

**Kendell Communication Service (KCS) is your sensible alternative to traditional marketing and graphic design houses.**

*Whether you are starting a new business or just need a business image makeover, you can rely on Kendell Communication Service for customized, personalized solutions to your website and graphics needs.*

*We're a home-grown Memphis Company that matches projects with any budget.*

- Website Design
- Logo/Graphic Design
- E-Newsletters
- E-Mail Campaigns
- Image Manipulation
- Presentation CD's



**Kendell Communication Service**  
**Tel: 901-360-9734**

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got  
marketing  
plan?

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websites

## Feel it.

Clients want to do business with companies they are comfortable with. Portraying a positive and consistent brand in your business communications will help to develop confidence and trust. This is especially true with your most visible piece of property.

Your website.

KCS will build a custom website design that you can be proud of, AND for a smaller price than you might think. We strive to reflect the values and essence of your organization in every element, so that it simply FEELS right.

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logos/graphics

## See it.

It's your most identifiable feature. Your logo can (and should) speak volumes about your organization. A carefully thought-out design is essential for a positive, effective and long-lasting impression.

Having a logo designed by KCS that delivers on your vision can be the start of something wonderful. Your logo acts as the front man for nearly every customer encounter and should be the foundation for all electronic marketing and print media.

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e-newsletters

## Say it.

A newsletter is perfect for recognizing achievements, reinforcing company policies, sharing industry information, publishing announcements, highlighting company goals, posting important dates/events and much more. We can design your e-newsletter to match other visual elements that are an important part of your organizations' image. E-newsletters are delivered electronically.

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e-mail campaigns

## Work it.

Don't your clients and customers deserve to be informed AND be provided with an easy way to get further information about your promotions?

Sure they do!

We're not talking about SPAM here, we're talking about tastefully assembled HTML e-mail messages to draw your clients back to your website. A coordinated design theme incorporates your website, logo and outgoing e-mail correspondence to promote corporate "branding". This is an important element in marketing so, we take precautions to insure everyone will be able to read your message and link to your website instead of seeing a bunch of missing image placeholders.

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image manipulation

## Fix it.

It's truly amazing what people do with computers these days. When you see an image on a screen, it's sometimes hard to tell where reality ends and fantasy begins. Digital Image Manipulation is here to stay, and everybody's getting in on the action.

At Kendell Communication Service, we can provide professional results from amateur beginnings. For example, you might have product images with poor lighting, less-than-ideal placement, missing components or other problems.

Or perhaps you would just like to see an end result without having to actually create it. We have the resources to make it happen at VERY affordable prices. Call or e-mail today for a free estimate on your "wish I could SEE it" project..

KCS would be delighted to capture original images via digital photography or by using our high resolution scanner.

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presentation cd's

## Use it.

Did you know that Microsoft PowerPoint (tm) presentations are more flexible than before?

Presentations are now being used to explain complex systems in simple ways. With the addition of hyperlinks and imbedded video clips, Microsoft PowerPoint (tm) presentations can allow customers and employees to virtually train themselves or look up their own part numbers.

Our presentations can include screenshots of your enterprise software with easy-to-follow, step-by-step instructions explaining data entry or for communicating Human Resources policies and procedures.

Kendell Communication Service can build an electronic catalog for your clients that can be saved to CD with built-in menus and hyperlinks to other areas in the presentation or to a site on the internet.

This method for navigating your training and reference materials enables the user to access up-to-date information with point-and-click simplicity.



**Serving Small Business  
Communication Needs**

*How may we help you today?*

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