



Introduction

Nailing It Inc. provides you with the opportunity to make an impression, be noticed, stand out and differentiate your business from competitors.

No matter what your product or service is – you can bet it is unique because it is yours.

By branding your business, you'll tap into those exceptional qualities to distinguish your venture and deliver more than just what customers expect.

Plus, Nailing It Inc. enables you to brand your business without a lofty, upfront expense – our easy and flexible payment schedule accommodate any small business budget.

Branding. It's all about creating an experience, and Nailing It Inc. is all you need to get started.

"All that's good - we're Nailing It"



Nailing It Inc.
A Creative Imaging Studio



How can we help brand you ?

Nailing It Inc. – A Creative Imaging Studio is proud to offer the following professional services:

- **Graphic Design**
- **Multimedia**
- **Logo Design**
- **Website Hosting**
- **Website Development**
- **Printing**
- **Product Packaging**
- **Document Archiving**
- **Digital Interactive Forms**
- **CD / DVD Duplication**
- **Marketing CDs**
- **Corporate Identity Design**
- **Promotional Products**
- **Conference Material Distribution**
- **Trade Show Booth Design & Production**
- **E-Marketing and Newsletter Management**



Brand Pack

Custom Logo and Stationery Set

Package consisting of standard starting essentials.

- Custom Logo Design
- 1,000 Business Cards
- 1,000 Letterheads
- 1,000 Envelopes



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All Brand Pack

Custom Logo, Stationery Set
and Website

*Package consisting of professional
marketing essentials — printed
collateral and a website.*

- Custom Logo Design
- 1,000 Business Cards
- 1,000 Letterheads
- 1,000 Envelopes
- 1,000 Brochures
- 6 Page Website
- Hosting Package
 - Bronze-Web-Hosting-Plan
 - 150 MBs Disk Space
 - 3000 MBs Bandwidth
 - Domain Name with 12 month signup
(.com, .ca, .net, .org or .biz only)
 - 10 POP3/SMTP Account(s)
 - Daily Data Backup



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Nailing It Inc

A Creative Imaging Studio

Ultimate Brand Pack

Custom Logo, Stationery Set,
Brochure, Website and
Marketing CD

*Package consisting of professional
marketing essentials — printed
collateral and a website*

- Custom Logo Design
- 1,000 Business Cards
- 1,000 Letterheads
- 1,000 Envelopes
- 1,000 Brochures
- 50 Interactive Business Card CDs
- 12 Page Website
- Hosting Package
 - Silver-Web-Hosting-Plan
 - 300 MBs Disk Space
 - 6000 MBs Bandwidth
 - Domain Name with 12 month signup
(.com, .ca, .net, .org or .biz only)
 - 20 POP3/SMTP Account(s)
 - Daily Data Backup



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Custom Brand Pack

Already have a logo and a website?

Pick and choose your custom package.



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Comparison Chart

Custom package orders are not included in the comparison chart.

	Brand Pack	All Brand Pack	Ultimate Brand Pack
Logo Design	●	●	●
1,000 Business Cards	●	●	●
1,000 Letterheads	●	●	●
1,000 Envelopes	●	●	●
1,000 Brochures			●
Interactive Business Card CD's			●
Website, e-mail accounts & hosting		●	●



Brand Pack



All Brand Pack



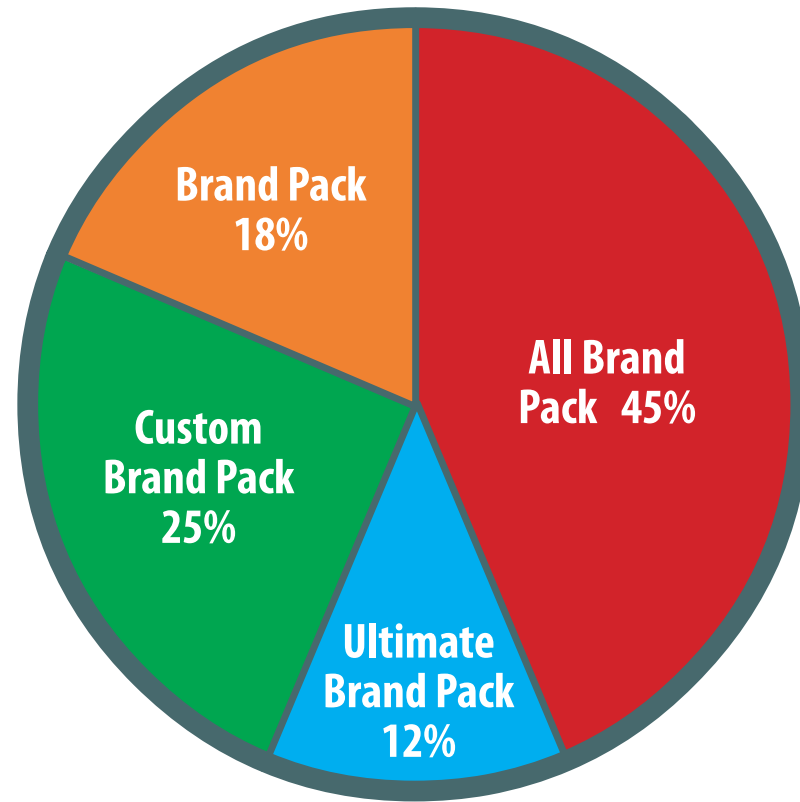
Ultimate Brand Pack



Custom Brand Pack

"All that's good - we're Nailing It"

Our Clients Choice



Brand Pack



All Brand Pack



Ultimate Brand Pack



Custom Brand Pack

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Branding

Branding is a term used to describe the process of creating customer familiarity with a product or service. More than just choosing a logo, branding is used to convey a message to a target audience. It is a means to make an impression on that audience and communicate the essence, character and purpose of the company and its product or service. Of course, that impression is what you want people to feel or remember when they connect with your brand and your company.

Coca Cola, for example, is a successful global brand whose strategic marketing has linked leisure, pleasure, good times and good will with the consumption of its soft drink. Disney triggers warm thoughts of family, while Ford connotes a measure of toughness.

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Building a Brand

While branding is more than just creating a logo, your logo is very important. A logo should incorporate your company's colours; its shape and design should reflect the name or nature of your business. French manufacturer Michelin Tire, for example, created the Michelin Man as its logo and mascot of its brand to relay an affable message of reliability and safety.

Besides your logo, your brand should be evident in all aspects of your business. To build a brand, you must decide what it is you want to communicate to customers that sets you apart from competitors. It could be that you're the only bakery that makes Persian buns or the only pen manufacturer that makes erasable ink. Or maybe you're simply committed to being the friendliest lawnmower repair shop in town. Choose something, no matter how small, that is different about your company and build your branding initiative around that.

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Promoting a Brand

Once you have decided on your brand, developed your logo and determined what message you want to communicate to clients to set you apart, you have to keep the momentum going. Your brand should be incorporated into all aspects of your business including your printed material, your advertising, your signage, your Web site and even the way you communicate with people. These are all avenues of promoting your brand.

Besides a logo and colour scheme, you might have a tag line that explains something about your brand. Remember the line, "Coke – It's the real thing"? You will want your employees to know your branding initiative and have it become a part of the way they deal with customers. The best way to achieve this is to write down the message you are working to get across with your branding initiative and post it in an employees-only area of your company or if you're a sole operator, near your desk. It will serve as a daily reminder of the company's purpose, its mission and the brand that will distinguish your company.

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www.nailingit.com