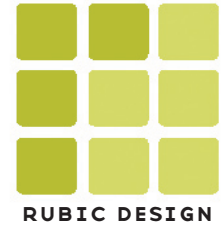

CLIENT WELCOME PACKAGE



CLIENT WELCOME PACKAGE
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WELCOME TO RUBIC DESIGN



Thank you for your interest in Rubic Design. We are committed to serving the business community with the highest quality graphic design, marketing, and Internet services possible. Vision. Service. Results. These are qualities we take seriously. They're intrinsic to our work, our team, and our clients.

Whether your organization is big or small, we look forward to working with you to research opportunities, exchange ideas, and turn challenges into solutions. We assist clients through each step of our proven approach, adding valuable public relations strategy and “breakthrough” creative design along the way. We are here to guide, educate, create, and inspire.

We will try to answer all of your questions during our first face-to-face consultation. This is a free and informative “get-to-know-you” exercise. If you have urgent questions, please do not hesitate to contact us.

The following forms and literature are necessary for us to educate and serve you best. Please read or fill them out completely.

Sincerely,

Matt Dutra

President & Chief Creative

CONTACT US



RUBIC DESIGN

88 East Main Road 2nd Floor
Middletown, Rhode Island 02842
USA

Contact:

Matt Dutra
mdutra@rubicdesign.com
tel: 401.849.6450
fax: 401.849.5430
web: www.rubicdesign.com

VISION STATEMENT



Rubic Design exists **TO SERVE** clients through the complex puzzle of graphic design, marketing, and advertising. **TO ENVISION** our clients exceeding their goals, objectives, and dreams. **TO BELIEVE** in the principles of service and excellence. **TO REVERE** admirable characteristics in others; such as being committed, creative, and industrious and fun. **TO RECOGNIZE** our strengths and realize that we are a part of a talented and client-partnered team that is visionary, hard-working and results-focused. **TO HUMBLE** ourselves if we make mistakes and strive to transform our personal and professional weaknesses into strengths. **TO RESPECT** ourselves, our principles, and our natural-born gifts and talents.

CREATIVE SERVICES



ADVERTISING

ANNUAL REPORTS

BOOK DESIGN

BRANDING

BROCHURES

CD ROM

COPY WRITING

ECOMMERCE

GRAPHIC DESIGN

LOGO DESIGN

MULTIMEDIA

MAGAZINES

MARKETING

NEWSLETTERS

PHOTOGRAPHY

PRINT ADS

PUBLIC RELATIONS

RADIO

STATIONERY DESIGN

TRADE SHOW DISPLAYS

WEBSITE DEVELOPMENT

CLIENT REFERENCES



“Our best salesmen are our clients.” Its an old adage but its true. Much of our new business is generated through referrals. Feel free to contact our clients and discover the value that awaits at Rubic Design.”

Malcom Company

Jonathan Bixby | jonathan@malcom.com
Portsmouth, Rhode Island 02871
phone: 401.683.3199
www.malcom.com

Pruitt Chiropractic

Dr. Craig Pruitt | drcraig@pruittchiropractic.com
Middletown, Rhode Island 02842
phone: 401.847.8889
www.pruittchiropractic.com

Ocean Exhibits

Phil Dickinson | graphics@oceancolor.com
Middletown, Rhode Island 02842
phone: 401.847.2020
www.oceancolor.com

Marknet Pte. Ltd.

David Yip | davidyip@marknet.com
79 Grange Road, Singapore 249584
phone: +65-9816-1483
www.marknet.com

CLIENT HISTORY



Interests (check which apply)

Web

- Search Engine Placement
- Email Newsletter
- Website Design
- Website Redesign
- E-Commerce
- E-Business
- Other

Print

- Brochure
- Annual Report
- Postcard
- Mass Mailing or Postcard
- Newsletter or Publications
- Trade Show Display
- Other

Identity

- Logo Design
- Letterhead & Stationery
- Public Relations Campaign
- Radio / TV Advertising
- DVD Production
- Co-Marketing Partnership
- Other

Contact Information

Your Name: _____ Title: _____

Company Name: _____

Address: _____

Phone 1: _____ Phone 2: _____

Websites: _____

Products: _____

Services: _____

Target Audience (example: Sports fans ages 14-21): _____

Selling Points/Competitive Advantage (Low Pricing, Quality, Customer Service, Innovation): _____

Budget: _____

Timeframe: _____

Referred By: _____

MEMORANDUM



This Memorandum of Engagement is made on _____ 20____, between _____
_____ (Client) whose offices are located _____
_____ and Matt Dutra of Rubic Design Inc., (Contractor), whose offices are located at
88 East Main Road, Middletown, RI 02842.

1. Services To Be Performed. Rubic Design Inc., agrees to perform the following services including but not limited to: strategic planning, sitemapping, information gathering, project definition, website design, website programming, project management, and discussions of further project development.

2. Payment. In consideration of Rubic Design Inc's performance of these services, Client agrees to pay The Contractor a deposit at start of project. Client also agrees to pay The Contractor remaining professional fees for project deliverables defined in the proposal, sitemap and/or cost estimate. Further, Client agrees to pay all of The Contractor's expenses in connection with this Engagement, including travel, supplies, equipment, and any other third party expense relating to the Engagement.

Agreed to and accepted by:

Client Signature

Dated:

CREATIVE STRATEGY



Company Name: _____ Job #: _____

Contact Person: _____ Project Title: _____

KEY FACT(S): "What we should know" This is background information or research pertinent to the execution of the creative.

OBJECTIVE: "What we want to happen" This what we want the creative to accomplish.

TARGET AUDIENCE: "Who to sell" This is a profile of the audience we are trying to reach.

POSITIONING: "How to sell" This defines where you want to place your product or service relative to the competition or a control and how you want to be perceived by the target audience.

PRIMARY MESSAGE: "What to sell" This is the main benefit (not a feature) that the customer receives from the product or service.

COPY PLATFORM: "Why they should buy" These are features (and benefits) that support the primary message by providing reasons why the customer should buy the product or service.

CREATIVE STRATEGY CONTINUED



tone and execution: “What’s our approach” This dictates characteristics that should be reflected in the copy and design. It’s the overall style.

mandatories: “What must be included” These are specific copy points or design elements that must be included in the creative.

notes:

THIS INFORMATION IS USED TO DEVELOP AND IMPLEMENT PROCEDURES IN CREATING THE PROJECT REQUESTED. YOU AGREE ALL INFORMATION SUBMITTED IS CORRECT.

CLIENT NAME:

DATE:

APPROVAL SIGNATURE: