

Collateral package

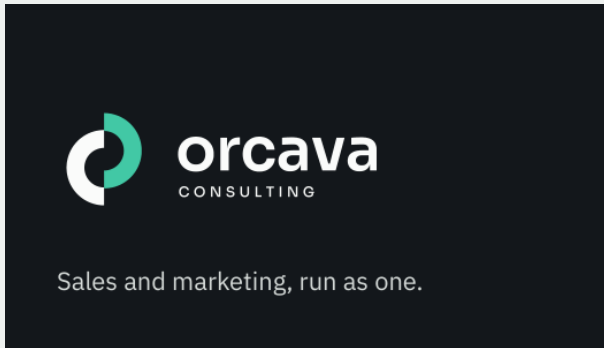
Every piece Orcava needs to follow up after a LinkedIn visit or a referral: stationery, a one-pager, a capability brochure, a case study template, a presentation template, an email signature, and a LinkedIn kit.

Draft for your review. Nothing prints until you approve it.

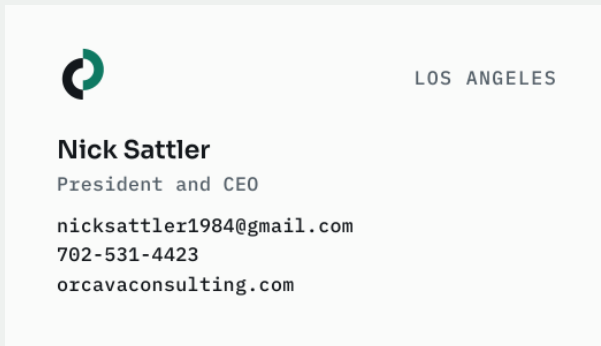
PIECE	FORMAT	FILES (03-COLLATERAL/)	OPEN FIELDS
Business card	3.5 x 2 in, front and back	print/business-card_print-cmyk	None
Letterhead	US Letter and A4	source/letterhead-*.docx, print/letterhead-*	None. Date and recipient are letter fields
#10 envelope	9.5 x 4.125 in	print/envelope-no10_print-cmyk	Add your mailing address
Email signature	Table HTML, inline styles	email/email-signature.html	Ready
One-pager	US Letter	print/one-pager_print-cmyk, screen/one-pager_screen	Room for a client result once you name one
Capability brochure	4 pages, US Letter	print/brochure-4pp_print-cmyk, screen/brochure-4pp_screen	Confirm how engagements run
Case study	Template only	print/, screen/case-study-template	Ready for your first client story
Presentation template	.pptx, 16:9, 8 layouts	source/presentation-template.pptx	Ready to use
LinkedIn kit	Logo 400, company cover, personal banner	social/	Ready to upload

