

WE ARE THE STORIES WE TELL.

STRATEGY
ADVERTISING
BRANDING
DESIGN
INTERACTIVE

CREATED
WITH YOU IN MIND.



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Statement of Confidentiality This proposal and supporting materials contain confidential and proprietary business information of Soulo Theory Creative. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

We are a creative agency focused on telling the stories that deepen the relationship between our clients' and their audience. We provide strategy, advertising, branding, design, and web experiences that grow businesses and create rewarding outcomes.

WHAT WE BELIEVE

We apply the spirit of a creative with the execution of a marksman to innovate brands. Everyone has a story and so does every company. We love to tell visual stories and we believe it's our job to help our clients tell theirs. We like to have a little fun while we're at it...

WHAT WE DO

- **Brand** research; concept; visual identity; guardianship and guidelines; campaigns; art direction.
- **Print** books; catalogues; editorial; reports; posters and flyers; packaging; stationery; point-of-sale; illustration.
- **Digital** UX design; information architecture; wireframing; prototyping; usability testing; visual design; UI design, video.
- **Manage** print productions; web development; copy.

- 541430 Graphic design services
- 541511 Web (i.e., Internet) page design, Software app development
- 7336** Commercial art and graphic design
- 541420** Industrial design services
- 518210** Web hosting
- 541613** Marketing consulting services
- 54181** Advertising, public relations, and related services

MEET THE COLLECTIVE



MARSHALL L. SHORTS

Creative -n- Chief

Marshall Shorts, Jr. is a visual communication consultant at Soulo Theory Creative. An adjunct professor at his alma mater, Columbus College of Art and Design, his passion for design is only rivaled by his commitment to being a community resource and advocate for artists, students, and black entrepreneurs. With almost 15 years of experience in design, he is skilled at taking a project from a mere concept through to final delivery.



TYIESHA RADFORD

Accounts Services/Editor

Tyiesha is the Account Services Manager and Copywriter. Her primary role is to ensure clients have a phenomenal experience with Soulo Theory Creative – from initial contact to post-project communication. A graduate of Franklin University, she is an experienced technical writer and organizer. Tyiesha, affectionately known as Ty, has experience working with both local and national organizations, and works diligently to achieve project success.



JOSH WATTERS

Senior Web Engineer

Josh Watters is a 10 year veteran of Web Engineering and Entrepreneurship. He has advised individuals, businesses and organizations on establishing a web presence and using the web to conduct business. After years of managing a web development and marketing firm, he focuses now on building web-based products, educating African-Americans about technology, and investing in local startups.



JELISE ROBERTS

Graphic Designer/Non-Profit

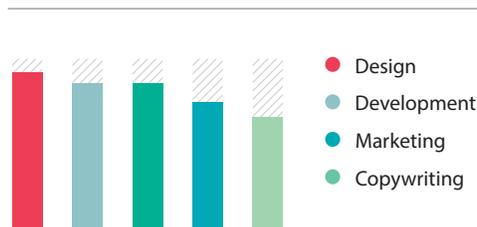
Jelise A. Roberts has always had a passion for the arts. A native of Toledo, Ohio, Jelise graduated from E. L. Bowser High School and continued her education at Columbus College of Art and Design where she earned a Bachelors of Fine Arts Degree specializing in Graphic Design and Advertising. Jelise has worked on a variety of marketing campaigns that include political, non-profit, small business, retail and music.

Friends? How many of us have them?

WE DO! STC has built great relationships and partnerships in the field. Therefore, we maintain a database of highly qualified associates (subcontractors) with diverse skills, backgrounds, and expertise who have interest in working on client projects and creative marketing. While not all employees of STC, these individuals are screened and share our passion for results, effectiveness and efficiency.

Soulo Theory Creative has extensive creative management experience and works with some of the top people in the creative fields - designers, writers, photographers, programmers, illustrators, printers, and videographers - to make our projects a cut above the competition.

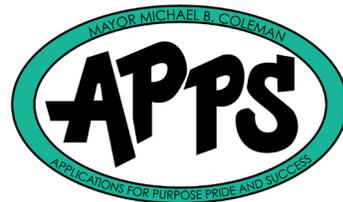
Our Combined Experience



All of our professionals are **highly experienced** in the areas in which they work and have been through a thorough recruitment process to ensure they deliver to the **high standard** that you would want for your business

HAVING A COLLECTIVE OF CREATIVE PEOPLE EMPOWERS THOUGHT AND ACTION. WE CHALLENGE EACH OTHER TO DO BETTER EVEN WHEN IT'S UNCOMFORTABLE TO YEILD THE BEST RESULTS.

