

MARKETING
GRAPHIC
DESIGN
PUBLIC RELATIONS
EVENT PLANNING

CRAWFORD DESIGNS AND PROMOTIONS

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WWW.CRAWFORD-DESIGNS.COM



Company Profile

Crawford Designs and Promotions is a full service design firm offering personal attention and innovative creative services. Our dynamic group consists of designers, event planners and marketing professionals - - and has a combined 20 years of professional experience.

We help businesses and organizations create new business and strengthen established business relationships by providing creative and effective graphic design and identity building marketing systems. Providing our clients the highest quality graphic design, marketing and event planning services in Central Florida is our commitment to you. Crawford Designs and Promotions' Central Florida graphic design services encompass all aspects of graphic design, print advertising, logo design and marketing. We research and produce solution-based marketing materials targeted to your company and organization's needs. We can also help you enter into new markets with design tailored to specific regions and businesses.



CRAWFORD DESIGNS AND PROMOTIONS HAS A HISTORY OF PROVIDING A COMPLETE PORTFOLIO OF ADVERTISING AND MARKETING COMMUNICATION SERVICES.

We link creativity with technology in delivering integrated print and electronic marketing solutions designed to leverage your market position. Whether you are looking for expert help with a single communications project or seeking a turnkey production service involving content development, data management, concept, design and electronic production for print and online delivery, Crawford Designs and Promotions is your source for innovative marketing solutions.

With Crawford Designs and Promotions, you have a partner who has the experience, knowledge, and dedication to generate customized solutions to meet your specific business needs.

A Perfect Fit of Talent and Technology

At-A-Glance Services

Crawford Designs and Promotions offers Advertising, Marketing and Graphic Design Services

A STRATEGIC COMBINATION OF UNIQUE RESOURCES

MARKETING PLANS

- Market Research
- Direct Marketing (Online and Offline)

CORPORATE IMAGE & IDENTITY

- How To Do It The Right Way
- Web Design / Production / Promotion
- Web Content Development
- Web Site Design
- Web Site Promotion
- Search Engine Optimization

MULTIMEDIA

- Online Presentation Development (Flash/Director)
- CD Presentations (Flash/Director)
- CD Business Cards
- Custom Powerpoint Presentations
- 3D Animation

PUBLIC RELATIONS

- Event Organizing
- Publicity and News Media

GRAPHIC DESIGN

- Logo Development
- Brochures
- Annual Reports
- Catalogs

PHOTOGRAPHY

- Studio
- Aerial
- Location

DIRECT MAIL MARKETING

- Post Card Marketing
- Database Marketing
- List Selection
- Scripting

Our Services

CORPORATE IMAGE MARKETING

In this time of product and company proliferation in the technology markets, successful companies must stand out from the crowd. Establishing and developing an appropriate corporate image is an important foundation for all of your sales, marketing and investor relation plans. CRAWFORD DESIGNS AND PROMOTIONS can help you identify, design and implement a corporate image marketing strategy that will lay the groundwork for successful differentiation and positioning of your company. Corporate image marketing activities like the ones identified below will help create recognition, attract business partners and generate sales leads.

- Corporate Identity Development, Refinement, or Transformation
- Brand, Logo & Image Development
- Collateral Sales & Marketing Tools Creation
- Regional & local Targeted Advertising
- Web Identity Integration

CREATIVE SERVICES

You've heard the term - A picture may say a thousand words. At CRAWFORD DESIGNS AND PROMOTIONS we make sure it says the right thousand words. We offer a full range of creative services and our work spans the universe of visual communications. Our experience enables us to take the most complex assignment from strategic planning and concept to successful completion. Our multidisciplinary approach to design is continuously evolving to embrace the variety of new disciplines needed to accomplish aggressive business and communication objectives. Our creative services include:

- Logo, Name & Image Development
- Art Direction & Design
- Literature & Collateral Direction
- Packaging Design
- Direct Mail & Promotional Design
- Multimedia & Integrated Technology Tools

Our Services

PROMOTION MATERIALS

The PROMOTIONAL PACKAGE is an essential component of your services. This package would be fully designed in full color and serve as an introduction of the of your initiatives to the business and corporate sectors. Included within this package:

- Mission and Objectives
- Product/Services Information
- Membership/Sponsorship Opportunities
- Accomplishments and Initiatives
- Fundraising Event Details

PRESS AND PUBLICITY/MEDIA RELATIONS

This tactic is the cornerstone of the public relations component of the marketing plan and will primarily include targeted media pitches of interesting stories that will resonate across a wide range of media. In addition ,organizations must refined their press kit which would include a backgrounder, fact sheet, press release, key media messages, thought starters and how-to's for local media relations and community events, writing and distribution of press releases, story development, media pitches and follow-up.

One-stop shopping
for all your business
and marketing needs
means your corporate image
and communications are
consistent in all media....
**Our customers
are successful!..**

Our Clients

- 100 Black Men of Orlando
- African American Chamber of Commerce of Central Florida
- Alpha Kappa Alpha Sorority, Inc.
- Allen Funeral Home of the Lowcountry
- Ascenda, Inc.
- Black Business Investment Fund
- Bethune-Cookman College
- Bigg Johnson Holiday Classic of Friends
- B-CC/FAMU O.C.A.C. Golf Classic
- Bruce Antone
(Former State Representative D-39)
- Cando Event Planning
- Compact, Inc.
- U.S. Congresswoman Corrine Brown
- Daisy Lynum (City Commissioner D-5)
- Chisholm-Galloway Home for Funerals
- Florida State Conference NAACP
- Genesis Group
- The Girl Friends, Inc.
- Golden Rule Foundation, Inc.
- Hebni Nutrition Consultants, Inc.
- Jada Jackson Collins
- JCB Construction
- Kenard Land Foundation
- Lynum & Sanchez
- Metropolitan Orlando Urban League
- The Montsho Foundation, Inc.
- Morgan Ministries, Inc.
- Mt. Zion Missionary Baptist Church
- Omega Pi Phi Fraternity, Inc.
- Onyx Awards - Onyx Magazine
- Pinellas County Urban League
- Re/Max Real Estate Center
- Rejoice in the Lord Ministries
- Rosen Hotels and Resorts
- Tajiri School of Performing Arts
- The Signature Group
- Tuskegee Airmen, Inc.
- Teed Off TV
- Vitas Hospice Care, Inc.
- Water for Life Benefit Gala
- Welbourne Nursery
- Wyche & Associates
- Yvette Register - State Farm Agent