

# capability statement



Laurel S. Rummel  
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## CORE COMPETENCIES

17-year graphic design studio with 32 years of experience in the field. Extensive experience in the following areas:

- **VISUAL BRANDING/GRAPHIC IDENTITY:**

Creates unique visual identity for companies, operating groups or individual projects.  
Brings recognizable identity to your work by creating visuals that support your mission.

- **GRAPHIC TRANSLATION OF DATA:**

Helps bring diverse and disparate content into understandable form for easy comprehension.

- **PRINT MATERIAL:**

Creates variety of materials to meet marketing and identity needs (i.e. proposals, organizational charts, graphs, studies, postcards, brochures, eblasts, signage, engineering plans, etc.)

## PAST PERFORMANCE

### Georgia Regional Transportation Authority

Designed and managed print production of schedules for riders, display graphics (with maps and schedules) for park/ride lots and promotional materials.

Rob Alexander, former Public Affairs Liaison

### Atlanta Public Schools

Designed and managed print production of visual branding, back to school and special event materials and exterior and interior signage.

Karen Greer, former assistant to communications director

### City of Atlanta Jazz Festival

Designed graphics for annual event including promotional materials (advertisements, posters, signage) and day-of-event materials (brochures, signage, maps, schedules, directions)

Quanda Rodridgez, former PR Director

### Taste of Atlanta

Designed graphics for annual event including promotional materials (advertisements, posters, signage) and day-of-event materials (brochures, signage, maps, schedules, directions).

Dale DeSena, Founder and President, 404.875.4434

### PEDS

Designed visual branding, Georgia Safe Routes to Schools graphics, Georgia Office of Highway Safety reports and special event, educational and promotional materials.

Sally Flocks, Founder and CEO, 404.685.8722

### LifeLine Animal Project

Design and manage all visual needs, including signage (vehicle, event and architectural), advertisements, capital campaigns, adoption promotions, educational fliers, fund raising and shelter needs.

Rebecca Guinn, Director, 404.292.8800

## DIFFERENTIATORS

- 32 years of graphic design experience
- 17 years as owner of small, woman-owned business
- Award-winning visual design work
- Hands-on with all client projects
- Low overhead which allows for lower costs for clients
- Extensive public and private client experience
- Civic-minded and very active in local community
- Long history of volunteering time and service

## COMPANY DATA

NAICS code: 541430 Graphic Design Services

Vendor ID code: 2GO364

## DETAILED COMPANY DATA

good, clean design, inc.

Laurel Rummel

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EMAIL OR CALL FOR VISUAL SAMPLES