

Marketing & Brand

Arming firms with a professional marketing team, equipped to deliver creative services focused on providing a professional visual presence & message.

BRANDING

When it comes to branding, SGA covers both sides of the house — Brand Identity & Brand Messaging.



BRAND IDENTITY

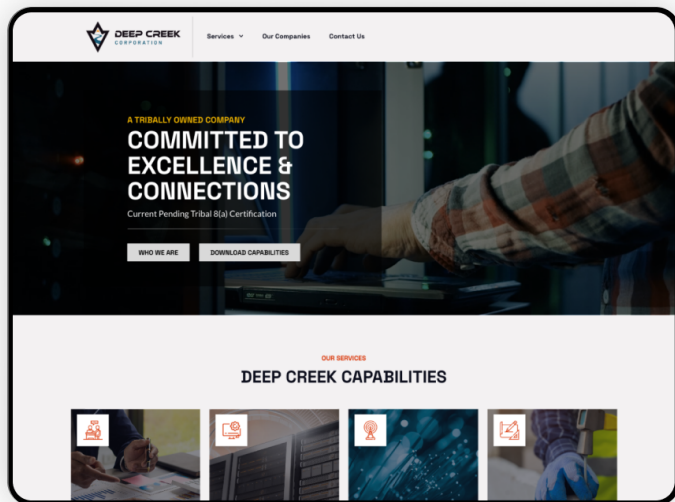
Your identity pertains to all things related to the visual stylistic nature of your brand.

- Logo
- Fonts
- Color Palette
- Photographic Style
- Icon Style
- Textures

BRAND MESSAGING

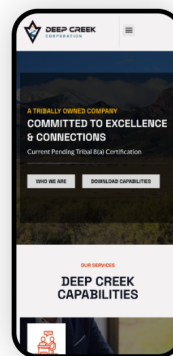
Crafting messaging helps tell the story of who you are and how you want to be perceived.

- Company Overview / Pitch Statement
- Company Core Values
- Value Propositions
- Brand Purpose
- Mission & Vision
- Audience



WEB DESIGN

Our team's targeted & effective approach to web design delivers a more efficient timeline than larger agencies.



KEY STEPS:

- Planning & Information Architecture
- Content Creation & Copy Writing
- Layout & Design
- Development & Launch

MARKETING COLLATERAL & CONTENT CREATION

From meticulously crafted capability statements to impactful PowerPoint presentations and graphics that convey your message, our team thoughtfully considers how to present your content effectively and uniquely, aligned with your brand.



EVENTS & TRADESHOWS

Whether you are looking for your next branded booth presence, you are hosting a corporate event, or you have a sponsorship opportunity for custom graphics, our team has deep experience producing a large format printed and digital presence. Stand out at your next event!

