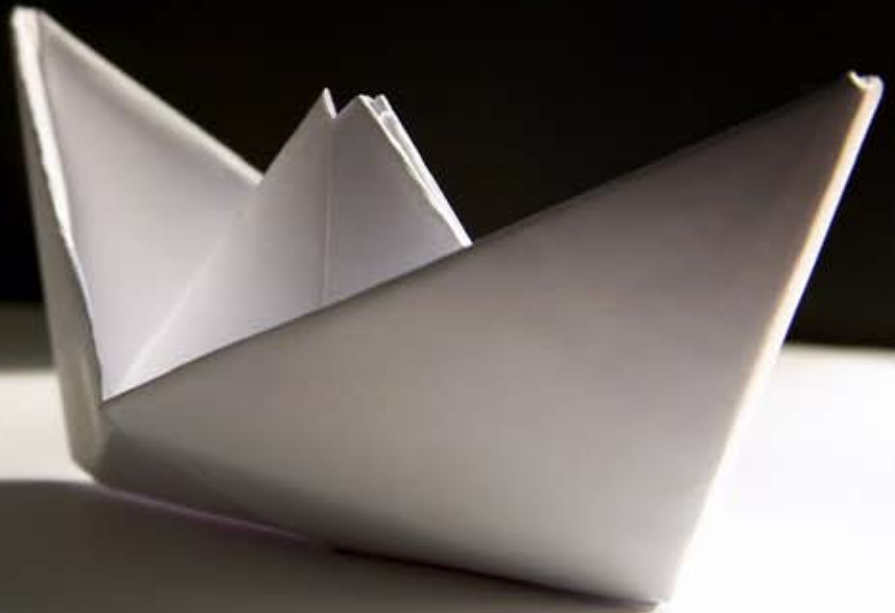




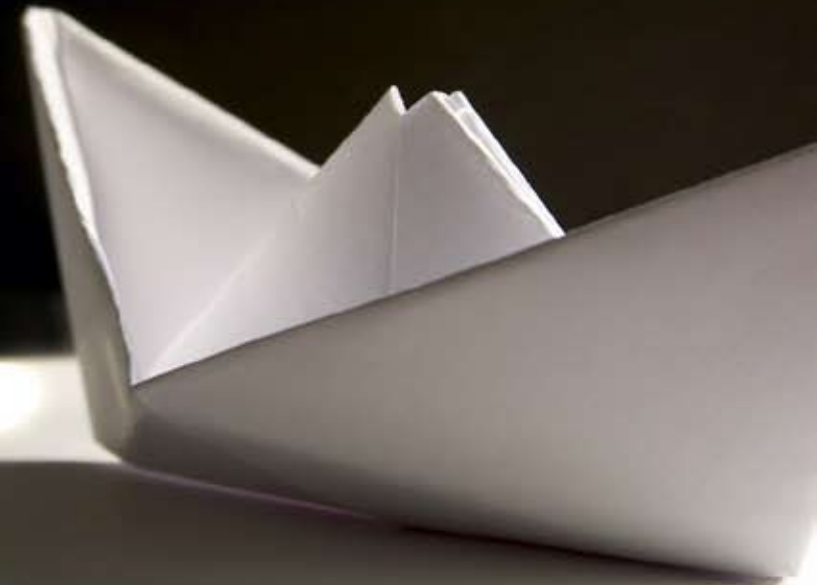
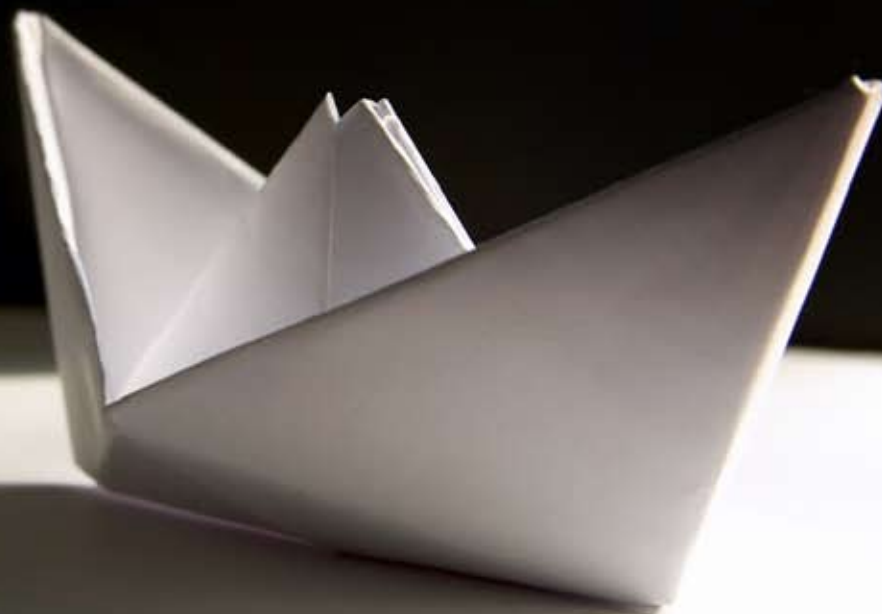
# Fortune Brands Websites

It's all about consistency!





