

Decorative Arrangements: Branding & Marketing Materials White Paper

Through its Business Recovery Services program, the Arkansas Small Business and Technology Development Center (ASBTDC) connects client businesses with vendors for one-time and short-term projects to accelerate their Covid recovery and business growth. As a BRS contract service provider, Designs Group Consulting (DGC) was selected to re-brand Decorative Arrangements and streamline the company's online ordering.

LOGO EXPLORATIONS:

The Decorative Arrangement's logo was not available in a vector format and needed a refresh so Designs Group Consulting's team created a logo based on the original concept but with brighter colors and more readable fonts. DGC also created animated versions of the two logo concepts chosen: 1) Main logo, and 2) Accessory logo to use on the client's website and social mediums. Once the logos were finalized in all formats: High resolution PDF, jpeg, png, and vector, DGC created social covers and profiles for Decorative Arrangement so that the client had brand consistency across all digital platforms.



#1



#2



#3

Main Logo Animation: <https://www.youtube.com/watch?v=rrRRPULL6mw>

Accessory Logo Animation: <https://www.youtube.com/watch?v=llbVIXwGvE0>

Website Logo Animation: <https://www.youtube.com/watch?v=74p6vZydQEQ>



PRINT MATERIALS: BUSINESS CARD



Dalnitia Morrison

501-570-6122 | DecorativeArrangements.com

Decorate Your Special Occasions
with Balloons and Yard Cards!

Baby Showers • Proms • Birthdays
Graduations • Sweet 16s • Holidays
Trade Shows • Grand Openings & Open
Houses • Corporate Events



PRINT MATERIALS: RACK CARD

After designing the client's logo, DGC created printed sales materials for Decorative Arrangements including a business card and rack card.



Central Arkansas's Premier Balloon & Yard Card Designer, Sculpturer & Specialty Supply Company

Order Today! 501-570-6122



Celebrations should be special for every person. Our designers work hard to make personalized balloon art such as: walls, sculptures, arches, centerpieces, columns, and stunning yard cards that you and your family will never forget. We specialize in creating a unique visual experience for weddings, bridal showers, baby showers, birthdays, graduations, anniversaries, proms, corporate events, open houses, tradeshows, or just because. To plan the best event of their lives, send everyone home with an unforgettable experience created by Decorative Arrangements & Sculptures!

Yard Cards

Express your joy and excitement or love and concern with yard cards. Make an everlasting impression that everyone who passes by will share and experience. Whatever needs to be said or celebrated, do it big and bold!

Book a Yard Card today!
DecorativeArrangements.com

Event Decor

Corporate and personal events don't have to be dull and underwhelming. Our decorators can create an immersive and memorable event with balloon walls, balloon columns, balloon sculptures, and breathtaking balloon centerpieces that will leave them talking about your event for weeks or even months after. Balloons aren't just for birthday parties.

Our decorators have a knack for creating captivating art from balloons that can enhance any event. Contact our decorators today and discuss how we can add some "MEMORABLE" to your event. *Balloon Options Include: Arches Centerpieces · Columns · Walls · Sculptures & Custom Orders*

Celebrate Love

Weddings, bridal showers, and anniversaries are special occasions that require nothing short of spectacular decorations that last in your memory forever. Our decorators can create graceful and uplifting balloon designs that not only stun your guests but leave a lasting impression. We can add ribbons, tulle, and fabrics that match your décor and coordinate with your colors. Contact our decorators today and discuss how we can add some "SPECTACULAR" to your event.



Decorative Arrangements

Decorate Your Special Occasions with Balloons and Yard Cards! Call 501-570-6122 or Order Online Now!

Baby Showers · Proms · Birthdays · Graduations
Sweet 16s · Holidays · Trade Shows · Grand Openings
& Open Houses · Corporate Events

SOCIAL MEDIA MARKETING:

DGC also created a video Facebook cover for Decorative Arrangements that features the new logo, new CTA (call-to-action) to order online, balloon décor examples, and yard card examples. And as a bonus, DGC created a splash video for the client to use on social media to help entice followers into ordering yard cards or balloon decorations through her new website. This item was not in the scope, but DGC felt it was an important marketing material for the client to have so they provided it pro bono.



Watch the full Facebook video: <https://www.youtube.com/watch?v=mS-VZfLjAWw>

DECORATE YOUR EVENT.
PARTIES, MEETINGS, PROMS,
TRADE SHOWS, GRAND OPENINGS



Splash Video: <https://www.youtube.com/watch?v=S6wjANikEE0>

INSTAGRAM & GOOGLE PROFILES



Google
My Business



Central Arkansas's Premier Balloon &
Yard Card Designer, Sculpturer &
Specialty Supply Company

Order Today! 501-570-6122
DecorativeArrangements.com

PROMOTIONAL PRODUCTS:

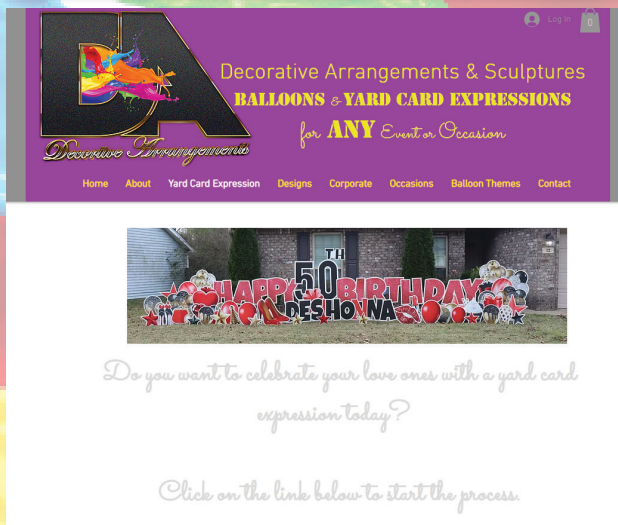
Dalnita, the owner of Decorative Arrangements, was so happy with the new logos that she decided to order branded coffee mugs, t-shirts, and more.



