

AGENCY



PROFILE

Our Name

We are always asked how did we come up with the name Krak Design. Our answer: We wanted a name for our company that had personality, was edgy, fun, and memorable. A name that described who we were as a company. After exhaustive brainstorming and research, we came up with “crack”.

The word “crack” has numerous definitions – many that summarized our capabilities and work ethic perfectly. As “Crack Design” was already taken, we chose to differentiate ourselves by choosing the phonetic spelling.



Crack [krak] adj.

- 1 Excelling in skill or achievement; first rate
- 2 To demand hard work and efficiency
- 3 To discover the solution after much effort
- 4 To move rapidly
- 5 A try or attempt

Who We Are

Krak Design is a creative integrated marketing communications agency that builds brand differentiation through targeted business communications. Channeling strategic expertise, creative design and graphic production into a seamless entity, we translate words and abstract ideas into compelling visuals that define a company's product and leverages their market position.

Founded in 2002, our growth is based upon our solid reputation as a results-oriented creative partner in the marketing communications arena. We work with B2B companies in the technology, financial services, consumer, and software development sectors to establish the creative direction, purpose, and energy of their corporate marketing projects.

Our **core team** members have held **senior-level positions in the corporate environment** – working from **both sides of the conference table.**

The Krak Team

Our team is comprised of seasoned print and interactive designers, web specialists, and marketing professionals who address the various challenges facing marketing communications managers by implementing pinpointed strategies to solve their problem and map out a solution. Our design team includes talented graphic and multimedia designers – each with a minimum of ten years experience working with high tech companies, from start-up to Silicon Valley Top 100. Our production team has built a solid reputation in the large format industry, with 30 years of cumulative experience working in all stages of graphic production, including color management and quality control.

Vicki Jewell: President

Gary Jewell: Vice President

Tami Papetti: Art Director

Roxane Chicoine: Senior Designer

Sue Kennedy: Senior Designer

Jessica Delhonte: Senior Designer

Dean Silvestri: Multimedia Developer

Shing Pan: Production Manager



Connect With Us

T 408.847.4554 • E info@krakdesign.com

What We Do

“ We are **committed** to providing the **highest quality industry-specific design services and solutions** within **budget** and under the **tightest deadlines**. ”

Our goal is to help our clients effectively communicate their message and optimize their business process with visual design and technology solutions. Our creative services incorporate identity, print collateral, Web, multimedia, channel and alliance marketing, tradeshow and events. Creative business thinking is about coming up with innovative and productive ways of doing business through the many avenues of communication that are available.

We are dedicated to building strong and lasting relationships with our customers by becoming a virtual part of their team and providing them with timely expert services. Linking creativity with technology enables us to provide our clients with flexibility, quality products, and fast turnarounds, while allowing us control of the creative environment and output quality.

Our creative service offerings:

With our attention to detail, Krak Design delivers dynamic and organized solutions from concept through to execution. Our cohesive strategies and bold visuals have elevated our clients' brand position in the most sophisticated markets. Whether you're looking to launch a new brand, reinvent your company, or take your business to a new level online - we'll work seamlessly with your team to deliver unparalleled results.

Brand Development

- Strategic Planning
- Company Branding
- Concept Development
- Logo Design
- Stationery Package
- Corporate Identity
- Style Guidelines
- Environmental Applications

Graphic Design

- Advertising Campaigns
- Collateral Materials
- Brochures + Datasheets
- Tradeshow Booth Graphics
- Event Signage
- Custom PowerPoint
- Packaging Systems
- Direct Mail

Web & Multimedia

- Website Design
- HTML Programming
- Flash Design + Animation
- Interactive CDs
- Web Banners
- Email Campaigns
- Landing Pages
- Animated GIFs

What We Do

Corporate Identity

- Brand look & feel
- Logo design
- Corporate stationery + folders
- Style guidelines
- Packaging
- Environmental applications



