



Capabilities Statement

CORE COMPETENCIES

- Website Design and Development
- Brand Strategy and Messaging
- Visual Identity Systems
- Graphic Design
- Content Strategy
- Communications Support
- Website Maintenance and Support
- Stakeholder Engagement

COMPANY OVERVIEW

Strategic branding and communications studio providing design, messaging, and digital communications services to nonprofits, social impact organizations, and public-facing institutions. We specialize in translating complex missions into clear, accessible, and visually compelling communications that engage stakeholders, funders, and the public.

DIFFERENTIATORS

- Strategy-first approach grounded in communications clarity
- Experience supporting websites, publications, and stakeholder communications under a single engagement
- Deep experience working with mission-driven and community-based organizations
- Ability to translate complex or regulated subject matter into accessible design
- Reliable project management and deadline-driven delivery
- Remote-ready, digitally fluent operations

SELECTED PROJECT EXPERIENCE

- **Reginald F. Lewis Museum of Maryland African American History & Culture**
Provided branding, website design, and digital communications support for a leading cultural institution. Services included visual identity refinement, user experience planning, and digital communications design focused on improving accessibility, audience engagement, and mission-driven storytelling.
- **Feed the Soul Foundation**
Led website redesign efforts and provided ongoing brand and communications support for a nonprofit organization serving communities through food, culture, and education initiatives. Engagement included website strategy, content organization, visual communications, and multi-year design consulting.
- **All Walks of Life**
Developed a nonprofit brand identity and communications framework for an organization supporting individuals navigating mental health challenges. Services included brand strategy,



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visual identity development, and stakeholder-facing communications materials designed to strengthen outreach and community engagement.

NAICS CODES

- 541430 – Graphic Design Services
- 541613 – Marketing Consulting Services
- 541810 – Advertising Agencies
- 541511 – Custom Computer Programming Services (for web)
- 541830 – Media Buying Agencies
- 541820 – Public Relations Agencies