

CLIENT DELIVERABLE

Cutting Edge Graphix

Brand & Store Plan

Prepared by NLT Labs for the shop's first webstore

A standalone mark and a complete brand system

Priced catalog, including the work that was never priced

A storefront on Shopify, operated by NLT's agent fleet

An online-presence plan a one-person shop can actually run

AUDIENCE Cutting Edge Graphix · Mountain Home, Idaho

Executive summary — the whole plan on one page

Cutting Edge Graphix is a working print and fabrication shop in Mountain Home, Idaho with paying customers and no web presence. NLT Labs is building its first storefront on Shopify, run by NLT's agent fleet, with a new brand system, a fully priced catalog (including the wraps and signage the shop had never priced), an AI image studio for product photography, and an online-presence plan a one-person shop can run. **As of 18 August 2026 the Shopify store exists and is provisioned; the store goes live in stages, stock designs and drinkware first, well before the November–December peak.**

Topic	Where it stands	Detail
The business	7 product lines, 4 customer segments; B2B is at least half the work; military heritage boards are a real, defensible niche	§01
The brand	Blade-C mark, purple lockup, 189-file logo pack delivered; light theme; measured contrast	§02
The name	No legal conflict found (public trademark indexes checked 18 Aug); handle collision solved by cegraphix208 ; Idaho state trademark recommended	§02
Prices	Cornhole ladder \$269 / \$349 / \$479 / \$549 (provisional on D6); tumblers to \$24–26; wraps from \$2,495; decals \$12–14/sqft; new products on existing gear	§03
The store	Three product classes: stock (cart), personalized (configurator), commissioned (quote — never listed). Store created 18 Aug on Basic; provisioning done; images, catalog, custom paths, go-live remain	§04, §06
Images	AI image studio: existing photos matted and composited, new heroes rendered from the shop's own artwork files, lifestyle scenes generated — printed artwork never altered; no reshoot required	§06
Being found	Google Business Profile first, then Facebook/Instagram, then video. Free tier covers everything at launch; Buffer free (3 channels) for scheduling; paid tools only when volume justifies	§05
Costs to the shop	Shopify Basic \$1/mo × 3 then \$39/mo; domain \$0 for now (cegraphix.nltlabs.ai); Idaho ABN \$25, state trademark \$30/class; ACL certification TBD; Boise State crafter's license low-cost	§06
Decisions we need	Payments setup, sales-tax permit, Google profile, claim handles, bags-in-set (D6), wrap/signage sheet (D2), ACL call (D3), 366 FSS supplier (D4), returns policy, tagline	§06
Timeline	Store live in stages: stock + drinkware first (target 1 Nov), configurator and quote path next, wraps and signage sheet published day one	§06

How to read this document. Every price and cost traces to a named supplier or competitor; every recommendation carries a link or the steps to act on it; every open item says who owns it. Where something could not be verified, the plan says so. Sections 01–06 carry the detail behind each row above.

Where the shop is, and where this plan takes it

27 SHIPPED-WORK PHOTOS REVIEWED the shop's real portfolio	\$0 WEB PRESENCE TODAY no site, no Google profile, no social	\$2,495+ TRAILER WRAPS, NOW PRICED highest-margin line, previously unpriced	189 BRAND ASSETS DELIVERED one regenerable logo pack
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Cutting Edge Graphix is an operating print and fabrication shop with paying customers, real equipment, and a portfolio of shipped work — and no web presence of any kind. This document is the plan for a live storefront, the brand system that goes on it, the prices it should carry, and the channels that bring customers to it. Every number in it traces to a named source; where a source could not be found, the plan says so rather than guessing.

Key findings

The business is bigger than its price list. Five SKUs were priced; the photos show wraps, rigid signage, decals and lettering — the highest-margin work in the shop — with no price at all.	Margin lives in the ladder, not the base price. \$300 for a cornhole set is at market. Publishing the accessory ladder moves average order value to roughly \$395–420 with no base-price change.
The military niche is real and already shipping. A 428th Fighter Squadron pair and a 1/5 Marines board are in the portfolio. It is the one lane a national printer cannot serve — and the one that needs the strictest rules.	Local beats national on three things, structurally. No minimums (national minimums are 125–250), no setup fees (\$30–60 nationally), and one invoice for a mixed order. The store is built to say those three things everywhere.

