



DESIGN
GROUP

WE HELP COMMUNITIES HONOR THEIR HEROES

THE VETERANS BANNER PROJECT
IS A NATIONAL MOVEMENT AND
IM DESIGN GROUP HAS BEEN
THERE SINCE THE BEGINNING.





VETERAN BANNER PROJECT

**WE ARE HERE
EVERY STEP OF
THE WAY, FROM
CONCEPT TO
REALITY**

America's veterans are our families. They are our fathers and mothers, brothers and sisters, and sons and daughters. Communities across the country are recognizing the need to create a living tribute to those who have served. The Veterans Banner Project is a way to honor individual veterans and their families by recognizing them on pole banners that are hung throughout the community.

The veteran's banner movement started in Emporia, Kansas in 2014, and now is becoming a nationwide movement. Cities and towns in over 20 states have begun emulating the project. The banners are more than names and pictures, they are a way of preserving local history, honoring veterans and families, and fundraising for worthy causes.

IM Design Group has been there from the beginning, from concept, to design and production. We've work with over a dozen cities across the country to help them implement their own Veteran Banner Projects.

THE PROCESS

Every community is unique, from the number poles that the banners can hang on to the size limits of each banner. After contacting us, we will discuss the specifications of your banners, and get you a quote of your cost per banner. This will allow you to go to your board or city with accurate costs, or appropriately mark them up for a fund-raiser.

Every city is unique and wants honor its veterans in its own way, so we will create a custom designed banner for your city. This will include the individual veteran's photo, name, and other information that you choose, such as years served, wars or theater served in, rank, or even a brief message from the family.

After your organization has collected the veteran's information, we will create individual banners for each veteran and send you back proofs for approval. This process usually takes one to two weeks. After any revisions have been made and the banners are approved, we will then sent them to our supplier to be printed.

The banners are created with the heaviest blockout vinyl in the industry. They are made to last, even in windy areas. With UV-cured inks for added image longevity, these banners are expected to last 18-24 continuous months. They have a double stitched pocket at the top and bottom for the pole hardware to fit into, and a grommet at the top and bottom in case you would like to secure them to the poles.



**WE CREATE
CUSTOM
DESIGNED
BANNERS
FOR UNIQUE
COMMUNITIES.**

WE ARE HERE FOR ALL YOUR MARKETING NEEDS.

COMMUNITY BRANDING

IM Design Group does a lot more than creating wonderful banners for communities. We specialize in branding and marketing communities. We love discovering the true brand of a city and sharing it with the world. We are a full service studio that is your strategic partner in every part of the process, from research and branding to campaign planning and creative design.

BRANDING

Community branding is more than just a new logo. It is what your visitors think of you and how your city interacts with them. Using consumer opinion research and brand positioning, we will find your brand's "true north" and build an identity around it.

STRATEGY

Knowing what your brand is only the first step. We then have to get others to know it. We offer advertising campaign planning and consulting. We can help plan the most effective ad buys and marketing strategies. All of our marketing efforts are research driven, so there is no guesswork about your target audiences.

MARKETING WEBSITE

Websites are one of the most important marketing tools that a DMO can have. A website from IM Design Group is unique, packed with features, and custom built just for you.

PRINT COLLATERAL & ADVERTISING

Your city needs visitors, and we can help get your community in front of them. We can apply our award-winning design skills to your city and make it look its best. From visitors guides and brochures to magazine advertisements, billboards and vinyls, we do it all.

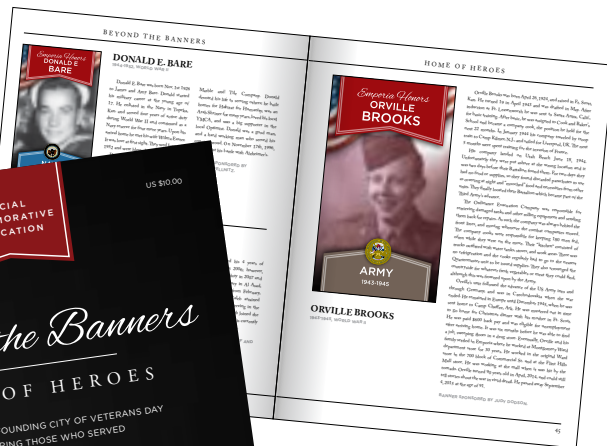
DIGITAL MARKETING

Driving traffic to your website or to your Facebook page is vital for attracting new visitors. We can help them find you by advertising your city online. We do this by targeting specific audiences on Facebook and Google. We monitor these campaigns to make sure they are driving the traffic that you want to your site.

ADDITIONAL SERVICES

COMMEMORATIVE PUBLICATIONS

As your communities' veteran celebration grows, how your community honors them can change, and IM Design Group is here for you. We can create custom commemorative publications for your events or celebrations. The *Beyond the Banners: Home of Heroes* is a 208-page, high gloss book, that was printed in perfect bound soft-back and also on-demand hard bound. The book featured stories about local military history, veterans organizations, and bios of every veteran that was honored with a banner.





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