

VERTISING BANNER
ITECTURE DESIGNER
RATIVE ENGINEERING DESIGNER
ADVERTISING ARCHITECTURE ART ARTIST BANNER COLOR
PHOTOGRAPHY
ATCH CREATIVE
ECTURE BANNER ADV
ARTIST DESIGN

GRAP

ING DESIGN
RTIST
REATIVE
TYPOGRAPHY
DESIGNER

MULTIMEDIA DEPT. CATALOGUE

Creative|Design|Printing





THE BENEFITS OF CREATIVE CONTENT FOR YOUR BUSINESS

1. Creative content gives the company a personality.

Now, this doesn't mean the people in your company aren't full of energy, interest and fabulous personalities! Sometimes that energy is hard to convey via social media and on your website. Additional content, like blogs, videos, and photo advertisements are great ways to really convey what kind of people are behind the business. This is important, because potential clients will always want to work with people who appeal to them and who they feel comfortable around. Releasing creative content allows your company to be more than just a logo or a name; it makes the business relatable and likeable. And in a world where superficial biases can sometimes take precedent, being relatable, likeable and above all, professional is definitely key.

2. Stand out from the crowd.

As mentioned above, we live in a business climate where there's a lot of over saturation, and a lot of talent. Because of the internet, companies now face global competition and outsourcing issues. If there was ever a time to find a way to stand out from the crowd, now is it! Creating unique and original content is one way to start getting attention. The more creative and socially aware the content is, the greater chance there is for more people to see it, like it and share it. With social media networks like Facebook where 'who sees what and shares it with whom' is so important, creating original and interesting content is essential to getting the word out there about your business. Everything on the internet that goes viral has to start from somewhere, and even though viral fame may be a hard feat to accomplish, your content has the potential to at least reach a couple of hundred people if promoted right!

3. It brings the company closer together.

Sometimes creative content doesn't need to be all work no play; it can be a fun way to entice your employees to get active with the products their creating, or services their offering. Getting employees to create content, such as blogs, can be a great way for others in the company to learn more about the particular skill sets and ideas of one another. It also allows for employees to take a break, get creative and have a little bit of fun, all while giving your business original content it's marketing department can use.

Content creation is vital to any business and can really help perpetuate a company's public image. Hope these benefits help inspire some great content!

THE IMPORTANCE OF EFFECTIVE PRINT MARKETING DESIGN

Along with a solid online presence, print marketing design can be essential to your business' success. We've all heard the saying "print is dead," but this is simply untrue. Print is still an effective, widely used form of marketing and will continue to be so for years to come, and there are many reasons why.

Together with a solid logo design, your marketing materials are the face of your business. They are your visual identity; the representation of your brand. Having effective, well-designed print marketing materials will contribute to the credibility of your business, and build brand recognition. Your branding creates a visual and emotional connection with your customers, and good design can be the reason people do or don't buy from you.

The benefits of print marketing design include:

- Print marketing can help you stand out from the competition. Because of the fact that web and digital marketing are more commonly being used, having print materials can actually work to your advantage. More businesses are starting to use web instead of print materials, so having professional print design in addition to a solid web marketing strategy can actually help you stay ahead of your competition.
- Print is portable and tangible. Many consumers still prefer print. It gives them something solid and versatile that they can hold onto. Web can be a very effective form of marketing but it isn't permanent like print media. "Out of sight is out of mind." Print materials give your customers something that is solid and lasts longer.
- Not everyone is using the web. Believe it or not, not everyone is computer savvy. Some target audiences may still prefer print materials to their online counterpart. Having print in addition to web marketing can ensure that you reach your target audience.
- Print marketing solidifies your brand. Having more than one way to market your business solidifies your brand and establishes brand recognition. The more you allow your brand to be seen, the more recognizable it becomes.
- At Digital Lion, our goal is to make sure that your business has the most effective visual identity and presence possible. We won't offer you marketing materials or services that you simply do not need. While some businesses may benefit from the use of flyer or brochure design, some may require only business cards. Our goal is to determine what will work best for your unique business needs, and to make recommendations that will help your business grow.
- Often you only get one chance to impress your potential customers, and your branding and image are the first contact-points your customers have with your business. We are here to make sure that your brand has a lasting positive impression on every client and that you have all the marketing materials needed to make that happen.





