
Social Media Branding

FACEBOOK EXAMPLES • TIMELINE COVER IMAGE AND PROFILE IMAGE

GOOGLE+ EXAMPLES • COVER IMAGE AND PROFILE IMAGE

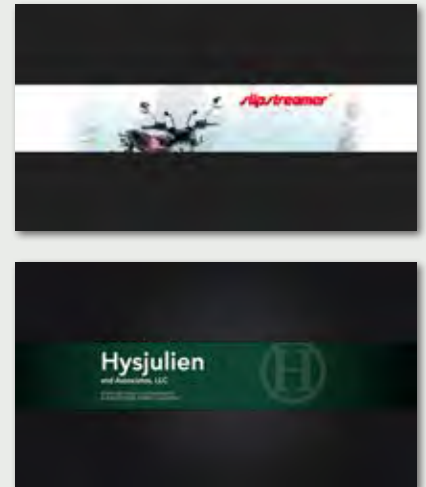**TWITTER EXAMPLES** • COVER IMAGE AND PROFILE IMAGE

LINKEDIN EXAMPLES • BANNER, SQUARE LOGO AND COMPANY LOGO

SOCIAL MEDIA CREATIVE

Banner images and profile logos for the different social channels which are designed to promote website brand consistency.

YOUTUBE EXAMPLES
CHANNEL GRAPHICS

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"*Creativity is thinking up new things.
Innovation is doing new things.*
— THEODORE LEVITT

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