

Organized Balance

Deliverables for Lizzie Life














+ TESTIMONIAL

"From the colors down to the image of the logo, Pixel IQ has 'hit the nail on the head!' Their attention to detail is impeccable and so is their drive to make me stand out from the competition. My personality is depicted in the logo and the website is nothing but purely professional with a light-hearted twist."

-Elizabeth Lipari, President

+ CREATIVE SERVICES

-  Brand Identity
-  Logo Design
-  Print Design
-  Web Design
-  Web Development
-  Video Production
-  CD/DVD
-  Flash Programming
-  eStore
-  HTML Campaigns
-  Metrics/Traffic Analysis

LIZZIE LIFE

Lizzie Lipari approached Pixel IQ in order to establish a brand identity for her startup business. Lizzie is an engaging, dynamic, and professional business woman with goals to improve the lives of people through organization and balance. Pixel IQ took on the challenge to create the entire brand experience, and delivered all fundamental business functions to establish Lizzie Life.

Lizzie's professional service company helps people achieve personal balance by offering practical help, exactly where it is needed. Lizzie explains her concept as living in a world where time means everything, and the life-balancing act has become a practical skill rather than a philosophical problem. The business was started in South Beach, Florida, and has built a clientele that extends to the mid-west. Whether its personal or professional, Lizzie's theory to achieving success comes from having "organized balance."

Pixel IQ's strategy for Lizzie business started with the creative concept of coming up with the business name along with designing an image that represented Lizzie herself. The company name Lizzie Life was born along with the signature line of Organized Balance. The logo personalized her youthful and contemporary image. Design of her business stationary and web site followed shortly after.

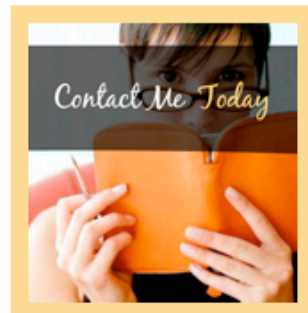


CREATING THE FOUNDATION

As a startup company, every piece of business literature and illustration had to be created from scratch. This included writing web content, selecting stock photography, and graphic design to match the communication theme from print to online media. The web site utilizes flash for simple yet effective animations that add to the web experience. The content is minimal and to the point for easy browsing and comprehension of services.

UNDERSTANDING OUR CLIENTS

Pixel IQ believes that client relationships and truly understanding their business needs provides the future for our agency. In a few words, Lizzie comments: "Lizzie Life is my first experience with owning a business. The patience that Pixel IQ's team have had with me was more than what I expected. Whenever I have to make a change to the webpage, it is done in a very timely manner. I realize that Pixel IQ is inundated with business, but when ever I make a call, I always get a live person on the other end. Never have I had to leave a message or speak to somebody who wasn't familiar with my project."



pixel IQ