



**MARKETING
COLLATERAL**

STATIONERY

**BUSINESS
DOCUMENTS**

BRANDED APPAREL

**PROMOTIONAL
PRODUCTS**



**CORPORATE
IDENTITY**

PROecom Solutions: Corporate Identity

Managing the use and implementation of the graphic elements which make up your corporate identity can present a substantial challenge. Across all industries, companies are faced with the task of continuously managing their visual identity assets to ensure that they are represented appropriately and consistently at all times. Imagine a system that would streamline this process and ensure the consistent delivery of all of your branded items.

Our Corporate Identity Solution provides a system to create, manage and distribute your printed collateral and other branded materials including promotional products and business documents. The controlled and regulated environment of an online PROecom solution provides your organization with the advanced technology to implement permission-based, print-on-demand functionality into all of your identity programs. And, as your business grows, this same technology will help you easily implement brand changes and enhancements throughout your system while reducing inventory and waste.





PROecom Success

One Source.

A large electronics company that was struggling with brand consistency across their multiple offices nationwide turned to Proforma for a brand management solution. They asked Proforma to be their one source for marketing materials through a PROecom Corporate Identity Solution. The solution proposed by their Proforma Professional would help their corporate office regain control over the brand while still giving their offices the ability to customize pieces to relate to their local markets.

Infinite Resources.

The Proforma Professional sourced a comprehensive promotional product offering along with printed collateral that would all reside on their company store. Proforma managed the appearance of the logo and brand elements on each piece, assuring that everything was presented according to their identity guidelines. Within weeks, their custom company store was online and their offices began ordering promotional products and print collateral from the store without concern for consistency and appropriate representation of the brand.

Excellent Results.

Proforma's Corporate Identity Solution revolutionized the way that each office marketed to consumers. The corporate office was able to eliminate duplication of efforts, brand inconsistency and rogue spending by providing the centralized online site through PROecom to support its many offices. The brand was strengthened through a consistent presentation and, excited, the company's leadership began brainstorming new marketing tools to offer through the site.

Using Proforma as their one source for Corporate Identity helped this electronics company improve the effectiveness of their marketing efforts and the efficiency of their business processes.



ONE SOURCE

MARKETING COLLATERAL

Brochures & Flyers

Print-on-Demand

Direct Mail Programs

Catalogs

STATIONERY

Letterhead

Business Cards

Envelopes & Labels

BUSINESS DOCUMENTS

Custom Business
Forms

Contracts & Sales
Sheets

Invoices & Checks

BRANDED APPAREL

Uniforms

Outerwear

Corporate Apparel

Business Casual

PROMOTIONAL PRODUCTS

Office Supplies

Self-Promoters

Customer Appreciation

Awards & Incentives

One Source

Asset management is one of the most critical responsibilities of your company's leadership team. Through the one-time implementation of an online technology solution, you can ensure that all of your marketing materials, business forms, promotional items and overall identity programs are being produced and delivered in an effective and efficient manner. PROecom provides you with one source for all of your Corporate Identity materials and simplifies the delivery process, allowing you to spend more time growing your business.

Infinite Resources

Partner with Proforma in the development of an online technology solution and simplify the process of sourcing and purchasing the items you need to communicate with your customers. With more than 30 years of experience and 650 member offices in our network, we understand what it takes to deliver comprehensive solutions that integrate with your company's daily operations. Revolutionize the way you purchase and distribute all of your print, promotional items and business documents with the power of PROecom from Proforma.