Is your current website representing  
your corporate brand at its best?  
Does your website follow your  
branding visually and consistently?



# ...What is consistency?

**Consistency is the ability to maintain a particular standard;** in corporate website design, it is about making elements uniform and having them look and behave the same way. We often hear designers talk about consistent navigation, consistent page layouts, consistent fonts or consistent control elements.

We at **ArtVersion®** are all about the power of simplicity. When it comes to corporate website presentations, we follow the theory “less-is-more.” We highly believe in **branding consistency**.

Your **corporate branding** and marketing efforts depend on visual consistency.

**Consistency** is a main factor in successful branding, not only for the logo but also for other marketing materials as well online presence.

**Consistency** is absolutely essential for a brand as this helps to deliver trust and confidence for the consumer or investors, as well as clarity of purpose and positioning of the corporation in the marketplace. In order to deliver an exceptional brand to consumers and other stakeholders, it is crucial to maintain the brand’s **visual consistency** from the inside out. When it comes to building a brand, almost nothing is more important than a consistent online presence and all consistency within the elements on your corporate website. After all, it’s the first thing the potential customer will see; in today’s world wide web, it’s proven that consumers of the product, companies’ stakeholders and employees often visit their brand’s website. It’s a place where they learn about company history, ethics, process and philosophy.

Brand is what the customer experiences,  
and whether that experience is  
consistent for the customer.

# ...Why corporate website consistency



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In **branding**, consistency of presentation is important to maintaining the promise of your brand. We are sure that your company already has its own **branding standards** and **branding manuals**, but setting the standards is not enough. You must constantly evaluate your actions.

We can help you with those actions starting with your **website presence**. As creative **branding specialists**, we work with companies that range in size from a few people to tens of thousands.

No matter what size your company is, you need to implement the system and online solutions that simplifies marketing and communications while building your **brand**. Implementation is always more difficult in large companies; there are more people who need to understand the importance of branding standards, more people who are resistant to change and more people who really don't care about any of it. It's easier to get all five employees in on the same page than all 15,000. It's important to put everybody on a same page and it's easiest done with a website. A strong **corporate website** presence would strengthen your brand and increase recognition with the target audience.



ArtVersion® offers to organizations powerful, but reasonably priced web solutions.

