

**BUILDING  
STRONGER  
BRANDS.**

**Ts**

**STRONG  
SUPPORT.  
LASTING  
COMMITMENT.**

## **Triple Strength**

Triple Strength is a creative studio focused on graphic design, branding, environmental design, and interactive web development.

Since 1991, we've built our reputation on the basis of solutions over size. We communicate and collaborate through talent and technology, offering clients a place where they can expect great vision backed by practical execution.

The background is a solid red color with a repeating pattern of diamond-shaped indentations, characteristic of diamond plate metal. The text is centered in the upper left quadrant.

**WHY  
TRIPLE  
STRENGTH?**

## **Our Experience.**

At Triple Strength, our staff has decades of practical experience in advertising, design, marketing, and production. Our understanding of print production enables our designers to craft stunning, inventive solutions more efficiently to fit our clients' budgets. In addition to our design and advertising expertise, we are an authority on the latest cutting-edge resources such as social networking, search engine optimization, and e-marketing. This allows us to use the best techniques to provide quality customized solutions that exceed our clients' expectations. An innovative attitude paired with proven experience is what ensures that our clients consistently receive award-winning web sites and exceptional branding campaigns.

## **Our Dependability.**

Choosing Triple Strength means working with people you can count on for innovative solutions. Our team members' attentiveness, character, and professionalism enable us to create eye-catching products within any budget or timeframe. More importantly, we're committed to listening to our clients, so we can tailor a design to meet their vision. That's how we continue to support most of our original clients today. You can rely on us to deliver memorable and effective advertising.

## **Our Relationship With You.**

Personal contact is the best form of communication. Working with Triple Strength means you'll have regular and unlimited access to the experienced professionals involved with your project. If you have questions about your project, you can contact us directly—Triple Strength is just the right size to be able to provide attentive service to every customer.

The expertise to provide innovative solutions, the dependability of an experienced staff that listens to you, and the freedom to discuss your project with us: this is the Triple Strength standard.



# CREATIVE SOLUTIONS.

## Design Advertising

Brand expressions – visual, verbal, or otherwise – are powerful associations consumers use to identify, recognize, and differentiate competing brands. You can depend on Triple Strength to interpret brand strategy into visual imagery that creates positive consumer perceptions and brand-loyal customers. Our work enhances brands by shaping a cohesive identity incorporated into communications, direct mail, advertising, and online initiatives.

**Identity**

**Print Communications**

**Advertising**

**Environmental Graphics**

**Packaging**

## Web Interactive

Since 1996, our in-house web development team has been the most rapidly growing resource at Triple Strength. If you're developing or redesigning a web site, we can offer you a full complement of creative and technical services. We'll help you create a better online experience for your customers whether by improving shopping efficiency, adding security, or making your site more user friendly.

**Web Design**

**Web Development**

**Digital Marketing**

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Being clearly understood is so important. It can make the difference between being instantly recognized versus overlooked.

## IDENTITY

Knouse Foods

### Print Backgrounds/Dark

To reproduce the four-color or grayscale logos on a dark background, it should stand out from the background. The line art version of the logo may be reversed out of any solid color, screen of color, textured, illustrative or photographic background that is dark enough to provide sufficient contrast for clarity and legibility.



## WEB DESIGN

longacreexpeditions.com



ADVENTURE



CHALLENGE



DISCOVERY

### TRIP NAVIGATOR



YOUR PERFECT TRIP IS JUST A FEW CLICKS AWAY!  
SEARCH TO FIND YOUR OWN LONGACRE EXPERIENCE.

DESTINATION

All Destinations

ACTIVITIES

All Highlights



Have specific project needs?

# WE CAN HELP.

## Identity

Internal & External Branding  
Logo Design  
Stationery  
Tagline Development  
Name Generation  
Standards Manuals

## Print Communications

Brochures  
Newsletters  
Annual Reports  
Direct Mail  
Press Kits  
Sales Sheets  
Magazines  
Posters

## Advertising

Newspaper/Magazine Ads  
Radio & TV  
Outdoor  
Direct Mail



Nontraditional  
Posters  
Online Advertising  
E-Mail Marketing

## Environmental Graphics

Signage  
Wayfinding  
Banners  
Posters  
Kiosks & Booths

## Packaging

Package Design  
POP Displays  
Product Design

# JUST ASK.

## Web Design

Web Site Design  
Online Advertising  
E-Commerce  
Interactive Design  
Motion Graphics

## Web Development

Programming  
E-Commerce  
Systems Information  
HTML & CSS Standards Compliant  
Content Management Systems  
Blogs  
Web & E-Mail Hosting

## Digital Marketing

Search Engine Optimization  
Pay-Per-Click Campaigns  
Online Advertising  
E-Mail Marketing  
Blogs  
Social Media

## One Size Doesn't Fit All

From a simple presence to a dynamic presentation, a web site is possibly the most important element of doing business in today's market.

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**armoilandgas.net**  
**cra-architects.com**  
**diakon.org**  
**fishbonesk8.com**  
**hersheyarchives.org**  
**hersheys.com/chocolateworld**  
**hersheys.com/discover**  
**hersheystory.org**  
**ismrealresults.com**  
**longacreexpeditions.com**  
**ltltraining.org**  
**nfraweb.org**  
**olliesbargainoutlet.com**  
**presbysinspiredlife.com**  
**stayholiday.com**  
**stockandleader.com**  
**theirhope.org**

# PROOF POSITIVE.

Good creative work, whether as simple as a logo or as detailed as an interactive web site, should perform across all platforms. And we've performed for such well-known companies as Armstrong World Industries, The Hershey Company, Knouse Foods, and Ollie's Bargain Outlets. From non-profit to Fortune 500, our clients have helped us build a worthy portfolio.

- **ARM Oil and Gas**
- **Armstrong World Industries, Inc.**
- **Central Pennsylvania Youth Ballet**
- **Community Action Association of Pennsylvania**
- **Dale Resource Group**
- **Days Inn Hershey**
- **Diakon Lutheran Social Ministries**
- **Everlands Life**
- **Fishbone Apparel, Inc.**
- **The Hershey Company**
- **Hershey Archives**
- **Hershey Trolley**
- **Hershey's Chocolate World**
- **Hershey Gifts**
- **Hershey Trust Company**
- **The M.S. Hershey Foundation**

- The Hershey Story—  
The Museum on Chocolate Avenue
- Holiday Inn Harrisburg East
- Holiday Inn Harrisburg/Hershey
- Horizon Hotels
- Institute for Strategic  
Management
- Keystone Clearwater Solutions
- Kirman Eye
- Knouse Foods
- Longacre Expeditions
- Messiah Village
- Milestone Hospitality  
Management
- Milton Hershey School
- National Frozen & Refrigerated  
Foods Association

- National Sexual Violence  
Resource Center
- Ollie's Bargain Outlet
- Omega Juicers
- Long Term Living Training  
Institute of Pennsylvania
- PAC Industries
- PANPHA
- Pennsylvania Coalition  
Against Rape
- Pennfield Corporation
- Presby's Inspired Life
- Press and Journal
- Reynolds
- Rhoads Pharmacy
- Stock & Leader
- Target Media

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