Stationery

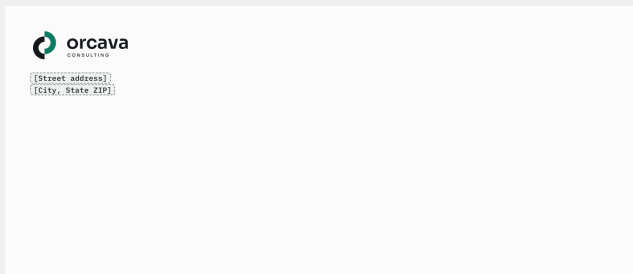
CARD, LETTERHEAD, ENVELOPE



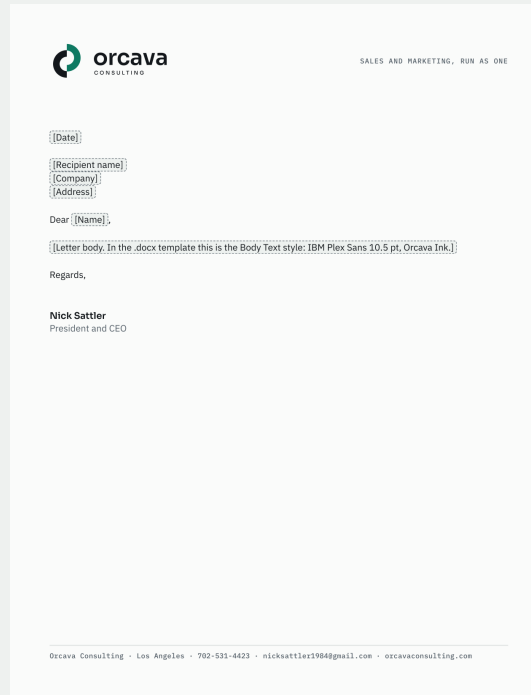
Card front, 3.5 x 2 in



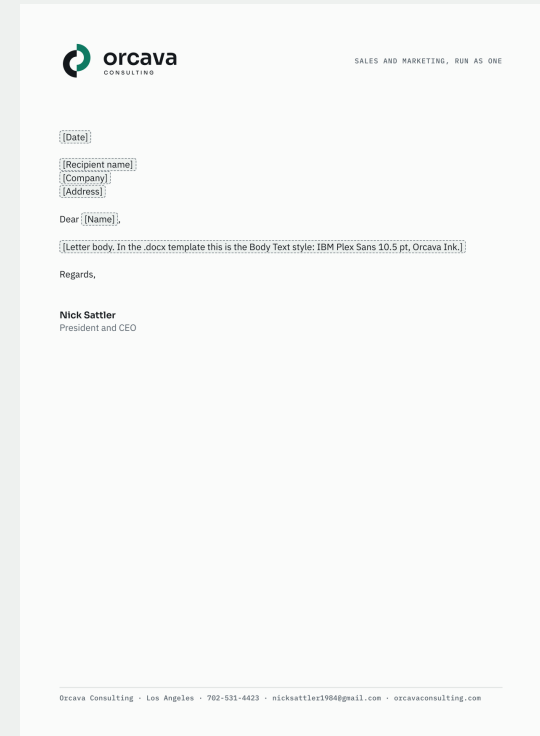
Card back



#10 envelope



Letterhead, US Letter



Letterhead, A4

One-pager and capability brochure

LEAVE-BEHIND AND FOLLOW-UP EMAIL ATTACHMENT



CPG • MANAGED SERVICES • FITNESS

One accountable partner from first click to closed deal.

Without hiring a CMO, a VP of Sales, and three agencies.

THE PROBLEM

Revenue leaks at the handoff.

Most mid-size companies buy marketing from one place and sales help from another, and the handoff between them is where revenue leaks.

HOW IT WORKS

A senior lead owns the plan. An established network of contractors and service providers fills the gaps a growing company cannot staff alone.

WHO IT IS FOR

Owner or CEO

One partner accountable for pipeline, without a new department.

Marketing lead

A plan and the specialists to carry it out, measured by qualified conversations.

Sales leader

Leads your team can close, and training built on what the market is saying.

WHAT CHANGES

Pipeline you can trace

Lead generation, paid search, SEO, and paid social measured by qualified conversations, not traffic.

A bench, not a hire

Specialists brought in for the gap you have now.

Fix the funnel you already paid for

Landing pages, conversion testing, and UX before more ad spend.

Sales and marketing on one plan

Marketing sales can close, and sales training built on what marketing learned.

HOW ENGAGEMENTS RUN

Every engagement starts with a discovery call. Then a defined project, ongoing leadership with specialists from the network, or sales training for your team.

Book a discovery call with Nick Sattler

nicksattler1968@gmail.com
762-631-6423 | orcavaconsulting.com



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Sales and marketing, run as one.

Orcava runs sales and marketing on one system for mid-size companies, so the handoff between them is where the sales team can close.

Brochure, page 1

THE PROBLEM

Revenue leaks at the handoff.

Most mid-size companies buy marketing from one place and sales help from another, and the handoff between them is where revenue leaks.

Orcava Consulting puts one senior lead over both. We plan the demand generation. By the pages that close it, and over the team that closes it. When a gap needs a specialist, we bring one from our network instead of asking you to hire.

WHO WE WORK WITH

FOR THE Owner or CEO

One partner accountable for pipeline, without a new department.

FOR THE Marketing lead

A plan and the specialists to carry it out, measured by qualified conversations.

FOR THE Sales leader

Leads your team can close, and training built on what the market is saying.

ANY ORCAVA

Most firms in this space sell marketing leadership only. Orcava runs sales and marketing as one system and carries out the work through its network.

Page 2

BEST WE DO

From first click to closed deal.

