



Print and Web Design Portfolio

ABOUT CIRCLE STUDIO, INC.

Since 1995, Circle Studio, Inc. has specialized in providing print and web design for government, non-profit and private sector organizations. Working closely with our clients, Circle Studio develops strategic communications material and brand images uniquely crafted to meet specific marketing objectives.

After more than 10 years of producing innovative designs, we have streamlined our approach:

LISTEN to the client,

LEARN about the product,

SCOPE the competition and

DESIGN!

We are dedicated to incorporating our clients' interests and ideas into every stage of the creative process. To facilitate feedback, we regularly post brainstorming and sketches to our web site.

And what about those pesky deadlines? Circle Studio offers flexible timing, speeding up or slowing down in tune with the demands of real life. Our commitment to collaboration runs the show. Our goal is to combine our clients' expertise with our own talent for beautiful design, creating imaginative and effective solutions for diverse business needs.

PARTIAL CLIENT LIST

Africa Center - Department of Defense
Atlas Advancement, Inc.
Bishop Price Consultants. LLC.
Bountiful Light Music, Inc.
Catherine Mauger - Jeweler
CDM and Associates - Interior Design
The DC Girl's Club
Fairfax Water
Goldberg and Krieger Plastic Surgeons
Hammatan Ventures, L.L.C.
H.K. Bentley, Appraisers
Inquip Associates, Inc.
Le Tire Bouchon
Institute for Human Development
Nancy Rose and Associates
PRS, Inc. (Psychiatric Rehabilitation Services)
Renu Med Spa
Safe Haven - Summit on Service
Sage Interiors
Salvations Architectural Furniture
SRA (formerly Orion Scientific Systems, Inc.)
Street Smart Business
The Bio-IT Coalition
The College of Southern Maryland
The Gamble Real Estate Group
The Feldman ENT Group
The Smithsonian Institute
Theater J of the District of Columbia
Jewish Community Center
Use Your Head Unlimited, Inc.
Washington DC Jewish Community Center
Womans Care Group
Women's American ORT.

PARTIAL LIST OF WEB SITES

Art and Photography

www.bountifullightmusic.com
www.catherinemauger.com
www.devonmetcalf.com
www.leahmckay.com
www.lindastotts.com
www.mortoons.com
www.palmerphoto.com
www.rachelpalmerarts.com
www.sageinteriors.com
www.salvationsaf.com

Corporate and Law

www.fairfaxwater.org
www.hbllc.net
www.hammatan.com
www.hkbentley.com
www.lawofficemjoc.com
www.manhattantimesvc.com
www.mediationoffice.net
www.nathanfisherattorney.com
www.pamelafinnertyphd.com
www.personalcareassociates.com
www.pmvllc.com
www.renudc.com
www.summitonservice.org

E-commerce

www.chom-chom.com
www.digitalrecord.org

Flash Animations

www.focusonfiduciary.com - flash quiz

AWARDS

Engineering News Record Award of Excellence
in Advertising 1996

Pinnacle Awards Competition - Silver Award for
Event Button for First Night Annapolis, 2000

International Festivals and Events Association
Silver Medal for Poster
for First Night Annapolis, 2000

The REALS Award for the Web site for
www.hkbentley.com

BENTLEY Award for Excellence in Design for
www.hkbentley.com

Fabric.com Award of Excellence
for www.buyfabrics.com*

*no longer on-line

THEATER J

SEASON CAMPAIGN

CHALLENGE: To generate a unique design platform for all marketing materials promoting each show; postcards, open night invitations, bookmarks, playbills and banners. Additionally, to design the highly anticipated invitations for the annual fundraising gala.

CIRCLE SOLUTION: Circle Studio began by revising the theater logo for the season brochure. Pleased with the results, Theater J commissioned Circle to extend the new brand image to all collateral materials. The annual celebration continues to inspire unique designs that delight and surprise the invitees. The season brochure adheres to a flexible grid, maintaining a consistent look and feel. The design consistency strengthens Theater J's brand for one of its most important constituents — the donors.



FAIRFAX WATER

WEB SITE DEVELOPMENT

CHALLENGE: Create a modernistic, user friendly web site for Fairfax Water, Virginia's largest water utility.

