

ARTLETIC

Communication Fitness Through Design



WHAT DOES ARTLETIC DO?

Artletic provides clients with design solutions for both print and screen. From logos to websites and annual reports to email marketing campaigns, all solutions are performance driven creative. Which means each project not only needs to look good, it needs to be able to work hard for the desired result – satisfied and repeat end-users.

In addition to print and screen based design, Artletic is able to provide clients with assistance in copywriting and photography.

Examples of the types of projects Artletic produces include, but are not limited to:

Print

- › Identity and logo development
- › Business Stationery systems (business card, letterhead, envelope)
- › Signage systems
- › Trade show booths
- › Sales collateral
- › Catalogues
- › Advertising
- › Menu design

Screen

- › Website design
- › Web application design
- › Website Front-end development (XHTML, CSS, JavaScript, Flash)
- › Website Back-end development (content management systems, eCommerce systems)
- › Email Marketing Campaigns (HTML email design, web-based registration forms)

WHAT DOES ARTLETIC MEAN?

Communication Fitness Through Design. It's the tag line, but you could also say it's a philosophy.

Design solutions should be part Art (not “fine art”, but having sound aesthetics and communicating ideas), and part Athlete (not sweaty, but possessing strength, finesse, and endurance). Artletic strives to merge these two concepts and provide hard-working design solutions that communicate ideas in a visually appealing manner.

WHO IS ARTLETIC?

Artletic is the result of several years of training by Matt Crest. After learning from some very smart people, Matt started Artletic to work with clients who love what they do. Matt has a wide range of communication design offerings. Trained as a print designer under award winning professionals, Matt learned the core concepts of design as a creative process and that the details are what make good design great. Taking the creative process beyond what was originally taught, Matt applied the same thinking to the world of web design and development and has since become well-versed in a standards based approach to designing for the web and email. Similar approaches and processes yielding different mediums and opportunities.

In addition to Matt Crest, Artletic maintains a network of creative individuals that can be assembled to create modular teams for certain projects. This allows clients to get the very best talent for each project without having to pay for additional overhead.

QUESTIONS?

If you'd like to learn more or see examples of previous work, please visit Artletic.com or feel free to contact Matt Crest at 303 872 7877 or matt@artletic.com.