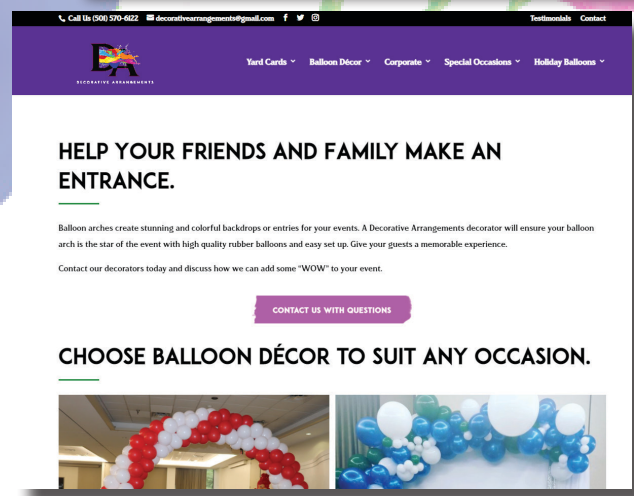
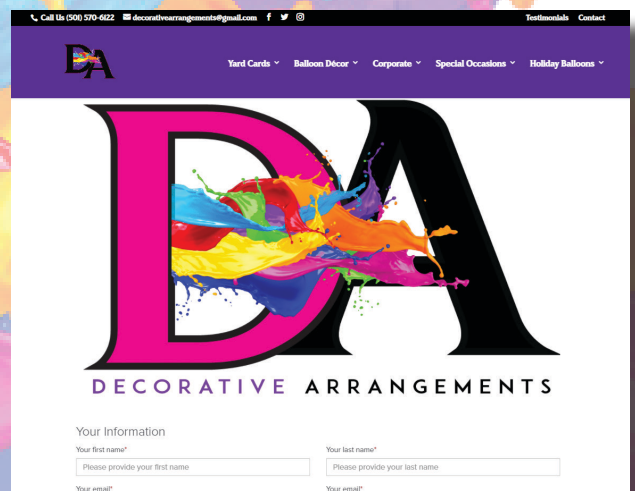
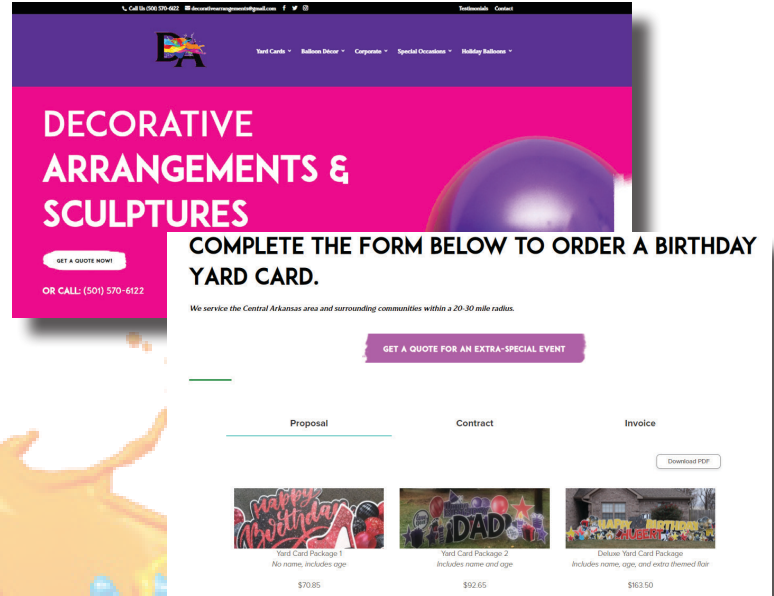
WEBSITE: Before and After (DecorativeArrangements.com)

The Decorative Arrangement's website now offers online ordering integrated with the client's new CRM. It is responsive, features an animated logo, and is visually exciting with numerous examples of the client's work. Orders and custom quotes feed directly into the CRM system for a more efficient, effective, and streamlined process.

Before



After



“Thank you, ASBTDC and DGC, for the blessing of all these services where I did not spend a dime for top notch services.”

Dalnita Morrison, Decorative Arrangements



“Decorative Arrangements now has easy booking and purchasing available on her website, thus saving her time and saving her customers time. Plus, she can qualify her customers and they can qualify her before they work together on an event or project. Overall, Dalnita now has the professional tools to do business a better way - with a customer relationship management system (CRM) and a functional website.”

*Eyona Mitchell, Business Specialist ASBTDC
Arkansas Small Business and Technology Development Center
University of Arkansas at Little Rock*



“It was an honor to re-brand Decorative Arrangements and elevate the website and order processing systems with ASBTDC, Eyona, and Dalnita. The company now has a professional logo, improved business cards, a new visually exciting website linked to Dubsado for streamlined order intake, and additional items like rack cards, social covers and profiles, coffee mugs, and a splash video. Now Dalnita’s amazing works of balloon art and yard cards are easy to purchase, and examples of her incredible talent are beautifully displayed on her sales materials to help entice more orders.”

Dannet Botkin, President Designs Group Consulting

