



**NORTH**<sup>®</sup>  
GRAPHICS  
A WILLIAM COMBS COMPANY

# 2021

# BROCHURE



# MY JOURNEY

My name is William Combs owner of Due North Graphics. I have enjoyed designing graphics and art ever since I was 12 years old. I won awards in many art shows while in High School. My family decided to purchase my first computer in 1984 to nurture my desire to design images. It was a Tandy 1000 from the local Radio Shack in Lexington, KY very basic. During the late 1980s the only software at that time was Print Shop for Graphic work.

Move forward to 1995 I designed my first website for my parent's local am radio station. During that time Microsoft Front-page was the only WYSIWYG and coding software to help with putting a site together.

In 1998 I had the privilege to do Southern Gospel group, the Bishops website. It was used to promote their new project at that time Reach The World. This was the first major site I coded in HTML. And boy have I learned so much since then.



In 2010 Due North Graphics was born, and after talking to a great friend Donna King we came up with a name for my business. In the spring of 2010, I received a call from a local Drive-In to do their website and logo for them. That leads to more sites for several organizations and businesses and churches.

I currently have clients from all over the US. Some have been with us for over 7 years now. I am excited to see what 2021 brings to Due North.

*William Combs*  
OWNER



## DUE NORTH GRAPHICS SERVICES

YOUR GOALS INSPIRE OUR

# STRATEGY-LED DESIGN

As a creative agency, our mission is to ingeniously translate your marketing message into media that compels your audience and maximizes the potential of your resources.



**GOOD DESIGN WILL GET YOU BY.  
GREAT DESIGN CAN HELP YOU MAKE  
A GIANT LEAP FORWARD.**

ALWAYS KEEPING OUR PULSE ON WHAT'S NEXT, OUR CURIOSITY AND TASTE-MAKING KNOWLEDGE BRINGS VALUE TO BRANDS AND BUSINESSES LOOKING TO DEVELOP ENGAGING VISUAL CONCEPTS ACROSS ALL TYPES OF MEDIA.

## WEB DESIGN

Web Design has always been a core foundation of our creative agency. We specialize in different areas of web design to fulfill a wide range of needs.

- Web Design
- Marketing Collateral
- Packaging Design
- Custom Design

# BRANDING

YOUR IDENTITY. YOUR VOICE. YOUR PROMISE.

Defining or redefining how your company should be perceived is a foundational part of your marketing strategy. We develop your brand platform by clarifying the positioning in the competitive landscape, the core attributes, the message and visual assets which establish your mission, identity, personality, and an emotional connection with consumers.



# CONTENT DEVELOPMENT

PERSUASIVE CONTENT DESIGNED TO INFORM, ENTERTAIN AND ADVERTISE IN A SEAMLESS EXPERIENCE.

We develop strategic content made to support your marketing goals by understanding the purpose and relevance of what you share and how you share it. We research your audience, subject matter experts, industry influencers, topics and keywords to write optimized copy and produce engaging visual media geared to drive traffic, engagement and conversion.

- SEO focused website copy and blogs
- Social media content
- Email marketing content
- Video Scripts





# PHOTO & VIDEO PRODUCTION

The modern consumer certainly distinguishes original visuals from generic stock. We produce custom photos and videos that can be used across different channels to capture and share a sincere reflection of your brand personality.



I whole-heartedly endorse William Combs and the work he does at Combs Agency Inc. From the time I first worked with William as a DJ, I knew him to be utterly professional and a man of great integrity. When I asked him to design my website, he took time, used his incredible expertise and crafted a site that fits my business needs in every way and is s always available for updates, makes changes quickly so that my business keeps running

**WHY SETTLE FOR BASIC STOCK WHEN YOU CAN CREATE YOUR OWN UNIQUE, ORIGINAL IMAGERY?**

We specialize in creative photo editing, storytelling media fit for up-and-coming brands, as well as impactful marketing videos perfectly adapted for various types of businesses and promotional scenarios.

## TESTIMONIALS

smoothly and is always looking for new ways to help my site stay up to date and more user-friendly. William is absolutely the best Web Designer I have ever worked with, and I'm proud to do business with him and proud to call him my friend. If anyone that chooses to go with Combs Agency will have made a great choice for their business!



Jan Puryear of  
Jan Puryear Promotions  
Owner



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In 2011 I bought a rental property to supplement for early retirement. For 8 years now own over 80 rentals units and 200 self-storage units in Montgomery County. One of the hurdles for filling vacant units was with marketing and creating a brand on social media. I knew I needed a logo and a website. I wanted a logo and site that would appeal to my client base.

Garrett Murphy  
DGM Rentals  
Owner



Burton Community Church is a small church in rural Kansas. We needed someone to create a website that was familiar with small churches and could help us understand what would look best on the site and how to market the site. William with Due North Graphics did just what we asked and went above and beyond to help us understand, use the website and get online donations set up. We highly recommend his company!



Missy Lisenby Ducimetiere  
Burton Community Church

When my board of directors told me our ASAP board needed a website, facebook, and a twitter account...all at once, well, frankly I almost panicked. Combs Agency walked me through the process, helped me see "first things first." Our website is doing everything we hoped it would and more. People are finding it and I have no idea how.

Scott Turner  
Chairman of the Board



I have worked with James William Combs from Due North Graphics on several projects now. He is knowledgeable, easy to work with, and strategic in his approach. He does quality work in a timely manner. Will is a good listener who tries to address his client's every concern. We work well together, developing web programs and social media strategies and researching industries to maximize profits and attract new customers for clients. You can tell that Will enjoys himself and takes pride in his work.



Janice Odom  
Minister





DUE



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