

About our firm

Design Pro's professionals are more than a group of designers; we are trusted advisors. Our individual experiences are deep and wide-ranging. Combined, we have broad resources and talents that give us the flexibility to design any type of building and resolve nearly any challenge.

Our clients tell us that they value our hands-on involvement from start to finish. We employ a human-centered approach to design, delivering projects that satisfy program and function, by connecting to the context and making new civic contributions. Inherent in our approach are sustainable practices that save resources and ensure a healthy future for our cities and communities.

With high standards for design, and visionary leadership, we have assisted a wide array of clients, from universities and cultural institutions to commercial developers, and everything in between.

Improve Your First Impression

We thrive on evoking an emotional connection between brands and consumers. Helping drive our clients' success through professional Logos, strategic marketing solutions and award winning creative.

Branding

Design Pros thrives on evoking an emotional connection between brands and consumers. Helping drive our clients' success through strategic marketing solutions and award winning creative designs. We help businesses create strong valuable brands. Our logo creations, corporate identity designs and brand communication strategies play a pivotal role in defining your image and relating to your consumers. If you are building a new identity or broadening the scope of an existing one, Design Pros can create effective logos and marketing materials that will Accelerate Your Brand for many years to come. Our work stands the test of time. Many of our clients from the past 25 years still use the exact same Logos and Corporate Branding we created for them many years ago.

Video:

Videos are undoubtedly the most viewed and shared content medium throughout all of today's social media. Online video advertising is emerging as a powerful platform to deliver an impactful, immersive and highly targeted message. Every Brand, Business and Product needs at least one basic, informational video explaining what they do, who they are and exactly what they are all about to be successful with their Social Marketing. Your initial video needs to be a good representation of your brand. It also needs to be interesting enough to be viewed, liked and shared across the internet through your brand's pages and by others.

Design Pros can get your brand set up correctly and started in the right direction by building a professional online brand video presence. It doesn't take a Hollywood production and budget to make an interesting video explaining your business or brand. We can use a combination of animated graphics, HD video options and photography to develop a professionally edited brand message that resonates with your fans and the chosen target markets across the World Wide Web.

We can capture footage for you or you can provide your own content in order to get your message across and produced in a proper manor.

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Branding is strategic. Marketing is tactical.

<http://www.tronviggroup.com/the-difference-between-marketing-and-branding/>

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.

The brand is ultimately what determines if you will become a loyal customer or not. The marketing may convince you to buy a particular Toyota, and maybe it's the first foreign car you ever owned, but it is the brand that will determine if you will only buy Toyotas for the rest of your life.

The brand is built from many things. Very important among these things is the lived experience of the brand. Did that car deliver on its brand promise of reliability? Did the maker continue to uphold the quality standards that made them what they are? Did the sales guy or the service center mechanic know what they were talking about?

Marketing unearths and activates buyers. Branding makes loyal customers, advocates, even evangelists, out of those who buy.

This works the same way for all types of businesses and organizations. All organizations must sell (including nonprofits). How they sell may differ, and everyone in an organization is, with their every action, either constructing or deconstructing the brand. Every thought, every action, every policy, every ad, every marketing promotion has the effect of either inspiring or deterring brand loyalty in whomever is exposed to it. All of this affects sales.

Back to our financial expert. Is marketing a cost center? Poorly researched and executed marketing activities can certainly be a cost center, but well-researched and well-executed marketing is an investment that pays for itself in sales and brand reinforcement.

Is branding a cost center? On the surface, yes, but the return is loyalty. The return is sales people whose jobs are easier and more effective, employees who stay longer and work harder, customers who become ambassadors and advocates for the organization.

Branding is as vital to the success of a business or nonprofit as having financial coherence, having a vision for the future, or having quality employees.

It is the essential foundation for a successful operation. So yes, it's a cost center, like good employees, financial experts, and business or organizational innovators are. They are cost centers, but what is REALLY costly is not to have them, or to have substandard ones.

Graphic Design:

Graphic Design Services:

Graphic design is the process of visual communication and problem-solving through the use of typography, photography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts, and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), advertising, web design, communication design, product packaging and signage.

IDENTITY

Logo Design • Business Cards • Stationery • Branding Packages

WEB

**Website Design/Development • Website Hosting • Content Management System
Email Templates • Web Ads • Facebook Timeline Cover Photos**

PRINT

**Brochures • Flyers • Posters • Signs • Postcards • Direct Mail Pieces
Custom Invitations • Labels & Packaging • Gift Cards**

