

PointeNorth

INSURANCE GROUP

Smarter Solutions for Insurance™

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To all brand conscious business professionals,

If you are deciding between hiring a professional design firm to design your business cards or try doing it yourself you only need to ask yourself one question... Is the design firm id8? If so, you can set any doubts aside and move forward with Kriston and her exceptional team, you will not regret it.

In August our firm engaged id8 to redesign our business cards. The initial meeting consisted of Kriston Sellier and Julie Cofer learning about our brand and understanding what we are trying to convey to our prospective clients. A week later we received two concepts Julie developed and we were blown away. The most difficult part of this whole process was deciding which concept to move forward with. Eventually we came to a conclusion and from there id8 fine-tuned the concept into a business card we could not be more pleased with. We are no longer passing out a one-sided, plain, uninformative business card, but instead we have a double-sided, beautifully simplistic card that gives our clients a sense of what we do.

When working with id8 you can expect to receive much more than a beautifully designed logo, business card, website, etc. Throughout the process the entire id8 team was working with us and the printer to ensure the finished product came out perfectly. In the end, the greatest value we received from id8 was clarity. When you are passionate about what you do you can have a lot of things to say about it. Kriston and her team can help you come up with a clear consistent message in order to reach your intended audience.

We have since used id8 for press releases and are currently having them redesign our website. We are so happy we finally decided to do something about our boring business cards and would recommend anybody who is unsure their business cards are right for them do the same.

Sincerely,

Boothe Perry

Commercial Risk Advisor

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