



RED THINKING

MARKETING | STRATEGY | DESIGN

A General Capabilities Statement

Red Thinking helps organizations like yours overcome marketing challenges and build stand out brands.

Design Matters.

Great design is an important element of a great brand. Design facilitates clear communication, conveys credibility and differentiates an organization visually from competitors. Red Thinking's team is comprised of identity, web and print designers who work in concert with experienced strategists and programmers to develop visual brands that stand apart. Our designers have received over 100 awards from our peers and from the industries we serve in the US and overseas. Our work has also been featured in many trade publications and in numerous books showcasing design excellence.

Red Thinking's creative talent can make your firm more competitive. Grounded in strategic thinking, our design approach will differentiate your firm so you can be noticed and heard above the crowd. And we're easy to work with — flexibility is built into our design process, so changes in your priorities don't throw us off.

What We Do

Brand Audits • Client & Employee Interviews • Competitive Brand Analysis • Messaging • Positioning • Naming • Logos • Stationery • Brochures • Annual Reports • Direct Mail & Invitations • Presentations • Brand Style Guidelines • Web & Interactive Guidelines • Website Design & Development • Flash & Animation Design • Interactive CD-ROMs • HTML Email Design & Delivery • Online & Traditional Video • Event Graphics • Posters • Tradeshow Displays • Social Media Design & Planning • Marketing Plans • Brand Maintenance and Management

Who We Serve

Industries include: Architecture • Associations • Construction • Engineering • Finance • Government Contracting • HR • Legal • Management Consulting • Non-Profit • Retail • Restaurant • Technology • Travel • You!

Our Rates

We bill flat project fees. Rush fees are 50–100% of the project fee depending on how rushed. If preferred, a retainer relationship can be arranged as well.

Applications Used

Applications include: Adobe InDesign • Adobe Photoshop • Adobe Illustrator • Adobe DreamWeaver • Adobe Flash • Adobe Acrobat • Microsoft Word • Microsoft Excel • Microsoft PowerPoint • Plus several open source CMS systems



Our Process

Every brand marketing firm has a process. Do you want to know the big secret? The steps are really not that different or proprietary. Sometimes they call it something special and cute... but these are the basics:

- 1 listen
- 2 diagnose
- 3 design
- 4 refine
- 5 release (and repeat!)

That's it. Seriously. Our team follows these same simple steps. This is true for a brand being built from scratch or for an existing brand we pick up, grow and carry to the next stage of its development.

More importantly, we immerse ourselves in your brand and it's associated messaging from the beginning of our engagement. This reduces the learning curve and allows our entire team to be responsive and effective throughout our relationship. This also means that when you call with that last minute "I gotta have it yesterday" request, we are ready to roll.



Your Role

Please don't plan on going radio-silent the day after you hire us. You will be involved throughout the process so that at each stage you understand what is being done by each member of the team and why. You will also be required to provide as much initial input materials as possible as well as constructive feedback throughout the process.

We use an online project management tool to keep the entire team on the same page. You can access and review assets, proofs and schedules all along the way as well as set up white boards and post messages.

With substantial projects or groups of projects we also assign a designated project manager to be your primary point of contact.

Your involvement in the process is crucial. You appreciate the final meal so much more once you realize all of the quality ingredients and hard work that the kitchen staff put into it.



Design is a powerful tool. It can influence perceptions, aid recall and differentiate an organization.

Our Team

We break the traditional staffing mold. We differ from other firms in the quality of the designer, programmer or strategist brought to the table. Instead of restricting ourselves to those we can afford to keep on staff, we have gathered the best individuals and companies in each service category for our bench.

We put them onto the team when they are needed. This means we have no ongoing overhead and salaries for you to pay, and we only work with the best. (You know the ones... they deliver on time, on budget, and they solve the problem that brought you to us to begin with.)

The members of our team have been working together for a minimum of 5 years and some as many as 10 years. They are tried, tested and thoroughly “thinking red” by now.

