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## ESTABLISH YOUR IMAGE

*Establish Your Image*

### **Logo**

(15 Logo samples (5 unique concepts / 3 variations each) + 2 rounds of revisions included)

*A company's logo design is one of the most basic yet most important tools in identity awareness.*

*The design of your logo should be focused on communicating the name of your company and what it does. We will work with you directly to create a custom logo best suited for your practice. Online proofing for quick turnaround.*

### **Stationery System**

**Letterhead (8.5"x11") – Business Cards (3.5"x2") – #10 Envelopes (9.5"x4.125")**

(3 Unique concepts + 2 rounds of revisions included for each item)

*Add professionalism to your business correspondence with custom printed letterhead, business cards, & envelopes.*

*\*Design Fees for all packages include consultation, design, proofing and prepress. All final pricing will be determined upon completion of the design stage. Additional revisions past the amount stated in each package will result in an hourly charge.\**



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## IMAGE & EDUCATION *Image & Education*

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### **Appointment Card (3.5"x2")**

*A convenient and simple way to inform & remind patients about upcoming appointments.*

### **Yellow Page Ad**

*We will handle the layout, the correspondence & the submission of the ad. For efficiency & cost effectiveness, you will need to reserve ad space & make payments directly to the yellow pages.*

### **Recall Card (6"x4")**

*A friendly reminder sent to your patients that it's time to schedule their next cleaning or office visit.*

### **Tri-Fold Brochure (11"x8.5")**

*These brochures are single sheet, 2 sided informational documents and can be printed in full color or two color. Their pertinent, in-depth information can address not only information about your practice, but also all of the new technologies in dental care, saving you the time of lengthy dialogue about each service.*

### **Choose 1 of the Following:**

#### **a) New Patient Form (8.5" x 11" - 2 Sides)**

*Obtain all the information you need from your new patients in order to gain a good perspective of their dental history. These forms are comprehensive and ready to use.*

#### **b) Doctor Biography Card (3.75" x 8.5" - Single Sided)**

*This card will not only help to establish a level of comfort and trust between you and your patients, but will help build a lasting relationship with them. Share details such as your educational background, awards, practice beliefs and goals, personal hobbies or family information. Your patients will enjoy getting to know you.*

#### **c) Referral Card (3.75" x 8.5" - Single Sided)**

*Referrals are the key to continued growth. Let your patients know you appreciate their efforts to bring family and friends to your practice.*

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## IMAGE & GROWTH

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### **Direct Mail Cards (5.5"x8.5")**

*Now you can reach potential patients in your area with a valuable external marketing tool designed to grow your practice. You can focus on newcomers to your community, specific demographic groups or saturate the area around your practice. Choose from our designs or for an additional charge, we will create a look especially for your practice.*

*Includes: 4 Designs (10,000 cards per design = 40,000 TOTAL), Printing, Mailing List, Addressing & Postage.*

*\*\*All 40,000 cards & multiple designs must be printed at one time or additional charges will apply\*\**

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