

Omni Studios is a highly creative environment where individuals who are at the top of their industry build marketing tools for business. The hand-picked individuals who make up Omni have proven success in creative, technology and business. This team is available to assess and make strategic recommendations that will help lead to your success. Our creative diversity allows us to be your one-stop solution for all business tools: print advertising, websites, signs, photography, and much more. Call for a free consultation or view our [online portfolio](http://www.omnistudios.net) at www.omnistudios.net.

WEBSITES

We take that superior creative ability and combine it with current technical know-how. Websites are compliant to W3 standards using XHTML/CSS.

Products: websites, web applications, domain/hosting service, electronic newsletters.



PRINT ADVERTISING

Look good on paper or any other medium. Communicate a message at first glance.

Products: posters, postcards, flyers, catalogs, annual reports, technical documents, signs, t-shirts, invitations, books and booklets, specialty advertising



BRANDING

The foundation of your business is in the brand, which isn't just a logo. It's a scheme of items including shapes, colors and fonts that are used throughout your entire business.

Products: logo, business cards, letterhead, envelopes, mailing labels – incorporate into all marketing.



Website anatomy | 01



Omni Studios
306 Buena Vista Ave. Oshawa, ON L1J2M5
Office: 905-721-9758
design@omnistudios.net
www.omnistudios.net

Our goal is to help you make money, not lose it. Great returns require smart investments that pay off many times over. Invest your dollars wisely and you won't be disappointed. We are always working for your best interests. Here's how:

Research We take time to really understand your product or service. A consultation with your company experts and online research into your business gives us a strong understanding of who you are. An extensive "Job Process Form" allows us to prompt for information that we can use — things that you many not have thought about yourself.

Project Management We build timelines to let you know what is happening each step of the way. Your own, personal Project Manager will work closely with you to gather content, answer questions and keep you informed.

Content Organization We supply a template MSWord document that prompts you for information and helps you layout the content to support flow and navigation.

Copy Editing We will assist you by editing your text using professional writers and editors that can make your content consistent with Canadian or international writing styles. We will also make suggestions on how to pop strong phrases, create readable articles and sidebars. Where text can be graphically represented for stronger impact, we will also advise.

Design We research modern color schemes (just like in the fashion industry, trends change). Graphic design is a skill that is not easily picked up merely by learning software and accessing templates. Having a good eye gets you nowhere if you don't have a solid foundation in fonts, gestalt principles, layout shapes and density balance. The design is core of your representation — your image is safe in our hands.

Interface Design Everyone's content is different and every story takes a different path. Clicking through the site relies on a solid navigation system. The location, look, interaction and fit into the page requires substantial consideration.

Mockups We supply, 3 mockup designs with variations on layout, color, navigation and imagery.

Inside Page Design The look and feel of pages other than the home page must be considered. This often requires a different layout, but with similar elements and the same navigation from the home page.

Forward-compatible Code 99% of websites are obsolete! These sites may look and work all right in mainstream, desktop browsers, but symptoms of decay will pop up more and more as browsers other than IE, handhelds, cell phones and other methods of viewing webpages cause them to fail. Unfortunately, most designers still work with this outdated HTML. We don't!

Images We will recreate logos using vector software so they display in the best resolution and in the truest colors. All images supplied must be corrected for color, density, composition and fit. These images are then optimized for speedy viewing on a website. We will search stock photo sites and supply thumbnail recommendations for stock photo purchase. For a small fee, we can provided professional location or event photography. Often a design will require the manipulation of images such as merging, artistic impression, touchup, etc.

Search Engines There are many elements that exist in the background of the code that make or break inclusion in Search Engines. We make sure your code meets the requirements and allows quick rise through the Search Engine database.

Delivery Once completed, your site is copied to your own web server and, if you require, a copy of your site can be supplied on CD for your records.

99% of websites are obsolete!

Forward-compatible sites saves money

The Web Consortium has set standards for proper code structure that works in any situation. It includes the use of XHTML for structure, CSS for presentation and ECMA Script for function. Although this may seem unimportant to you, it is extremely important for choosing a web developer — because it saves you time and money in the long run. Here's how forward-compatible code benefits your bottom line by saving development time and costs:

- 1 A site that **ONLY** works in Internet Explorer Windows separates you from 25% of your potential customers — that's nearly 325 million people who can't view your site properly.
- 2 No need to create multiple versions to work on various browsers
- 3 Site works in ALL browsers (Netscape, IE, Opera, Linx, Safari, Firefox, Mozilla, etc.)
- 4 Accessible to visually impaired systems using Jaws screen reader
- 5 Viewable on Palm Pilots, Pocket PCs, Handhelds, Cell phone browsers, Blackberries, etc.
- 6 Site will work in future browsers and devices, including devices not built or even imagined.
- 7 Less work to update and maintain.
- 8 Create a new design without recreating content
- 9 Alter content without affecting layout.
- 10 Site can be incorporated into large-scale content or commerce site where pages are generated or linked to purchase or database systems.
- 11 Better compatibility with search engines.
- 12 Bandwidth reduction – for large sites this streamlined, code can mean the savings of a great deal of service provider charges.
- 13 Eventually, all browsers will require XHTML coding – HTML won't work at all.