Print Collateral

- Ad concept + design
- Brochures + datasheets
- Whitepapers + fact sheets
- Case studies
- Direct mail



Web & Multimedia

- Design + development
- Flash animation
- Web banners
- Landing pages
- Animated GIFs
- HTML emails



Channel & Alliance Marketing

- Co-branding
- Interactive CDs
- Print collateral
- PPT templates
- Signage
- HTML emails



What We Do

Tradeshow & Events

Creative Services

- Theming + messaging
- Creative design
- Conference show guides
- Print collateral
- Promotional graphics
- Interactive presentations
- Web banners + landing pages
- HTML emails



Graphic & Print Production

- HP Inkjet + Roland Solvent Printers
- Experienced technicians
- Color management
- Tradeshow booth graphics
- Event signage
- Banners
- Vinyl + Fabric
- Offset Lithography
- HP Digital



Portable Displays

- Tabletop displays
- Popup booths
- Entasi fabric booths
- Retractable banner stands
- Telescopic floor stands
- Shipping cases



How We Work

The process of **getting to know you and your business** is important in delivering **smart creative solutions.**

As a full-service design agency we stress the importance of service – we guarantee our clients receive personal attention, prompt feedback and communication, expeditious turnarounds, and quality products. Acting as your support team, we interact on intellectual and emotional levels to develop not only a fundamental understanding of each project, but also the people involved in the process which helps us to achieve the marketing objectives. We understand the value of flexibility and readily adapt when strategies or timelines change.

As each project is unique and merits a special solution, we work in concert with our clients to foster new ideas that drive the success of their marketing campaigns. By designing materials that have a defined direction and objective, we deliver visual solutions that effectively translate a company's message, identity, and purpose into an engaging language for their customers. The objective is simple – we want to help your business prosper which in turn will help our business prosper.

The Creative Process



Listen



Think



Solve



Create



Connect

The Roadmap

Phase 1: Discover

- Our first step is to listen
- We discuss your audience, objectives, design + project specs
- We then conduct research, assessing the competition + industry trends

Phase 2: Develop

- We create a project brief + define your unique selling proposition
- We then map out a project timeline + schedule
- Concept development begins
- We gather the necessary resources + deliverables

Phase 3: Design

- We create preliminary visuals
- Present multiple design options
- Together we review + discuss
- We test possibilities, including color + layout studies
- We tweak + perfect the design to meet your expectations

Phase 4: Deliver

- We review requirements + standards for the application
- Quality supervision + final production
- Final files delivered

Why Work With Us

{ Our objective is simple, keep our creative minds open and exceed our clients' expectations. }

We collaborate with our clients through each stage of a project from launch to completion. In this way we not only encourage commitment and foster productive interaction, but we also empower strategic solutions and tools to keep your marcom programs on track.

Passionate about the creative process, we:

- Engage your team in understanding where you are and where you want to go
- Provide creative services including art direction, design execution, project management, and production
- Follow your brand guidelines and staying on point without deviation
- Create a work environment that is innovative, efficient, and enjoyable
- Be resilient and responsive, adapting to your needs as they change
- Produce your project cost-effectively, on time and within budget
- Turn projects quickly, yet totally committed to project excellence

Some of Our Clients

HITACHI

cādence™

FORCE10

Symantec.

CAVIUM NETWORKS

BlueCoat

Tellme.

VIRAGE LOGIC

Our Clients Words

Krak Design produces **excellent work on time and on budget**—what more can a client want? I give their creativity and the way they go about the creative process five stars.

*Worldwide Online Marketing Manager
Hitachi Global Storage Technologies*

I have worked with Krak Design for almost 5 years on a variety of marketing projects and events. Their work has been remarkable and of the highest quality. Whenever I have a creative design or event project, **I always call on Krak Design**. I highly recommend them to those inside and outside of my company.