The one thing to do first Publish the wrap, signage and decal price sheet on the new store. No competitor within 50 miles does. Everything else in this plan is downstream of that.

01

The business as it is

What the portfolio shows, not what the brief said

The 27 photographs the shop supplied are its real catalog. Grouped by what the work actually is, they show seven product lines across four customer segments — and three of those lines have never had a published price.

Line	How it's made	In the portfolio	Priced today
Cornhole board sets	Full-surface print on wood, sealed	13 photos, 6 art programs	\$300
Tumblers 20 oz, incl. Bluetooth-speaker base	Sublimation	4 photos	\$40 / \$20
Mouse pads	Sublimation	1 photo (business logo)	\$10
Vinyl banners 13 oz	Large-format print, hem + grommet	2 photos, on fences	\$6.50/sqft
Rigid signage	Print on ACM / coroplast	1 photo (MX park)	no price
Trailer / vehicle wraps	Wide-format print + laminate + install	2 photos	no price
Decals, lettering, magnetics	Vinyl cutter	implied by wraps + signs	no price

Who buys, by evidence

Segment	Seen in the portfolio	What the store must give them
Local businesses	Plumber, junk removal, lawn & sprinkler, aggregates, resort, magazine, MX park — at least 9 of 27 jobs	A quote path and one invoice for mixed orders
Military units & booster clubs	428th FS 'Peace Carvin V' pair; 1/5 Marines 'White Horse Company'	A personalization lane and a unit-orders page — never a public insignia listing
Weddings & families	'Mr & Mrs Beck', 'Casa de Klein'	A configurator; listings live by March — buyers search 4–6 months out
Walk-in retail	Idaho plate, Bigfoot flag, 1776, campfire, sea turtle	Stock designs — the only lane that scales without design labor

Mountain Home is bigger than it looks

The base orbit is roughly 17,655 people — 3,173 active duty, 3,900 dependents, over 10,000 retirees, and 582 civilians. The retirees are the under-served half: they stay, they buy squadron memorabilia, and they are not on a PCS clock.

02

The brand

A single mark that stands on its own

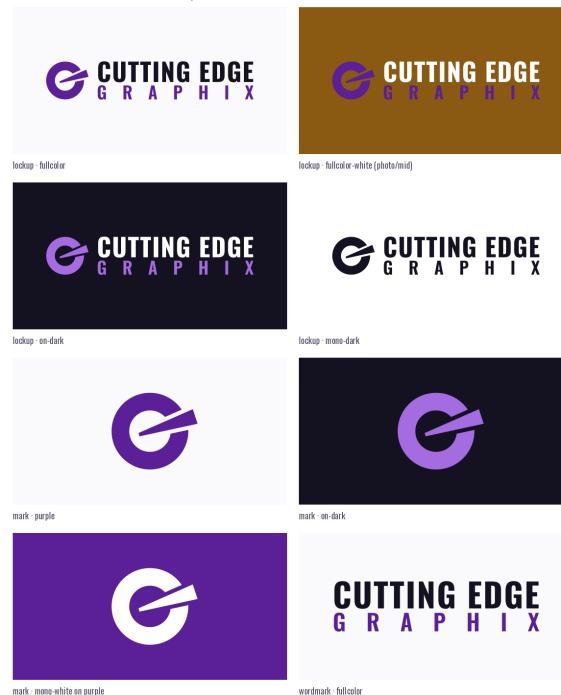
The shop already owned two real assets: its purple, and the diagonal edge through its old badge. The new identity keeps both and drops everything that stopped the badge working as a system — the container, the three-line stack, and the phone number baked inside the logo.



The lockup: the Blade-C mark with the two-line wordmark — CUTTING EDGE over GRAPHIX, the stack sized to the mark. Oswald 700 and Oswald 600 in brand purple.

