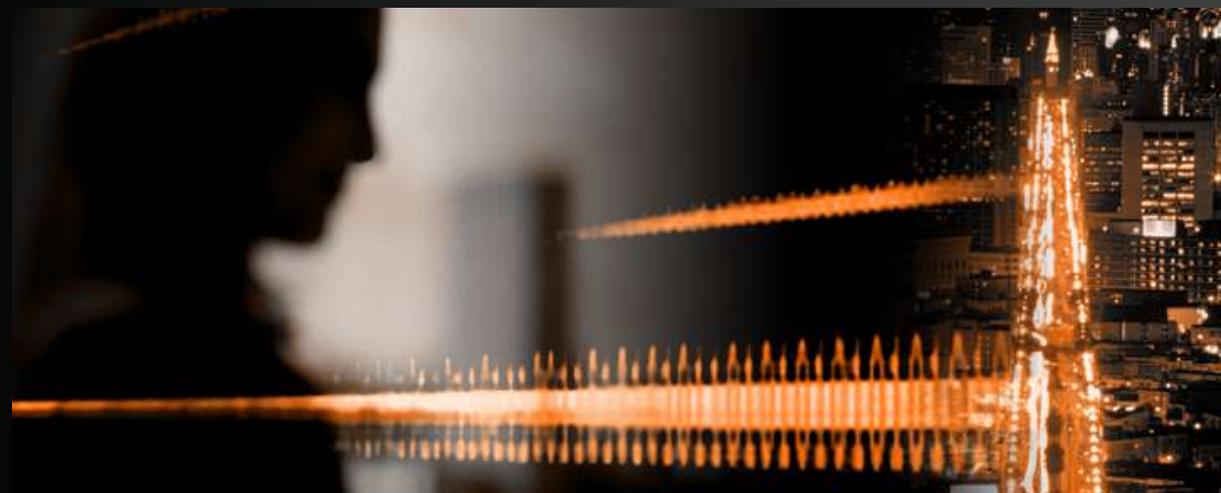


# OMC capabilities

# OMC

an introduction



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OMC

# why us?

## **why bring in a new design firm - why choose OMc Design Group?**

In starting fresh with us, you can lay the solid foundation for a successful branding campaign by getting all graphic elements you need created by one team; or you can breathe new life into your brand with our low-risk, bundled **brand refresh program** that takes a close look at what you already have and suggests some strategic updates to effectively embrace all relevant media.

OMc greatly values its client relationships and strives to continually look for and provide value-added services such as identity developments and marketing campaigns that help our clients succeed with their business.

## **we deliver a strategic and unique look and feel**

Our blueprint strategic process insures that our client's requirements, their industry and competitors are well understood, while our innovative design team will insure that all of our clients get a fresh and unique look and feel that targets the right demographics.

**From identity and environments to visual merchandising and promotions in all media, OMc delivers integrated solutions which elevate your brand and drive sales.**

**85% of OMc's customers are repeat customers and would recommend us.**

**We are proud of our strong, long-lasting relationships with most of our clients.**



# about us

## our story

Since 1997, OMc Design Group provides design and production services for identity, print, web, motion, 3D and environmental graphics - cost effective, reliable and innovative. We deliver powerful and effective communication design solutions across all graphic design disciplines - from design to finished product, identity to execution.

## we create designs that work for you

We have successfully collaborated with hundreds of businesses, educational institutions and non-profit organizations to translate their mission into a consistent visual communication language that resonates across all media.

- ❖ OMc is a multi-disciplinary design firm with offices on the West and East Coast, France & China.
- ❖ We provide well thought-out design solutions that are based on strategic concepts.
- ❖ Eye-catching designs are combined with economic production/programming/installation.

We listen, research and strategize to create effective, memorable and economic graphic design solutions that are of significant value to our clients.

# cost effectiveness

## cost effectiveness

OMc delivers the highest quality designs that are priced significantly below the Pricing and Ethical Guidelines as outlined by the Graphic Artists Guild.

OMc can not only economically develop all of the compelling elements that define your brand and enable you to stand out, but we can also insure that these assets are put into play and provide you with a return on your investment.

combining design and  
production saves you money

Unlike our competitors, we can cost effectively bundle and discount our services and products to turn them into actionable marketing campaigns.

Our bundle and save program can save significant

# reliability

## reliability and reputation

OMc prides itself on its repeat business and our clients trust us to continually provide a high level of customer service and deliver their projects on time and on budget.

