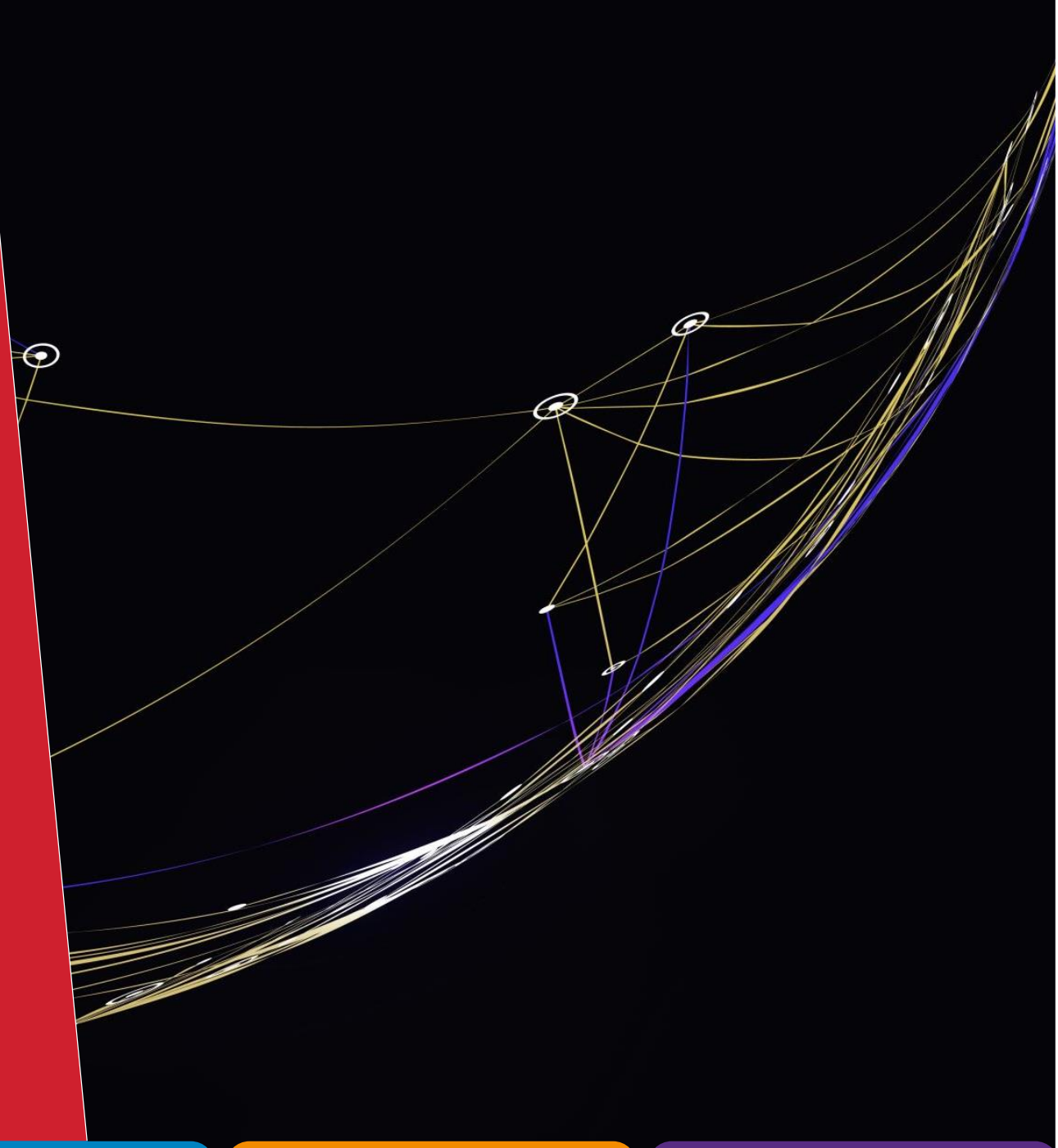
Navigating the Design Landscape

Creativity on a Budget



Economical Solutions for Graphic Images