The mark is a thick ring severed by a tapered blade. The ring is the C of Cutting; the blade is the Edge; the severed ring is the cut. Two shapes, no container, no text, no gradient. It is drawn from eight numbers, so it regenerates exactly at any size — a favicon at 16 px or a trailer at 4 ft — and it will never need to be redrawn.

CUTTING EDGE GRAPHIX — logo pack



The pack: marks, lockups and wordmark in every colourway the store, print and social channels need.

Colour

The primary purple was measured from the shop's existing logo, not chosen. It happens to be unusually well-behaved: 10.03:1 against white in both directions, so one colour serves as link text and as a button with a white label. On dark grounds it lightens to a violet so it still reads.

Role	Value	Use
Brand purple	#5B1F98	Buttons, links, the mark on light grounds
Violet (on dark)	#A56BE1	The mark and GRAPHIX on dark grounds
Ink	#141221	Body text, headings, dark ground
Ground	#FAF9FC	Page background — a whisper of purple, not pure white
Brass	#8A5A12	Secondary accent — the squadron-crest gold

What the shop receives

- Marks, lockups and wordmarks as SVG and PNG (256–4096 px) in six to seven colourways
- Favicon set 16–512 px, .ico, and maskable app icons
- Print-ready PDF and EPS vectors, plus 6000-px print bitmaps
- Web exports (WebP/AVIF) and social covers sized for Facebook, YouTube, X, Etsy and Google Business Profile
- The purple social avatar — the one file every profile uses
- A brand style guide, a brand-symbols reference, and a clear-space specification
- The heritage shield badge, archived and dated, for continuity with boards and trucks already made

The company name — where it stands

There is no legal problem with the name that we could find. What the plan flagged earlier is a collision, not a conflict: other print shops already hold the obvious handles and domains (cuttingedgegraphix on Instagram, TikTok and Facebook — Calgary, Louisiana, South Carolina; cegraphix — a UK merch printer). That is why the handle is cegraphix208. It is a discoverability problem, and the handle solves it.

What was checked (18 August 2026). Public US trademark indexes for "Cutting Edge Graphix" and "Cutting Edge Graphics" in printing, signs and apparel decoration: no live federal registration was found. The closest same-category mark, CUTTING EDGE SIGNS & SHIRTS (serial 85692350, printing and sign lettering), was abandoned in 2013. The many other CUTTING EDGE registrations are in unrelated fields (banking, tools) and do not touch a print shop.

Why the risk is low — and why the same fact limits protection. "Cutting Edge Graphics" is a descriptive, widely used phrase; the shops that share it are each local, none operates in Idaho, and the shop's own years of use in Mountain Home give it common-law rights in its own trading area. That same descriptiveness means the words alone are hard to own nationally. The protectable identity is the Blade-C mark and the cegraphix208 handle — which is exactly where this plan puts the brand.

- **Do now:** confirm the Idaho Secretary of State entity or assumed-business-name reads exactly "Cutting Edge Graphix" — search and file at sosbiz.idaho.gov (assumed business name \$25, 7–10 days). Shopify Payments will ask for it anyway
- **Cheap insurance:** an Idaho state trademark on the name and on the Blade-C mark — sosbiz.idaho.gov, Trademark/Service Mark application, \$30 per class, one specimen of the mark in use

- **Before any national push:** a proper USPTO clearance search (uspto.gov/trademarks/search) and consider a federal application on the Blade-C design mark rather than the words
- **Not legal advice:** this is a documented check of public sources, not counsel's opinion. The third-party trademark rules for customer artwork (military insignia, brands) are a separate matter and unchanged

03

Prices

Hold the base, build the ladder, price the work that was never priced

\$375 NEAREST LOCAL CORNHOLE COMP TLG Boise, 'from'	\$2.79 20 OZ TUMBLER BLANK case of 24	125 NATIONAL MOUSE-PAD MINIMUM CEG's is 12	\$0.28 BANNER SUBSTRATE PER SQFT 13 oz scrim
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Cornhole — three tiers and an accessory ladder

Tier	Price	Build
Backyard	\$269	1/2" top, printed wrap + clear, 8 standard bags, 2-3 weeks
Gunfighter	\$349	3/4" birch, full-surface print + UV clear, stick-n-slide bags, personalization included
Tournament	\$479	18 mm Baltic birch, ACL-spec, premium finish, logo bags, case, LED ring
Tournament ACL Elite	\$549	As above with the ACL Elite stamp — once certified (mandate 1 Oct 2026)

Accessories, at prices competitors already publish: logo bags +\$45 · score stand +\$75 · LED lights +\$30 · carrying case +\$30 each · wraps-only for existing boards \$65-99 · 10+ sets -\$10/set · 72-hour rush +\$75. At realistic attach rates the average order moves from \$300 to roughly \$395-420 with no base-price change.

