

## Contact us.

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Good branding makes people feel more connected to your organization. It helps you build relationships that can grow into loyal customers.

Are you ready to create customers who will continue to come back? Contact us below.



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**PD**  
**PRODUCTIONS  
DESIGN**

**Business Profile**



## Logo Design

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An effective logo transmits your brand's values and identifies you instantly. Here are some keys to successful logo design.

- It should be unique, differentiating you from the competition.
- Your logo should be easy to scale, working equally well on a letterhead as it would on a company vehicle.
- Make it easy to understand. Complex logos with many details confuse rather than engage. Aim for logos that are simple and understandable.
- Logos should be memorable and stick with you. Memorable logos don't need to be updated.

**WE CAN HELP  
BUILD YOUR BRAND**

## Tagline

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Taglines take the guesswork out of your company's message. They separate you from other companies and offer a single statement that your customers will remember. A good tagline could become the most memorable part of your identity with time.



## Your Company Story

Humans love stories. Sharing your company's story at its most authentic, including the people behind the curtain, lets you create an identity that customers can latch onto.

### Mission, Value, and Vision Statements

A thoughtfully crafted mission statement tells the world what you are doing now and the steps you will follow to accomplish your mission.

A value statement identifies the core beliefs that influence everything your organization does, be it by an entry-level employee or a C-suite executive.

Your vision statement describes where you want your company to be in the future and the impact you want it to have on others.