



FERRO+FERRO

positive directions in

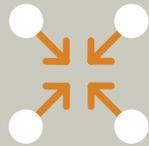
graphic communication

brand
+
screen
+
print
+
more



ethos

At Ferro+Ferro Graphic Communication, design is a collaborative process rather than a product, always with these guiding principles leading the way. Our wide-ranging experience in promotional media design — from the humblest postcard to the most complex web site — has taught us to always look beyond the pretty picture or trendy color scheme if we want to succeed in those goals.



attract

Our concepts are actually conceptual, but within context — not generic or gratuitous. We don't parrot, we think.



engage

We strive for a captivating user experience and presentation of content that keeps the audience from wandering away.



inform

With readable, compelling words and vital graphics that your specific audience understands, absorbs, and retains.



inspire

Excite your audience to click, call, or just to remember you — all these pieces must come together to lead to this result.



positively

Greener processes + affordable solutions + sincere approaches which promote honestly.

Sounds basic enough, but it truly represents our strategy. Once you add it up, you'll find that without proper guidance you're just throwing your message to the four winds.

We are here to help lead you and your message in a positive direction.

brand

A sampling of identifiers developed for our diverse range of clients...



brand



Vecna Robotics

Brand design including mark and secondary brand name development and mark, tag line, overall visual approach, web site, various stationery and promo materials

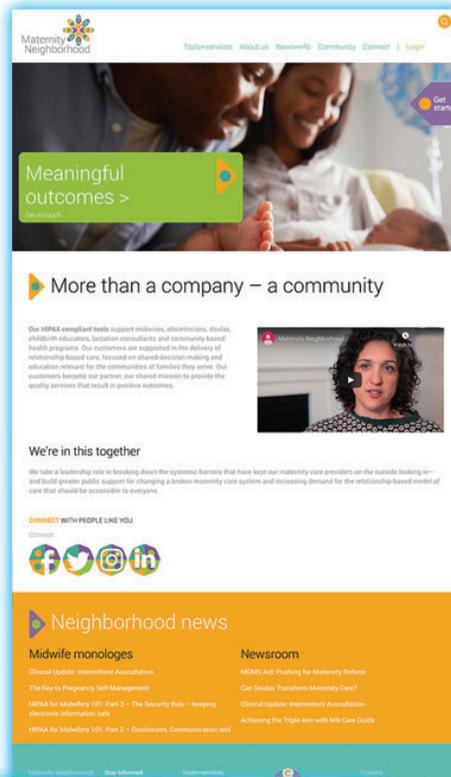


brand



Maternity Neighborhood

Brand redevelopment including storyline definition; identifying mark and collateral; web site planning, prioritization, architecture; PPT, info sheet and letterhead templates; info and social media graphics; conference displays and related support materials



Preventable birth morbidity

U.S. preterm birth rates are higher than they should be

Almost 1 in 10 **9.8%** adding up to **\$19B** in total cost

61% of U.S. is ranked

Building Sustainable Solutions to Unlock Community Potential

Maternity Neighborhood is a digital practice that tracks and optimizes performance of clinical and non-clinical maternity care

Connect, Communicate, Evaluate, Improve

brand

Commonwealth Medical Center

Brand design including mark, tag line, overall visual approach, web site, various print and promo materials, signage, online and print advertising



brand

International Pharmaceutical Excipients Council of the Americas and affiliates

Brand polishing and expansion using existing mark, including web site and various print materials, trade show displays, related marks, online and print advertising and graphics

The collage features several print materials:

- A large poster for the 'New Excipient Safety Evaluation Procedure' with a blue and yellow color scheme.
- A brochure titled 'Improving pharmaceutical excipient safety and supply chain management'.
- A brochure titled 'An internationally recognized third party auditing program'.
- A circular logo celebrating '25 YEARS' of IPEC Americas.
- Other smaller brochures and documents with various IPEC logos and text.