## meeting your deadlines

OMc's 24/7 around the clock design and production teams on the west coast, east coast, Europe and Asia insure that even our clients' tightest deadlines are met and we will not stop until the work is done.

Direct communications with our Creative Director and the Project Manager ensures highest quality in every aspect throughout all phases of the project and it allows us to adjust quickly to changes and further requests. Our response times are instant and your deadlines are paramount to us.

we are dedicated to our clients'  
projects from strategic  
planning through design  
and execution

Unlike our competitors, we can deliver projects in the least amount of time and can meet any client's deadline and expectation (within reason that is, to you miracle seekers).

# value

## **bargain-basement freelancers vs. OMc value**

We all operate and compete in a global marketplace. Operating globally can save you money, but is not without risk. Besides issues with continuity, consistency, end-to-end deliverability, there is an even greater risk of protecting your Intellectual Property (IP).

## our work becomes your exclusive property

OMc's Graphic Designers Guild-modeled competitive pricing combined with our unique **intellectual property protection program (IPPP)** protects you, saves you money and always guarantees a unique design.

Providers who do not have an IPPP and don't fall under the laws of the United States put your company at risk as your work may be used elsewhere and they may not be available to develop it further or implement it elsewhere if desired.

## **design quality & top service**

With a better understanding of our clients and their industry, we can devise communication design strategies and apply the powers of creativity and technology to deliver effective, unique design solutions that provide our clients with significant value and a competitive edge.

**Our designs and services are unique and totally customized to your goals and specifications and as such they will become your intellectual property which can be modified and implemented throughout your graphic system.**

# advantages

## identity to execution

OMc is a full service, end-to-end graphic design, production and marketing services firm. We believe this 360 degree approach is critical to our client's success and sustainability. Building a brand without concern for execution increases your risk. We offer a one-stop-shop approach to your graphic needs.

OMc cannot only develop the compelling elements that define your brand and enable you to stand out, but we can also insure that these assets are put into play and provide you with a return on your investment including the production of your graphics in print, large format or 3D.

These are our proprietary programs that are designed to be our clients' advantage:

- ❖ brand guides
- ❖ brand refresh
- ❖ bundle and save
- ❖ campaigns
- ❖ identity to execution
- ❖ IP protection
- ❖ jump-start
- ❖ 24/7 around-the-clock

Our brand guide documents encompass all design elements of the end-toned vision, giving you all you need to connect the dots.



# approach

## collaborative approach

OMc subscribes to a collaborative approach in everything we do. We build synergetic relationships with internal marketing teams and fill in the gaps as needed. Collaboration is essential to a successful project launch and to long-term improvements.

## strategic research

Our approach to project research is strictly audience-focused. We interview our clients thoroughly as they know their industry and customers best. We assess the market and analyze what works and what falls short.

to be successful when  
planning and designing your  
strategic messaging, we  
work hard to meet and  
exceed your expectations

To be anonymous in our extremely competitive world is to be non-existent.

Effective graphics can bridge the gap to recognition.

# vision

## our vision for graphic design

Good design needs to elevate the level of visual communication to one that involves and informs in ways that are compelling and appropriate while always looking to improve, innovate and stimulate. As communication media evolve, we believe that it will become more and more rewarding to catch an audiences' attention and we intend to honor that goal.

The impact of a great graphic concept can make or break a business and as such, is a powerful weapon in the arsenal of modern marketing. OMc believes that harnessing the accumulative strength of visual communication design will result in greater success for our clients.

when the solution meets the objective the result is success

“  
Great design will never sell an inferior product, but it will empower a great product or service to achieve its maximum potential.  
”  
Christoph Oppermann

# programs

## our programs

Over the past years we have developed a number of programs that facilitate the design development process and put our clients in the driver seat of the decision making engine that we fuel. In recognizing particular circumstances and responding to individual necessities we can custom tailor economic packages to fit your every need.

Review the programs listed in this section to find the one that best suits you. Contact us to arrange for a free consultation and a presentation of our services and graphic products.

We have developed compelling programs that save you time, effort and money.

No opinionated design aesthetics - just excellent results that exceed your expectations and that will blow away the competition.

**We believe that a great concept makes design successful!**



# brand guides

## brand guides

OMc provides a unique deliverable we call the branding guide. This all-encompassing document paints the vision for your brand. It spells out the objectives you want to achieve, your target market profiles, your competitive differentiators, the framework for your identity, your style guide, your social media touch points and the marketing campaigns to reach your target market.

