

Business Graphic Design Deliverables

Concept through publication fulfillment

Accurate, high quality, high volume work
Add ideas and design to overall brief
Branding concept development & review
Clarifying design issues
Cost, time & client constraint resolution
Current trend suggestions/enhancements
Developing design briefs
Electronic and hand drawn collateral
Facilitating and enhancing design ideas
Field testing design perception
Interpreting client business needs
Multi-tasking of graphic design projects
Photography & computer aided design
Sketching of designs
Sketching organization components
Stationery, memo, e-mail & other design
Up-to-date design knowledge-skill-ability
Teaming with printers, copywriters,
photographers, other designers
account executives, website designers
and marketing specialists
Thinking creatively to produce new ideas
Using innovation to redefine a design
Working within tight deadlines

Additional and expanded
HR services are tailored
for specific client needs

PHRST
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Flagler Beach, Florida 32136
www.phrst.com or HR@PHRST.com
800-285-8380-code-14 or 386-439-6341

Business Graphic Design



PHRST offers *a la carte* human
resource management through select
Professional Human Resource
Service Teams

est. 1984

What Is Needed

Graphic designing capability is a practical and valuable asset often furnished through the HR function. More and more, organizations are taking a professional approach to rebranding materials and Internet sites, refreshing logos, placing organization names on employee items and marketing materials, adding organization zest to policies, procedures and communications, as well as getting their name out into the public eye.

State-of-the-Art

Personnel, products, services, formats for public and internal training presentations, etc. are furnished by today's HR department to get the job done in a people-friendly, cost effective and professional manner. PHRST assists from the beginning steps of conceptualizing a vision, takes it from mind to paper/computer, enhances it with flair and relevance, presents alternatives and enhancements and carries it through to appropriate printers, product sources or engineering for you to begin production of your new look.



Knowledge, Skill & Ability

PHRST's team is staffed by dedicated, professionally trained designers. Their service and offering is overseen by business-savvy HR-certified professionals experienced in planning, organizing, developing and furnishing effective communications for internal and external personnel. PHRST practitioners are hands-on experienced in getting a practical communications job done in a timely, cost-effective and professional manner that circumvents the hype and hurdles typical of advertising/marketing firms.

When, Where & For How Much

Project times and fees vary with the tier of service selected and the specific job. PHRST's practitioners enjoy stellar reputations for time sensitive completion. Local presence and national locations enable design professionals to work on-site if clients require or to function remotely ensuring confidentiality and efficiency. Favorable pricing is achieved via the tiered approach. Contact PHRST with project parameters to determine project-specific fees.

About PHRST

Strategic Human Resource Management

PHRST stands for **P**rofessional **H**uman **R**esource **S**ervice **T**eams. Our service model enables us to provide you with HR experts in all 7 areas of HR:

- Employment Practices
- Management Practices
- Health, Safety & Security
- Compensation & Benefits
- Employee & Labor Relations
- Human Resource Development
- Staffing/Recruitment Practices

PHRST works with clients on an a la carte basis across industries, around the world, for profit or not and regardless of organization size. We service public, private, and government entities, and we are effective at all organization levels. Our approach is client-centered, worksite interaction, where we provide user-friendly, practical approaches intended for prompt and effective implementation. We work 24/7 to meet client needs. Our value and success are built upon best practice insight, sound experience, education and hands-on know-how. Organizations count on **PHRST** for knowledge, skill, ability, ethics and integrity.