*Sr. Manager, Global Channel and Alliance Marketing
Symantec*

AGENCY



PORTFOLIO

Our Work

Symantec Global Channel and Alliance Marketing Print collateral



Our Work

Symantec
Global Channel and Alliance Marketing
HTML emails



SERVER MIGRATION AND DR BUNDLE FOR \$999!

Contact your Dell sales rep for this special offer

KEY BENEFITS

- Migrate to new server hardware in minutes or hours, not days
- Supports 32-bit and 64-bit operating systems
- Migrates Windows OS, applications, and data
- Copy, move, and resize hard drive partitions without data loss

Read PowerSolutions Whitepaper

Migrate physical servers into virtual environments and back (P2V & V2P)

- Direct integration with Microsoft Virtual Server and VMware ESX
- Place a server image in a virtual environment for testing or to apply a patch
- Disaster Recovery - Accelerate restoration of lost files on servers
- End User file recovery via Google Desktop or Backup Exec Native
- Customizable recovery CD allows inclusion of specific drivers
- Eliminate backup windows by creating real time recovery points

WHAT'S IN THE BUNDLE?

RD1000 - Removable Disk Storage

- Includes a 3-year warranty and a single 800GB native capacity hard drive
- USB 2.0 interface and rugged form factor enable a fast and reliable recovery
- Recommended Upgrade: 1000GB hard drives for larger backups

Dell DEM Backup Exec System Recovery 7.0 Server Edition License

HOW DOES IT WORK?

- Take Recovery Point** (Optional) - Backup server
- Emergency** - Insert Recovery Disk on destination file
- Recovery** - Recovery starts on Dell hardware
- Recovery CD** - Complete System Restoration on new hardware or emulated

RD1000 Removable Disk Drive



Click Here for More Information

Meet Hal The IT Admin



Meet Hal and his job in migrating a failed server

Make the following state point

Symantec BESR Server Edition

visit www.backupexec.com for downloads, webcasts, and more information.

Contact your Dell sales representative for a 30-day trial version of BESR 7.0.

If you are having trouble viewing this email, you may see it going



CONTAINING VENDOR SPRAWL: IMPROVE SECURITY, REDUCE RISK AND LOWER COST

You are invited to join Chris Christensen, IDC's Vice President of Security Products & Services as he presents key findings from their white paper of the same name, which was sponsored by Symantec. This Webcast will explain the cost of managing multiple vendors across disparate products and outline the benefits of consolidating security, storage, and systems management solutions with one strategic vendor.

WATCH WEBCAST

Attendees will learn:

- Top security challenges in the next 12 months
- To better manage system complexities and lower risk
- How Symantec's approach can reduce costs and improve security



SYMANTEC IS SECURITY.

Confidence in a connected world.





Accelerate the Future

DO NOT REPLY TO THIS MESSAGE.
Copyright © 2008 Symantec Corporation. All rights reserved. Symantec and the Symantec Logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.
This email account is for sending messages only. It is not monitored and no replies will be made to any messages sent to this account. If you require Customer Service or Technical Support, please check the Symantec web site for contact information at www.symantec.com. Symantec respects your privacy. If you would prefer not to receive marketing from us, please unsubscribe by changing your subscription preferences here Privacy Policy Symantec Corporation, 35350 Stevens Creek Boulevard, Cupertino, CA 95014




Making the sale is increasingly difficult in today's challenging economic climate.

Which is why partnering is more important than ever.

Mark your calendar for the Symantec & VMware Sales Mixer!

These days, it only makes good sense to engage locally with strategic partners who can help you sell more product.

Symantec and VMware have an amazing opportunity to go to market with a strong joint value proposition for our customers.

Making everyone more money.

Be sure to set aside 90 minutes to meet your local VMware and Symantec Account Managers and SE counterparts and to learn more about how you can build your pipeline and leverage customer relationships.

Cocktails and appetizers will be served.

See you there!

Date

Time

Location Address 1

Location Address 2

REGISTER

Our Work

Symantec
Vision User Conference
Program ad and bookmarks



Symantec Global Services Heroes

Experts in IT Risk Management. Passionate About Customer Success.

