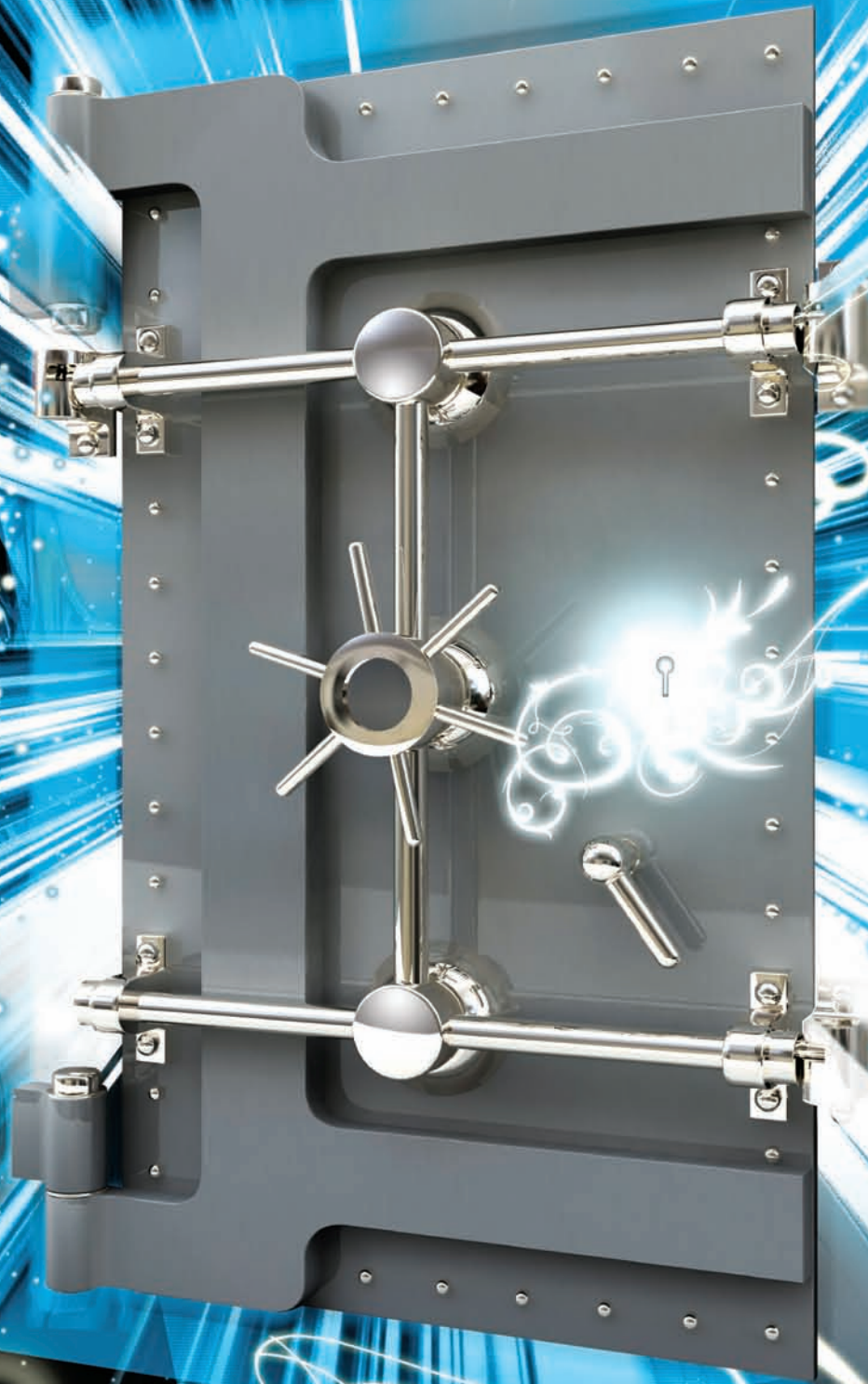


UNLOCK YOUR POTENTIAL



BRANDING

MARKETING

DESIGN

BRANDING

A brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan and design scheme that convey the essence of a company, product or service. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design and media commentary.

