

MultiAd's Design Department

With every project or publication, there is need for a design. Whether you are looking for a realization of your design concept or want a completely new and imaginative idea, our in-house design team can fit your need. The design team is a client-focused, client-needs-based group that gathers information up front in order to better understand the project. Since your design involves both client and designer, we engage in a problem-solving technique that results in positive client relations and happy customers.

What are MultiAd's capabilities in design?

- MultiAd can create a design based from new ideas or from an existing design.
- If you need multiple items, the design team can easily link all projects to one another in order to create a sense of continuity through different publications and media.

What can MultiAd design for my business?

- MultiAd can design a wide range of products, including, but not limited to, brochures, identities, book covers and posters.
- MultiAd has photographic and illustrative capabilities that allow our designers to come to your site, photograph your business and the people involved, and bring back the photos to create a more personalized design.
- With a complete design solution, MultiAd will create design continuity through a wide range of media in order to tie all projects together.

In what format can I send a file for design?

- We are able to work with all files in all forms.
- However, our design group prefers to work with InDesign® as a main program.

If the project is designed at MultiAd, must it be printed at MultiAd as well?

- Absolutely not. We do offer a package of design and print, but it is not required in order to have a design created for your business.
- MultiAd has independently operated design and printing.
- If you have a preferred printer, we can design a piece for you and send it to that printer.

What questions will you ask in order for us to start my design project?

- What is the purpose of this design?
- Whom are you targeting?
- What style do you want to portray (i.e., retro, high-end, fine, children's, fun, etc.)?
- How will the design be used (poster, booklet, cover, brochure, etc.)?