## the vital foundation of your corporate identity

With this single document, anyone in your organization can see the complete picture, understand your brand's leverage in the marketplace, and connect the dots from **identity to execution**.

Our branding guides are a crucial tool that defines the elements of your corporate identity and their usage to allow seamless applications and flawless integration.



# brand refresh

## refreshing your brand

Has your brand lost its punch? Has your existing provider started to feed you with stale, retread ideas? Maybe it's time to consider the OMc brand refresh program.

This program will breathe new life into your brand. Our unique approach will uncover your unique leverage points that provide the backbone for a newly refreshed brand. Our designers and programmers are highly skilled at crafting a new look and feel that will reinvigorate interest from your sales prospects.

## bringing your brand up to speed

Sometimes you do not need to re-invent the wheel, but by giving it a good alignment instead, you can get more mileage out of it.

Updating your identity and your designs can open new markets.



# bundle and save

## saving you money through bundling

OMc believes in saving our clients' money. Our bundle and save program accomplishes just that. By bundling our services, you will save a significant amount of money.

Instead of dealing with numerous design and product providers, you deal with only one firm that consolidates all elements and delivers them according to schedule, below a cumulative budget. The more you bundle the more you save. Ask your account representative for a comparison and see the savings for yourself.

## bundled services

- ❖ Leverage Discovery™, competitive analysis and messaging
- ❖ The brand guide
- ❖ Branding asset development:
  - ❖ Identity
  - ❖ Stationery
  - ❖ Collateral
  - ❖ Signage
  - ❖ Website etc.
- ❖ Campaign design and seeding target research
- ❖ Managed outbound marketing campaigns & seeding
- ❖ Pre-qualification of sales leads
- ❖ Managed branding campaigns & seeding

No costly overlaps and redundancies, no waste of time and resources.

Consistent implementation rather than re-interpretation will save you money.



# campaigns

## campaign objectives

- Accelerate market penetration and capture of market share
- Consistent implementation of your brand strategy to reach your target audience
- Generate leads by instilling confidence in your brand
- Distribute changing offers and specials through a consistent marketing pipeline
- Accelerate brand awareness
- Improve the odds of long-term sustainability and success
- Get things done at lower cost with less resources – keeping your focus on the execution of your plan

Campaigns can achieve marketing wonders in that they allow to advertise the same brand through changing and evolving messages that provoke a unique response.



# identity to execution

## identity to execution

- ❖ Our cohesively coordinated and managed one-stop-shop services will save you time and money
- ❖ Reach more with less – enabled by our cutting-edge strategic marketing methodologies and technologies
- ❖ Our design services will keep your sales pipeline full of qualified prospects
- ❖ Our services fulfill a significant part of your plan, giving your VCs less ammo they can bug you about
- ❖ Leverage our 15 years of trusted graphic design skills, reducing your risk of working with an unknown

combining design, production,  
print and installation saves  
you time and money

Our team will assist you in every aspect of your graphic work allowing you to focus on your priorities while ensuring consistent, economic and powerful results.



# ip protection

## protecting your intellectual property

OMc's intellectual property protection program (IPPP) protects your IP. When you contract with an off-shore provider, you run the risk of losing your intellectual property. It is difficult to impossible to seek legal remediation from off-shore providers when they reuse your IP with other clients for such things as product ideas, identity and website content.

Our IPPP program will guarantee that all of your work will be finished in the United States, protected under the laws of the United States, no matter what language you may need it in.

## your work is safe with us

Our IPPP program will guarantee that all of your work will be finished in the United States, protected under the laws of the United States.



# jump-start

## the jump-start program for start-ups

OMc's comprehensive jump-start program assists start-ups with all their branding, identity and marketing needs – identity to execution. Lack of proper branding and marketing can mean the difference between success and failure for any startup. Good ideas without proper market penetration are useless and are often stolen – barriers to entry is a common myth.

We strategize to formulate an approach that includes all relevant graphic design disciplines and media to devise an approach that works and targets the right audience.

we help you push your project  
across the finish line first

To get off the ground sometimes is the tricky part.

To get there the earliest because you jump-started your day is the reward.



# 24/7

## around-the-clock design

Getting what you want, when you want it is an artifact of living in the internet age. OMc has structured its organization so that our clients that require graphic design and production can get what they want, when they want it.