CIRCLE SOLUTION: Circle Studio modernized the look and feel of the existing site and reorganized some of the site's information architecture. In this cost-effective approach to refreshing the look and feel of an aging web site, we helped Fairfax Water achieve their goals within a compressed budget and timeframe.

www.fairfaxwater.org



(ORIGINAL SITE)



(UPDATED DESIGN)

SAFE HAVEN PROJECT: SUMMIT ON SERVICE

CORPORATE BRANDING, POSTERS AND COLLATERAL FOR NOT-FOR-PROFIT

CHALLENGE: The Safe Haven Project, originally created to help young people living with HIV-AIDS, recently expanded to increase funding and to provide a forum for those inclined to work in the service industry. The “Summit on Service” was launched in August, 2006. Circle was asked to provide distinctive branding not only for The Safe Haven Project, but for all their subsidiaries and summer camp programs.

CIRCLE SOLUTION: To attract young people to the Summit, Circle Studio opted for a layered, global effect using texture and gritty down to earth imagery. Photos were chosen to reflect the type of student with a potential interest in the growing service industry. The brochure unfolded to a full size poster for placement in high schools and teen centers. The web site with online registration was established with consistent features to reinforce the branding efforts.



ATLAS ADVANCEMENT

CORPORATE BRANDING AND BROCHURE

CHALLENGE: This executive recruitment firm deals with the best and the brightest. The ATLAS logo needed to be elegant, memorable and distinctive.

CIRCLE SOLUTION: After several brainstorming sessions, Circle decided on a compass as the most accurate metaphor for the company's vision. In tandem, Circle Studio developed the tag line, "A New Direction in Executive Search." The brochure includes a pocket so ATLAS can customize the materials sent to prospective clients. Photography was also provided in-house.



ATLAS ADVANCEMENT
A New Direction for Executive Search



GOLDBERG & KRIEGER, BOARD CERTIFIED PLASTIC SURGEONS

CORPORATE BRANDING AND MINI POCKET FOLDER

CHALLENGE: When Dr. Andrew Goldberg joined forces with Dr. Mitch Krieger of Virginia Plastic Surgery, they were in need of a new look and identity for their practice. Goldberg & Krieger came to Circle Studio with nothing more than a name, ready for an exciting brand to help kick into gear their new plastic surgery practice.

CIRCLE SOLUTION: Circle Studio incorporated the name Goldberg & Krieger with a simple contour of the female form. The new logo suggests plastic surgery while maintaining a soft and welcoming feel. Circle adapted this new logo into a strong brand through various marketing pieces, including stationery, business cards, envelopes and a custom mini pocket folder design.



ORION SCIENTIFIC SYSTEMS

CORPORATE BRANDING, BROCHURES AND POCKET FOLDER

CHALLENGE: To redefine OrionMagic as a distinct product under the umbrella of Orion Scientific Systems without compromising the seriousness of the firm's mission (to help law enforcement and intelligence communities track terrorists).

CIRCLE SOLUTION: Circle Studio created a grid system to catalogue and identify all the Orion products. For clarity, a color coding scheme was adopted: metallic blue for OrionMagic, red for Homeland Security and deep blue for the Task Force Suite. Circle Studio produced an attractive housing using reinforced pockets to hold brochures and collateral, as well as a manual cover and a large wall graphic for the entrance lobby.