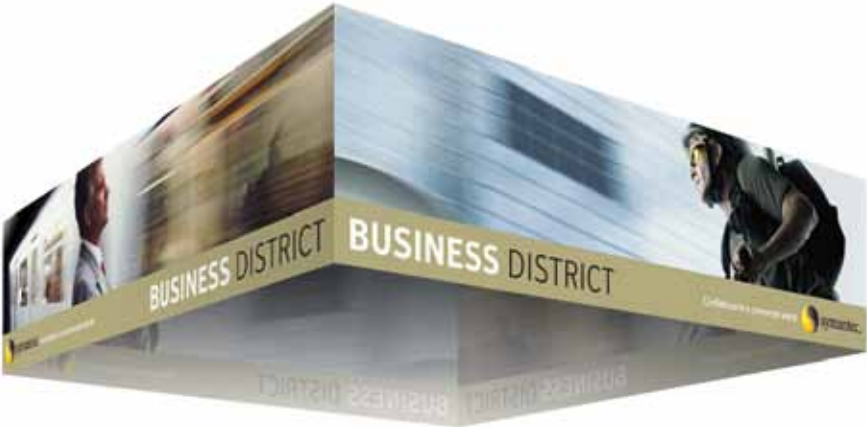
	Consulting Services IT Risk Management specialists
Dave High Samir Kapuria Jim Robinson Dennis Wild	Significantly reduced customer's storage hardware expenses Grew revenue \$40M at leading manufacturing company Improved compliance at international service organization 10+ years experience in email archiving
	Enterprise Support Highly trained technical professionals
Abdul Rasheed Sandy Sandifer Nick Sparks Paul Strittmatter Bryan Wood	Designed backup solution for leading periodical archive Made BackupExec easier to use and support 12+ years experience in endpoint security Improved Enterprise Vault support through mentoring Tireless dedication to business continuity
	Education Services Expert instructors for products and best practices
Robert Farnsworth Renee McHugh Robert Okolita Phillip Owen Stephen Williams	15+ years experience in storage education and support 7+ years experience in Symantec training Taught thousands about Symantec security products Trained over 600 students on Enterprise Vault 13+ years experience in storage education and support

Sign up for Guru Sessions with our Heroes at the main information desk

Confidence in a connected world.  **symantec.**

Our Work

Symantec
Vision User Conference
Grand scale banners



Our Work

Symantec Public Sector Graphics

Tradeshow banner, tabletop, 10x10



Our Work

Symantec Executive Briefing Center

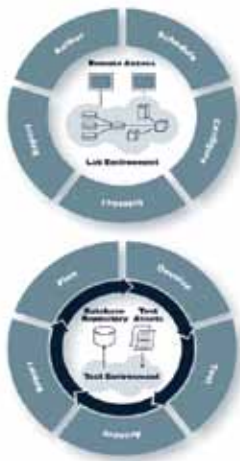
Tradeshow banner, tabletop, 10x10



Our Work

Lumenaré Marketing Communications

Website face lift, PPT, data sheets, fact sheets, white paper, tradeshow graphics