We have had the pleasure of working with a number of organizations both locally and nationally in the form of client relationships and collaborations. The following are just a few of the organizations that we have partnered with:



Client Reference



RAMA Consulting

Website, Branding, and Design

Rama Consulting has been a strategic partner of ours since 2008. Since then we have collaborated on numerous projects. In recent we helped RAMA develop marketing materials, and a new website for the their Leading at Work• initiative. We continue to work with RAMA as partners and friends www.rama-consulting.net



CNGC

(Columbus Next Generation Corporation)

Branding, Website

Columbus Next Generation Corporation commissioned STC to create a logo and website. This non-profit was formed by the city to catalyze opportunities that will ultimately transform communities into vibrant and productive places desired by both residents and businesses.

www.columbusnextgen.org



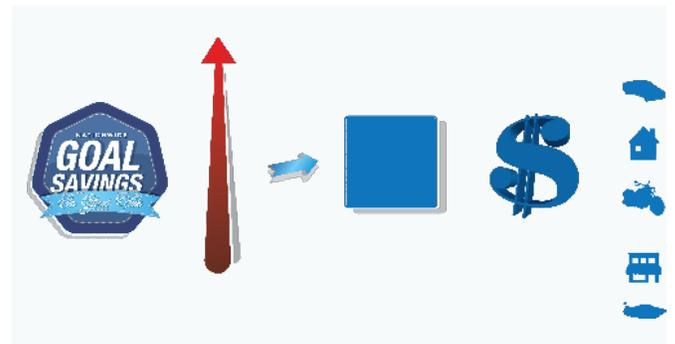
COWIC

(Central Ohio Workforce Investment Corporation)

Design, Branding

We worked with Central Ohio Workforce Investment Corporation to develop a number of brand collaterals. COWIC is one-stop employment services provider. In 2013 we worked with COWIC to design their Annual Report for their Annual Meeting. We have also designed a number of print collaterals for their different programs.

www.cowic.org



Nationwide Insurance

Branding, Design

Nationwide is one of the country's leading insurance companies. We were honored to have the opportunity to work with one of their departments to create custom icons and graphics for an internal supplier campaign. Nationwide is a supporter of diversity and providing opportunities.

www.nationwide.com

Case Study

SCOMSDC Website Redesign

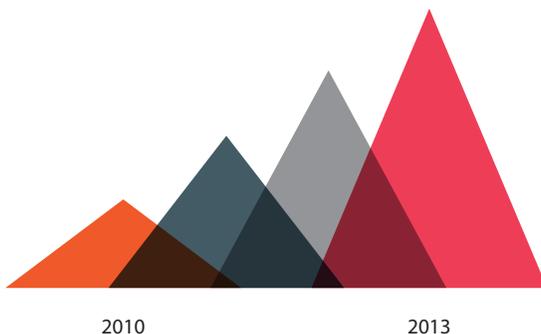


We worked with Marshall and Soulo Theory Creative to create our website in 2010. It only made sense to bring them in for our anniversary redesign in 2013 after experiencing our company growth and all ohio takeover.
- Darryl A, Peal.
President



After experiencing **significant growth** in membership since 2010 SCOMSDC consulted us to redesign their website to streamline their membership process- and they're still growing and have now taken over supplier diversity for the state of ohio!! Imagine what similar **results** could do for **your business**.