ONLINE CONTENTS

Online marketing is important to help you get higher-quality traffic. The ability to targetting specific leads helps you drive traffic to your company's media. You can target prospects specifically based on different characteristics

WHAT ARE THE BENEFITS AND ADVANTAGES OF ONLINE MARKETING?

- Convenience and Quick Service
- Low Cost for Operations
- Measure and Track Results
- Demographic Targeting
- Global Marketing
- Ability to Multitask
- 24/7 Marketing etc





OFFSET PRINTING

5 BENEFITS OF OFFSET PRINTING FOR YOUR PROJECT

High Definition Quality for Any Project

With offset printing, you can expect a high quality printed image every time. The printer operator can control the ink flow across four color plates, which means there are fewer wasted prints and contrast issues. As a result, you get flawless images on every piece.

Lower Cost and Fast Turnaround

The initial set-up process takes a few extra steps that help ensure consistency and speed in printing high volume orders. The quality of the images is better for higher-volume image printing and the overall cost is a factor of the volume requested. Simply put: the more pieces you need, the cheaper cost per piece.

Print on Most Any Surface or Shape

The flexible rubber blanket used in Offset Printing easily conforms to different surfaces and shapes. Print on round containers or plastic bottles or print labels, sleeves, and wrappers with ease. Offset Lithography is also the best choice for printing on different materials like wood, canvas, fabric, metal, plastics, and all grades of paper.

Efficient Printing Plates Save Time and Money

The custom metal plates created for your project are produced easily and cost-effectively. A detailed computer process transfers the images direct to the metal plate with each one having the capability of a million impressions. The print media never touches the metal extending the life of each plate.

Make the Right Choice for Your Business

Offset printing is your best choice for large volume print orders where image reproduction must be high quality color, crisp transfer, and professional grade results. Based on versatility, cost-efficiency and functionality, offset printing easily ranks above of all other printing techniques.

Make the right choice with Radian.





DIGITAL PRINTING

Digital printing is a perfect way to maintain consistent high quality and accurate printing standards. This is a vital benefit to consider as print materials is what initially attracts customers and makes the organisation look professional and equipped within their business processes.

WHY DO WE NEED DIGITAL PRINTING IN BUSINESS?

Digital printing is best used for items that require high amounts of detail and smaller quantity orders. Unlike conventional printing, there are no pre-press stages between the digital document files and the final product; there is also no need for messy formatting equipment like film plates or photo chemicals.

ADVANTAGES OF DIGITAL PRINTING

- Full color. Various design possibilities with full color and gradation print without the limitation of colors.
- Quick delivery
- Color matching time is reduced
- Low cost
- Simple
- Small volume production
- High added value
- Environmentally friendly





SCREEN PRINTING

Screen printing can create a different visual output when compared to digital printing. Screen printing ink is typically applied more thickly, resulting in longer-lasting, brighter and more vibrant colours, even on darker backgrounds.

ADVANTAGES OF DIGITAL PRINTING

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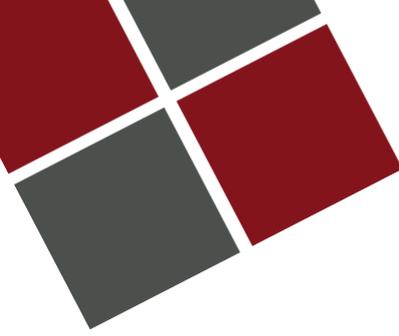
DTF/DTG PRINTING

One of the biggest advantages of DTF printing business is no pretreatment, which means that you can directly transfer the graphics into the cloth. You can save a large number of cost. On the whole, compared with DTG, DTF printing business is much economical and saving labor costs

ADVANTAGES OF DIRECT TO GARMENT

- Large range of colour options.
- Can be used for detailed and broad designs.
- Extremely fast process.
- Available for both mass production and short production runs.
- Low setup costs make it easy to access.
- Works on coloured garments as well.
- Accurate reproduction and high-quality results.





EMBROIDERY

Adding custom embroidery to your staff or employees' uniforms can make your company appear more sophisticated, established, and trustworthy. The brands or companies that take extra efforts to refine their uniforms with custom embroidery, embody good reputation, eminence, and respectability.

ADVERTISEMENT FOR YOUR BUSINESS

For many years, custom embroidered shirts have been a great way to get your business' name out there, think of it is as walking advertisement. Solid colored button down shirts or plain polo's are too simple and boring. Custom professionally embroidered shirts are a fantastic way to stand out from the crowd and send the message that your employees are all a team working together. Imagine the statement your company would make with your logo embroidered on the front of the shirt!

