



McLeod Creative is a visual communication firm located in Downtown Corpus Christi, Texas. We specialize in national-level branding and design and offer a wide range of creative direction and development such as graphic design, advertising, marketing, promotions, interactive media, and special event design for businesses of all shapes and sizes.

Decisions are made in the first 5 to 30 seconds of looking at a product, and that visual perception can make or break a sale. McLeod Creative applies visual character with purpose to any media, winning audiences and increasing client profits. Small, medium, and large businesses, cities, schools, government, the arts, and anyone in between can use graphic design as a catalyst for progress. Design facilitates communication for new and changing businesses, products, systems, education, and more. McLeod Creative uses “smart design” which involves defining a problem, creating an innovative solution and generating value.

Companies who include creative systems in their business practices understand the value of branding and visual communication. Graphic design gives businesses credibility, a competitive edge, and is essential in developing a leading or growing brand. McLeod Creative creates visual stories for our clients and their products that keep their customers coming back for more.

Monica McLeod Sawyer, experienced in national branding for 11 years, leads a team of talented creative professionals to find creative solutions as unique as our clients. During her 11 year career, Monica has developed branding for 6 different Fortune 500 Companies (so far): IBM, AT&T, Coca-Cola, AFLAC, Qwest Communications and Clear Channel Communications. She has also developed international projects for the Aruba Tourism Authority, Bel-Ray Oil International, Cable and Wireless Caribbean, and The American Schools of Oriental Research (a current client).

At McLeod Creative, we collaborate and challenge, and we aren't afraid to ask hard questions in order to get the most value out of the solutions we create. McLeod Creative is young, driven and willing to test boundaries in the name of fun and great design.

To schedule a consultation with McLeod Creative, call Monica Sawyer or Sergio Perez at 361.887.5054. We look forward to helping you improve your visual impact.



## SERVICES OFFERED (the short list)

- **IDENTITY DEVELOPMENT**  
Research and comparison of client's competition  
Logomark and Type Design  
Visual Systems: Application to materials such as business cards, letterhead, envelopes, etc.
- **PRINT COLLATERAL**  
Brochures, flyers, direct mail, newsletters, posters, invitations, announcements, programs, and more
- **TECHNICAL DRAWING**  
Mechanical parts, maps, charts, diagrams, etc.
- **PUBLICATION DESIGN, LAYOUT AND PRINT MANAGEMENT**  
Magazines (lifestyle, sports, technical, season programs, etc.)  
Newspapers (weekly, monthly, specialty inserts)  
Visitor and area guides (hard and soft cover)  
Specialty (ex: 101 Things to do in Corpus Christi)  
Annual reports and technical journals
- **LARGE FORMAT, PACKAGING, & MISC.**  
Banner & flag design  
Trade show booth visual elements  
T-shirt design  
Packaging design (bottle labels, box design, garment tags, cd/dvd labels, and case design)  
Textile design and patterns
- **TELEVISION/MOVIE SET AND PRODUCTION DESIGN**  
Signs, product labels, set graphics  
Post-production on-screen graphics  
Posters, video labels, packaging, etc.
- **MARKETING, PROMOTIONS AND PUBLIC RELATIONS**  
Campaign systems (signs, door hangers, push-cards, etc.)  
Direct Mail Systems (cards, original packaging, specialty mailings, etc.)  
Email marketing/newsletters  
Sales support collateral (spec-sheets, white papers, sell-sheets, brochures, presentations, etc.)
- **INTERACTIVE MEDIA**  
Web Design  
Email Marketing Design  
Survey Design, Setup and Reporting  
E-commerce systems (retail web site design, shopping cart design, etc.)
- **Advertising**  
Campaign Systems  
Print and internet advertising
- **SPECIAL EVENT DESIGN**  
(weddings, birthdays, public and private events)  
Invitations, save the date cards, announcements  
Table cards, favor packaging  
Tickets  
Schedules (pocket, magnet)  
Programs  
Maps  
Wristbands, i.d. tags  
Outdoor graphics (banners, tent graphics, signs, flags)



## GO GREEN WITH McLEOD CREATIVE

McLeod Creative is looking out for our environment. Here are some things we are doing to help our planet:

- We've replaced incandescent bulbs with compact fluorescent bulbs, which use 75 percent less energy and last longer!
- McLeod Creative uses a ftp site (large capacity file transfer online) to send proofs to out of town and local clients. Why does this save the environment? We've cut down on paper and ink consumption, gas in the mail trucks and planes, and have saved our clients valuable time and money in the process!
- We use 5gallon jugs of bottled water in the office to fill our individual glasses. This saves on paper and plastic cup waste as well as small plastic bottle waste.
- We recycle plastic, aluminum and paper. Corpus Christi doesn't recycle glass right now, but we'd love to change that! McLeod Creative also recycles empty ink and toner cartridges.
- When McLeod Creative moved into the new space, our landlord Glen Peterson, helped us reset and reseal all the windows and doors to eliminate small leaks that would waste energy!
- We use cloth towels in the kitchen and bathroom to cut down on paper towel waste.
- The McLeod Creative "sun" uses fiber optic lighting instead of incandescent rope lighting, which cuts our energy usage for this major artistic feature in the office.
- McLeod Creative's workstations are made by environmentally conscious company, Ecowork. The amazing feature of the Ecowork EG green office furniture product is its composition of 95% recycled and rapidly renewable materials. Ecowork uses a low energy manufacturing processes, and low VOC coatings that transformed our office environment into a natural and responsible landscape of shape, color, and texture.
- McLeod Creative used water-based, low VOC, acrylic paint throughout the office which cut down on chemicals in our workspace and lungs!
- McLeod Creative employees often bring their lunch to work. This cuts down on gas consumption and auto emissions during the work day!
- McLeod Creative uses recycled paper and encourages our clients to print on recycled product.
- McLeod Creative uses soaps without fragrance or dyes in the bathroom and kitchen.
- Think global. We buy local! McLeod Creative buys locally roasted coffee from Corpus Christi and Austin vendors. Yum!
- We save paper by using "Print Preview". Many times, you only need the first page of a printed email. Using print preview and specifying which pages to print, reduces unnecessary printing, wasted paper, and ink.
- We turn lights, computers and electronics off when not in use instead of using screen savers and "sleep" mode.

For more information on how to "green" your office, go to <http://green.yahoo.com/>