

■ Art Direction

Professional coordination of projects from inception to completion.

- Client Relations
- Resource Allocation
- Design/Production Management
- Pre-Flight Production
- Quality Control

■ Graphic Design

Creation of strategic design solutions.

- Layout Design
- Font and Color Management
- Corporate Identity Standardization and Consistency
- Identity Branding
- Chart/Graph Creation

■ Web Design

Website and eCommerce design and development solutions.

- Page Layout
- SEO Marketing Copy
- Meta Tags/Keywords
- Thumbnail Designs
- Ongoing Maintenance

■ Copywriting & Proofreading

Copy for broad spectrum of marketing collateral materials. Proofreading services for in-house creatives as well as client-created copy.

- Marketing Copy
- White Papers
- Newsletters – email & hardcopy
- Proofreading Services

■ Marketing

Acquisition, retention and campaign development to meet client goals.

- Concept Development
- Campaign Development and Management
- Branding and Positioning
- Communication and Messaging