The screenshot shows the IPEC Americas website homepage. The header includes the IPEC Americas logo and navigation links for News and Events, About IPEC, Join Us, Reference Center, Member Resources, Contact With Us, and Excipient Advocacy. A main banner advertises the 'Excipient GMP Auditing Workshop' held from Tuesday, April 5 to Thursday, April 7, 2011. A sidebar on the right offers a 'Join IPEC-Americas' section with a login form and a 'Join IPEC' button. Below the banner, there are sections for regional IPEC branches (Europe, Japan, China, Federation) and a 'NEWS' section.

The screenshot shows the IPEC Federation website homepage. The header features the IPEC Federation logo and navigation links for Regional IPECs, About, News, Events, Board, and Blog. A large banner image with the text 'SUPPLY CHAIN INTEGRITY FROM RAW MATERIAL...' is prominent. Below the banner, there are sections for 'NEWS' and 'EVENTS'. The 'NEWS' section includes articles about 'China Published High Risk Excipient Details' and 'EXCIPECTM U.S. Launch of ExcipientFest 2013'. The 'EVENTS' section lists the 'IPEA GMP Auditing Workshop U.S.' and the 'FDA Annual Meeting'. A 'CONTACT' section at the bottom provides information for the IPEC Federation Headquarters.



brand

Smithsonian National Air and Space Museum

Campaign brand design including custom prospectus package with keepsake booklet, press materials, promotional video, PPT template



