

# **Image XL Website Pages**

## **About Image XL**

### **What We Believe**

Being a creative company, we wanted to offer you something more than a simple mission statement, so we decided to tell you all about our beliefs and principles. We want to be the top creators in our field, the kind that others want to replicate. We're going to take things to the next level in our field, but we also want to be grounded in our business principles, not just floating in space with our massive creative powers. We're all about form, function and getting results. After all, your website and marketing tools are used to increase your organization's prosperity, and we are here to do everything within our power to help you reach the goals you have from step one.

### **Who We Are**

Image XL was started in 2009 as a web design and marketing firm in Washington D.C. We have clients from all over the world. Our clients are diversified from the self-employed to international corporations. Each client gets a customized, fresh, new approach from us and we welcome the challenge. There is nothing standard about what we do. We will get your project completed in a way that works for both of us.

### **What We Do**

We create websites, shape brands, flesh out ideas, and market your business. We are comprised of designers and programmers. We're creative and technical. We are not a buy and move on type of business. We build long-term relationships with our clients and continuously market and promote their brands. Bottom line: it's not about the logo, the website, or your search engine ranking. It's all about the results and that is what we focus on. Why? Because that's what you need.

- Specific Services:
- Web Design
- Web Hosting
- E-commerce Solutions
- Flash Animation
- Custom Applications
- Print Media and Identity
- Search Engine Optimization
- Website Maintenance
- Government Services
- 508 Compliance
- Full Color Printing
- Promotional Products
- Corporate Apparel

## **Customer Approach**

We believe that your success is our success, and that's why we will join forces with you to make a lasting and successful business relationship. We combine your industry expertise with our web and marketing knowledge and create something that neither of us could have come up with on our own. We're out to not only satisfy our clients, but to accomplish what we plan to in a way that impresses you and your clients.

## **Our People**

The team behind Image XL is full of creative individuals that compliment each other's skills and knowledge. We keep our team small so each person can excel without having to deal with policies that suck up time and deplete energy. We want our people to think, inspire, create, motivate, and produce. Our people aren't restricted from pushing the envelope so to speak. We're open to new ideas to help our clients and bring them to the next level.

## **Catalogs and Publications**

There aren't many companies out there that can give you the best catalogs and publications for your organization. Here at Image XL, we want your catalogs and publications to be something that people don't want to put down. They circle the things they want. They keep it instead of throwing it away. They make purchases. They buy gifts. Catalogs and publications are a direct extension of your business. They show the quality of your products, how you handle customer service, and your credibility. What your customer takes away from your catalogs and publications is vital. It will be what helps them determine whether to purchase from you or not. Your business cannot afford to just wing this with any design and marketing company.

Image XL will help you get the right marketing publication whether you are embarking on your first one or are creating your hundredth. We offer:

- Concept Creation
- Art Direction
- Copywriting
- Page Layout
- Page Design
- Product and Model Photography
- Production
- Prepress for Print or Online Delivery
- Distribution
- Marketing
- List Management

We take you from beginning to end with your marketing publication. We'll even mail it out for you. It could ship frequently or once a year. It could be a one-time mailing. It could be two hundred pages or one page. It doesn't matter. Image XL is your one source for all of these needs.

You don't need to go anywhere else for printing, copywriting, mailing, or even online delivery. We'll move your catalog online. We know what works well in print and online.

We help with all sorts of custom publications from company magazines to employee handbooks. Our team of professionals will put together any custom publication you need and ensure that your project will get the attention it needs throughout the process.

### **Traditional Ads & Campaigns**

There are these advertisements that are so magnificent that they cause you to take notice, smile and even tell your friends and family about them. There is so much more behind those campaigns than what you see.

A good advertising campaign requires extensive knowledge of your target market and what rings true with them. Then you need to find some talented creative people that can take that knowledge and create something unique that will resonate with your target market. Designers are needed to bring this concept to life. Copywriters are needed to create outstanding copy for your ad. With these talents in our team and your industry knowledge we can create an ad campaign that is a masterpiece.

We bring our expertise to each step of the ad campaign process and we make sure the result meets (or better yet, exceeds) your goals and stays in your budget. It's challenging and creative work that we welcome. We look forward to working with you on your ad campaign.