

Friesen Design Capabilities

WHO WE ARE We are a creative company who specializes in helping you develop materials that effectively communicate who you are, what you offer, and why your target audience should choose you over your competition.

We understand the importance of strategic and effective communication in a marketplace cluttered with messages, and are passionate about sharpening your image, elevating your brand and growing your business.

OUR TEAM - We know that effective design doesn't just happen. It takes real marketing acumen, exceptional design skill, and uncommon creativity to get each and every job done right.

Our professional design team has a wealth of experience helping clients rise to the top. We will bring that creative knowledge to the table throughout the life of each project and walk alongside you all the way in order to ensure a solution which reaches your goals.

Kevin Friesen, President

Founded the company in 1994. Has a passion for asking great questions and focusing on the big, creative picture.

Brady Myers, Creative Director

Has over 13 years experience as a designer, art director, and creative director. Is a team player who is detail oriented and driven to find the best solution to every creative project.

Elisa Hlad, Graphic Designer

Has been with Friesen Design for 2 1/2 years, and brings a unique, youthful perspective to design projects.

OUR COMMITMENT - At Friesen Design, we are committed to:

- Winning and keeping you as a client with our optimistic, can-do attitude.
- Standing out from our competition by focussing first and always on people.
- Offering an integrated creative approach from concept to implementation.
- Demonstrating how effectiveness in design positively affects your company or organization's bottom line.
- Building such strong brand knowledge of your company that you view our team as an indispensable, permanent part of your team.

WHAT WE DO At Friesen Design, it's simple: we believe that there is no substitute for the effectiveness of good design. Therefore, we use both timeless and contemporary design principles to create solutions for your company.

We offer an integrated creative approach from concept to implementation, will ask great questions, and will lead you in the right direction ... to a design solution that reaches new heights.

OUR SERVICES

Creative Planning & Messaging

(project planning, strategic message development, naming, tag lines, copy writing)

Corporate & Brand Identity

(logos, marks, letterhead, envelopes, business cards, business collateral, graphic standards manuals)

Business Communications

(annual reports, brochures, displays, packaging, publications, communications campaigns)

Direct Marketing

(multi-channel and one-to-one variable data marketing)

Print Advertising

(newspaper and magazine ad campaigns, billboards, retail advertising signage)

OUR PROCESS - We understand that your company and your projects are unique. Therefore, we pledge to work as part of your team while constantly communicating with you throughout each stage of every project in order to help you meet your creative goals and form a long-lasting business relationship.

Our fee structure is flexible and based on your needs and budget. We provide detailed estimates and stick to our word. We scrutinize and manage every project from start to finish knowing that when your company succeeds it is a win-win for all of us!

TESTIMONIALS

"My congratulations to you and your team. The Communications work launching CBI is terrific."

Sam Porrit, Vice President of Associate Communications, Payless ShoeSource

"I want to thank you for the great job and all the hard work to make the New Building Brochure such a spectacular piece. The Dean is very happy with it and the School can be proud of it."

Toni Dixon, Director of Communications, University of Kansas School of Business

"I am very pleased with everything we have accomplished with our branding and the convention! Thanks to you both for all you have done!"

Jon Wiebe, President & CEO, MB Foundation

"You surpass expectations and I sincerely appreciate your work and your diligence to a job well done!"

Kent Frankenfeld, President & CEO, Horizon Bank

"Out of EVERYONE we have worked with in getting into our new clinic you had the best attitude, work ethic, and timeliness of them all. That was a breath of fresh air for me ... that there are still people out there who take their jobs seriously with the customer's best interest at heart."

Dr. Lisa Grimes, Northwest Dental Services

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