...How can we  
achieve consistency



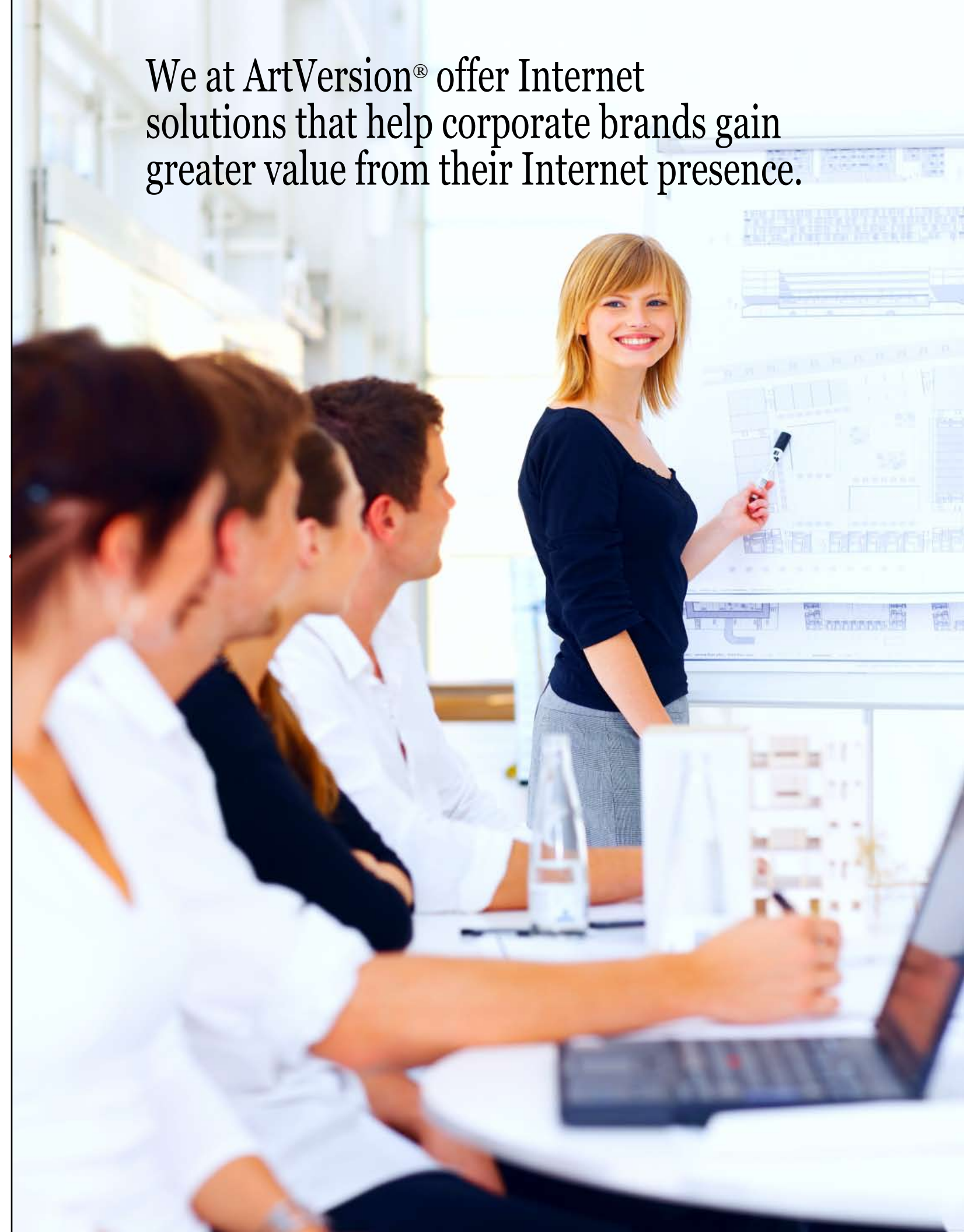
We use **state-of-art** techniques and technologies to make sure your corporate website supports your company's brands and give it the best presentation possible for potential viewers.

The present dilemma for many corporations is the cost to develop a sophisticated Internet presence that effectively integrates with their **corporate branding consistency**. Our solutions are designed to offer organizations a web presence that is as simple and straightforward as a public Internet website with limited content management functionality, or as complex as a fully integrated web solution with an employee **Intranet**, customer and partner **Extranets**, secure document libraries, interactive forms/surveys, and online contact management.

**ArtVersion**® accomplishes this by offering organizations powerful, but **reasonably priced** web solutions that help them use the Internet to offer a robust, compelling view of products and services to customers based on their demographic profile.

**The bottom line is:** We at **ArtVersion**® offer Internet solutions that help corporate brands gain greater value from their internet presence.

We at ArtVersion® offer Internet solutions that help corporate brands gain greater value from their Internet presence.



# ...What is a web consistency process



Our **process** is very simple and straightforward. **ArtVersion**® uses a top-of-the-line CMS open source software platform, which will allow your IT personal control over your own site by giving you the ability to change images, edit/add text, add new pages, make links, etc. With this CMS (Content Management System) they will be able to quickly and easily change your site content, making your changes or additions immediately available to your website visitors; all while with keeping overall consistency of the website.

Your **website** would use a main template that we would custom build for you to represent your company image. You will be able to find all of these functions mentioned earlier on the back-end, administrative section of your website. This section is only available to you and your team members and can be accessed from any computer that can access the web. No special software is necessary. E-commerce is also possible since the **system** is very **robust** and **expandable**.

Depending on your project specifications for your new corporate web site, it could be up and running within as little as a couple of weeks. Your interaction with us during the development process is entirely dependent on how much time you choose to spend on the project. We can manage every step of the creative process on your behalf. We custom design our **illustrations** and **graphics** to meet each client's individual requirements. The extra time and work taken ensure your pages look crisp, clean and professional. Our Development team also programs the pages to make the information more visible to the Search Engine spiders that continuously crawl the net.

We use state-of-art techniques and technologies to make sure your corporate website supports your company's brands.





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If you would like to discuss  
your project, call us today;  
you'll be glad you did.

