



Cooper & Crew

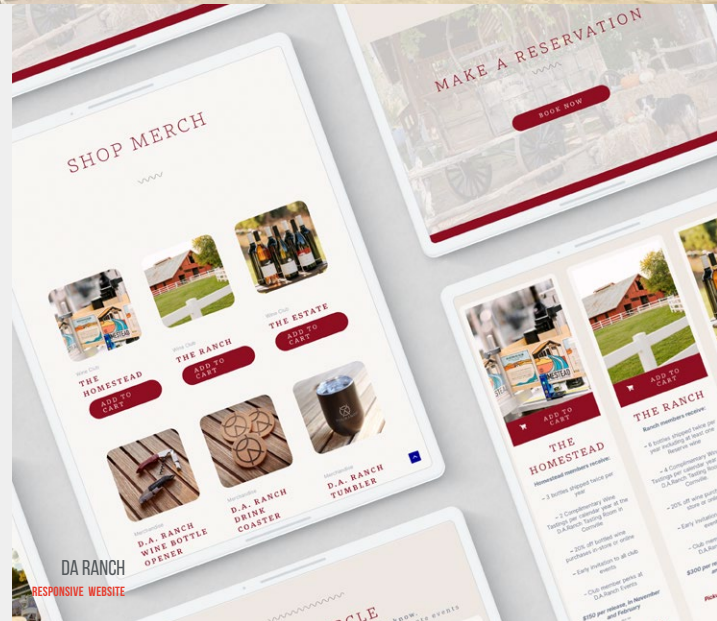
hmda
public relations

MOLLE **m** PANELS

Collegiate
INSIGHTS

Fresh

LOGO DESIGN
IDENTITY



GRAPHIC & WEB DESIGN





SIMPLE SOLUTIONS ACHIEVE POWERFUL RESULTS

R Squared Graphic & Web Design makes it easy for clients to attract the attention of targeted and multiple markets. With over 28 years of experience working across a wide spectrum of industries, the R Squared team has the knowledge and skills to design and implement a broad range of sales and marketing initiatives in a manner that is collaborative and delivers products on time and on budget.

R Squared provides impeccable service and support by developing a client centric relationship, thus avoiding complications that can lead to wasted efforts. We offer the flexibility and personal attention of a small firm with the reliability and bandwidth of a large company. Whether a client is looking to rebrand themselves, design and develop a website and identity, or create an integrated marketing and advertising campaign, R Squared has the expertise to handle all aspects of the design, management, and delivery across all mediums.

SERVICES

Brand management and messaging strategy doesn't get pushed aside when you work with us. At R Squared, we see the details within the big picture so we can provide you with a single, consistent, dependable source for all of your design needs.



GRAPHIC DESIGN

Our creative bulbs are always burning, and we're up for meeting any challenge you face. Graphic design is where it all began in 1992, and at heart we remain designers, dedicated to making your communication tools look sharp and perform like champions.



WEB DESIGN

Helping our clients click their way to new heights of online excellence is what our web design is all about. We build sites to be as user friendly and functional as they are easy on the eye, which is probably the reason our web services have more than doubled in recent years.



IDENTITY DESIGN

Effective identity development is a kind of mad science that blends the essential elements of who you are into a single compelling symbol. We formulate our logos for visual impact and business clarity, enabling our clients' presence to bubble over in the marketplace.



BRANDING

Branding is the art of designing your messaging to be on target with your audience. It requires a broad understanding of your business and what moves your customers to action. The results are higher relevance in your marketing, and a stronger connection with your audience.



MARKETING

Real marketing lift-off requires an effective plan to get you where you're going. With so many options out there, making the right choice can be like a shot in the dark. Let us help chart your course and execute that vision in order to fly higher and travel further.

OTHER AREAS OF EXPERTISE:

- » Branding Campaigns
- » Environment Graphics
- » Packaging
- » Direct Mail
- » Special Event Graphics
- » E-blasts/Newsletters
- » PowerPoint Templates
- » Outdoor and Vehicle Graphics/ Wraps
- » Large Format Graphics
- » Back-End Support
- » Website Design & Development
- » Trade Show Graphics
- » Strategy & Analysis
- » Video (Live/Animated/3D)
- » Photography
- » Copywriting
- » Public Relations
- » Event Planning
- » Audio Visual (A/V)
- » Media Buying Services
- » Search Engine Optimization

LISTENING & LEARNING

R Squared is dedicated to providing more than your typical design agency. We know the importance of becoming fully immersed in your brand, and we're ready to work with you to learn the intricacies of your business. When you choose us as your agency, we lead a "Discovery Session" to gather information and discuss your direction. It's this kind of learning that sets the stage for a great relationship.

POWERFUL RESULTS

Today's complex information flow produces gray matter overload faster than you can say stop. Our simple solutions go beyond your expectations to bring out your unique voice among the hundreds of others screaming for your customers' attention.

Thank you for this opportunity to tell you about our services. If you'd like a quote on your next project — or would like to include R Squared in your next agency selection process — please give us a call at [602.956.8229](tel:602.956.8229). We look forward to hearing from you soon.