





The Metamorphosis - The creation of a shared dream!

Creative Solutions Marketing & Printing, Inc. opened its doors in February of 2017. After a collective 60+ years in the graphic design, printing and promotional products industry, it was time for Gigi Mindreau-Banks and Marcy Decato to spread their wings and recognize their shared vision through the creation of Creative Solutions Marketing & Printing, Inc. (CSMP). In a short time together, these two highly accomplished women have made CSMP a sought-after resource and business partner for companies large and small, growing exponentially on an annual basis even during COVID.

Gigi and Marcy bring to the business and their customers a broad base of skills that cover the entire spectrum from creation to design to business branding, plus a vast capability and knowledge of printing and promotional products. CSMP's suite of value-added services can help your business develop and deploy a continuous, fully integrated suite of branded collateral that will truly differentiate your business in the marketplace.

The CSMP butterfly logo represents the metamorphosis your business and brand will experience as the shared creativity of Gigi and Marcy invigorate and inspire your thinking. As current clients can attest, CSMP leaves a "footprint in your imagination". Experience what impactful design, strategic marketing planning, quality products and service can do for your business!

End-to-End Branding

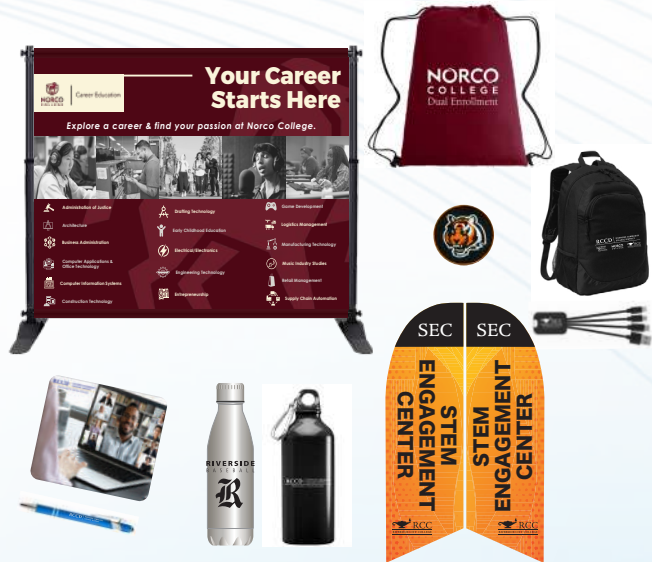
CSMP will work with you to develop your corporate identity and brand in order to establish a differentiated presence in your market that attracts and retains loyal customers.

PROFESSIONAL SERVICES

The Greenhome Showroom



Riverside Community College District



BRANDING

EVENTS

Soroptimist International of Corona "More Than Chocolate, Wine and Jazz"

- Logo Development
- Collaterals
- Digital Billboard
- Yard Signs
- Slide Show
- Social Media



ORGANIZATIONS

Global Society For Female Entrepreneurs - GSFE

- Collateral
- Events Branding
- Business Cards
- Signs
- Tablecloths
- Newsletter
- Promotional Items
- Trophies
- Medals



How We Protect & Drive Your Brand

1 Quality

We have a vast supply chain, both home and abroad, with deep vendor relationships. Regardless of budget, we help you create brand awareness in a professional way.

2 Efficiency

We coordinate your project from idea, to development, to delivery. We offer value added services like warehousing, assembly and personal transport.

3 Creativity

Our years of marketing expertise helps you choose product and design that promotes your brand in a modern and impactful manner.

4 Reliability

We are local and accessible, your personal partners in every project. Our skills and dedication make difficult projects look simple and smooth.

Graphic Design

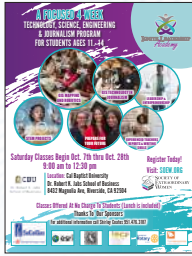
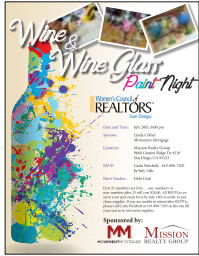
Get your messages across with impactful marketing collateral. **CSMP** Graphic Designers will create professional material 100% customized to you. We specialize in corporate identity and branding. We love to work with owners of a company from inception and develop a beautiful brand that will "leave a footprint in your audience's imagination".

- Logo Development
- Business Cards / Letterhead
- Postcards / Flyers / Brochures
- Signs / Banners
- Book Formatting & Covers
- Programs / Newsletters / Magazines
- Presentations / Slideshows
- T-Shirt Design
- Certificates
- And much more...

