

CHEY

BRANDING & COMMUNICATION DESIGN

MAXIM

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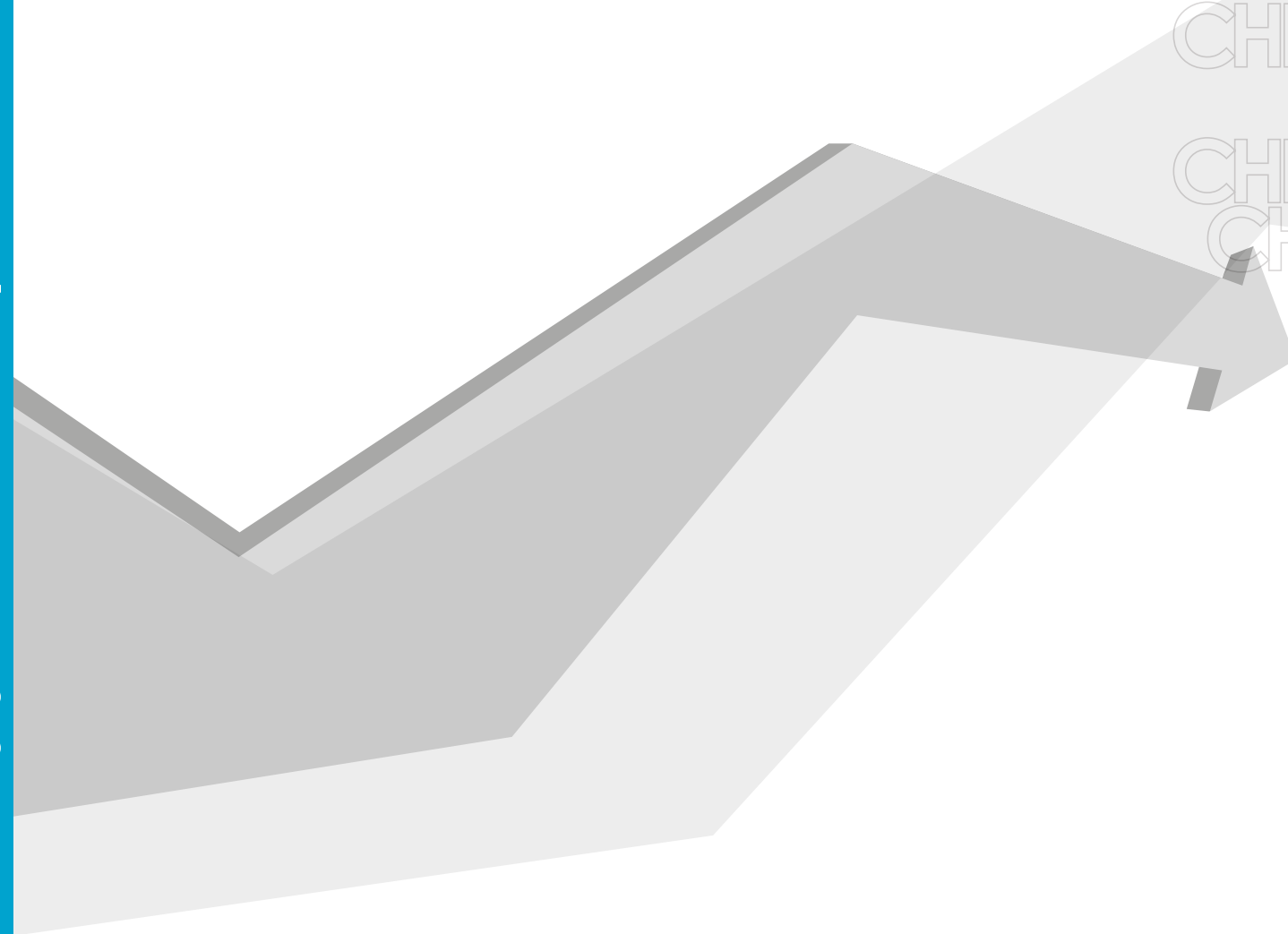
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## INTUITIVE DESIGN

From your logo to virtually every conceivable marketing material, Cheymaxim partners with you to weave your unique business culture through a range professional graphic designs.

An infusion of passionate individuals, energised with fresh ideas and innovative ways of bringing those ideas to life - that's what you will find at Cheymaxim.

We deliver what you need, on time and within budget, whilst contributing our professional expertise and advice to ensure your marketing materials achieve the results you require.

**If you could bottle creativity  
and excellent service...**



# MARKETING STRATEGY

Cheymaxim will be able to assist your business from creating your brand new corporate identity to creating all your marketing materials required in your advertising campaigns.