ORIONMagic

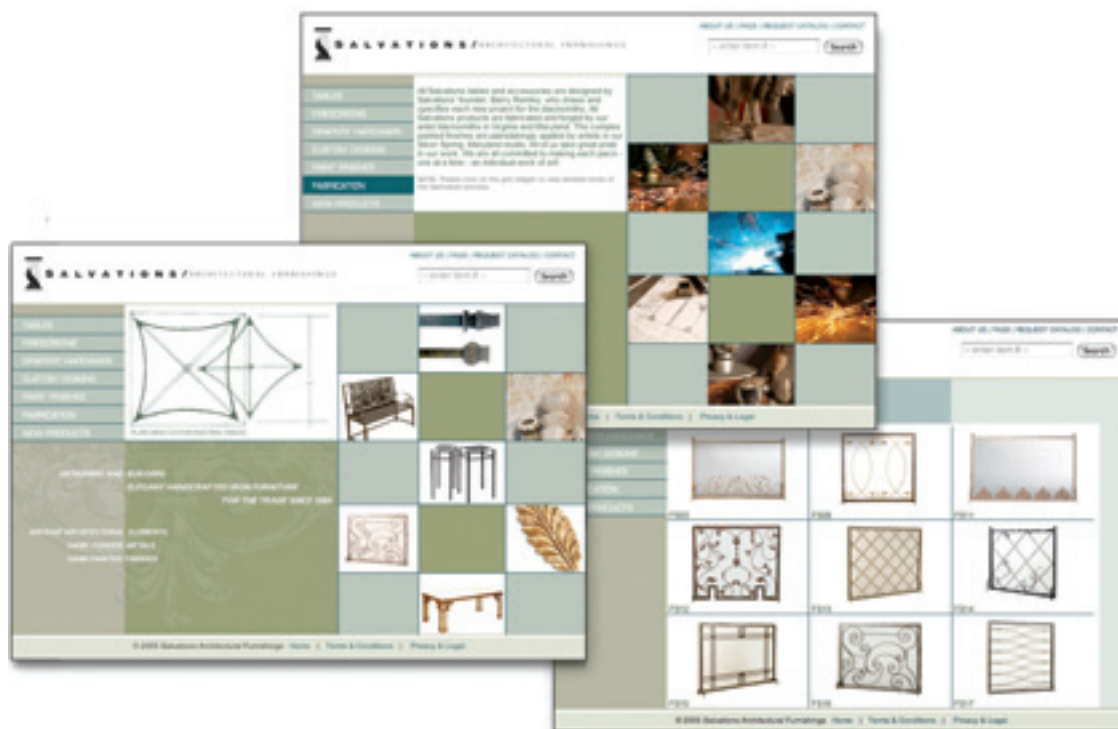


SALVATIONS ARCHITECTURAL FURNISHINGS

ONLINE CATALOG

CHALLENGE: The beautiful pieces of Salvations Architectural Furnishings are made with recycled and new iron materials. Each Salvations table and accessory is meticulously hand finished. With the exponential growth of the company, a better way was needed for designers to make their purchases. Offering furnishings to a wider audience than those who receive the print catalog was an additional objective.

CIRCLE SOLUTION: Thorough research led Circle Studio to recommend a data base driven web site eliminating the costs and time consuming maintenance of a print catalog. Photographs of individual pieces and finishes were selected and adjusted for the screen. The company owner now claims that the web site was “the best decision she has made for her business in years!”

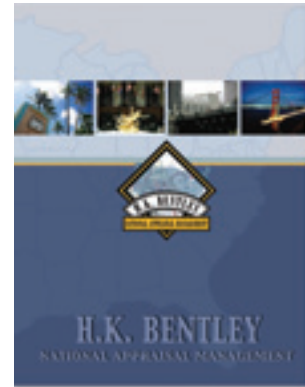


HK BENTLEY, APPRAISERS

CORPORATE BROCHURES

CHALLENGE: HK Bentley is a successful appraisal company based in the Washington, DC metropolitan area. Upon their decision to expand nationally, Circle was asked to create a new brochure that demonstrated their expertise in different regions of the country.

CIRCLE SOLUTION: For exciting new imagery Circle Studio contracted a well known photographer, Jake McGuire, who specializes in high impact cityscapes and architecture. Circle designed the new brochure around carefully selected site-specific photographs, representative of HK Bentley's expanded role as a national firm.

