### Design Philosophy

Design is the face of a company or a person, and the first impression of who you are and what your values are. The first impression is the most important thing for a company. It should easily and simplistically express what they are trying to do while also displaying the quality of work as quickly as possible without making someone have to think too much about it. Without good design there would be no way for people to understand what a company does or take a company seriously with out having to getting to know them very well.

Design is a lot like speed dating. The design, being the face of the company, is the first thing someone is going to judge you by. If you have a sloppy or unprofessional design then people will try to avoid you and talk to some of the better looking designs. With a good clean design you are much more approachable and look more professional. With this look people will want to get to know you better and see what kind of future you hold for them.

Having this advantage over other companies is the best way to ensure that you will create long term relationships with the people you want to work with.

– Jonny Heinzen