

Tria Creative is a multi-disciplinary design firm committed to innovative solutions for our clients. We offer a full range of design services, including print-based graphic design, interactive web design, branding and packaging. Our diverse experience lends itself to the knowledge and skills that create impactful design, implementing our client's objectives and brand.

Our design process is analytical and integrative, fact-based and strategy-driven, and tailored to each project's specific challenges. We believe that our client's success is our success.





## OUR PERSPECTIVE

Successful business starts with the right relationship. At Tria Creative, we value our partnership with clients. We are committed to provide quality support to grow your business. We believe the client's success is our success.

Our work reflects the philosophy that great design is achieved by embracing the challenges each project brings. We strive to be thoughtful and purposeful in our creative process by first understanding our client's objectives so we can deliver a design solution that transcends aesthetics.

We believe creativity can be measured by the effectiveness of the message delivered. Because every client, project and target audience is unique, the final result should be innovative and distinguished. Good design emotes, persuades and leaves a lasting impression.

## OUR PROCESS

Clients come to us with different needs and challenges. Our initial focus is to understand our clients' objective. We listen, then internally go through a process of rigorous research.

We believe that business-driven thinking, combined with transcendent creativity, can inspire exceptional results. Our goal is to help our clients develop ideas and solutions both relevant to their customers and successful in distinguishing them from their competitors. We approach every project based on its individual requirements, but there are common paths that we follow:

**PHASE ONE:** Discovery and Analysis

**PHASE TWO:** Definition of Differentiating Factors and Action-Planning

**PHASE THREE:** Concept and Execution

**PHASE FOUR:** Measurable Results

look beyond the obvious





think creatively

## Our Services

Tria Creative's design team comes from diverse backgrounds. Some of us have many years of experience in financial institutions, design agencies and others have honed their craft in creative design boutiques.

We are together because we believe that ideas, along with function, make design unique. These are some of the services we provide to our clients:

### Brand Identity

- Corporate Identity
- Visual System, Template Development
- Brand Guidelines

### Packaging specializing in

- Food
- Beauty

### Web / Interactive

- Website development: information architecture, online strategy, search engine optimization
- Flash animations, web banners
- Content Management System (CMS) websites
- E-marketing
- Interactive presentation

### Print Design

- Marketing brochures, offering memoranda, media kits
- Periodical reports: newsletter, research reports, annual reports
- Direct marketing
- Advertising/Media planning and buying
- Print buying

### Financial Collaterals

- Online and PowerPoint Presentation
- Pitch Books
- Microsoft Office Suite Design and Implementation
- Financial Illustrations, Charts, graphs
- Invitations, Posters, Gift Items, Lucites
- Benefit enrollment workbooks & Forms