## ANALYSE BUSINESS

Company Vision & Mission | Customer Profile Mix | Product Mix | Size | Demographic Trends  
Relative Price Comparison | Competitor Activity | USP | Corporate Aims

## DEVELOP BRAND IDENTITY

Primary Brand Application: Logo | Stationery | Correspondence | Interior  
Exterior | Vehicle | Uniform | Web Site | Sales

## MARKETING (RESPONSE/AWARENESS) & INFORMATION DESIGN

<b>INTERNET</b> Web Site Business Listings Groups & Communities Banner Ads Email & NL Mailing	<b>PRINT</b> Brochures Flyers Vouchers Stickers NL, etc.	<b>PRINT MEDIA</b> Magazines Newspaper Yellow Pages Direct Mailing	<b>NEW MEDIA</b> Radio TV DVD CD SMS	<b>PROMOTIONAL</b> Lanyards Clothing Cups Office Supplies, etc.	<b>LF DISPLAY</b> Reseller Posters Advertising Posters Billboards Point of Sale	<b>PACKAGING</b> Product Range Bags, etc.
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# CHEYMAXIM CHEYMAXIM CHEYMAXIM ABOUT US CHEYMAXIM

Before embarking upon any project, we first do the research required to ensure that the marketing materials that we produce will result in the best possible outcome. No one client is the same, in-fact at Cheymaxim we thrive on the opportunity to investigate and learn about our client's industry and what makes your business unique.

Because our entire team consists of senior designers, your company will surely benefit from intuitive design and creative solutions based on experience. We are driven by a passion for design and take pride in every element of our work - from a business card to an annual report.

We are continuously updating our service range to better serve our clients and keep them competitive within their respective markets.

# CHEYMAXIM CHEYMAXIM CHEYMAXIM CHEYMAXIM XIM OUR CHEYMAXIM XIM SERVICES CHEYMAXIM

You can confidently **entrust your brand to a professional partner** that will help you stand out from your competitors and treat your brand with respect and care.

At Cheymaxim, we understand the importance of **brand consistency, fast turn-around times** and the difference it can make in your advertising. With a dedicated group of experienced senior designers your project will always receive immediate attention and expert advice.

We offer the following range of services:

- + Branding
- + Graphic Design & Layout
- + Online Marketing
- + Website Design & Development
- + Project Management





# + GRAPHIC DESIGN & LAYOUT

## The visual interpretation of your brand...

Cheymaxim is able to develop **all your marketing material** such as your business card, letterhead, banner, brochure, corporate folder, vehicle branding and even product packaging - all to enhance your brand and leave your market with **a positive and memorable impression** of your business and services.

We partner with production companies who we have come to **know and trust**, so if you need assistance in printing your marketing material - rest assured that we are able to deliver **high-end quality** at the best possible price.

BANNERS  
BROCHURE  
CORPORATE FOLDER  
FLYERS  
PACKAGING & SIGNAGE



# + WEB DESIGN & DEVELOPMENT

## Expand your territory!

Whether you are looking for a **website, blog or emailer**, Cheymaxim is able to turn stunning creative concepts into practical, reliable digital formats that make a **professional first impression**.

We develop both **custom** and **Content Management System (CMS)** websites with well managed Search Engine Optimisation (SEO), Google Analytics™ Reporting and Google Adwords™ campaigns.

Our client-side development tools include: HTML, XML, CSS, Javascript, PHP and Flash.

JQUERY SLIDERS HTML  
JAVASCRIPT WORD  
PRESS BLOG EMAILERS



# + ONLINE MARKETING

## Digital Media: The Future

Websites, newsletters, social media, online advertising - **digital media certainly is the future** and Cheymaxim is perfectly positioned with the relevant knowledge, creativity and skills you need to help you stand out and remain ahead in the digital marketing game.

For immediate, **effective and low-cost marketing**, let us create your next striking email campaign and supply you with valuable **email tracking data** to maximize your database.

WEBSITES NEWSLETTER  
SOCIAL MEDIA AMOBISITES  
ONLINE ADVERTISING



Email personalisation with both text and graphics are available to capture your client's attention!

## + PROJECT MANAGEMENT

### A Full Circle Workflow

In addition to providing you with outstanding design work, Cheymaxim is able to **manage your branding project from conceptualisation to printing.**

We deliver a complete service, ensuring that we remain within your budget while side-stepping the potential headache of managing these processes, so that you can concentrate on your core business.



MANAGING PROCESSES  
CONCEPTUALISATION TO  
PRINT OUTSTANDING WORK



# THE TEAM


Cheymaxim has grown steadily to comprise a concentrated team of highly creative individuals who collectively span a diversity of graphic design abilities.

- + **Christiaan Heydenrych** - Director & Founder
- + **Valeska Heydenrych** - Financial Manager
- + **Cecile Steenkamp** - Senior Graphic Designer
- + **Charl Labuschagne** - Web Developer
- + **Tersius van Rhyn** - Senior Web Designer
- + **Carmen Philander** - Office Administrator & Traffic Controller

Our **extended team** also includes a selected panel of copywriters, photographers & illustrators.

# DESIGN EQUIPMENT

Whatever the brief, the idea or concept, our software knowledge will be able to help you reach any audience and deliver any type of message successfully.

We are  Apple based and make use of all the latest professional and creative design packages available.

**Feel free to contact us for any further detailed information you may require.**



# PRE-PRESS

**Translating your electronically designed files into actual printed marketing material is a crucial step and require experience and expert pre-press knowledge.**

At Cheymaxim, we have created and integrated a professional and accurate pre-press workflow with our manufacturers, ensuring your brand's quality and style is consistently carried across to every marketing item.



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