Our Work

Cadence Design Systems Marketing Communications Print collateral



Our Work

Cadence Design Systems Product Marketing Solutions brochures

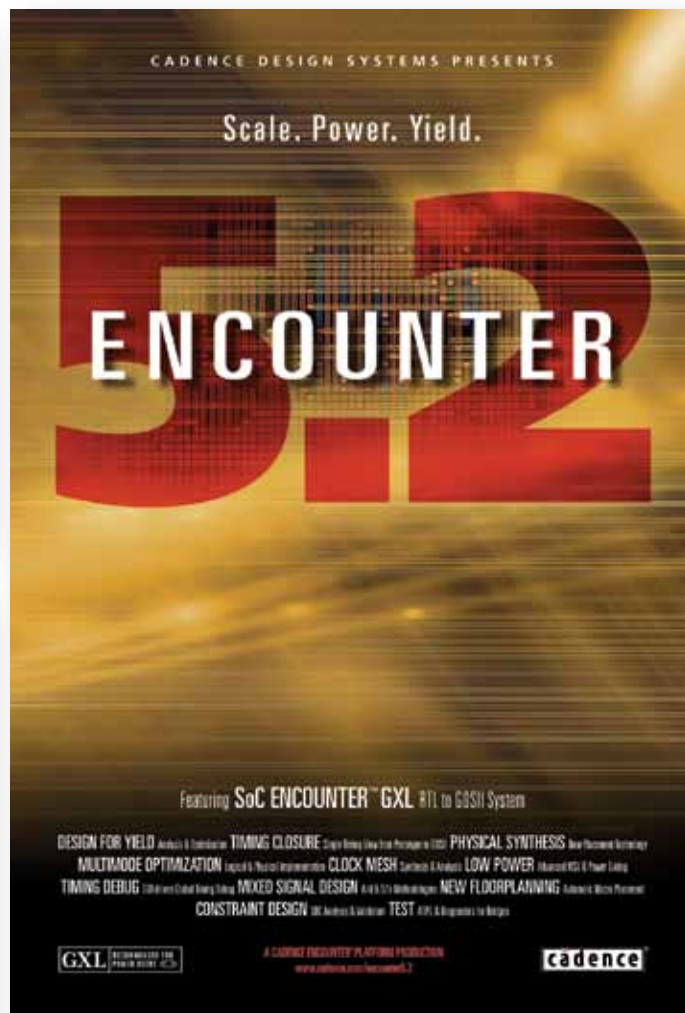


Our Work

Cadence Design Systems

Product Launch


Event graphics and collateral



Our Work

Cenzic Marketing Communications


Print collateral, print ads, email campaigns, tradeshow graphics



90% of Web applications are not being tested for vulnerabilities. Is yours one of them?

Cenzic has helped hundreds of companies secure their applications by automating the process of testing and re-testing applications — saving time and money.

Cenzic — the only application security company offering truly viable, stand-alone security assessment and risk management solutions today.

 www.cenzic.com • info@cenzic.com • 1-866-423-6942

Hackers love attacking universities...


UNSECURING ENTERPRISE APPLICATIONS

University Programs for app security

[Learn more](#)

Application Security Crisis: The Porous Perimeter

An Application Security Seminar with Symantec, Forrester, Gartner, and other leading companies

September 29, 2007 in New York City

Cenzic would like to cordially invite you to CENZIC as a sponsor, exhibitor only, Security Seminar meeting with the critical issues of today regarding application security. Symantec is the lead sponsor, Forrester and Gartner (along with other Security Analysts) will be presenting the latest security research.

Available for this seminar will be David and Anthony de Cezco, VP of Information Security, Director of Security, Managers of Security, and a few select key security executives. We'll also request all our sponsors to send two executives to their respective or to be on stage in strong performance.

According to Cenzic's recent Application Security Issue report, 1 out of 10 applications are critically vulnerable. Symantec Trust Report also highlights the importance of application security by highlighting that 80% of the total vulnerabilities occur in web applications. The growing attack and security vulnerabilities are forcing us to look at how they are dealing with the growing sophistication of business and also how we can help organizations. Cenzic believes that application security solutions, more than ever, must provide and demonstrate practices that give highly security results and take the owner of responsibility. Today's solutions must be able to address application risk management and vulnerability assessment across the enterprise and begin with the Software Development Life Cycle.

We have invited you because we believe your organization plays an security and data for all significant value to the customer while having a chance to deal identify and prevent decisions impact to your target markets. As a sponsor or attendee you will be strategic other attendees leading business leading senior security executive reports for the best source of opportunities and regulatory compliance.

