

the  
**Stavridis**  
group



s h e e r c r e a t i v e r a d i a n c e

# creative services

## graphic design

The Stavridis Group uses artistic and professional disciplines which focus on visual communication and presentation. Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages.

Composition is one of our designers' strengths especially when using pre-existing materials or diverse elements. The Stavridis Group considers graphic design to be the art of communication. We believe that work is a visual experience used to inform, educate, influence and persuade for the benefit of our clients.

The Stavridis Group graphic designers can assist you with a complete brand design in multiple mediums, or a single communications project as required.

## website design

Our aim in every web design project is to create a website that presents content to the end user in a visually stimulating manner that engages and encourages exploration and delivers a positive web experience. Whether you are building a complete brand from scratch or improving an existing design, our website designers are able to achieve:

- A professional layout that makes the website stand out from the crowd
- Reinforcement of an existing brand
- An easy to use navigation system
- High visibility by the three main search engines (Google, MSN and Yahoo)
- Top 10 rankings for products and services our client wishes to promote
- Generation of revenue, not just traffic



## animation and video production

The Stavridis Group is capable of producing professional Flash animations and web commercials. Web Flash animations may be interactive or with embedded videos. The aim of every flash animation is to breathe life into a static website and make it interactive. We can also create videos for marketing, training, events and advertising.

The rapid advancement of technology has made computer animation to be one of the fastest growing industries. The Stavridis Group is also capable of producing professional 3D COMPUTER animations. Our 3D computer animation service is usually connected to video production projects where motion graphics and effects are mainly needed for event openers, flying logos and corporate backgrounds.

## cd duplication / dvd replication

The Stavridis Group can manage, duplicate and package your digital information including software, data, multimedia, video and audio using the latest equipment and techniques.

Our services include:

- CD authoring and DVD production
- CD duplication (CD-R) or CD replication (CD-ROM)
- DVD duplication (DVD-/+R) / or replication (DVD-ROM)
- High quality offset / screen printing, thermal and inkjet label printing
- In-house Design - to handle from concept to print
- Software packaging and design: Provision for complete design, printing and packaging to suit any requirements including labels, cases, manuals, collation and wrapping to your specifications
- Nation-wide delivery to any location

# marketing services

## corporate branding

Branding is all important to our clients who wish to be recognised for their name, business idea, business service or product. The Stavridis Group creates corporate brands that are based on the strategies and vision for the future of our clients' products and services.

- We design brands by taking the following elements into account:
- Our client's personality
- Our client's culture and background
- Our client's vision for the future
- What first impression the brand needs to make
- The target market
- How we can make our client's brand stand out from the crowd



## internet marketing

The Stavridis Group is a leading Internet marketing company that provides search engine marketing services including paid search marketing campaign management, organic optimisation, analytics solutions, and usability analysis.

Our goal is to provide a return on investment to our clients.

During an internet marketing campaign we:

- Increase qualified traffic to your site via improved organic search rankings
- Manage your paid search marketing campaigns
- Track your traffic via analytics software and provide detailed reporting
- Provide feedback on improving usability
- Outline your site's key performance indicators
- Communicate with you and your team throughout your campaign to review your strategies and tactics

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## Canberra Designers

Our group is an Australian design and marketing firm located in Canberra, ACT. We began as the graphic design and web design marketing arm of ComputerPlus Integration Pty. Ltd. in 1993 and we were incorporated and rebranded ourselves as the Stavridis group in 2002.

Over the last 15 years we have produced quality work for all types of media: print, video, CD ROM multimedia, DVD, TV, radio and the internet for both Corporate and Government clients.

Our online portfolios demonstrate the richness of our skills.

[www.stavridisgroup.com.au](http://www.stavridisgroup.com.au)