



Document Design

Visual appeal yields favorable responses

THE DESIGN OF YOUR DOCUMENTS DIRECTLY AFFECTS how they are perceived and received. To be effective, your documents — marketing and technical, as well as your web pages, request-for-proposal responses, customer correspondence, all written information — must meet the demands of document design.

Our document design services focus on skillfully structuring content (text and graphics employing typography, layout, and color) to meet the needs of your audience while incorporating your visual identity. We employ a discriminating eye to emphasize the presentation of your information.

We focus on designs that enable people to learn, to use technology, to make decisions, and to get their jobs done—in other words, in ways that serve their interests and needs. When designing, we consider reader learning styles, the basic understanding of how information is processed, and the reader's perception.

The result of appealing document design: your audience responds favorably — such as purchasing your product or service, or awarding you their contract.

We design documents that meet the needs of your audience so that you attain your company strategic goals and financial targets.

SOLARI'S DOCUMENT DESIGN SERVICES:

A sample of the documents we can design:

- ◆ Books
 - ◆ Instructor guides
 - ◆ Participant guides
 - ◆ Documentation libraries
 - ◆ User guides
 - ◆ RFP responses
 - ◆ Document templates
 - ◆ White papers
 - ◆ Reports
 - ◆ Marketing literature
 - ◆ Policy and procedure manuals
 - ◆ Assembly instructions
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