Our Leadership

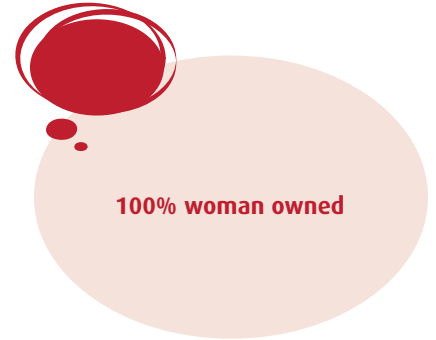


Jen Sterling is President and Chief Red Head of Red Thinking. From 2002–2010 she was President and co-founder of Hinge, a professional services brand marketing firm. Prior to that, from 1992–2002 she was the President and Founder of Spot Color.

Jen’s passion has always been great design. Early in her career Jen freelanced her design services while continuing to work in a traditional corporate job. Eventually, she had more freelance work than she could handle and decided to take the plunge into entrepreneurship in 1992 with her first company.

Jen has been recognized as an industry leader through her impressive array of awards and accolades. In 2010 she was recognized as a finalist in the Enterprising Women of the Year Awards and was written up as a case story in the Hot Mommas Project collecting role models for young women. Her team’s work has been featured in numerous magazines and trade publications. They have had the distinct honor of winning several “M Awards” from the Washington, DC chapter of the American Marketing Association. These awards recognize marketers for “campaigns that demonstrate solid strategy, brilliant innovation, and positive return on investment.”

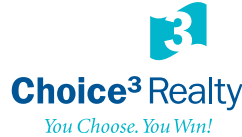
Giving back to the community through volunteering and pro-bono services is important to Jen. Each year, she donates more than 500 hours in pro-bono design work and consulting to



organizations such as: Reston Interfaith, Fairfax County Park Foundation, Homestretch, Devotion to Children and several regional Chambers of Commerce.

Jen, a self-proclaimed “volunteeraholic,” is a graduate of Leadership Fairfax and enthusiastically serves on several boards in the Northern Virginia area. She sits on the Board of the Fairfax County Park Foundation, Initiative for Public Art—Reston, Devotion to Children and is Chairman of the Board for Success in the City. Her past community leadership positions include: past Chair of the Loudoun County Chamber of Commerce, past Chair of the Greater Reston Chamber of Commerce, past Chair of the GRCC INC.spire business incubator, and past board member of NAWBO and the Valor Foundation.

Jen is also a proud wife and mother and a mentor to other women business owners.



SELECTED LOGOS

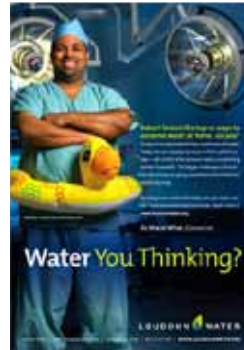
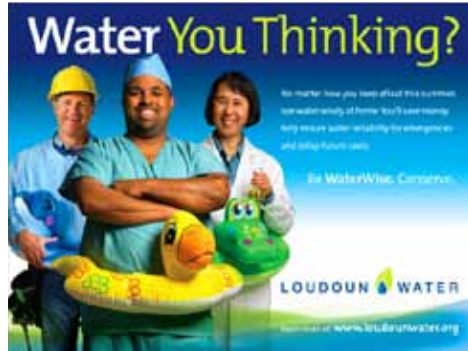
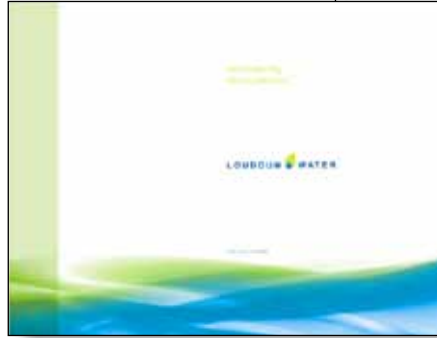


SELECTED WEB & DIGITAL



SELECTED COLLATERAL

LOUDOUN WATER



BRAND MAINTENANCE



RED THINKING

Passionately Driven

Jen Sterling
President & Chief Red Head
jen@redthinkingllc.com

26061 Talamore Dr, Suite 100
South Riding, VA 20152

T: 703.283.4700
F: 208.988.1881

RedThinkingLLC.com