After launch sales

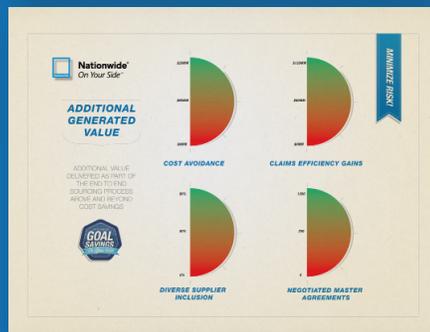
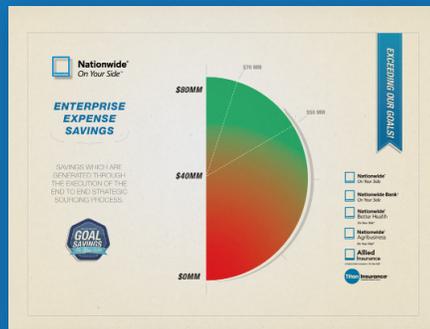
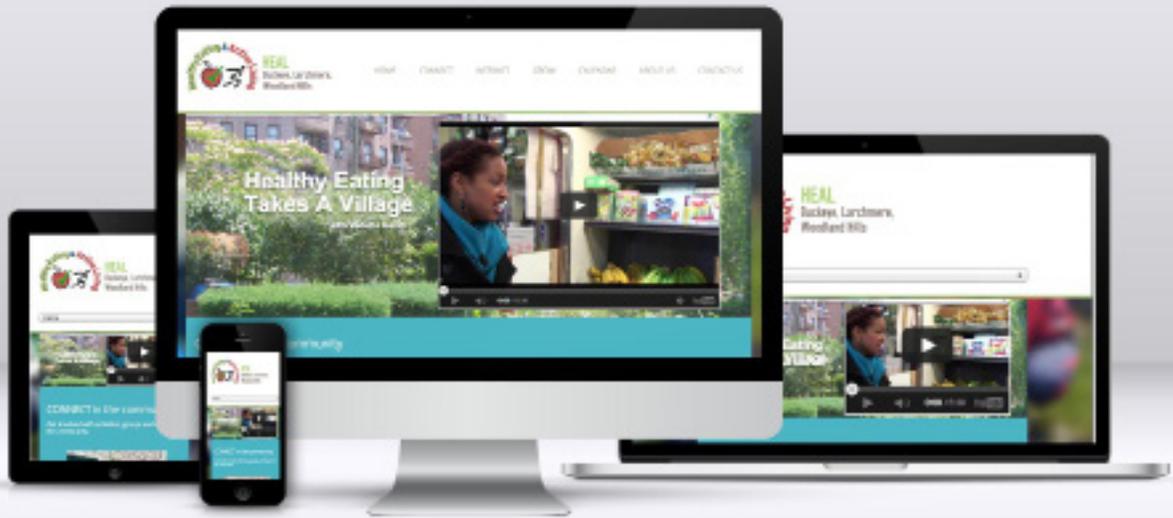


A website with more.

The South Central Ohio Supplier Minority Supplier Development Council (SCOMSDC) required a vibrant, dynamic, easy to update and access website which allowed users to find events near them, contracts, and council membership information.

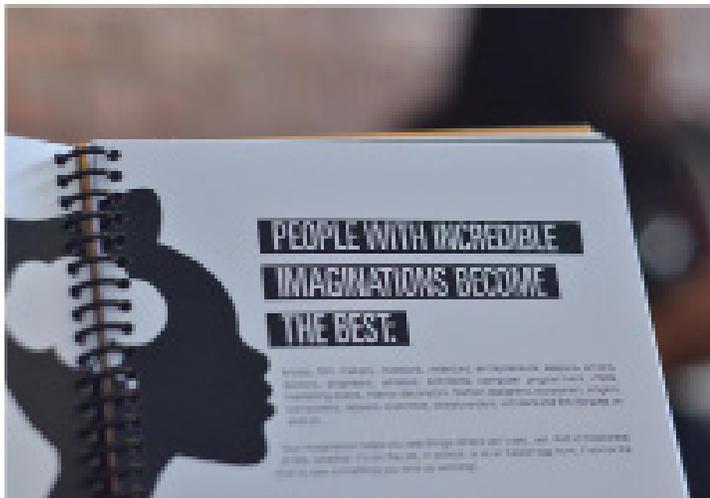
During the briefing phase it became apparent that this was a special project that would need a design that made information highly accessible. Working with SCOMSDC's marketing and managers, we were able to turn their vision into reality, on time and on budget.

The SCOMSDC website features new clean interface and clear portal accessibility options to be easily accessible to all members, vendors, and potential constituents. The website launch was a successful collaboration with the software provider TCS technologies.



Design is part creative,
part communication,
and part critical making.
Solving problems.





DESIGN

Our art makes an impact. No matter what the medium, our staff of seasoned designers applies a keen eye and a compelling aesthetic to achieve head-turning results.

STRATEGY

ADVERTISING

BRANDING

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INTERACTIVE

SHARE

Our ideas are open to all. We are a go-to resource in the design community, sharing helpful insight and perspective through tutorials, podcasts, products and resources.

EDUCATION

METHOD GALLERY

COLLABORATIONS

PRODUCTS

INSPIRE

Our creativity is fueled by community. We encourage collaboration and contribution among creative professionals through experiential learning events and interactive artistic platforms.

**CONTENT
CREATIVE CONTROL FEST
WORKSHOPS
PANELS**

ARTFLUENTIAL

Artfluential is a design-driven co-op, based in Columbus, Ohio, that acts as a liaison between a diverse pool of creatives in and within the general community. Our goal is to be a resource for artists, designers, and creative entrepreneurs.

**B.R.U.S.H. EXPERIENCE
COMMUNITY
ARTS & CULTURE
INCUBATE
GALLERY**