Pipeline you can trace

Lead generation, paid search, SEO, and paid social measured by qualified conversations, not traffic.

Sales and marketing on one plan

Marketing sales can close, and sales training built on what marketing learned.

A bench, not a hire

Specialists brought in for the gap you have now.

Fix the funnel you already paid for

Landing pages, conversion testing, and UX before more ad spend.

SERVICES, BRIEFED

Demand and lead generation	Paid search, SEO and video SEO, paid social across Google, Bing, Meta, Pinterest, Instagram, and TikTok, influencer strategy.
Conversion	Landing page optimization, conversion testing, UI and UX optimization, B2C and B2B e-commerce marketing, reputation and brand management.
Sales	Sales training, backed by experience in sales and business operations.

Page 3



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Every engagement starts with a discovery call about where leads and deals stall. From there, the work runs one of three ways: a defined project that fixes one part of the funnel, ongoing sales and marketing leadership with specialists added from the network as gaps appear, or sales training for the team that closes.

Book a discovery call with Nick Sattler

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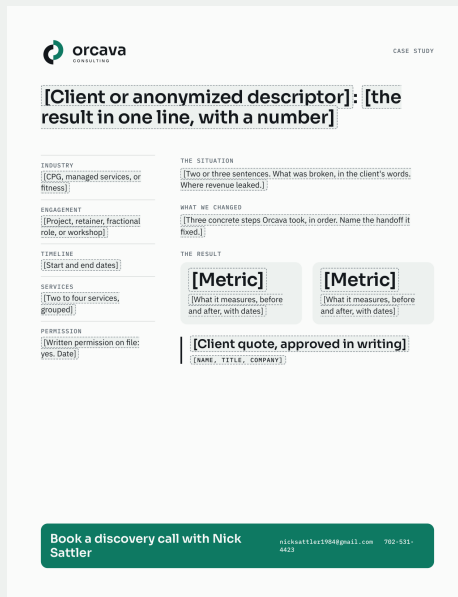
Page 4

One-pager

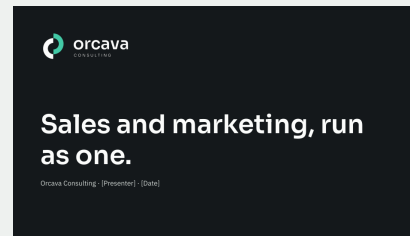
The one-pager leads with Orcava's promise: one accountable partner from first click to closed deal. Once you name a client result, it joins both pieces. The brochure runs four pages because Orcava sells through conversations rather than events.

Case study and presentation template

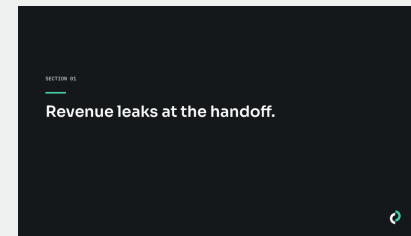
.PPTX WITH EIGHT NAMED LAYOUTS



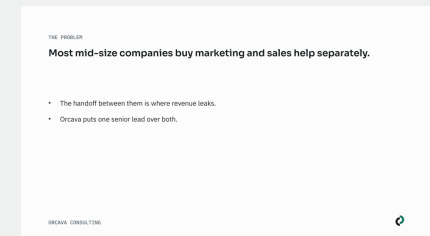
Case study template (no real case yet)



