



gravity
BE EVERYWHERE

creativity

Gravity can help you translate your brand's unique character into eye-catching imagery and meaningful messages that speak straight to consumers and spark response. Whether you are launching, expanding or revitalizing, Gravity can deliver strategic ideation and break-through design that makes your brand real, relevant and irresistibly engaging.

practicality

Gravity marries art and science to make design development a clean, linear, transparent process with clearly defined deliverables and no hidden costs. Employing the industry's best business practices, advanced web-based technologies, and strict budgetary discipline, we'll order the chaos and make your brand communication projects easier to manage.

process



Discovery

Understand and document the business objectives, market drivers, management considerations and success criteria for the design project as they relate to the consumer, the brand, the company, the retail environment and the print manufacturing process.

Strategy

Conduct in-depth competitive audit and touchpoint analysis to identify new opportunities. Establish specific strategies for raising awareness, solidifying brand architecture, strengthening product positioning, controlling the consumer experience and improving on-shelf performance.

Ideation

Explore target motivations and brand aspirations to create unique visual and verbal vocabularies that will communicate your brand's essence, character and promise. Provide a range of solutions to connect to different targets and work in various selling scenarios.

Design

Organize imagery and content into all-panel, dimensional comps. Conduct consumer research, usage trials and print feasibility to determine the most effective options to reinforce brand identity, influence purchase intent and promote your product's competitive benefits.

Smart Art SM

Create color-profiled master electronic images, production art and proofs that comply with legal and regulatory requirements and print process specifications. Universal Smart Art files are constructed to be seamlessly integrated into automated, collaborative manufacturing workflows.

Brand Asset Management

Store your valuable art files and electronic brand assets in a powerful online database for easy retrieval and distribution across your marketing organization and supply chain. Repurpose key elements for SKU adaptations, line extensions, and new marketing initiatives.

strategy

retail audits and competitive analyses
marketing and communications plans
brand architectures and identity systems

design

brand marks and logos
packaging, in-store display and DTC print
collateral and sales support materials

production

rapid product modeling (rpm)
print-ready electronic art files, films and plates
workflow tools for managing graphic projects

Gravity

be distinctive
be deliberate
be powerful
....be everywhere



2141 Gilbert Avenue
Cincinnati, OH 45206
www.gravityisgood.com
513.281.9700

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