DIY Photography

Vecteezy.com

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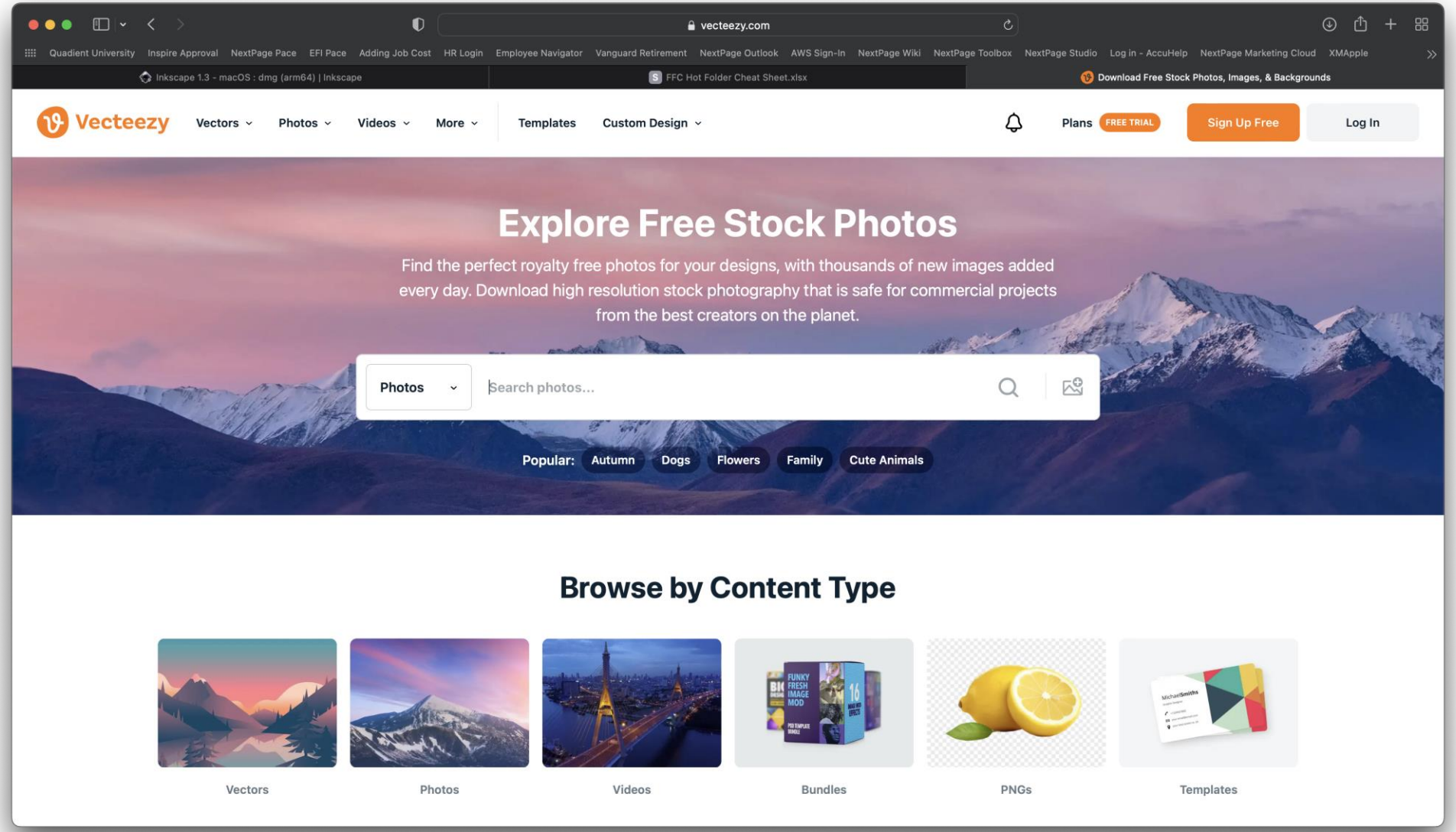
More Than Print



