

CATHERINE **MARTIN** **DIRECTION**

SERVICE

## Catherine Martin Direction



**Graphic design:** This refers to the design of visual content. Through skilful presentation, other people are given the desired image of a company or service. Catherine Martin has over 20 years of experience in developing logos, corporate identities (CI/CD), editorials, book design and websites.

**Concept & Art Direction:** This means the idea and the design for various advertising materials, both offline and online: print advertising, posters, direct marketing, promotions, brochures, websites, banners, etc. Catherine Martin also has many years of experience in this field, gained in well-known Swiss advertising agencies.

Founded in 2012

**Handwriting:** The works of Catherine Martin are characterised by a clear idea and a cultivated, reduced implementation. The reduction to the essentials increases the chance that the message really reaches the audience. Especially in today's world of a permanent flood of information.

**Your advantage:** Catherine Martin has over 20 years of experience as an art director – in concept and high-quality design. She is predestined for SMEs, start-ups and individuals for whom a large advertising agency is too impersonal and too expensive. Catherine Martin works independently. Where necessary, she calls in specialists from her network. So you only pay those people who are important for quality.

## Contact

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