CORPORATE ID / LOGOS



FLYERS / BROCHURES / COVERS



STATIONERY



DIGITAL MAGAZINES



T-SHIRTS



GRAPHIC DESIGN



Printing Options – Which should I select?

COMMERCIAL OFFSET PRINTING

CSMP can produce your high quality material using this technique. When it comes to offset printing advantages, quantity is a key factor. This process produces larger quantities in a more cost-effective way than digital printing. Offset offers more options for ink, material, and finishes. Offset handles a variety of larger sizes that digital can't often accommodate.

When using the Pantone Matching System for printing in color, offset provides accurate color matching because it uses Pantone ink. This is important when reproducing logos or color-specific images.



DIGITAL PRINTING

CSMP can produce high quality material, where no quantity is too large or too small. One of the great advantages of Digital Printing is speed; faster turn-around and the capability to produce small batches and not incur expensive setup costs. Based on your need, and with **CSMP's** experience we will recommend the best process for your job.



PRINTING

Promotional Products

Repeat advertising and promotional products are instrumental in driving increased brand awareness. Below are seven reasons why you need to use promotional items in support of your marketing/brand strategy.

1. Low-cost that are useful to your customers.
2. Corporate gifts help build relationships.
3. Build brand loyalty with useful giveaways.
4. Use products that have relevance and connectivity with your business.
5. A business card that's useful.
6. Strong social brand identity.
7. Develop a reputation for quality.



How to design promotional items that customers will love

- Include the bare minimum to make it easy to understand the branding in a quick glance.
- Choose products with your standard colors to maintain style consistency and improve the chances of brand awareness.
- Pick useful products – You want your item to be used time and again.



THE BOSS.

Body Scrub

atosis pilaris (KP),
and dry flaky skin.

er body formula brings you
super-smoothing
ath scrub experience.

late, unclog, smooth KP bumps

+ AHA + PHA + fruit extracts in a
pro-crystal formula resurface and polish

orean spa ingredients - barley, cica,
mugwort and tea extracts -
soothe and pamper

• Squalane and hyaluronic acid hydrate

Say hello to smooth, revitalized skin.

ByeBodyBumps

ow at ULTA & peachandlily.com

Clean. Effective. Vegan. Cruelty-Free.

PEACH & LILY
Body Scrub

Smooth
skin!

Bumpy
skin?

Packaging – Discover the power of packaging...

We design, print, build, kit and ship award-winning, custom, handcrafted gift boxes for the promotional products industry. Artisans in our craft, we focus on transforming your packaging vision into a deliverable reality.

- Classic Soft-Touch Boxes
- Smart Boxes
- Corrugated Boxes
- Keco Boxes
- Pillow Pods
- Tissue Paper
- Gift Wrap



Trophies & Awards for All Occasions

Does your organization have an awards and recognition program in place? Research shows that celebrating team members for their hard work can enhance productivity and performance.

In a corporate setting, it also promotes staff loyalty, job satisfaction, and helps to maintain a fulfilling company culture.

But, no matter what the occasion or the reason, **CSMP** will provide you with personalized trophies and awards specific to your organization.



AWARDS

Apparel

Branded apparel is an excellent method of spreading awareness of your brand or company. A well-designed branded item creates opportunity to pique interest in your brand and, subsequently, have a conversation about it. Here are three reasons to encourage your team to sport branded apparel:

1. It creates buzz about your company, school or organization.
2. It makes an impression about your culture.
3. It creates camaraderie.

SOME OF THE TOP BRANDS WE WORK WITH

Adidas	Cotopaxi	Nike
Allmade	District	OGIO
Alternative Apparel	Eddie Bauer	Port & Company
American Apparel	Endurance	Rabbit Skins
Anvil	Gildan	Red House
BELLA+CANVAS	Hanes	Red Kap
Brooks Brothers	Independent	Russell Outdoors
Bulwark	Jerzees	Sport-Tek
Carhartt	Mathew	The North Face
Champion	MERCER+METTLE	TravisMathew
CornerStone	New Era	Volunteer Knitwear
Columbia	Next Level	WonderWink



Remember to take into consideration the unique qualities of your employees when designing your branded apparel. Women might not wear a men's polo shirt, whereas younger employees might prefer a T-shirt or cool branded fleece.

Considering how inexpensive branded apparel is compared to other traditional forms of advertising, the ROI of branded apparel can be significant.



Light Industry



Hospitality



Outdoor

APPAREL

Apparel Decoration

- Embroidery
- Silkscreen
- Heat Transfer
- Direct-to-Garment
- Rhinestone
- Glitter
- Patches
- and more



Screen Printing vs. Embroidery vs. Direct-to-Garment vs. Heat-Transfer; Which should you choose?