The other lines

Line	Today	Recommended	Why
Plain 20 oz tumbler	\$20	\$24-26	Blank \$2.79; market band \$20-40. The most underpriced item in the shop.
Speaker tumbler	\$40	Hold locally; bundle online	A national shop sells a comparable at \$32.
Mouse pads	\$10 flat	1 \$10 · 12 \$8.50 · 48 \$6.50	Above ~50 units a flat \$10 loses the account.
Banners	\$6.50/sqft flat	Small \$8 · mid \$6.50 · large \$5.50 · \$45 minimum	Price the job, not the square foot.
Trailer wraps	unpriced	6×12 \$2,495 · 7×16 \$3,295 · 8.5×20 \$3,995	Market \$10-18/sqft installed; the shop's highest-margin work.
Vehicle lettering	unpriced	Doors pair \$395 · full package \$545 · USDOT set \$95	Install is the product.
Rigid ACM signs	unpriced	\$18/sqft, \$95 min — 24×36 \$110, 48×96 \$495	ACM stock is \$2.01/sqft.
Yard signs 18×24	unpriced	1 \$34 · 10 \$17 · 25 \$13 · 50 \$10.50	Win 1-25 on same-day; 100+ only inside a bundle.
Cut vinyl decals	unpriced	\$12/sqft, \$25 min · printed \$14/sqft, \$30 min	80-90% margin — the best in the shop.
Magnetic signs 12×24	unpriced	\$95/pair	The 'can't afford a wrap yet' upsell.

Ten things to add — all on existing equipment

- Trailer and vehicle wraps, priced (above)
- Die-cut decals, stickers and lettering — 80-90% margin
- Magnetic vehicle signs, \$95/pair
- Yard-sign bundles for realtors, events and contractors
- Custom apparel via outsourced DTF transfers — tee \$26-32, hoodie \$52-60, no new printer
- Sublimated small goods: license plate \$22, koozie \$9 (4 for \$30), pet tag \$14
- A real-estate agent sign program — \$995/yr kit, seasonal reorders
- 30 oz (\$28) and 40 oz (\$34) tumblers
- Cornhole wraps-only for boards the customer already owns — \$99/set, ships flat
- Q4 ornaments — \$16, three for \$42

Bundles that raise the average order: New Business Starter Kit \$949 · Wedding Package \$449 · Squadron / Unit Kit \$1,149 · Real-Estate Agent Kit \$995/yr · Event Sponsor Package \$1,150 · Contractor Fleet Kit \$1,295.

04

The storefront

Sell stock designs, take personalized orders, route custom work to a quote

The store is built on Shopify — checkout, payments, taxes and customer accounts are Shopify's — with a custom storefront and NLT's agent fleet operating it day to day: a daily store-health digest, drafted replies for the inbox, a listing pipeline with brand and claims checks, and content-calendar drafts. Nothing publishes, sends money, or replies to a customer without a person approving it.

Three kinds of product, three paths. Stock designs go in the cart. Personalized items get a configurator — name, unit text, date, your own photo. Custom work — wraps, large signs, bulk orders, customer-supplied art — goes to a quote and an invoice.	Customer-supplied brands are never listed publicly. Coors, Monster, a squadron crest — the shop can make them on a written work order; the store will never show them for sale. This protects the shop; military insignia in particular carries federal exposure.
Real photos, honestly presented. Product photos are real photographs of the actual item. Backgrounds are replaced and lighting adjusted; the printed artwork is untouched — checked automatically before anything is published, and signed with a provenance record.	Two pages a local shop needs that most stores lack. A quote page with a photo upload and a same-day written quote, and a unit-orders page for squadrons and booster clubs with quantity breaks and a stated turnaround.

