

# September Newsletter

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# CREATIVE VISIONS

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## Dear Erik,

**Attract** - it's the first step in delivering your message to your target audience.



Consumers are bombarded with thousands of advertising messages each day. To cut through all of those messages, you need to draw them in with an emotional or aesthetic appeal.

At Creative Visions, we know that compelling graphic design will help you stand out and attract the interest of your prospects. Our approach to design starts with your business goals. From there, we apply our talent and commitment to deliver measurable results with unique, creative solutions.

To get your prospects to listen, you must first give them a reason to pause. Let Creative Visions show you the power of attraction for your marketing message.

## Meet Jessica Carr



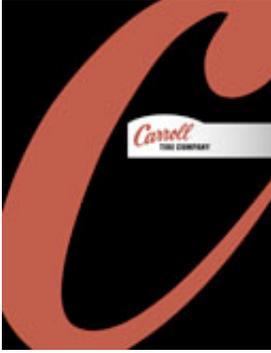
If you've worked on a recent project with Creative Visions, you may have already met or talked with the newest member of our team. Jessica Carr, a Denver area native, has joined us as production assistant.

In her new position, Jessica is coordinating clients' projects to ensure that each job is done correctly and on time.

Jessica attended the University of Northern Colorado for two years and then received her Bachelor of Fine Arts from Metro State College with an emphasis in communication design. Most recently, she worked for St. Thomas More where she updated the organization's web site, and created the newsletter and other collateral. Jessica also interned with Entercom Radio where she was responsible for updating the company's web site.

In her spare time, Jessica's hobbies include drawing, designing and anything that involves art.

Jessica can be reached at 720-482-7954 or [Jessica@cvisions.com](mailto:Jessica@cvisions.com).



*"Absolutely outstanding. The best I've seen. The most professional and informative catalog that we have offered to our customers."*

Carroll Tire Company is one of the largest tire distributors in the country. When it was time to create their annual product catalog for their customers, they challenged Creative Visions to re-vamp the project.

The result was a 25-page, full-color catalog that reflects the high quality of Carroll Tire's products.

These are just a few of the rave reviews received about the new catalog.

"Creative Visions developed a new, eye-catching company logo that we used not only on the catalog but on other communications," says Nikki Goetz, marketing manager for Carroll Tire Company. "In the comprehensive catalog, all of our programs are ranked in four categories according to our customers' needs. A unique gauge graphic makes it easy to see how each program ranks in those categories.

"Another innovation is the color-coding of the sections," Nikki explains. "This catalog can be overwhelming but the color-coding is an easy guide for the user. Other changes were made to improve the look and flow of the catalog. It's a high-quality communications vehicle that is helping us to sign up new customers."

Get rave reviews for your marketing projects by contacting Creative Visions today!

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