Screen printing, embroidery, direct-to-garment and heat-transfer each have their advantages, but you need to consider a few factors before deciding which one is best.

Consider the size of your logo design, complexity of the design, your budget, the items you want to customize, and the quantity of items you want to have in your order.

Don't be afraid to reach out to us for any questions concerning each of our processes. We are here to help you have a good and positive experience when ordering with **CSMP**.



DECORATION

Signage & Large Format Printing

Have large format printing needs? **CSMP** can help! We offer large format print services for a variety of sign types including banners, window decals and posters as well as rigid signs made from robust, hard wearing materials such as aluminum, acrylic, rigid plastic, foam board, gatorboard and corrugated plastic yard signs. To ensure the best outcome, **CSMP** will match the right material to the anticipated use.

- Channel Letters
- EZ-Up
- Cloud Electrical Sign
- Tablecloths
- Window Graphics
- Yard Signs
- Feather Flags
- Parking Signs
- Banners



Website Design

Your website is your "online salesforce". CSMP will design a professional looking site that carries your brand and tells your message the right way. This service includes:

- Web and Domain Hosting
- Microsoft 365 Office & Email
- Google My Business Set Up
- SEO
- Online Payment Set Up
- SSL Certificates



Company Store With Your Branded Apparel

Simplify your branded apparel, promotional product, and gift sourcing with a custom eCompany store. **CSMP** will help you select and stock your store with unique swag options your clients and teammates will love.

Encourage your employees to wear company branded apparel and accessories. **CSMP** will make it easier by creating a customized e-commerce site — open 24 hours a day.

FUNDRAISING STORES:

Pop-up stores are typically short-term shopping experiences to sell limited-edition merch in a fun setting. Pop-ups typically run for just a few weeks or less and are a great way to collect group orders for products, run a promotional holiday store, or fundraise for a school sports team or special project.



Customer Successes

Creative Solutions Marketing & Printing offers an opportunity to work with both Marcy and Gigi on projects. Marcy, a highly skilled designer, who brings ideas to life and supports our brand image. Gigi, an expert at linking products and solutions to meet the needs of our educational institution within a prescribed budget.

We appreciate the partnership with Creative Solutions and gladly recommend their services to others.

Monica L. Green, Ed.D.
President
Norco College

Creative Solutions Marketing & Printing have been an asset to the Mayor's office. Their creativity, dedication, professionalism, and attention to detail is second to none. Gigi and Marcy have worked closely with our team to ensure superb products and designs are provided each and every time. They will continue to be my marketing and design company of choice.

Philip Falcone
Assistant to Mayor Patricia Lock Dawson
for Outreach & Communications
City of Riverside Office of the Mayor

It has been a pleasure working with Gigi Banks. I have personally known her for over 20 years. She is highly energized and provides a the best quality for your money. Gigi has been providing Northgate Markets with services for over 9 years and I'm looking forward to seeing her grow with her partner Marcy Decato at Creative Solutions Marketing & Printing.

Alicia Valadez Gonzalez
Leasing & Property Manager
Government Affairs
Northgate Real Estate

AD2 has been working with Gigi since 2008 for a wide array of products, including design, pad printing, custom die cutting and volume printing. Not only has the quality of her products and service been great, but Gigi herself is a pleasure to work with. She always offers great ideas and is very responsive to all of our needs. I would highly recommend her to anyone!

Dave Williams
Advanced Dental Designs

We are very grateful to have Creative Solutions Marketing & Printing as one of our Vendors here at Riverside Unified School District. Creative Solutions is very professional on task and on time.

Thank you for our Partnership and CTE Student Internships and looking forward to our continued relationship.

Donna Schulte
Job Development Specialist, Career
Technical Education
Riverside Unified School District

Creative Solutions Marketing & Printing is customer service-centered and always eager to make things happen for its clients. Additionally, the company is community-oriented, with a strong commitment to promoting Riverside as the place to live, work, and play... and a strong commitment to making Riverside the place to live, work and play.

Cynthia Wright
Executive Director
Fox Riverside Theater Foundation

A Trusted Team With Combined 60+ Years of Experience

Born and raised in Perú where she served her country in the “Marina de Guerra del Perú”, one of the first generation of women in the navy in this country. **Gigi Mindreau-Banks** came to America in 1992 and began working in the printing industry. Gigi has worked in most roles within the printing business, initially focusing on graphic design prior to moving into the sales side of the industry. Gigi’s experience with design has developed a keen eye for detail ensuring her customers always receive the highest quality products. Over the years, Gigi has forged strong relationships within the industry’s supply chain enabling her to provide a broad spectrum of options, within her customers defined budgets, while delivering extraordinary levels of quality and unbeatable service.