Conference Agents

09:00 - 09:00 - Registration and Breakfast
09:00 - 09:30 - Key Note # 1
09:30 - 09:30 - Key Note # 2
09:30 - 10:30 - Break and Networking
10:30 - 11:30 - Key Note # 3
11:30 - 11:45 - Panel # 1
11:45 - 12:30 - Panel # 2
12:30 - 12:30 - Lunch with Roundtable discussion on current Application security issues

Sponsorship

Cenzic sponsors fee issue for 3 show booths and 4 other sponsors (Exhibitor, 3-Booth and Table) - see below.

Cenzic anticipates a lot of interest based on the success of a Security Seminar we did with Gartner Group in 2005. Therefore, we are that if you are interested to sponsor for all show right today. Send an email to Heather Sullivan: hsullivan@cenzic.com.

Platform - is available - 3-12,000 - 10 attendees, your status includes seating, 1 speaker & 1 podium, full bar (all required attendees with their contact information).

Booth - 3 available - \$1,000 - 5 attendees, your choice includes seating, 1 podium.

Table - 6 available - \$4,000 - 5 attendees, your choice includes seating.



0100010100111001000101010100100010100111001000101011101
1010010100111001000101010100100010100111001000101011101
101 September 29, 2007 in New York City 110010001010010
1011010100010011010101010101010101111100111010111110
0100010100111001000101010100100010100111001000101011101
1101010101011100100010100110010001010101001000101011101
101101010001001101010101010101010111100111010111110
11010001010100010001010101010001010010100101010100001
0100010100111001000101010100100010100111001000101011101
11010101011100100010100111001000101010100100010100111
101101010001001101010101010101010111111111010111110
0100010100111001000101010100100010100111001000101011101
11010001010100010001010101010010001010101010101010100001
0100010100111001000101010100100010100111001000101011101
11010101011100100010100111001000101010100100010100111
1011010100010011010101010101010101111100111010111110
11010001010100010001010101010010001010101010101010100001
0100010100111001000101010100100010100111001000101011101
11010101011100100010100111001000101010100100010100111
101101010001001101010101010101010111111111010111110111011

Application Security Crisis: The Porous Perimeter
An Application Security Seminar with Symantec, Forrester, Gartner, and other leading companies

Our Work

Hitachi Global Storage Technologies

Worldwide Online

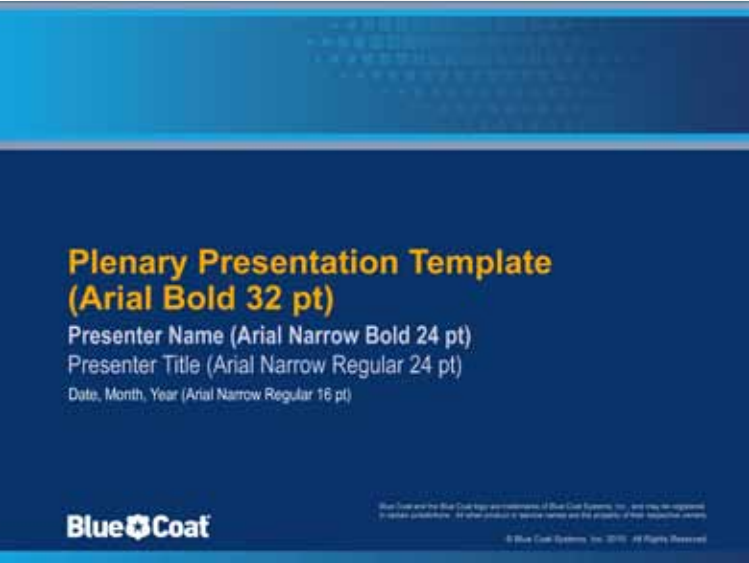
Web banners, logos, screen savers



Our Work

Blue Coat Marketing Communications

Brochure, Datasheet, PPT, Email



Our Work

Force10 Networks Online Media Web Banners



Our Work

Meshin

Corporate Identity

Business Cards, T-shirt, Banner