Our facilities in the U.S., Europe and Asia enable us to provide around-the-clock design and production, giving our clients unparalleled delivery options – helping you to meet your most pressing deadlines.

when you go to sleep, our  
team in Europe continues  
the work

What we can't finish today we may hand over to our designers in China who may  
chose to hand it over to our office in France so it is done in the morning if so necessary  
to receive the finishing touches



# our clients

## our clients - our partners

Our clients are Fortune 500 companies or small local firms with great goals, international brands or start-ups with a great business idea. We work with clients from a large variety of industries and have established hundreds of effective and reliable relationships throughout the last 15 years.

We'll walk through fire for our clients to get the job done right - of course we'll wear appropriate gear at all times!

“Great team, excellent industry leading murals, posters, banners and other flawless graphic designs with an elevated sense of perfectionism and a relentless commitment to us for over 11 years!”

**Fenn Hall, 24 Hour Fitness, San Leandro, CA**

“OMc has provided Sun Microsystems with a level of world class design service that has been unmatched. Christoph and his amazing team offer design and production solutions from concept through completion that continually meet or exceed our highest expectations and tight deadlines.”

**Kathy Sebuck, Sun Microsystems, McLean, VA**



“OMc has created a solid brand for us. The solutions to every one of our numerous graphic design projects in identity, print, web and signage have been fantastic. I recommend this group to any serious business that looks to improve their visual communication tools!”

**Paul Raybin, BetaColor, Rancho Cucamonga, CA**

# partial client list

**125 CartShop** Varennes, France **24 Hour Fitness** Pleasanton, CA **42 Images** San Francisco, CA **Act2** Marin, CA **Adobe Systems Inc.** San Jose, CA **Agora Health Networks** San Francisco, CA **ARC** La Mesa, CA **AutoVision** San Francisco, CA **Avalanche Snowboards** Benicia, CA **b2be wellness & sports** Chula Vista, CA **Banana Republic** San Francisco, CA **Benefit Cosmetics** San Francisco, CA **Biondi Ceramics** San Francisco, CA **Bond Services** Los Angeles, CA **BPS Reprographics** San Francisco, CA **ChoiceDocs** San Francisco, CA **Clyde Street Gallery** San Francisco, CA **Colorep** Rancho Cucamonga, CA **Conacc and Marcon** Emeryville, CA **Cook Media Group** San Francisco, CA **Copadouro Cafe** Andersen, CA **Decker Bullock Realty** Mill Valley, CA **Eli Thomas Men's Wear** San Jose, CA **Energy Fitness** Mexico City, Mexico **FuturePlex** San Francisco, CA **Gel-Tec International** S. San Francisco, CA **GP Salon** Pleasanton, CA **Gyro International** San Francisco, CA **HPL Contract** Patterson, CA **Macy's** San Francisco, CA **Meddoxs Medical** Erlangen, Germany **Mirror, mirror...** Castro Valley, CA **New Evolution Ventures** Lafayette, CA **Oracle Corp.** Redwood Shores, CA **OscarTielle** South San Francisco, CA **P3rformance** Rancho Cucamonga, CA **Pacific Digital Images** San Francisco, CA **Petra Travel** Los Angeles, CA **Philips** Eindhoven, Netherlands **PillJogger** San Francisco, CA **Reforest Central America** San Jose, Costa Rica **Renner Photography** New York, NY **Royal Robbins** Modesto, CA **SafeView** Santa Clara, CA **San Francisco Opera** San Francisco, CA **Sephora** San Francisco, CA **Simon & Schuster** New York, NY **Source Potential** Half Moon Bay, CA **Specialized Bicycles** Morgan Hill, CA **Steve Nash Sports Club** Vancouver, Canada **SUN Microsystems** Menlo Park, CA **Sunrise Refrigeration** Las Vegas, NV **SupportSoft** Redwood City, CA **The North Face** San Leandro, CA **Teva Sportsandals** St. Barbara, CA **Transprint** Rancho Cucamonga, CA **UFC Gym** Lafayette, CA **UHG Group** Palo Alto, CA **WineLuv** San Francisco, CA **WP Racing** San Francisco, CA **Yogaworks** Los Angeles, CA **Zack Architecture** San Francisco, CA