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Use of AI in Design

Midjourney

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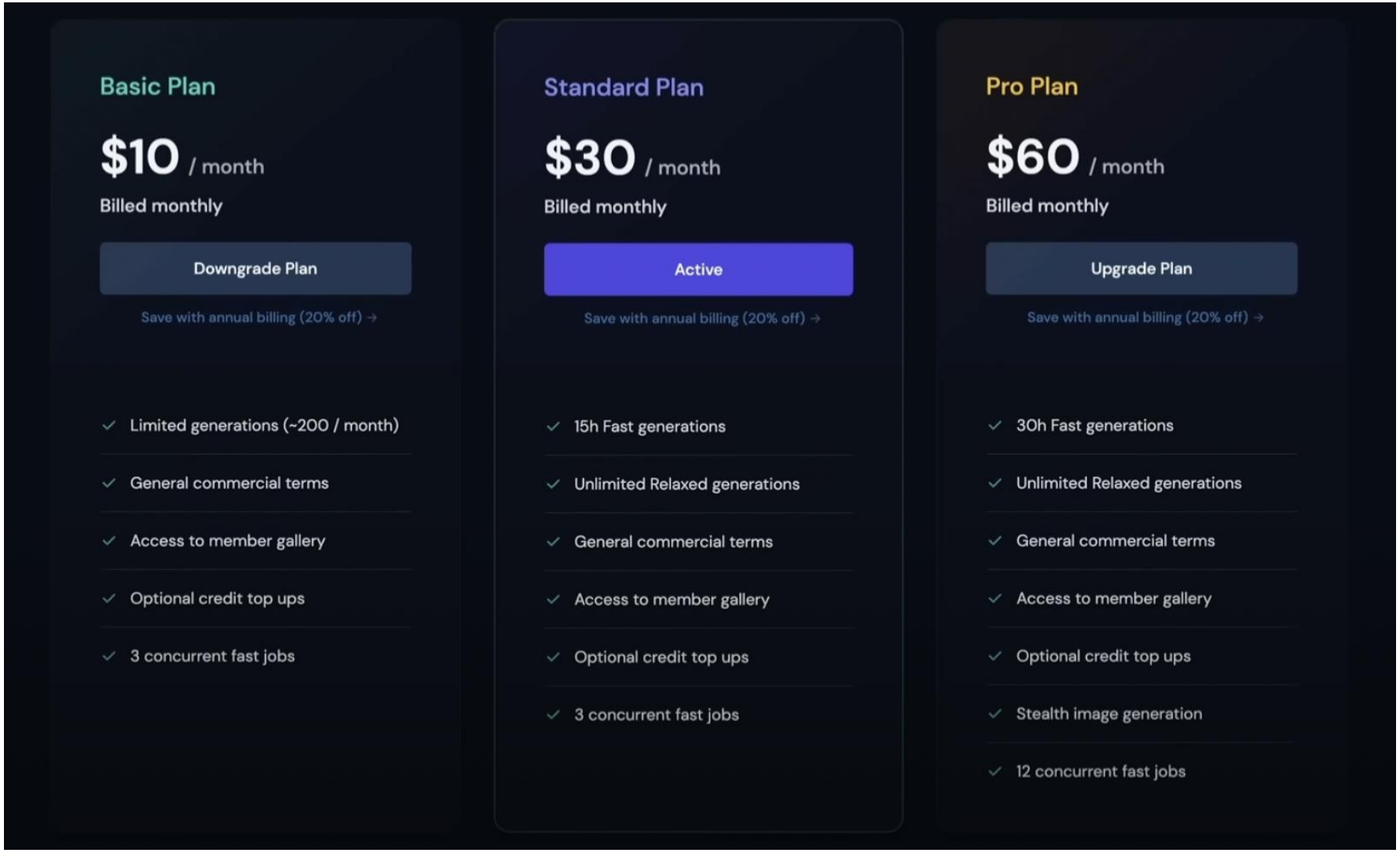

Open Source Graphic Design Applications

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Free…at what cost?