brand



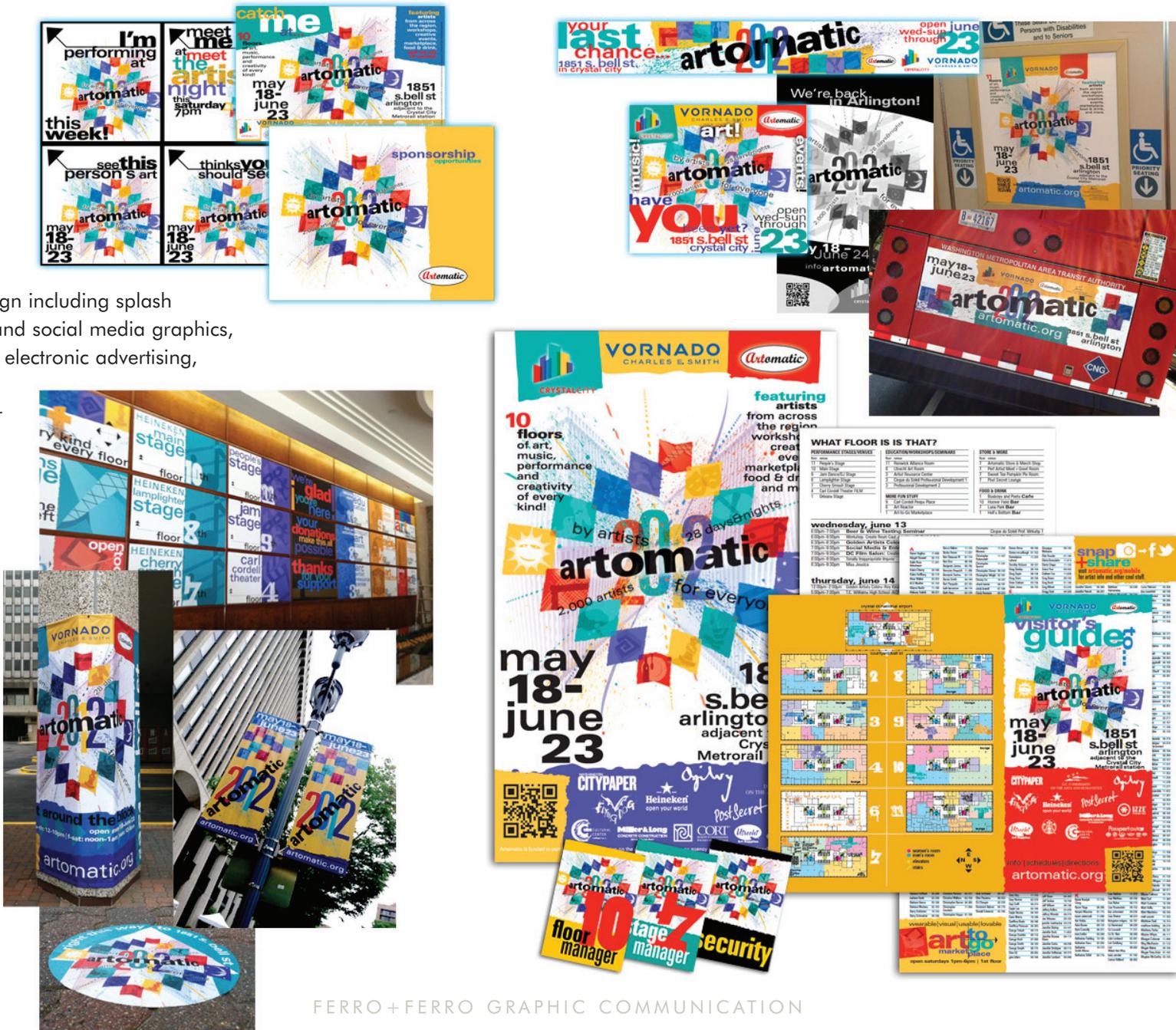
Dukes Bar & Grill/The Windsor Room

Brand design including mark, web site, various print and display materials, online and print advertising

brand

Artomatic

Event brand design including splash graphic, online and social media graphics, print, transit and electronic advertising, various print materials, indoor and outdoor graphics and wayfinding, misc event materials.





why us?

Ferro+Ferro Graphic Communication provides consultation, management, design development and production solutions for all aspects of brand, screen, and print visual communications.

We've been around the block

In 1989 as Apple computers truly began to replace the drawing board and T-square, we saw that new efficiency and capability as a way to better create dynamic — *and* user-friendly — visual communications. We left our respective DC design jobs to build our firm our way. From the start, we believed that the design process must include affordability and functionality as well as visual and technical excellence. Achieving the highest production values possible within budget is still our goal for every project. “Old school” services like photo direction and on-press inspections were integral to this goal, and are still the rule rather than the exception.

Results, not awards

We listen and work carefully with clients to analyze and define their needs and audience, then research the most appropriate methods and vehicles to meet those needs. Our solutions are designed to result in improved sales, membership, attendance, visibility, or understanding—not just pretty pieces. (And, yes, we have won awards too).

Deal with the partners

Since Ferro+Ferro has big ideas but is a small, nimble firm. The loss of communication inherent in larger agencies is non-existent. Consultation is direct with the manager/designer for the project. At the same time, we have an established network of local and national resources for design support, specialized web development, brand definition/naming, illustration, photography, marketing/research, writing/editing, video production and printing/manufacturing as needed.

30+ Years in business

From one-time logos for start-ups to ongoing trade magazine production to major event promotions and everything in between, we've been there and done that. Our national, regional, and local clients understand the role that effective design plays in reaching their audiences. Ferro+ Ferro's client list — [later in this PDF](#) — reflects the diversity and depth of entities which we have served. The strong relationships built with our clients is reflected in the fact that we are into our third decade of business, and those clients frequently refer us to others.

Always thinking green

We are committed to environmentally sound business practices. All projects in which we are involved are planned to minimize impact on the environment. Consideration is given to the benefits and limitations of recycled and recyclable materials, inks and ink coverage, use and efficiency of energy, materials, and processes, and other related areas. Ferro+Ferro is proud that — with the support of our suppliers — this approach has allowed us to produce outstanding materials which benefit not only our clients, but also the planet. Working in our home office removes commuting pollution as well!



partners since college



**Dorothy
Ferro**
Managing
Partner

Dorothy is our lead project wrangler and client liaison — who can design and shoot* as well when she has to. (She's not your average account rep.) As managing partner, she oversees new business development and spends a good bit of her time out there in the great wide open when she isn't creatively directing in the office.