- [wikipedia.org](https://en.wikipedia.org/wiki/Brand)

MARKETING

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

- [wikipedia.org](https://en.wikipedia.org/wiki/Marketing) / [American Marketing Association](https://www.americanmarketingassociation.com/)

DESIGN

As a verb, "to design" refers to the process of originating and developing a plan for a product, structure, system, or component with intention. As a noun, "a design" is used for either the final (solution) plan (e.g. proposal, drawing, model, description) or the result of implementing that plan in the form of the final product of a design process.

- [wikipedia.org](https://en.wikipedia.org/wiki/Design)

Love the Earth.
Please Print Responsibly.



Poison Free - P.O. Box 45 - Beaver, PA 15009

Professional Solutions That Enable A Great Cause.

Professional Service

A commitment to excellence is our passion. Our goal is to be your top provider for branding, marketing and design needs. We employ industry leaders in IT and Graphic Design with over two decades of combined experience. Working along side our staff are trained youth who provide a fresh flair and idea bank for our clients.

Our Commitment

Poison Free is dedicated to providing you with personal service and professional solutions that meet your marketing needs. A significant portion of proceeds for our services support youth - focused programming in our community.

Product & Service Overview

Our creative and experienced staff will generate concrete symbols, design schematics and slogans that express the essence of your company, products, and services. Our branding services will ensure that your company conveys the most distinguishable and refined image possible.

Our marketing staff will transform ideas and imagery into world- class communication material. We provide print, web, multimedia, audio and video mediums that are sure to make a clear and focused impact on your target audience.

Poison Free develops the most creative and functional design available. Our mix of professional designers and eclectic youth offer the perfect balance of experience and discipline with raw artistic innovation.

Personal Service

For questions or concerns, please contact our Project Managers:

Brooks Canavesi
Executive Director
724.312.7969
brooks@poisonfree.org

John W. Davis III
Art Director
724.544.8882
john@poisonfree.org

Cost-Effective Packages

Business Starter Package

- Business Pro Logo Design
- Business Pro Business Card Layout
- Business Pro Brochure Layout
- Business Pro Postcard Layout
- Business Informational Web Site

Business Starter Package

Business Pro Package

- Business Pro Logo Design
- Business Pro Business Card Layout
- Business Pro Brochure Layout
- Business Pro Postcard Layout
- Business Pro 8 Page Booklet
- Business Pro Photo Shoot
- Business Pro Web Site

Business Pro Package

Entrepreneur Package

- Business Pro Logo Design
- Business Pro Business Card Layout
- Business Pro Animated Logo
- Business Pro Brochure Layout
- Business Pro Postcard Layout
- Business Pro 12 Page Booklet
- Business Pro Photo Shoot
- Business Ecommerce Site

Entrepreneur Package

Additional Package Details

Packages require additional fees for web site services including private domain names , managed services and hosting. Please carefully review descriptions of listed items and services. Design work does not include printing of listed material. Additional printing and service charges may apply.

Branding & Marketing Services

Our Branding & Marketing department takes pride in the ability to transform your ideas and vision into a tangible product. Our staff will work with you to ensure that you receive the highest quality product at the most cost effective price.

Logo / Business Card Design

Custom Logo Design (print)
6 samples - includes 2 revisions
+ Business Card Layout (\$60 Value)

Booklet Layout & Design

Booklet Layout with Project Manager
Includes 1 hour custom graphic design
Based on 8 page order

Photography

Customized Photography
5 Photo minimum order

Custom Graphic Design

We are able to design a multitude of print, web, and multimedia based content.

Graphic Design Service Recommendations

- **Business Card Layout**

Text logo or supplied art
3 samples plus 2 revisions

- **Promotional Accessories**

Cups, Pens, Apparel, Stickers, Magnets
and much more.

- **Custom Brochure Layout**

3 fold (8.5 x 11 sheet)

- **Signs and Banners**

Retail Displays, Electric, Plastic, Vinyl, etc.

- **Animated Logo Production**

2 samples (Flash)

- **Vehicle Graphics**

Logo, Door Magnet, Custom Design, Full
Wrap, etc.

