



**FREE OFFER:**  
Integrated Media Design & Development White Papers

July 1, 2005  
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Dear BarrettCommunications.com Visitor,

On behalf of the project management, design, and technology teams here at Barrett Communications, I'd like to offer you two valuable white papers addressing important sales and marketing issues:

**Web Site Specifications White Paper**

An informative guide that walks project stakeholders from initial project brainstorming meetings with internal personnel through the collaborative process of coordinating vendor RFPs.

*Benefit: Saves time in project definition stage of Web site design and development.*

**Brand Identity Management White Paper**

A valuable document to those interested in discerning and managing the complex relationships between a brand's communications components and the consistency in which they are used in the marketplace.

*Benefit: Eases brand management role and ensures consistency in brand expression as company grows.*

If you're interested in receiving PDF and/or printed copies of these white papers, please include the desired email address or mailing address when requesting white papers from [info@barrettcommunications.com](mailto:info@barrettcommunications.com).

We hope you find the white papers to be informative and helpful marketing tools. In addition, we hope you select Barrett Communications as a partner on your next print or interactive marketing endeavor.

Warm regards,

John Reiss  
Director of Client Services & Marketing

