

CAPABILITY STATEMENT



MACON DESIGNS, LLC
www.macondesigns.com
Est. 2017

Denishia Macon, Creative Director

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Phone 803.586.8039

Location Columbia, SC 29223

Work Area Nationwide

NAICS CODES

541430 Graphic Design Services *primary*
541490 Specialized Design Services
541890 Other Services Related to Advertising

Credit / Debit Cards Accepted

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
- Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- Adobe Acrobat Pro
- Adobe After Effects
- HTML
- Microsoft Office Software

CORE COMPETENCIES

Macon Designs' 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. Macon Designs 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

SERVICES

- Brand Development
- Brochure and Advertisement Design & Layout
- Newsletter Design & Layout
- Logo Design & Stationery Design
- Outreach Materials and Publications
- Conference / Meeting Materials
- Photo Editing
- Press Kit / Media Kit Design
- Special Event Materials - Invitations and Programs
- Social Media Content Design

PAST PERFORMANCE

A few companies that we have done professional graphic design work for, within the last 3 years, include:

- City of Columbia, Office of Business Opportunities
- R2i2 Richland Two Institute of Innovation
- Jetset Consulting, LLC
- Alpha Phi Alpha Fraternity, Beta Nu Lambda Chapter
- Charlotte Works
- AFFC Law Firm