ADD UNIQUENESS TO YOUR BUSINESS

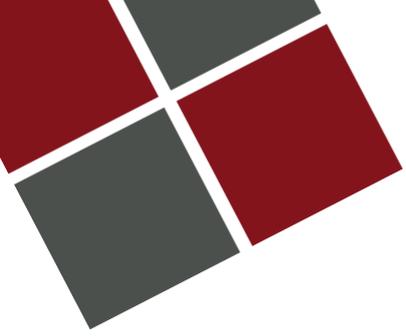
A well embroidered design will always give a good impression; you want a design that gives you a professional look and has a carefully design with high value. This adds uniqueness to your business! Also, the embroidered design must be consistent from piece to piece. As the customer, you have full control over the design, after-all, your company design is a representation of your company.

A DURABLE PRODUCT

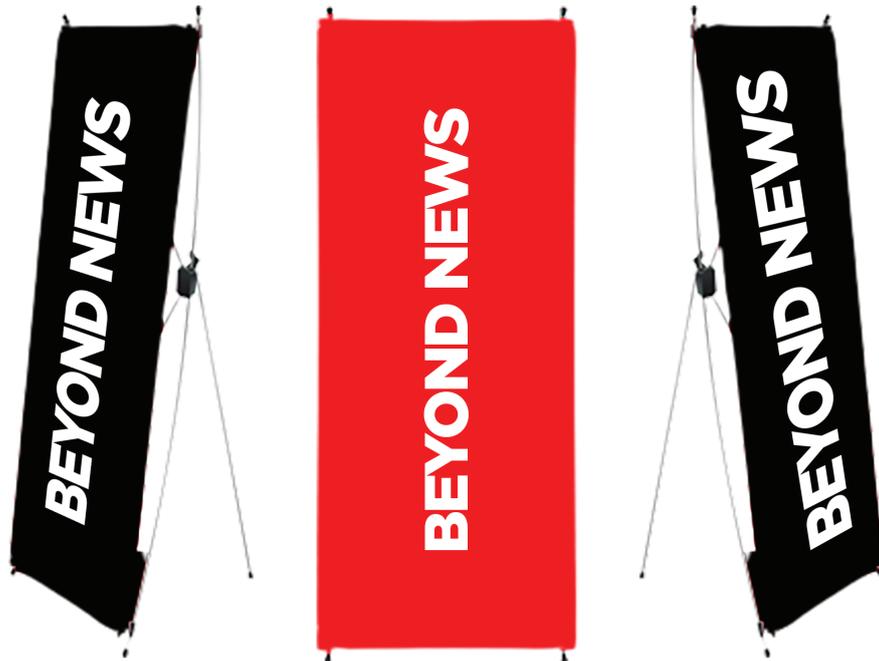
Professional custom embroidery designed shirts are an expense, but well worth the investment. One of the advantages of these products is the quality and durability. A quality embroidered design is very hard wearing and is designed to stand heavy laundering and the colors will not fade on high temperatures. In fact, it is more likely for a shirt to wear out before the embroidered image does. The stitching is tough and hard-wearing and will not be ruined by common wear and tear! Your money will be well spent on such durable materials.



PRINTING PORTIFOLIO



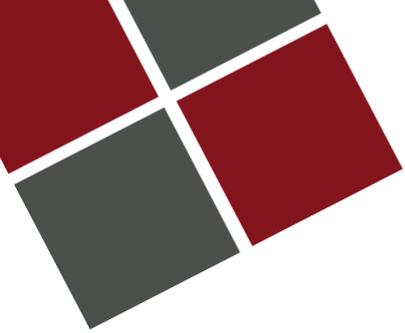
ROLLUP BANNER | X-BANNER | BLOCKOUT BANNER





MUGS | CUPS | THERMO MUGS



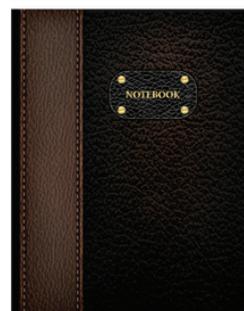
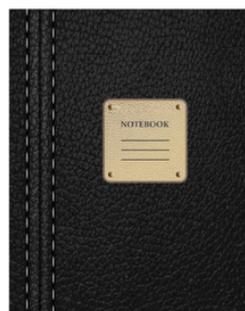
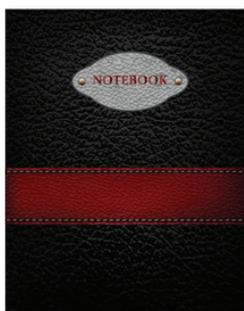


