

About Us



Background

Corporate Design and Print Services is committed to providing high quality graphic design and printing. We deliver a full spectrum of design for print, in addition to design for web, and multi-media applications. We also have an on-site photo studio to provide our customers with portraiture, product and application photography. Together with our in-house printing capabilities, high-speed digital and large format printing we are poised to provide a comprehensive, affordable service.

Always seeking to add value for our clients, we also leverage our experienced staff's knowledge and expertise to source specialty services (embossing, foil stamping, 3D monument signage, etc.) at competitive pricing while ensuring a quality product, manufactured by vendors with like values.

Our Competitive Advantage

Our staff includes two graphic designers and two pressmen with at least 20 years of experience working with the Bayer brand. This experience and intimate knowledge of the Bayer identity assures that your project will comply with identity guidelines.

As an in-house supplier of print and design we can pass on savings brought about by overhead advantages, resulting in affordable pricing.

Because we are part of Bayer Business and Technology Services we can ensure that our client's proprietary information remains within the confines of our internal network, protected by IT security, and that our processes and procedures are subject to audits conducted by Bayer employees.

A flexible business model gives us the freedom to add contingent labor as needed, and leverage our experience and knowledge of the industry to intelligently solicit the skills and resources of third party professionals. Our nimble approach allows us to tailor skills and technology to meet the ever changing communication needs of our customers.

We are FSC certified. What does it mean when a product is referred to or labeled FSC Certified? The Forest Stewardship Council (FSC) is a non-profit organization that sets specific standards to ensure that forestry is practiced in an environmentally sustainable, responsible and socially beneficial manner. If a product, in our case paper, is labeled as "FSC Certified," it means that the wood used to create the paper and the manufacturer that made it met the requirements of the Forest Stewardship Council. Compliance is assured via annual audits ensuring that standards are met.

Identity and Brand Management

Design for Print and Print Services

Photography

Web/Social Media

App Development



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Identity and Brand Management



Identity and Brand Management

*Systematic brand management plays a major role in our goal of continuously strengthening our company, reinforcing values and maximizing the potential of value drivers. After all, one of the most important value drivers is the Bayer brand itself, which is among the most recognizable worldwide."

— Dr. Marijn Dekkers

Our key responsibility is to act as stewards of our brand, to protect it, and to make certain that it is administered appropriately and correctly. These tenets are our first consideration during the creative process. Our identity represents over 150 years

of principled business acumen and must be leveraged appropriately to further strengthen the brand and our corporate reputation—a reputation represented globally by our mission statement, "Science For A Better Life."

Our staffs of designers have acted in this regard for 30 years; we have a deep understanding of the rules governing our corporate identity and the values which have built our corporate reputation. We work with clients daily consulting on, and creating end products which adhere to the identity and brand standards.

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Design for Print and Print Services



Design For Print and Printing Services

Marketing materials include magazine and newspaper ads, product brochures, flyers, sell sheets, shelf hangers, recruiting materials (bookmarks, recruiting displays, informational handouts), event invitations, programs, agendas, graphics for tradeshow (displays ranging in size from table top displays to 40' x 40' custom displays), promotional items (i.e., shirts, bags, mugs, pens, etc.). Administrative, employee development and internal communications collateral includes, business cards, letters, envelopes, forms, SAP invoicing and SDS communications, training and development booklets and

collateral, corporate values, LIFE collateral, and site event communications (i.e. 150 year celebration campaign, local United Way campaigns, BWell communications, poster campaigns, etc.).



We also consult on, design, and in some cases produce site identity signage, 3D large scale brand signage, both internal and external way finding signage, pylon signage, roadside banners, and clings.

Photography

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Photography

Event

No matter the event, we strive to tell a compelling story via photographs, while maintaining a strong sense of our identity and creating a valuable record of the event. We'll work directly with planners to understand the flow of the occasion, recognize important participants, arrange complex group shots; we'll capture every significant moment.

Portrait

In business, an image is often the difference between making a sale and missing an opportunity. Our portrait photography provides professionals with quality snapshots that will help you create lasting business relationships with your customers. Scheduling is easy and our studio is conveniently located on the Robinson campus in Pittsburgh, PA.

Professional business portraits are ideal for everything from Lync photos to annual reports, and are perfect for adding a personal touch that establishes trust and moves customers closer to your brand.

There are many effective applications for professional headshots including:

- Marketing, Advertising & Publicity
- Corporate Websites and/or Intranets
- Corporate Communications & Investor Relations
- Social Networking
- Email Confirmation
- Employee Recognition

Product/Application

We can put your product or application in the best light. Just as your portrait can make a difference in making a sale or missing an opportunity, so can good product or application photography. A picture is truly worth a thousand words. Ways, in which application and product photography may be used, include:

- Marketing, Advertising & Publicity
- Corporate Websites
- Press Kits, Corporate Communications
- Health, Environment and Safety literature

Web/Social Media

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Web/Social Media

The internet and social media are integral tools of daily business, particularly in the areas of marketing and communications. They provide avenues for businesses to be open and available 24 hours a day, 7 days a week. They can be paramount to reaching new markets, improving customer relations, creating product or service showcases, automating sales and productivity, promoting worldwide exposure, educating customers or even act as recruiting mechanisms to attract the brightest young talent.

The façade designs, banner ads, infographics, and email blasts that we create will ensure that your message is clearly received and presented in a package that best represents the identity and brand standards.



App Development



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Web/Social Media

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