



*Creative Services*

KEIGER PRINTING COMPANY



## *Our Creative*

The process of putting text and images onto a printed page has changed dramatically with new technologies. From letterpress to state-of-the-art digital presses, the range of what can be printed, and what can be printed on, has steadily evolved. It still holds true, however, that a knowledge of design principles and practices is fundamental in producing a creative piece that stands out clearly and communicates well.

Good design takes into account, among other things, the intended audience, the hierarchy of information, the reproduction method, and the quality and effectiveness of the graphic elements.



# Advantage

At Keiger we offer a wide range of professional design services. They include:

- logo design and development
- identity development – letterhead, business cards
- sales and marketing materials design
- copywriting for advertising and marketing materials
- direct mail campaign design
- brochure, annual report, invitation, notecard and promotional materials design
- photography and illustration

Let our creative advantage be yours, too – discover the difference a professional designer can make.





“Design is not just what it looks like and feels like.  
Design is how it works.”

– Steve Jobs



3735 Kimwell Dr., Winston-Salem, NC 27103  
336-760-0099 Fax 336-760-5880 [www.keiger.com](http://www.keiger.com)



**Dave Willis**

Your sales representative  
and problem-solver.

Call 336-760-0099  
or email:  
[dswillis@keiger.com](mailto:dswillis@keiger.com)