



ASTUTE GRAPHICS

WHO WE ARE

JULY 2023

COMPANY

ASTUTE GRAPHICS LEADS THE WAY IN DESIGNING IMAGINATIVE AND INNOVATIVE TOOLS FOR VECTOR DESIGNERS.

We aim to bring the fun back to drawing with our cutting-edge design software, boosting creativity, significantly saving time and making it easier for our customers to meet tight deadlines and make on the fly changes. Time is money and our range of software has been proven to speed up a designer's workflow:

- Work 150 days in Illustrator each year? With Astute Graphics, you can save yourself more than \$8,500 USD based on averages each year.
- At \$100 per hour*, you've saved yourself \$58 every day. By the start of the 3rd day, you've paid off the yearly subscription.
- The average (mean value) time saving = 35 minutes per customer per day.

*Based on the independent Benchmark survey (2019) for design agencies under £1M turnover, 2019.

Our tools are now an industry standard used by freelancers, SMEs and large companies alike. So recognized are our plugins now that in October of 2016 we were invited to San Diego to speak at the Adobe MAX creativity conference. We serve a wide range of design markets ranging from graphic design, fashion, gaming, film, web, apparel and branding. MTV, Adidas, Samsung, Pixar, Ogilvy, HM, Dreamworks, Disney, Nike, Microsoft and Apple are among the large companies using our plugins.

Established in
2006

200,000+
designers using our tools

Pay for themselves in
3 days

With a well-established reputation we have forged strong alliances with high profile designers and authors and key partners such as Adobe and Wacom. The business is driven by a tight team of dedicated, creative and resourceful employees with a passionate commitment to continuously enhancing your design workflow. Our time is invested in finding out what you really need and working to bring out a steady stream of releases each year. We aim to deliver a first-class customer journey from start to finish, priding ourselves on providing customer support for any questions that our customers may have, be they simple or technical.

TRAINING

EXPERT TRAINING AND SUPPORT

Understanding standard Adobe Illustrator is critical in knowing how the Astute Graphics suite of creative and professional tools improve both creativity and workflow with individuals and teams. In our experience, we have found that certain areas require different types of training dependent on industry and available software.

We recommend the following levels of a training workflow. Members of teams may have different levels of expertise, so we suggest reviewing the following recommendations to help get the most from Astute Graphics' tools.

- Free learning material: written blog posts, videos and webinars
- Bespoke training provided to companies with 600+ designers
- Established YouTube channel with over 800 videos
- Free texture packs, graphic styles and brush sets for customers
- Dedicated training team

CLIENTS

JUST A FEW OF OUR CURRENT CLIENTS



QUOTES

If Batman was a designer, your tools would be on his belt.

Von Glitschka

Designer, Author, Trainer

I don't know what I'd do without them now. They've shaved time off my workflow and opened new geometric doors!

Aaron Draplin

Designer, Draplin Design Co.

They are crazy good. The best plugins for any Adobe app I've ever encountered.

Mike Rankin

Editor, CreativePro

There are so many time saving tools to choose from. Honestly I'd buy it just for the one click 3D block shadow tool.

Amy Hood

Co-Founder, Hoodzpah Design



ASTUTE GRAPHICS

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