GLASS TROPHY





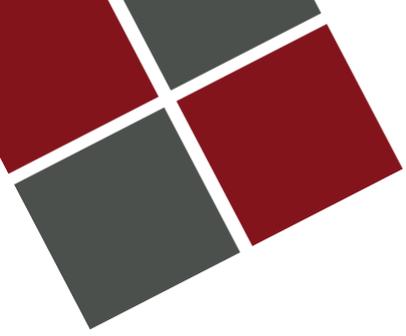
DIARIES | NOTEBOOKS





KEY RINGS/HOLDER



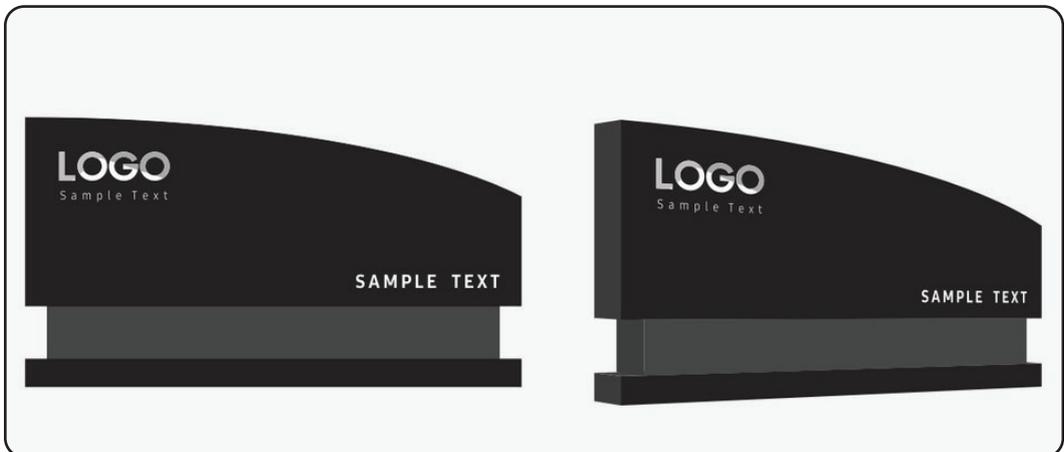
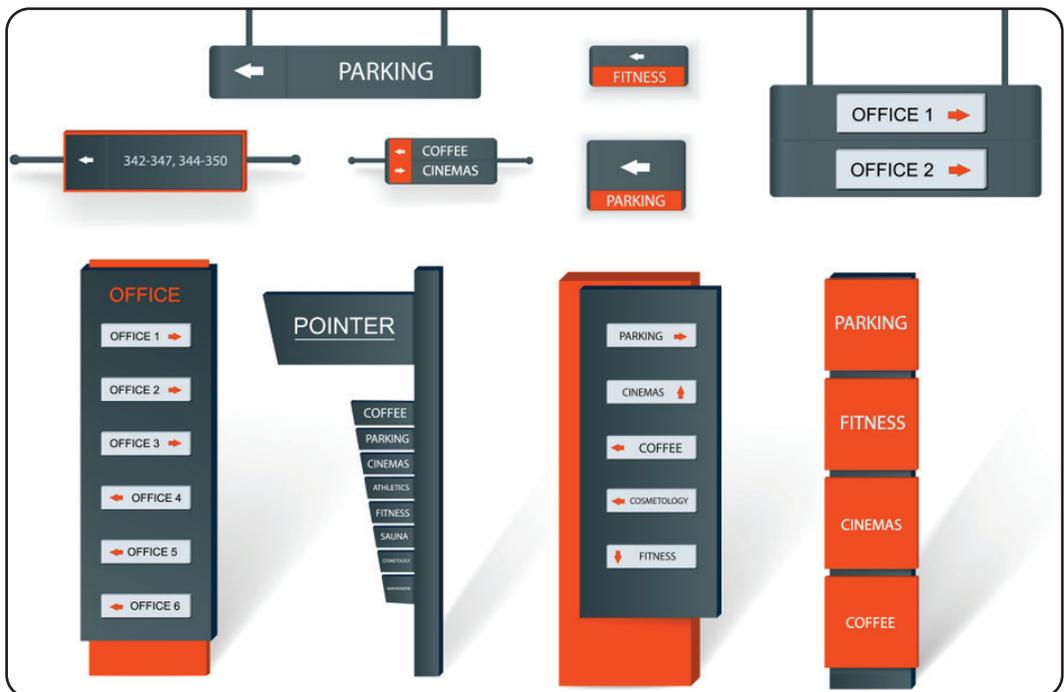
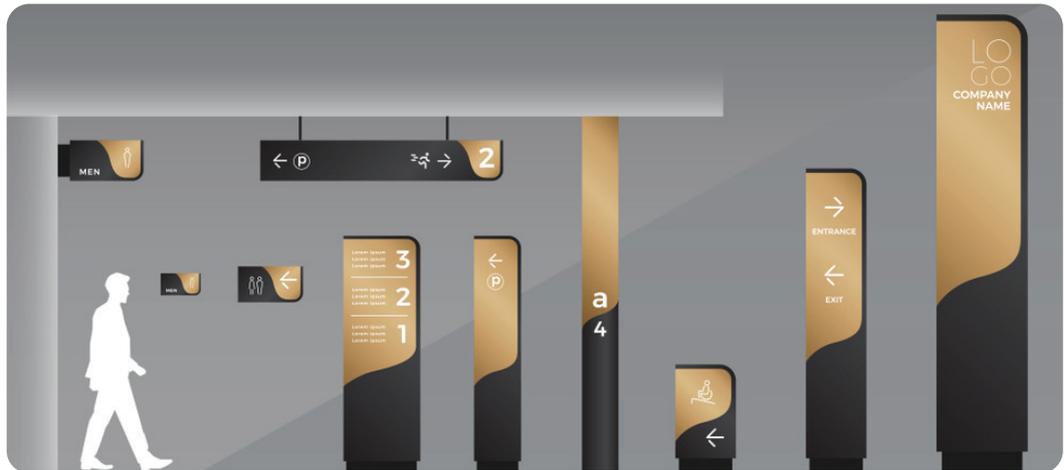


