

print

Leader Graphic Design, Inc.



web

Interactive Twist, Inc.

A man in a grey suit is depicted floating in a digital, abstract space. He has his arms outstretched and a joyful expression. The background is a mix of warm yellow and orange tones on the left, transitioning to cool blue and purple tones on the right. There are floating papers, data points, and a keyboard visible. The overall scene suggests a blend of traditional print design and modern digital technology.

# creativity unleashed

## ca•pa•bil•i•ties

the extent of someone's or something's abilities, qualities, features, etc., that can be used or developed; potential.

We create **Elegant** designs with **Stunning** visuals



## Leader Graphic Design's Capabilities

Knowledge goes hand in hand with experience and the LGD team has been using many industry-specific programs since their introduction. Each new software update improves how we work and what we can accomplish. It's that thirst for knowledge that keeps us on the cutting edge.

Coordinating jobs, corrections, writers, photos, and deadlines would be impossible without our ability to keep track of all the moving parts. Creativity is the fun part and organization is the necessary part that greatly improves our ability to work efficiently and quickly.

### Programs

The programs listed below are industry standards and are the programs we find most effective. We are proficient in many others but prefer to stick primarily to the industry standards.

Every designer has access to the entire **Adobe Suite of Products**, but we excel in InDesign, Photoshop And Illustrator.

**Cinema 4DXL Studio** is used for three-dimensional renderings that, once created, can be altered by rotating and changing light sources, textures, position and size.

Mathematics is our second language. We use programs called **Math Type** and **Mathmagic** to make sure all equations are done correctly, no matter the complexity.

### Services

**Corporate Identity, Logo Development and Branding**—Whether we develop the branding manual or use your existing one, we consistently take into consideration your corporate identity and brand—they need to work together to provide you with optimal success.

**Design**—Our creative team consists of highly experienced designers working with passionate and unyielding dedication to deliver thoughtfully conceived graphic solutions on every project.

**Illustration**—It takes an artist to create an original illustration, even with a computer. Knowing a program doesn't make you an illustrator—it takes an artist's eye, talent and experience.

**Photo Retouching**—Not all photos are created equal. Whether they need simple color correction or an extreme make-over, LGD can help enhance the impact of any photograph.

**In House Photography**—LGD has the capabilities to photograph products right in our office. For many of our projects, we sent our photographer to association meetings or conventions to take candid shots for use in newsletters, social media and websites. For shots requiring a special touch, we have partnered with Dennis Jordan Photography.

**In House Color Proofing**—For perfect proofs we use the Epson Stylus pro 7890 24" and Fiery Rip Server that is calibrated to our printing vendor's presses. This ensures the printed piece is exactly what is expected.



**Conventional And Digital Publishing**—The publication industry is now a multi-media platform. So whether you are publishing online, offline or both, the basics are the same; we have the tools to convert print to interactive digital media with links included.