



GRAPHIC DESIGN

Tipografia Lobão knew some of the individual clients or small and medium sized companies needed someone to help them finalize their works, to avoid the amateurish look, to look professional and have an **efficient communication with their market**. But even for the advertising agencies and other big clients, the company needed good preprinting services to assure that every technically and aesthetically demanding work would succeed.

That's how our **graphic design** and **preprinting** department grew in these two directions. Our clients realized very soon that, beyond finalizing works, we were available to offer services of creativity and graphic design.

Due to the very horizontal structure of our company, it's possible for the client to reach services of high artistic level and quality that, in a dedicated agency, would only be accessible to the best clients, naturally those who move the greatest sums.

The introduction of different work paths beyond offset printing, like digital printing, variable printing and large format gave an even more central role to the graphic design department, as it is able to transform and adapt the graphic files from a medium to another and **potentiate the creative value** of the solutions.

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