05

Being found

Google first, then Facebook, then the camera

The plan is sized for one person, one hour a day, four days a week — about five hours weekly plus a monthly batch. It starts before the website is finished, because Google Business Profile verification takes days and the first 25 reviews are already earned by jobs the shop has completed.

Channel	Verdict	When	What it does for the shop
Google Business Profile	Yes — first	Week 1, before the site	Where local search actually happens; product tiles link to the store
Reviews	Yes	Week 1, forever	A QR on every receipt; the first 25 from work already done
Facebook Page + Marketplace + local groups	Yes	Week 2	Where a cornhole set sells this month; Marketplace has a Mountain Home AFB geo
Instagram Reels + Shopping	Yes	Week 3	The satisfying process — printing, pressing, wrapping — is the proof asset that closes B2B and weddings
Nextdoor, TikTok, email, Apple/Bing/Yelp	Yes	Weeks 5–8	Light touch; repurposed clips; automated review requests
Pinterest, Chamber, Air Force Appreciation Day, MX/rodeo, 366 FSS sponsorship	Yes	Weeks 9–12	Weddings discovery; the sanctioned way onto base is sponsoring an FSS event in kind
YouTube	Later	Month 3+	One build video a month; Shopping needs a higher Shopify plan
Etsy	Conditional	Month 4–6	Original-art wedding wraps and the speaker tumbler only — Etsy's 2026 rules require the seller's own design
X, eBay, Walmart, paid wedding directories	No	—	Claim the X handle; don't post

Tools: what is free no matter what, and when to pay

Tier	What	Cost	Use it for
Free, always	Google Business Profile (posts, products, reviews) · Facebook Page + Instagram Business with Meta Business Suite scheduling · YouTube channel · Nextdoor business page · Pinterest business (Shopify app) · Shopify Email (free tier) · the store's own /pages/links	\$0	Everything at launch. These are the channels; nothing here needs a subscription
Buffer free	One queue for up to 3 channels, 10 posts queued per channel (rolling)	\$0	Recommended 3: Google Business Profile, Instagram, Facebook Page — the local trio in one place
Buffer Essentials	Unlimited scheduling, analytics, first-comment, hashtag manager — priced per channel	\$5–6 per channel per month	Only when TikTok, Pinterest and YouTube post often enough to need a queue (about \$30/mo for 6). Not before
Paid, later	Shopify Email above the free tier · Google Ads for 'cornhole boards Boise' · boosted Facebook posts · YouTube Shopping (higher Shopify plan)	Varies	After the first 25 reviews and a live catalog — spend follows proof, not the other way round

The handle: options, and the recommendation

Option	For	Against	Verdict
cegraphix208	Short; Idaho area code matches the phone; reads local to every airman; free of the collisions	Needs the '208' explained once	Recommended
cuttingedgecgraphix208	Full name, unambiguous	Long on a truck door and a tumbler; three shops already own the base name	Fallback if the first is taken anywhere
cegraphixidaho	Says where you are	Longer; 'Idaho' is generic in a state full of print shops	Third choice
cegraphixmh	Mountain Home in two letters	Nobody outside the base reads 'mh'	No
cegraphix	Shortest	Held by a UK merch printer in the same category — permanent confusion	No

Availability of the 208 handles could not be confirmed headless (Instagram shows a login wall for unknown names); claim all of them in one sitting before anything is printed.

One name, everywhere

The shop's name is shared by other print shops on Facebook, Instagram and TikTok, and the .com has belonged to a Calgary shop since 2012. The recommendation is to anchor on Idaho's area code: **cegraphix208** as the handle on every platform. The store will live at **cegraphix.nltlabs.ai** for now — no domain to buy or wait on — with a shop-owned domain such as cegraphix208.com available to switch to later.