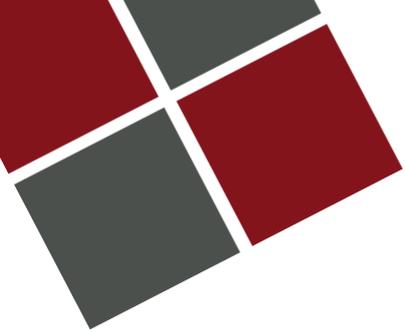
PAPER BAGS | WOVEN BAGS





EXTERIOR & INTERIOR SIGNAGE



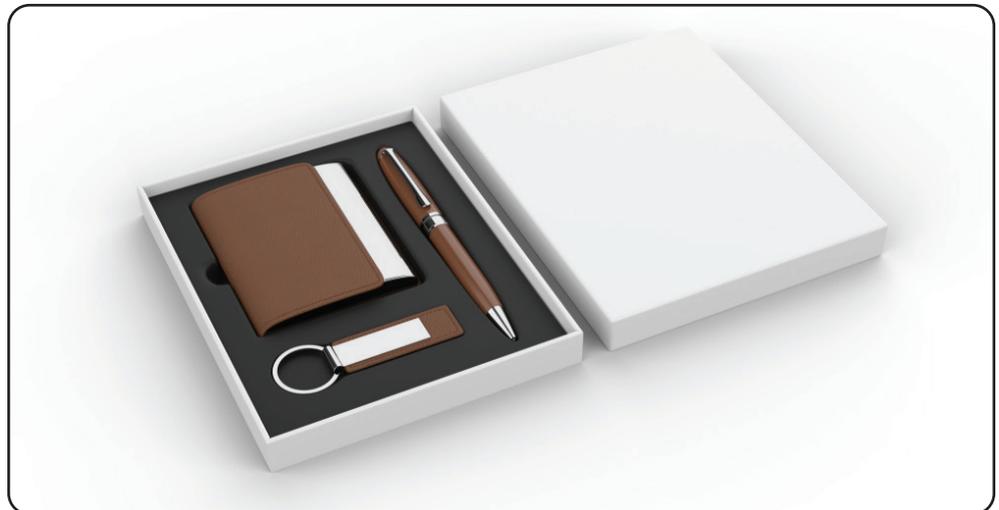


3D SIGNAGE | 3D LETTERS





GIFT PACK | SPECIAL GIFT





CAPS





UMBRELLA





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