



**Victor is a not for profit agency that provides a wide range of behavioral health, educational, and social support services to children, youth, families and adults throughout California.** They came to us in need of a new website in 2010 but we helped them realize they needed to make some key strategic shifts before they were ready to launch a new website. That resulted in a rework of their overall brand identity as well as their story. We then designed a new website, created video content for the website, and moved into designing all of their print materials, tradeshow materials and any other marketing collateral they need. We have also done ongoing website work for Victor including developing a careers website and a website for their foster family agency. In the past year we have created a social media strategy for their FFA and launched Google Ads.

#### **Deliverables include:**

- Identity design
- All graphic design
- Website design
- Social Media Strategy & Management
- Print materials (tri-folds, brochures)
- Facebook Ad management
- Google Ad management
- Online video
- Sell Sheets
- Tradeshow Assets
- Outdoor Billboards

#### **CONTACT INFORMATION:**

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**[ffa.victor.org](http://ffa.victor.org) | [careers.victor.org](http://careers.victor.org)  
[victor.org](http://victor.org)**

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Michael and Kathryn have been working with us since 2010, hired initially to revamp our website. We discovered early on that their wisdom and expertise went far beyond website design and we worked with them to quite literally redefine how we talked about our agency and services. We then allowed them to redesign not only our website, but also our overall look and feel. Since then they have been involved in nearly every piece of agency content that we present to the public, whether in print, video. They have guided us in how to best utilize social media as a not for profit agency, and we trust them to help us make decisions that are in the best interest of our agency. I recommend them highly.”

– Debi Scott, Business Development Director