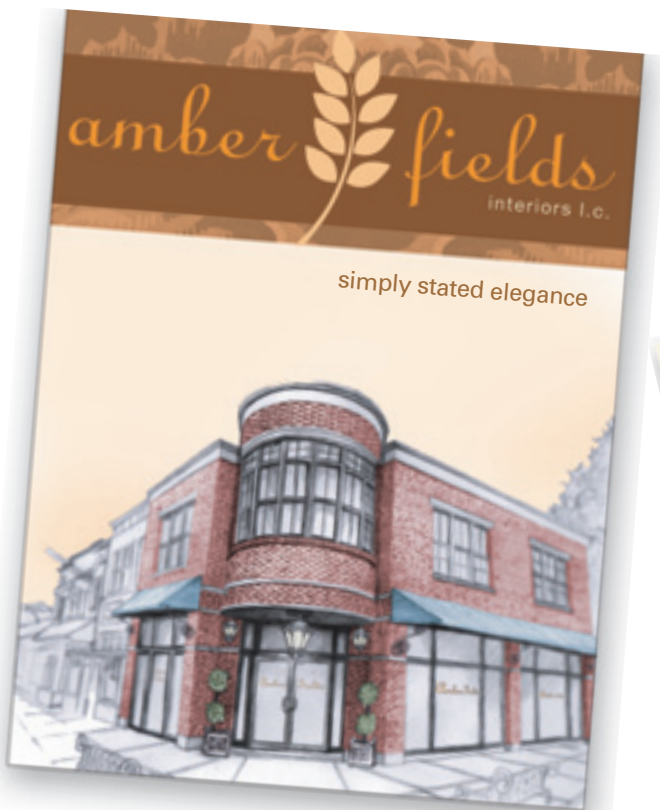


AMBER FIELDS

CORPORATE BRANDING AND COLLATERAL

CHALLENGE: Create a logo capturing the essence of the company name, "Amber Fields." This new high-end shop, located in the Washington DC area, provides elegant home furnishings and accessories for sophisticated clients.

CIRCLE SOLUTION: A simple, yet elegant design features a typeface that echoes organic shapes found in simple leaf patterns. Warm, rich amber toned hues were used to enhance the earthy palette, and the tapestry pattern visually supports the tag line: "simply stated elegance." The grainy surface of the card stock was chosen to evoke the role of fabric and texture in interior design.



HAMMATAN VENTURES, L.L.C.

CORPORATE BRANDING AND WEB SITE DEVELOPMENT

CHALLENGE: Develop a mature corporate identity for Hammatan Ventures, a nascent international telecommunications company that sought a more established look and feel.

CIRCLE SOLUTION: Circle Studio developed a design based on the African culture that inspired the company's name. Circle's dedicated research uncovered the ancient tribal symbol of a ram's horn, which represents strength and humility. Encased within the H of Hammatan, the new mark embodies the company's solid structure and captures the management team's entrepreneurial spirit.



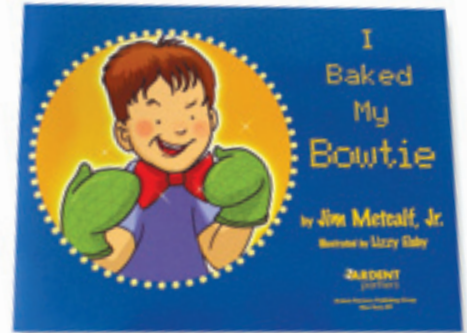
ARDENT PARTNERS

LOGO DESIGN, PRESS KIT AND CHILDREN'S BOOK

CHALLENGE: Ardent Partners is a very eclectic entrepreneurial company. Activities include producing a radio talk show, promoting a promising vocal talent, and publishing various books for children. In addition to the logo design, Circle Studio created all the firm's collateral materials.

CIRCLE SOLUTION: To evoke "tough, no nonsense radio," gritty, graffiti-like materials (such as corrugated cardboard and spray paint) were used for "Street Smart's" new press kit. Circle thoughtfully designed the inserts and printed digital press runs to allow for quick changes in radio schedules. The folders, each completed by hand, elicited much praise from local radio stations.

The book shown below, entitled "I Baked My Bowtie," is a true story about the author's travails as a little boy who hated to wear a bowtie!



LOGO EXAMPLES



1. The Mad Dancers; production for Theater J
2. The Safe Haven Project for young people living with AIDS
3. CDM & Associates; interior design company
4. The Icon; new condo development in Maryland
5. Hamilton Brewster; mobile home reseller
6. Markham View; new condo development in Maryland
7. Plantation Short Line Railroad – garden scale model
8. Tea at 2; special event series for Theater J
9. The Feldman ENT Group; DC based office of doctors
10. Charitus; charity auctioneers in DC area
11. Green's Services; delivery service
12. Yona, Inc.; Native American women owned government contract specialists

