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What Clients Look For In A Print Graphic Designer

Have you noticed that numerous business establishments use printed advertisements such as brochures for their product and company promotional tool? Has it ever crossed your mind why these companies make use of brochures? Maybe it is for the simple reason that they work.

Picking out the best graphic design company to create your brochure design can be a trying task. Below, we will provide some tips so that you could recognize common pitfalls in picking out the best graphic design firm to produce your business promotional materials.

Number of years in business as a graphic design establishment - How long has the graphic design firm been in business? Usually, the number of years that a graphic design agency has been in operation is testament to its good reputation in the industry.

Clientele - A respected graphic design agency can show you the designs that they made for clients. Are you familiar with some of the customers? You can ask from the graphic design company if they have done numerous projects for a client. Repeat projects with a client means that the client was satisfied with the service they received from the graphic design company.

Sample works - Is there some place where you can view samples of the works accomplished by the graphic design agency - such as through the Internet? If the graphic design company has a website and if they provided a gallery of sample works, you can browse through these to help you decide if you would let the firm to do your business marketing materials.

Hidden costs - graphic design agencies usually already incorporate the charges for revisions, authoring adjustments, and initial drafts in the overall price for printing works. Be sure to ask in advance to avoid any unpleasant surprises when you receive the bill for the services done by the company.

Furthermore, ask the graphic design firm if there would be any extra scanning and processing charges if you want to incorporate pictures to the design of your promotional materials.

Copyright ownership - As a very essential point, ask the graphic design agency about who will possess the source art's copyright. That they would have copyright possession may be a common condition of service for some graphic design companies. A number of clients may have had an unhappy experience regarding ownership because they only discover too late that they cannot use the source art for other things because, although they paid to have the design drawn up, they are not the registered possessors of the copyright.

Bearing these things in mind will assist you in your pursuit to find the best graphic design agency that can make your business promotional tools.

The graphic design of a [Marketing Brochure](#) is a highly effective business marketing component. See how a [Sample Brochure](#) will help you rake in profits. Unique version for reprint here: [What Clients Look For In A Print Graphic Designer](#).

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