

FREQUENTLY ASKED QUESTIONS

# DO YOU HAVE ANY QUESTIONS?



QUESTION

**WHY IS A  
BRAND STRATEGY  
IMPORTANT?**

Fifty-six guys signed the Declaration of Independence, but only John Hancock's name became an icon. His bold signature became his brand and put him in the history books. Don't you think William Paca came to regret that he didn't have the same foresight on July 4, 1776? We can help make your company's signature stand the test of time.

QUESTION

**WHAT MAKES  
YOU SO GREAT  
ANYWAY?**

You know you're special. Your mom knows you're special. And your mom would probably buy everything you sell if she could. But since that just might not be realistic, you need a brand that helps your customers see how special you are too.

QUESTION

**HOW MUCH  
DOES ALL OF  
THIS COST?**

If you're Goldilocks, then we're the design porridge that is just right for you. The big firms come with high overhead and extensive costs. The solo artists come with short experience and little flexibility. Our small and dynamic firm, on the other hand, is just right for a mid-sized company looking for the best bang for its buck.

QUESTION

**HOW LONG  
DOES ALL  
OF THIS TAKE?**

Timing varies, depending on the type of work we are doing. Large projects like full rebranding or website redesign range from 3 to 9 months. Smaller projects like a brochure or flier often take just a few weeks. For a more precise answer for your specific needs, give us a call.

QUESTION

**SO WHY  
GD SQUARED?**

We work harder than any other firm to understand the finer details of what makes you stand out. And we work smarter to develop your brand as a way to show off your company's personality. Want something traditional? We do that beautifully. Looking to push the envelope a bit? You need only look at our long trail of exploded envelopes to see we've got that down too.