06

What happens next

Six phases, each gated on the one before

Phase	Work	Done when
Decide & claim	Handle and domain decided; Shopify store created (18 Aug). Still to do: claim every profile in one sitting; start Google verification	Every profile claimed; verification clock running
Stamp	Provision the store from the brand and intake documents — under way 18 Aug	Store shell live; brand system applied and contrast-checked
Imagery	AI image studio — no reshoot: matte and composite the 27 existing photos, enhance the weak ones, render new heroes from the shop's own artwork files, generate lifestyle scenes; automated artwork-integrity check; sign	20+ publish-grade product images, artwork pixels untouched
Catalog	Load stock designs first, then the price sheets and accessory ladder	Products load cleanly; prices published
Custom paths	The configurator and the quote page	A personalized order and a quote both complete end to end
Live	Payments verified; proof pages with permission; launch	A real order through real checkout

Where we are — 19 August 2026

The Shopify store exists (Basic plan) and the review build is live: three cornhole sets at the plan's Backyard price, each with a real photo of your work, a made-to-order path, a quote form for the bigger jobs, and the links and unit-orders pages. The handle is cegraphix208 and the store will answer at cegraphix.nltlabs.ai once you have signed off. Nothing below needs the store to be finished — every item can start this week.

How to review the site

Address: cutting-edge-graphix-abae319eb11fde47a6e7.o2.myshopify.dev — private, so it asks for a Shopify sign-in; use the one-click share link we send with this plan, or the store's Shopify login. What is deliberately not live yet: payments and checkout, the custom domain, public visibility, customer sign-in, and sales tax — all sequenced after your sign-off. The home-page words are a first draft from the positioning line above; the three prices are provisional until the bags question (Q4) is answered. Reply to the message or book the 20-minute call; we record every answer against the eight questions.

What we need from the shop

• **Shopify Payments** — store admin → Settings → Payments → Activate Shopify Payments (business EIN or SSN, a US checking account, ID check). Requirements: help.shopify.com/en/manual/payments/shopify-payments/supported-countries/united-states/requirements. Nothing sells until this clears; it is the longest lead item

- **Sales tax** — Idaho seller's permit is free at tax.idaho.gov/ibr (10-15 business days online); then store admin → Settings → Taxes and duties → United States → add Idaho so tax is collected automatically
- **Google Business Profile** — business.google.com → Add your business → name exactly 'Cutting Edge Graphix', category Sign shop / Print shop, service area Mountain Home → choose video verification (walk the camera through the shop and the equipment). Start this week; the profile goes live before the site does
- **Claim cegraphix208** on Google, Facebook, Instagram, TikTok, Pinterest, YouTube, Nextdoor, Etsy and X in one sitting (see the options table in §05); we send the exact list with sign-up links; if any platform refuses it, use [cuttingedgegraphix208](https://cuttingedgegraphix208.com) there
- **Do the bags come with the \$300 set?** — this decides whether bags are an add-on and whether the price ladder is final
- **Wrap and signage prices** — get written vinyl-roll quotes from Grimco Boise (grimco.com, Boise branch) and Fellers (fellers.com) and confirm the drafted sheet against them before publishing
- **ACL certification** — read the equipment guidelines at iplaycornhole.com/about/acl-information/equipment-bags-boards (State and higher events require ACL-approved boards from 1 October 2026), then contact ACL through that page for the manufacturer program and fee schedule; it gates the two top tiers only
- **366 FSS authorized supplier** — start at mountainhomefss.com/sponsorship-advertising (commercial sponsorship, in-kind accepted) and ask the FSS marketing office about the merch channel out of Bldg 2610; the single most valuable business-development call of the year
- **Boise State** — two doors: the Crafter's License for Idaho makers selling at fairs, markets and Etsy (boisestate.edu/licensing/licensing-program/crafters-license, request form plus a product sample), or the retail license through CLC for store sales (boisestate.edu/licensing/licensing-program). Start with the crafter's license; it is the low-cost test
- **Returns** — confirm the policy per product type: stock designs returnable, personalized and commissioned work replaced only for defects
- **A tagline** — none adopted; pick one or none

How to read the numbers in this document

Every price and cost traces to a named supplier or competitor at a URL in the working files. Where a source could not be found — the raw wrap-vinyl roll price, the ACL certification fee — the plan says so and names the call to make, rather than filling the gap with a guess.