

MSD

We provide creative, logical designs that improve brand strength and service offerings. Simply stated, we design with a purpose—detailed solutions that make a difference. From the initial project objectives to final implementation, our award-winning designs not only define who we are, more importantly, they define the clients we represent.

20+yrs

Design and marketing solutions for clients ranging from small non-profits to large international companies.

Building Relationships committed to your success

Overview

Matthew Schmidt Design [MSD] is a full service studio providing design services such as: corporate and product brochures, catalogs, web design and programming, ad development and media management, tradeshow booths, display graphics, identity solutions, and more.

Visit our website to view a portfolio of our work: www.matthewschmidt.com



Print

- Brochures
- Datasheets
- Catalogs
- Annual Reports
- Invitations
- Direct Mail
- Posters

Web

- Website Design
- Interface Design
- Info Architecture
- Programming
- Email Campaigns

Advertising

- Magazine Ads
- Ad Placement
- Digital Media

Tradeshow

- Custom Booths
- Pop-up Booths
- Display Graphics
- POP Displays
- Event Signage

Identity

- Symbols
- Logomarks
- Brand Consulting

We deliver custom-tailored solutions for each of our clients. Not one-size-fits-all concepts.

Services

Marketing materials set the stage for your company's image—whether it is print, web, or an exhibit booth, they must cohesively blend to strengthen your brand identity.

Print We develop consistent creative concepts that ultimately become the most compelling sales messages for your services and products. We have years of experience designing various printed mediums, from event invitations and corporate brochures, to large scale product catalogs. Our knowledge of paper and press venues is essential to producing the highest quality pieces while staying in budget. In addition to our design services for collateral materials, we provide standards guidelines to help you maintain a constant and consistent image across all marketing materials.

Web Matthew Schmidt Design has extensive experience building functional and high quality websites at competitive prices. **Our in-depth process begins with client interviews that help formulate site architecture and organize content.** Whether a redesign of a current site or development of a new website, our process allows us to achieve clarity by aligning the goals and messages. We utilize the latest techniques in web design and programming to deliver a site that is unique to your business and industry.

Problem-solving by identifying and resolving obstacles with creative, practical, and cost-effective solutions.

Advertising Since 1993, we have produced successful advertising solutions for our clients, ranging from magazine and trade publications to digital media. In addition to design-related services, we assist with ongoing ad placement and management. **Depending on your individual needs, we have the capabilities to develop a creative strategy, media plan, complete ad campaign, or a simple one-time placement.** Big or small, we can help to get your ideas up and running in no time.

Tradeshow We develop booths ranging in size from 40' custom designed exhibits to retractable displays. **If portability is a prerequisite, we can assist with the proper modular selection. Regardless, we can supply you with effective and visually stunning booth graphics.** Our experience and knowledge of the tradeshow industry allows us to steer you to solutions tailored to meet your specific needs.

Identity During our design process we modify letterforms to express the appropriate personality and positioning of your firm. Symbols and logotypes need to be durable and sustainable. We test our designs at various scales and in a range of media and applications. Reducing a complex idea to its core requires skill, focus, discipline and experience. Since we live in an oversaturated visual environment it is critical our solutions are unique and differentiated.

We provide design services from concept through project completion, delivering fresh solutions that are on time and within budget.

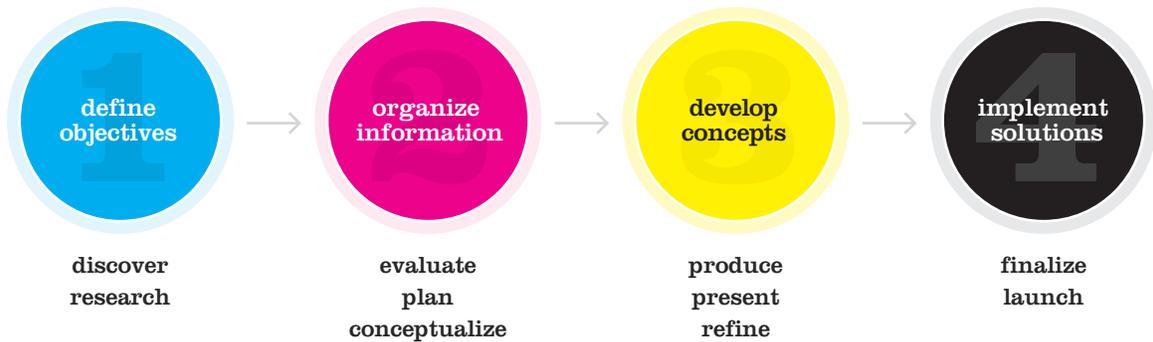
Process

Our design process is structured to provide focus and discipline. Years of experience has reinforced the importance of continuous communication and its contribution to successful results. We understand sometimes project requirements change mid-game and flexibility is necessary. This, coupled with our in-depth experience of design, and contemporary tools and practices, ensures results are cutting edge.

We service corporate and non-profit clients across a wide range of industries such as: Industrial, Clinical Research, Software, Education, and Cultural Arts.

Open and effective communication keeps your projects on track and within budget.

Building Relationships committed to your success



Understanding your needs and goals is critical to a successful project. Effective dialogue starts here with an initial meeting to gather and discuss information related to the project.

It is important to evaluate the information gathered during the initial phase of the project. Ideas and concepts are developed, and clear communication ensures all aspects of the project are understood.

We quantify our research and preliminary sketches into refined concepts. Innovative and varied solutions are presented for discussion.

An approved concept is taken to final resolution and implementation. This results in a product or service that successfully addresses the criteria identified during the initial phase of the process.

Our design process ensures design solutions are detailed, organized and compelling.

Client Testimonials

The success of any project, big or small, begins with a strong partnership. We are more than a project-based company, we are committed to building long-term relationships with our clients.

“ Working with the MSD team has always been both pleasurable and predictable. Communications have always been clear, timelines well understood and expectations met. They provide us with confidence that all projects, whether a new website, brochure, exhibit, flyer, invitation, or advertisement, are completed to our satisfaction. We are continually impressed by their creativity and expertise.

We would recommend them time and again for anyone looking to produce dynamic, well thought-out materials. ”

Director, Global Marketing
Leading Clinical Research Organization

“ Matthew Schmidt Design has been my design resource for more than 15 years. I know that whenever I call, they will take the time to carefully assess our needs and work with us as almost an extension of our staff, incorporating our ideas throughout the design process, and ultimately produce incredibly innovative solutions that consistently exceed expectations. From print brochures to annual reports, logos, and cutting-edge websites, MSD delivers—on time and within budget! ”

Outreach Manager
Leading Children's Hospital Research Department

“ MSD has been my go-to design team for nearly 20 years. Together, we've created an extensive website, dozens of trade ads and graphic panels for trade show booths, several 500-page technical catalogs, and more brochures, product datasheets and other collateral materials than I care to count. I stick with MSD for several reasons.

First and foremost, Matthew and his crew are crackerjack designers who maintain hands-on command of design software to the point of virtual wizardry. They zealously tend to even the smallest detail. If you are considering hiring MSD, my advice is: Do it...you won't be disappointed! ”

Director of Marketing Communications
Leading Specialty Gases Company



Over the last two decades we have developed strong relationships with companies across a wide range of industries.

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committed to your success

To learn more about our work and see how we can provide solutions for your business, visit our website or call us at 610 578 0620.