125 CartShop 24 Hour Fitness 42 Images Act2 Adobe Systems Inc. Agora Health Networks ARC AutoVision Avalanche Snowboards b2be wellness & sports Banana Republic Benefit Cosmetics Biondi Ceramics Bond Services BPS Reprographics ChoiceDocs Clyde Street Gallery Colorep Conacc and Marcon Cook Media Group Copadouro Cafe Decker Bullock Realty Eli Thomas Men's Wear Energy Fitness FuturePlex Gel-Tec International GP Salon Gyro International HPL Contract Macy's Meddoxs Medical Mirror, mirror... OscarTielle P3rformance Pacific Digital Images Petra Travel Philips PillJogger Reforest Central America Renner Photography Royal Robbins SafeView San Francisco Opera Sephora Simon & Schuster Source Potential Specialized Bicycles Steve Nash Sports Club SUN Microsystems Sunrise Refrigeration SupportSoft The North Face Teva Sportsandals Transprint UFC Gym UHG Group WineLuv WP Racing Yogaworks Zack Architecture

# client quotes

By working closely with our clients and by responding to their input with effective, strategic graphic implementations, we can achieve an efficient creative process that respects and defines our clients' goals and achieves maximum returns on their investment.

Loyalty is important at OMc and we thrive to be more creative and reliable, faster and more effective than any other design firm you ever worked with. We are committed to continue to improve and perfect our performance with every new job we start.

Please read on the right what some of our clients have to say about OMc.

“Our customers continually comment on our visual communication material. We finally have a brand that is being remembered and that truly reflects who we are and what we do - thanks to OMc!”

**Lisa A. Clayton, Source Potential, Half Moon Bay, CA**

“Great team, awesome mural, poster and graphic designs with a relentless commitment to us for over 10 years!”  
**Kris McMullen, 24 Hour Fitness, San Leandro, CA**

“Whatever we threw at OMc, with impossible deadlines and daunting tasks, was completed with elegance and reliability - on-time every time. I recommend OMc to anybody that looks to build a partnership with a design firm.”  
**Melissa Moran, Macy's, San Francisco, CA**

“The level of innovative and thoughtful graphic design that we received from OMc is unmatched”  
**Gabby Bridges, Benefit Cosmetics, San Francisco, CA**

“OMc has created a solid brand for us. The solutions to every one of our numerous graphic design projects in identity, print, web and signage have been fantastic. I recommend this group to any serious business that looks to improve their visual communication tools!”  
**Paul Raybin, BetaColor, Rancho Cucamonga, CA**

“OMc rocks. I recommend them to any company that wants to stand out in the crowd! This firm is it!”  
**Carla Biondi, biondi ceramics, San Francisco, CA**

“Fantastic service, incredible concepts, great designs. OMc is the best design firm we ever worked with. Period.”  
**Dr. Martin Oppermann, Meddox Medical, Erlangen, Germany**

“Christoph has totally pushed the envelope for the state-of-the-art environmental graphics here at the Evoluon.”  
**Karin Rommers, Philips, Eindhoven, Netherlands**

“OMc has provided Sun Microsystems with a level of world class design service that has been unmatched. Christoph and his team offer design and production solutions from concept through completion that continually meet or exceed our highest expectations and tight deadlines.”  
**Kathy Sebeck, Sun Microsystems, McLean, VA**

“OMc Design Group has proven for years to be a relentless source of productive creativity and reliable dedication. They designed and maintain our corporate identity with all print, architectural and web graphics. From initial concept to finished product, this firm defines great design.”  
**Roger Lackey, Sr. Regional VP - Sales, ARC, San Francisco, CA**

“OMc Design Group was the first graphic design team that “listened” to our needs and understood immediately how we wanted to look and present ourselves to the world. The extra time they spent with us, ensuring that we were satisfied was beyond what we expected and the results were amazing. They did more than provide us exceptional service, they established a relationship with us that we value and respect.”

Our customers continually comment on our visual communication material. We finally have a “brand” that will be remembered and truly reflects who we are and what we do, thanks to OMc.”  
**Lisa A. Clayton, Founder, Source Potential, Half Moon Bay, CA**

“The floating-bicycle exhibit that these guys did for us was the best, most original exhibit design we ever had.”  
**Rodney Hines, Specialized Bicycles, Morgan Hill, CA**

“I've greatly enjoyed working with OMc Design Group and completely trust their strategic and creative communication design abilities. They have developed powerful designs for us and I would recommend them without hesitation for both their web and print graphic designs. OMc performs!”  
**John Rough, Bond Services, Los Angeles, CA**

# next steps

## next steps

- ❖ Give us half an hour to understand your business, vision and objectives.
- ❖ Let us present a detailed overview of our services, customized to your particular situation and niche.
- ❖ We will provide a free consultation that gives you an idea what OMc can do for your business.



# contact

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# OMc



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