

CAPABILITY STATEMENT

// CORE COMPETENCIES



LOGOS & BRANDING:

- Logos, Branding, and Identity Packages
- Tradeshow Booth Design, Signage and Banners
- Event or Conference Branding, and Programs



DIGITAL DESIGN:

- Infographics, Digital Ads, and eBooks
- Web design, HTML Emailers, and eNewsletters
- PowerPoint Presentations, Charts, and Graphics



PRINT DESIGN:

- Brochures, Flyers, Banners, and Print Collateral
- Annual Reports, Datasheets and White Papers
- Printed Ads, Mailers, and Promotional Materials

// PAST PERFORMANCE

PACK EXPO TRADE SHOWS

- Updated the logo and created the new design and core creative for the 4th largest trade show in North America.
- Created the exhibitor prospectus, signage, badges, ads, wrap-up reports, banners and other collateral for trade shows that had up to 50,000 attendees from 16 countries.
- Designed their 4,000 sq/ft booths for dozens of events they hosted and attended, around the world.

THE ASSOCIATION FOR PACKAGING AND PROCESSING TECHNOLOGIES (PMMI)

- Created the logo, and campaign design for multiple conferences and meetings each with over 250 attendees.
- Designed invitations, programs, signage, table cards, and emailers for each of these conferences and meetings.

// COMPANY OVERVIEW

Altered Edge delivers over 18 years of combined experience providing branding, print and digital graphic design solutions while working within the limitations of each project. We are committed to helping our clients achieve their design goals while providing them clear timelines and responsive communications. We oversee our team while working with any copywriters, printers, photographers, or videographers for every project.

// FEATURED CLIENTS

- The Association for Packaging and Processing Technologies (PMMI)
- Cold Pressure Council (CPP)
- Empower Group Non-Profit
- Greater McLean Chamber of Commerce
- Loudoun Breast Health Network (LBHN)
- PACK EXPO Trade Shows
- U.S. Department of Health & Human Services (HHS)
- Visit Loudoun (Loudoun County Tourism)

// CODES & CERTIFICATIONS

- Security Cleared Personnel
- EDWOSB and WOSB Certified
- VDOT Certified DBE with Virginia SBSD
- Virginia SBSD SWaM Certified Small, Micro and Women Owned Business
- We Accept Credit & Purchase Cards

- **NAICS Codes: 541430, 561920, 541613, 541810, 541850, 541890**
- **DUNS Number: 080006769**
- **CAGE Code: 83DU6**
- **Security Cleared Personnel**



