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PRESS KIT

## What's the story behind BrandDoozie?

As branding agency experts, we've worked primarily with large corporations, many of whom fall into the illustrious Fortune 500. Now don't get us wrong, we love them. But one fateful day, we were crying in our coffee about not having enough creative freedom, when it hit us. There was a BIG community out there who'd appreciate our unique, high-caliber brand designs. Twenty million SMALL businesses to be exact. There was just one hitch – they couldn't afford our services.

So, we set out to change that.

A few years and a few dollars later, BrandDoozie was born. With a brilliant team of designers, researchers and programmers, we created the first do-it-yourself marketing tool to deliver complete business brands. Now, the small business community can compete right alongside the big boys. And we can enjoy our creative freedom and coffee, undiluted.

### Features

- Select from an abundance of industry-specific brand designs
- Stylize your brand using a variety of colors palettes and type fonts
- Build your own logo
- Edit text and photos in marketing documents which include: stationery, business cards, envelopes, brochures and direct mail and more
- Import your own photos or select from the BrandDoozie Photo Gallery
- Crop and size images
- Download files in the industry standard PDF format
- Print to your desktop, email files or send to a professional printer

### Benefits

- Intuitive, easy to use
- No software to buy or graphic skills to learn
- Simplified content management via a centralized library
- Fast turnarounds
- Accessible whenever you need it, 24/7/365
- Affordable
- Green marketing – print only what you need and avoid waste

## FACT SHEET

### Mission

BrandDoozie's main mission is to deliver top quality marketing materials quickly, easily and affordably to the small business community.

### Company Overview

BrandDoozie is an online marketing tool that provides start-ups and small businesses with instant access to cohesive and professionally designed brand systems. Each brand offers thousands of customizable variations.

BrandDoozie users may try it for free and if they wish to publish, can purchase a license to produce one or all of the selected brand components.

### Content

Brand marketing components include but are not limited to: stationery, business cards, envelopes, shipping labels, brochures, product sheets/flyers, product catalogs and direct mail postcards. The list of offerings continues to grow.

### User Experience

Anyone can use BrandDoozie if they have a computer and an Internet connection (broadband preferred). It's easy to navigate and use with no software to purchase or graphic skills required. Every brand is Design-Safe, providing users with the freedom to customize their brands without affecting the integrity of the design.

### Strategic Alliances

BrandDoozie is seeking alliances with companies who have products or services suitable to the small business community.

### Technologies

BrandDoozie is powered by patent-pending proprietary technology as well as third party technologies.

### Company Background

BrandDoozie is a DBA of Atomic Curve Inc. and was founded in 2007 by Claude Prettyman, owner of Atomic Curve, a full-service advertising agency specializing in branding. BrandDoozie is based in Irvine, CA.

### Executives

#### **Claude Prettyman**

Founder / CEO

### Main Office

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### Press Contact

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