A Passion For Service and Leadership in the Community

Serving her community is one of Gigi’s passions, with active participation in the Greater Riverside Chambers of Commerce, where she serves on the Business Educational Partnership Council, Easthill Business Council, Military Affairs Council and Business in Action Committee Member. A second key area of focus is with Soroptimist International of Corona, where she is the President (2022-2023). Additionally, she is an active member of Global Society for Female Entrepreneurs and the National Charity League. She volunteers at the Fox Riverside Theater Foundation. Each of these philanthropic organizations have provided the opportunity for Gigi and Creative Solutions Printing and Marketing, Inc. to give back to the community. Most recently, Gigi has become involved with The Civil Rights Institute, where as a minority, she is a proud board member.

National & International Awards and Recognitions

GSFE – Bronze World Kindness Award 2020

GSFE – Vision Builder Award 2021

Graphics|Pro – Recognized Professional 2021

SIMA – She Inspires Me Global Awards 2021 – London, UK

Emerging Latina Entrepreneurial & Leadership Program – National LBWA-IE

Nominee for the Latina Business Owner of the Year 2021 – National LBWA-IE

Nominee for the Lifetime Legacy Award 2021 – Connected Women of Influence-CA

Humanitarian Doctorate from Global International Alliance (GIA) 2022 – London, UK

Stone Angel
photography

OUR TEAM

Born and raised in Colombia. **Marcy Decato** has a bachelor's Degree in Advertising, and three Associate Degrees, Marketing, Business Administration and Computer Graphics. Marcy combines creativity and credentials to develop powerful and effective campaigns that persuade consumers into purchasing product or service. Marcy is an exceptional designer and branding specialist. 14 years in the Direct Mail industry and 35 years in the Marketing and Advertising industry make her an expert in these fields.

Involvement, Recognitions and Leadership

Marcy's involvement in the communities of Corona and Riverside, California have given her great recognition. She has proven professionalism, reliability, and excellent work. On December 5th of 2006, Marcy was recognized with the Service Industry Award of Excellence by the Corona Chamber of Commerce.

In 2007, she received the Woman of the Year Award given by NAWBO-IE.

Marcy was recognized by Global Society for Female Entrepreneurs (GSFE) – California in November of 2020 and November 2023 as an authentic leader with the Global Kindness Award and she was one of the Award recipients at the 100 Successful Women in Business in March of 2021 given by the Florida Global Trade Chamber of Commerce. In July of 2021 she virtually received the SIMA-She Inspires Me Global Award – London, UK, and she was nominated to receive the Lifetime Legacy Award by the Connected Women of Influence – California 2021. In December of 2022 Marcy will be receiving a Humanitarian Doctorate from Global International Alliance (GIA) – London, UK.

Other involvement throughout her business life have been as a Director on the Board of the Corona Chamber of Commerce, President of The Leaders Club of the Inland Empire, President of TEAM-Corona, President of Soroptimist International of Corona, President of Toastmasters-4039 "Enthusiastic Embarkers" and one of the founders of Business Resource Connection.

Marcy is a Public Speaker and a Collaborator Author in three books: *"It's All About Showing Up - The Power Is In The Asking"*, *"Heart of a Woman in Business"*, and *"Corazón De Mujer"*.

Marcy Decato proves year after year to be a leader not only in her community but within her industry with her professional contributions, her charisma, and her willingness to help and educate.

OUR TEAM

Stone Angel
photography

Creative Solutions *marketing & printing*

Est. 2017

Leaving a footprint in your imagination



Gigi Mindreau-Banks

Commercial Printing, Promotional Products & Apparel

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Marcy Decato

Marketing, Graphic & Web Designer

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- [CreativeSolutionsMktg&Prnt](https://www.instagram.com/CreativeSolutionsMktg&Prnt)
- [CreativeSolutionsMarketing&Printing](https://www.youtube.com/CreativeSolutionsMarketing&Printing)

CERTIFICATIONS

DGS

CALIFORNIA DEPARTMENT OF
GENERAL SERVICES

State of California

Small Business Certification

2016751



Supplier Clearinghouse
Women/Minority Business Enterprise

AFFILIATIONS



PRINTING



PROMO ITEMS & APPAREL



BRANDING



GRAPHIC DESIGN



WEBSITE DESIGN