- **Postcard Layout**

3 x 5 card design (2 side)
2 samples

- **Audio - Video Production**

High Definition capabilities.
Call for quote.

Due to the variance in print ordering, every print job will be quoted and printed based on detailed project specification.

Web Development Solutions

Here at Poison Free we understand most small businesses have a limited budget and need to have the best online solution available so your business is successful the first time! In today's market, your web site is usually the first impression made on your target audience.

A business may have a tremendous product, process, service and track record, but if it's web site appears outdated it loses business due to the negative impression made on the customer.

Our packages will provide you with all the tools needed to launch a successful web site that looks and feels like the best of the web!

Our staff is able to train you to easily update your web site!

One Time Set Up Fee	Informational Site	Business Pro	Business Ecommerce
Private Domain Name			
*Managed Services Fee & Hosting			
Custom web site	Custom Colors and Menu	Custom Graphic Design Included	Custom Graphic Design Included
Designs & Revisions	3	5	5
Content Pages - Layout; i.e, Home, About Us, Contact Us, Shipping Policy, etc. (Unlimited Pages can be made using the Content Management Tool.)	15 Pages Included. \$50 Per Page Extra	20 Pages Included. \$50 Per Page Extra	25 Pages Included. \$50 Per Page Extra
Project Manager and Search Engine Optimization, (\$1000 Value - Limited Offer)	Optional	✓	✓
Content Management Tool; Edit your site - add/delete/edit pages, products, video, audio, photo gallery, slide shows and much more!	✓	✓	✓
Ecommerce Software & Shopping Cart Solution with PayPal. Google Checkout or other merchant integration.	Optional	Optional	✓

Web Development Continued...	Informational Web Site	Business Pro	Business Ecommerce
Book Style Flash Photo Gallery (\$500 Value)	Optional	✓	✓
Custom Forms, Custom Modules & Database Driven Discussion Forum (\$700 Value)	Optional	✓	✓
Accept On-line Donations	✓	✓	✓
Event Calendar (\$200 Value)	Optional	✓	✓
User Registration Capabilities	✓	✓	✓
Custom Designed Introduction Flash Page	Extra	Extra	Extra
Text Logo Creation	Extra	Extra	Extra
Accent Flash	Extra	Extra	✓
Ability to create unlimited content pages upon completion of our training program.	✓	✓	✓
Web site Statistic Tool	✓	✓	✓
Mass E-Mail Marketing Tool [Newsletters]	✓	✓	✓
Managed Services; Site Hosting, 10 E-mail accounts, Database hosting, Custom installations*	✓	✓	✓
Daily Backups & 24/7 Server Monitoring	✓	✓	✓
Training & Documentation	✓	✓	✓
Remote E-mail account access with Managed Services*	✓	✓	✓
Product Pages	Optional	Optional	✓
Inventory Control	Optional	Optional	✓
Real Time Shipping Capability	Optional	Optional	✓
Return Customer Tracking	Optional	Optional	✓
Sell Downloadable Products	Optional	Optional	✓
Tax Calculations	Optional	Optional	✓
Order Management	Optional	Optional	✓
Gift Certificates, Discount Codes & Virtual Currency Options	Optional	Optional	✓

* Only available with our hosting program.

Outreach Through Positive Peer Pressure.

Poison Free Mission

Poison Free develops leaders in the communities we serve through positive peer pressure.

Our Vision

Every young person will find that living a poison-free lifestyle paves the road to success.

Innovation & Excellence

Poison Free pushes the boundary of possibilities and continues to elevate our goals of innovation and excellence in youth focused services. *We are* positive peer pressure!

Our Work

We provide unique services geared towards providing opportunities for youth to experience activities that build self-esteem, skills and creativity.

We are committed to providing awareness to the youth of today in the following areas:

- Substance Abuse (Drugs, Alcohol, Tobacco, etc.)
- Environmental Abuse (Littering, Pollution, etc.)
- Gambling and other addictions
- Importance of education and leadership skills

Provide opportunities for at-risk youth to learn entrepreneurship and technology skills:

- Character building
- Etiquette
- Business planning
- Graphic design
- Web development
- Multi-media
- Basic office applications

Please visit our web site to review current outreach programs.