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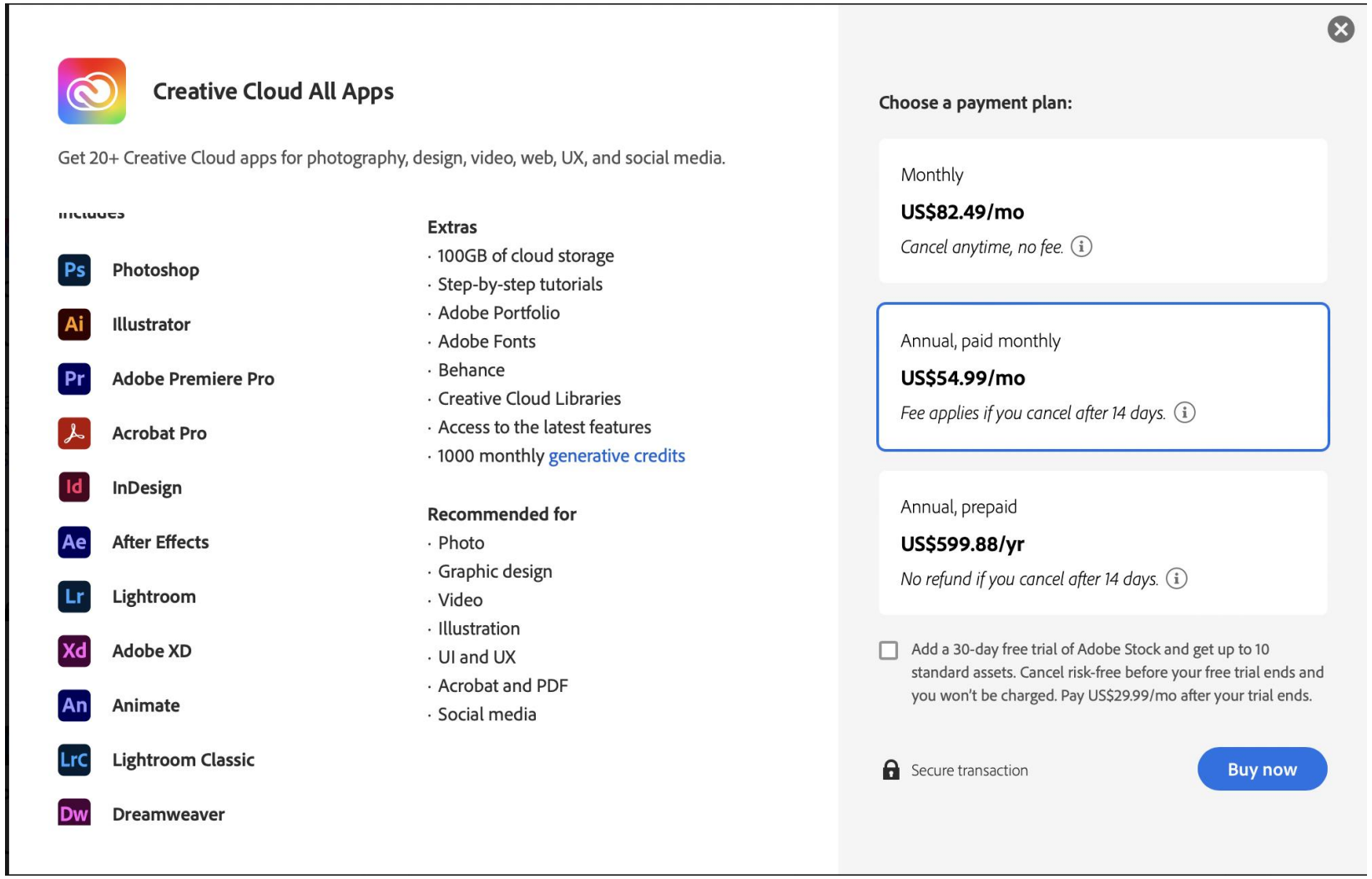

Conclusion

- By exploring economical solutions for photographic images, embracing AI with caution, and leveraging affordable design applications, it is possible to elevate your work while staying within budgetary boundaries.

Thank You!

