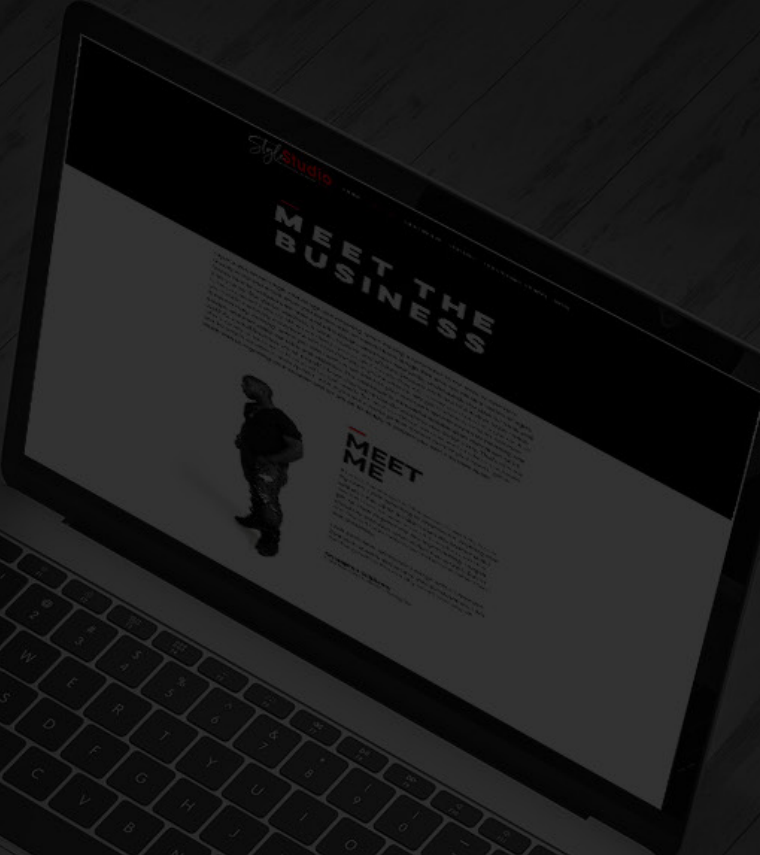




**STYLESTUDIO**  
BRANDING

# CAPABILITY STATEMENT





www.stylestudioatl.com

Est. 12/14/2022

Kristopher Williams, President

Email: [info@stylestudioatl.com](mailto:info@stylestudioatl.com)

Phone: 706.491.6442

Location: 6919 Timbers East Dr. Lithonia, GA

Work Area Nationwide

## NAICA CODES

541430	Graphic Design Services primary
541490	Specialized Design Services
541890	Other Services Related to Advertising
541921	Photography Studios, Portrait
541922	Commercial Photography

## Credit / Debit Cards Accepted

## CODES

CAGE	9RVN9
UEI	GA5MRFBSEDZZ

# CAPABILITY STATEMENT

## CORE COMPETENCIES

StyleStudio Branding LLC provides marketing and visual communications with a focus on detail-oriented, client focused design solutions to clients all over the country. We focus on identifying client needs and creating concepts tailored to each client's brand. We highlight our client's unique assets to ensure our client's message is aptly communicated to their target audience. Our ultimate goal is to produce results, transform client ideas into reality and build long-term relationships. StyleStudio Branding LLC pride ourselves on value, quality, and execution. We bring each client, large design agency quality with a direct connection to the design process making sure that their products result in clean, high converting visual marketing material.

- High Impact Visual Design
- Targeted Concepts Dedicated To Client's Branding
- Graphic Design, Illustration, Layout
- High Quality Branding Photography

## SERVICES

- Brand Development
- Brochure and Advertisement Design & Layout
- Newsletter Design & Layout
- Logo Design & Stationery Design
- Outreach Materials and Publications
- Conference/Meeting Materials
- Packaging Design
- Press Kit/Media Kit Design
- Special Event Materials - Invitations and Programs
- Social Media Content Design
- Event Photography
- Business Head shots

## DIFFERENTIATORS

- Our top priority is our commitment to personalized customer service while striving to build long-lasting business relationships. We are proud that most of our new business is referred by existing clients.
- Our team is small and more agile. We can shift to keep up with updated and modern design.
- We offer a more hands on approach with our client needs.
- We are very responsive with quick turnarounds.
- We provide unique design solutions.

## SOFTWARE SKILLS

- Adobe Creative Suite Creative Cloud
- Photoshop, Illustrator, InDesign
- Acrobat Pro
- Premiere Pro
- After Effects
- Lightroom
- Microsoft Office Software
- Canva

## EQUIPMENT

- Canon Cameras (5D Mark IV, EOS 6D)
- Studio Lighting (Godox AD200, AD400)
- Macbook Pro 2023

## EXPERIENCE

The StyleStudio Branding team has a combined 12+ years of experience in graphic design as a freelancer, web-site graphics and development, and marketing communication.

## INDUSTRY EXPERT

StyleStudio Branding is trusted by businesses locally and internationally to assist with the marketing portion of new, as well as established business ventures.

## TEAM

Our team is an ideal blend of talents, from art direction to the latest technologies in website design, illustration to print design, direct mail to email marketing, communications to social media prowess, making us a true full-service design firm.

## KEY STRENGTHS

Our aim is to produce the highest quality build or refurbishment for our clients. That means attention to detail is a priority.

## PAST PERFORMANCES

### • Osaic

I played a proactive role in the marketing re-brand of a reputable company, overseeing the alignment of their marketing materials with the refreshed brand. As a part of the flexible team, I played a pivotal role in ensuring the seamless update of each document to convey the new messaging effectively. My duties encompassed the revision of brochures, PowerPoint presentations, flyers, interactive PDFs, and diverse collateral for partner brands.

3 Month Contract -

### • Talley & Twine Watch Brand - Atlanta GA

Providing email marketing services and crafting layouts for clients' branding materials. Tasked with updating and crafting unique packaging for a recently introduced line of watch products. Also, engaged in developing new watch designs and branding strategies for upcoming product releases. Contributing to the creation of email content for exclusive sales and upcoming product launches poised to enter the market soon.

2 Year Contract -

### • Foresight Communications - Columbia SC

Providing print/digital media services and crafting layouts for clients' branding materials. Tasked with creating print collateral for cultural events. Those projects included, event marketing materials like flyers, brochures, campaign ads, trade-show event printed materials. Contributing to the creation of ad content for publications and upcoming events for public awareness.

6 Year Contract -

### • The Fitness Center of Lilburn - Lilburn GA

Providing print/digital media services and crafting layouts for new customer agreements. Tasked with creating print collateral for new training programs, upcoming events and seasonal sales.

8 Year Contract -



THANK YOU