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THAT'S A WRAP!!

Last month we wrote an article outlining the process of video production and all that goes into it. We used The National Stroke Association as our template. Since they were so gracious in allowing us to use them as our example on how to produce an excellent video, we felt it only fair that we announce that the final cut of that video is now up for your viewing pleasure, [click here](#). The video contains valuable information that everyone should know, and the production quality isn't too shabby if we do say so ourselves.



CONTINUING TO BUILD RELATIONSHIPS



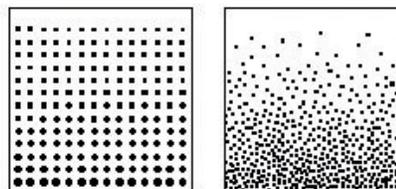
I feel as though we should continue the theme of updating you on previous articles that we have shared with you all. As many of you might remember, in our August Newsletter one of the articles happened to be about branding. We shared some of the processes by which our company determines the best brand for a certain client after carefully listening to the clients wants and concerns and then researching their target market. In that article we used our client, Global Transition and Development (GT&D) as an example of how we go about developing a brand for a company. We are pleased to share that since then our relationship with GT&D has only gotten stronger. GT&D has recently decided to jump into the web world. Creative Visions was asked to develop their website. We were more than happy to take on the challenge and are extremely excited to once again delve into the World Wide Web. We feel that we have exceeded even our own expectations in developing this website. Please visit the site at, www.gtd-llc.com and let us know what you think.

CREATIVE VISIONS
 6231 Oxford Peak Lane
 Castle Rock, CO 80108
 720-482-7954
 www.cvisions.net
 info@cvisions.net



PRINTING ISN'T JUST PRINTING

When it comes to deciding on how to best utilize printing, many companies do nothing more than shop around for the cheapest price. However, utilizing inexpensive printing can be a mistake. One of our recent clients, Arabian Horse Association, felt that going with lower quality inexpensive printing would be a mistake for them. They wanted a piece of art reproduced as accurately as possible. To achieve this, instead of using standard offset printing we printed the piece stochastically. This is a screening method of representing a continuous tone image by converting shading and colors into a random pattern. Conventional screening utilizes round dots and screen angles. This Stochastic process uses random dot placement and various dot sizes, thus allowing a closer look and feel of the digital or analog photograph. The result is smoother flesh tones, finer details, elimination of moirés, and a 15% wider color gamut. You have to see it to believe it. Although more expensive than others, you get what you pay for when using stochastic screening when printing. Arabian Horse felt like the quality of print was very important and worth paying for. There are various styles of print for companies to choose from to put the best work forward. If you or your company are looking to utilize the print media to grow your client base, we are seasoned in this area



AM Halftone dots on the left compared to FM stochastic dots



and are eager to share our knowledge and expertise with you. Please contact our VP-Director of Sales, [Melissa Hofstetter](#), at (720) 482-7954. Being in the printing business for over 20 years, we are confident you will benefit from our knowledge.

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Creative Visions | 6231 Oxford Peak Lane | Castle Rock | CO | 80108