Find out why...

Websites cost money!



Omni Studios
306 Buena Vista Ave. Oshawa, ON L1J2M5
Office: 905-721-9758
design@omnistudios.net
www.omnistudios.net

Our goal is to help you make money, not lose it. Great returns require smart investments that pay off many times over. Invest your dollars wisely and you won't be disappointed. We are always working for your best interests. Here's how:

Research We take time to really understand your product or service. A consultation with your company experts and online research into your business gives us a strong understanding of who you are. An extensive "Job Process Form" allows us to prompt for information that we can use — things that you many not have thought about yourself.

Project Management We build timelines to let you know what is happening each step of the way. Your own, personal Project Manager will work closely with you to gather content, answer questions and keep you informed.

Content Organization We supply a template MSWord document that prompts you for information and helps you layout the content to support flow and navigation.

Copy Editing We will assist you by editing your text using professional writers and editors that can make your content consistent with Canadian or international writing styles. We will also make suggestions on how to pop strong phrases, create readable articles and sidebars. Where text can be graphically represented for stronger impact, we will also advise.

Design We research modern color schemes (just like in the fashion industry, trends change). Graphic design is a skill that is not easily picked up merely by learning software and accessing templates. Having a good eye gets you nowhere if you don't have a solid foundation in fonts, gestalt principles, layout shapes and density balance. The design is core of your representation — your image is safe in our hands.

Interface Design Everyone's content is different and every story takes a different path. Clicking through the site relies on a solid navigation system. The location, look, interaction and fit into the page requires substantial consideration.

Mockups We supply, 3 mockup designs with variations on layout, color, navigation and imagery.

Inside Page Design The look and feel of pages other than the home page must be considered. This often requires a different layout, but with similar elements and the same navigation from the home page.

Forward-compatible Code 99% of websites are obsolete! These sites may look and work all right in mainstream, desktop browsers, but symptoms of decay will pop up more and more as browsers other than IE, handhelds, cell phones and other methods of viewing webpages cause them to fail. Unfortunately, most designers still work with this outdated HTML. We don't!

Images We will recreate logos using vector software so they display in the best resolution and in the truest colors. All images supplied must be corrected for color, density, composition and fit. These images are then optimized for speedy viewing on a website. We will search stock photo sites and supply thumbnail recommendations for stock photo purchase. For a small fee, we can provided professional location or event photography. Often a design will require the manipulation of images such as merging, artistic impression, touchup, etc.

Search Engines There are many elements that exist in the background of the code that make or break inclusion in Search Engines. We make sure your code meets the requirements and allows quick rise through the Search Engine database.

Delivery Once completed, your site is copied to your own web server and, if you require, a copy of your site can be supplied on CD for your records.

99% of websites are obsolete!

Forward-compatible sites saves money

The Web Consortium has set standards for proper code structure that works in any situation. It includes the use of XHTML for structure, CSS for presentation and ECMA Script for function. Although this may seem unimportant to you, it is extremely important for choosing a web developer — because it saves you time and money in the long run. Here's how forward-compatible code benefits your bottom line by saving development time costs:

- 1 A site that **ONLY** works in Internet Explorer Windows separates you from 25% of your potential customers — That's nearly 325 million people who can't view your site properly.
- 2 No need to create multiple versions to work on various browsers
- 3 Site works in ALL browsers (Netscape, IE, Opera, Linx, Safari, Firefox, Mozilla, etc.)
- 4 Accessible to visually impaired systems using Jaws screen reader
- 5 Viewable on Palm Pilots, Pocket PCs, Handhelds, Cell phone browsers, Blackberries, etc.
- 6 Site will work in future browsers and devices, including devices not built or even imagined.
- 7 Less work to update and maintain.
- 8 Create a new design without recreating content
- 9 Alter content without affecting layout.
- 10 Site can be incorporated into large-scale content or commerce site where pages are generated or linked to purchase or database systems.
- 11 Better compatibility with search engines.
- 12 Bandwidth reduction – for large sites this streamlined, code can mean the savings of a great deal of service provider charges.
- 13 Eventually, all browsers will require XHTML coding – HTML won't work at all.