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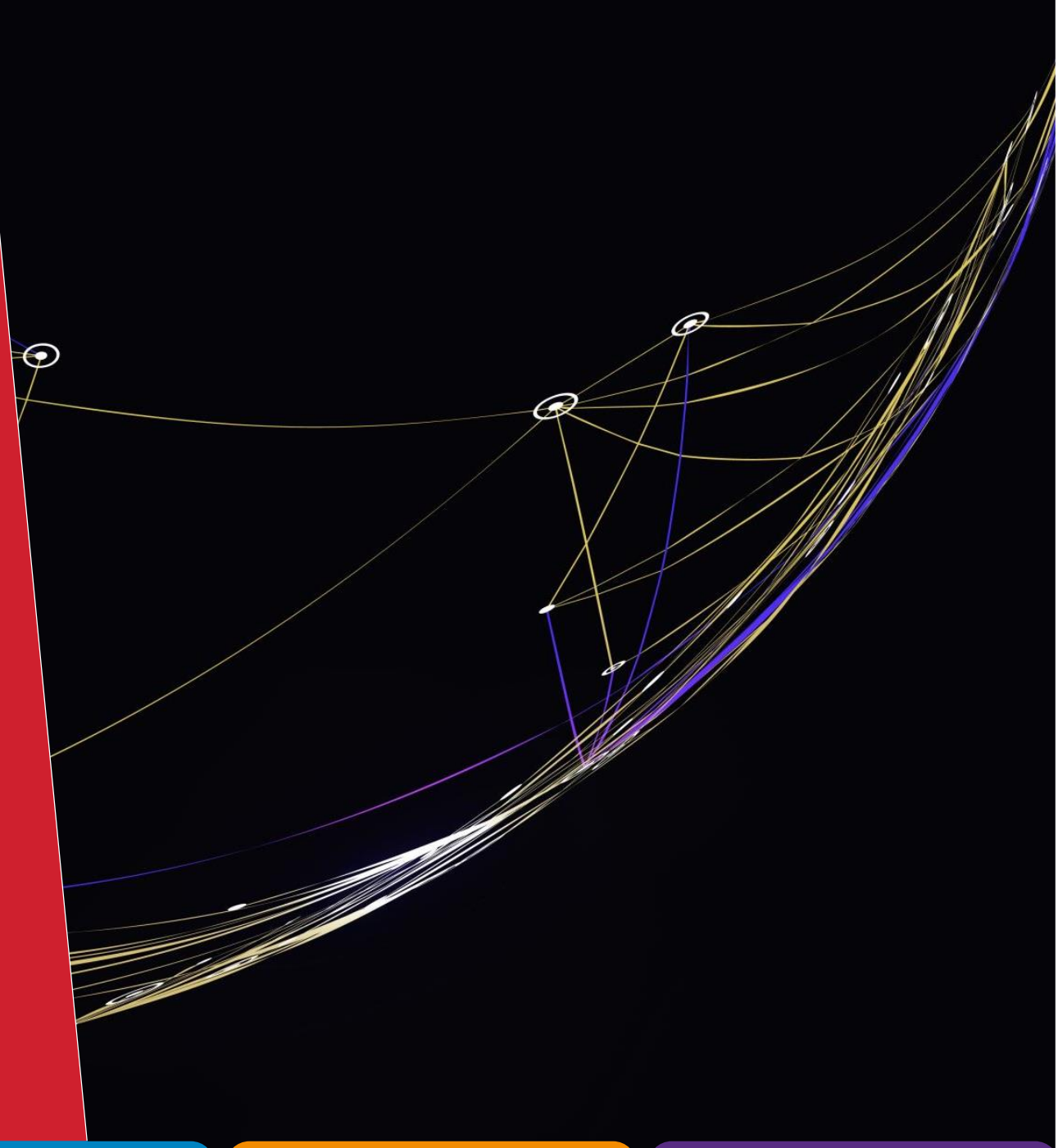
Navigating the Design Landscape

Brand Standards & Maximizing Impact with Limited Resources



Topics

- The Importance of Brand Standards
- Challenges of Limited Resource
- Building/Maintaining Supporting Culture

Understanding Brand Standards

- First Impression
- Unified Visual and Messaging Identity
- Impact on Company

The Challenge of Limited Resources

- Challenges
- Innovation
- Use of AI

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Building a Culture of Collective Commitment

- Strong Leadership Commitment
- Unified Brand Presence
- Streamline Branded Materials
- Train and Empower Staff

Conclusion

Let us foster a collective commitment to consistently represent and promote the brand's image, values, and objectives across all aspects of the business.

Thank You!

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