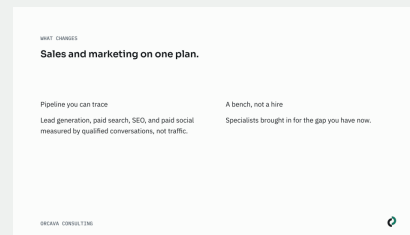
Title



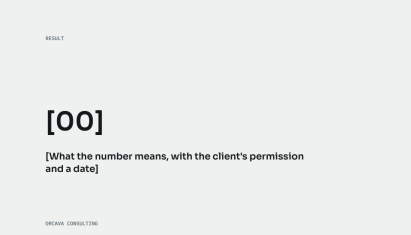
Section



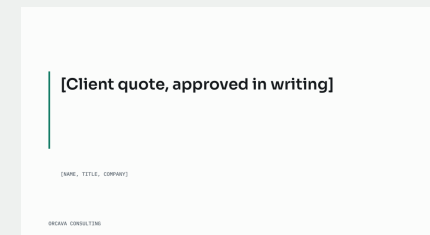
Content



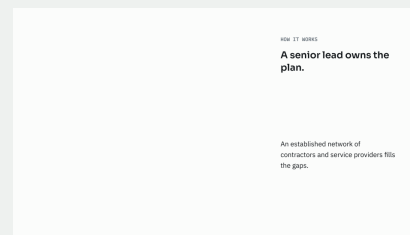
Two column



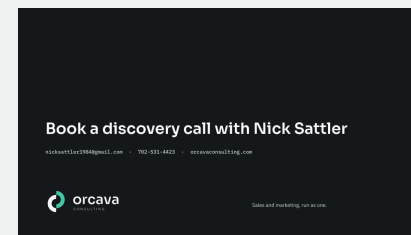
Stat



Quote



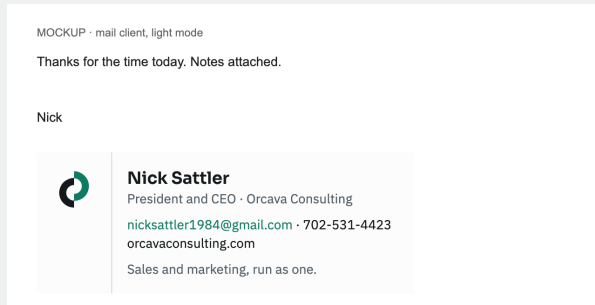
Image



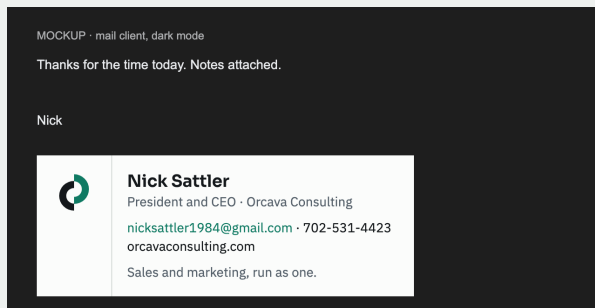
Closing

Email signature and LinkedIn kit

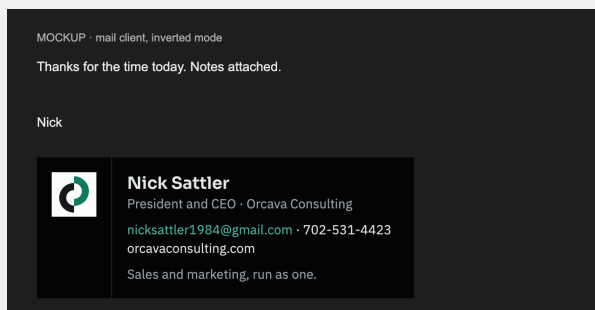
MOCKUP FRAMES ARE FOR REVIEW ONLY



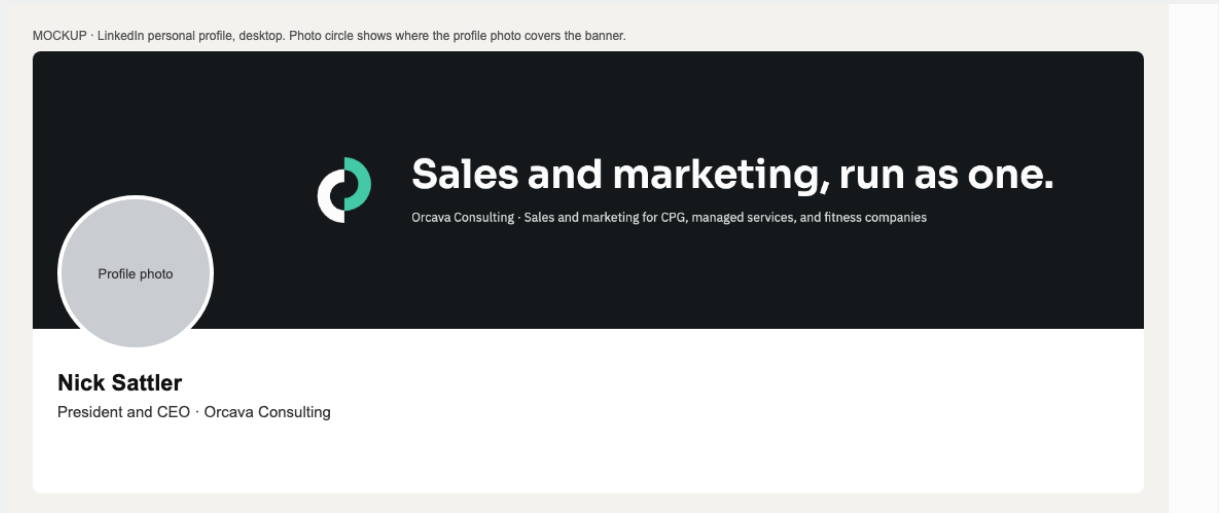
Signature, light client



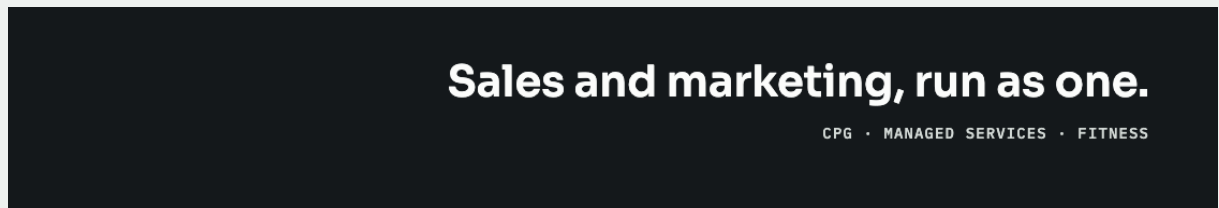
Dark client keeps colors



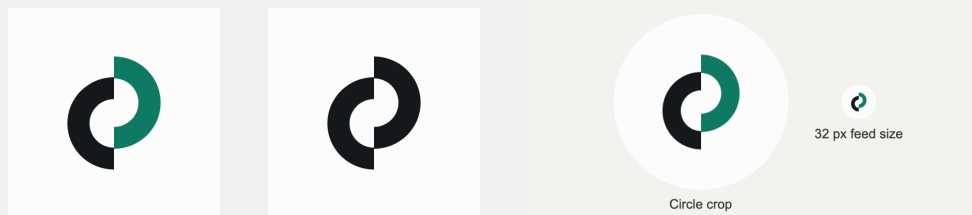
Dark client inverts colors



Personal banner, 1584 x 396, shown under the profile photo



Company page cover, 1128 x 191



Company logo, two-color and one-color, with circle crop check

Print assumptions and open fields

READ BEFORE SENDING ANYTHING TO PRINT

1. Colors are the CMYK values in brand-profile.json, converted from RGB with Ghostscript's default profiles. Confirm every value with the printer and ask for a hard proof before any run. The on-screen check showed Handoff Green within 2 points of #0F7A63.
2. Print files carry 0.125 in bleed where color runs to the edge (card, one-pager, brochure, case study). Letterhead and envelope print on white stock with no bleed. Crop marks and a slug line sit outside the bleed.
3. Live text sits at least 0.25 in inside the trim. Fonts are embedded as subsets: Sora SemiBold, IBM Plex Sans, IBM Plex Mono (SIL OFL).
4. Vector artwork stays vector in the PDFs. No raster images are used in print files, so 300 dpi applies only if a photo is added later.
5. The brochure is supplied as four single pages. The printer imposes them as a folded 11 x 17 sheet.
6. The .docx and .pptx files name the brand fonts but cannot embed them. Install Sora and IBM Plex from Google Fonts on any machine that edits them, or turn on font embedding in Word or PowerPoint before sending.
7. The email signature logo needs a public https URL. It can live on orcavaconsulting.com once the site launches.
8. LinkedIn sizes were checked on 09/28/26: profile photo and company logo 400 x 400, personal banner 1584 x 396 with a centered 1350 x 220 safe zone, company cover 1128 x 191.

WHAT WE STILL NEED FROM YOU

- Your pick of logo concept and tagline
- Your mailing address, for the envelope
- One client result you can name, with permission
- Any corrections to how engagements run