As former senior designer for Walter Dorwin Teague Associates, Dorothy managed, directed and designed numerous large marketing, identity, annual report projects for DC area and regional clients. Back in Rochester, NY, Dorothy was a freelance designer/art director as well as staff designer at various firms where she created materials for cultural and corporate entities. Dorothy has served as a design judge for the Printing Industries of America, and has won awards and been recognized for her work in annual reports and identities.

A graduate of Rochester Institute of Technology, Dorothy received a BS in professional photography with a minor in Communication Design. She finds time to garden, knit, enjoy the outdoors and to collect PEZ dispensers. She quite like garden gnomes too.

*Photos of course!



**Salvatore
Ferro**
Partner+
Design
Director

In addition to conceptualization and direction, Sal is lead designer and digital illustrator. He spends a lot of time on the Mac.

Back in the late 80s, he rose to co-managing Graham Design in Washington DC redirecting that firm away from technical and production work to design and management of award-winning annual reports, editorial/info, marketing and identity projects. Before their move to the DMV, he worked at design and advertising shops in Rochester, NY, reaching art director where he dealt with all manner of corporate/product identity and marketing initiatives for the likes of Kodak and Xerox.

Sal graduated with honors from RIT, with a BFA in Communication Design. He is active in and has volunteered design services for various area entities including his local Bluemont Civic Association. He also helped establish a community advocacy group known as Bluemont Forward. He served as Cub Scout Den Leader and taught internet classes at his kids' school, where his elaborate cardboard settings for the school's fun fairs are legend.

An avid "roadie" (road cyclist), photographer, and craft beer aficionado, Sal is also a stone cairn stacker at home and anywhere the rocks speak to him. He creates digital photomanipulations based on those cairns, and dabbles in natural collages and sculptural pieces. And you should see what he does around here for **HALLOWEEN!**



thanks to our clients

Here's a sampling of the many clients with whom Ferro+Ferro has worked since 1989. From solo start-ups to prestigious international NGO's, we are proud of — and thankful for — the diversity of experience we have gained.

TRAVEL

Academic Travel Abroad/Grandtravel
Custom Safaris
The Ticket Counter

TRADE GROUPS

American Society of Healthcare System Pharmacists
Ballston Business Improvement District
Electronic Industries Association
International Pharmaceutical Excipients Council of the Americas
International Safety Equipment Association
NTCA—The Rural Broadband Association
Styrene Information and Research Center
Telecommunications Industry Association

HEALTHCARE & RELATED

Benefit One of America
Blue Cross Blue Shield of the National Capital Area (now CareFirst)
Commonwealth Medical Center & Urgent Care Center of Arlington
Howard University Hospital
Maternity Neighborhood

PUBLIC AFFAIRS

Burness Communications
John Adams Associates
Ketchum Public Relations
Manning, Selvage and Lee

FINANCIAL

Citizens Bank (now SunTrust)
Emerging Markets Advisory Partners
Export-Import Bank of the United States
First American Bank (now First Union)
Maryland National Bank (aquired by NationsBank)

OTHER BUSINESSES

Artisan2, Inc.
Bielski Design-Build
Horst B Consulting
nPersona
PeopleSoft (aquired by Oracle)
Premier Dining Services
Project Management Essentials
Shears Hair Salon
Sonrisa Chocolates
Trends in Color
Vecna Robotics

EDUCATION

Alexandria Country Day School
George Washington University
Grambling University
Howard University
Rosslyn Children's Center

GOVERNMENT

Arlington County Parks, Recreation and Cultural Resources

CULTURAL

National Museum of Women in the Arts
Smithsonian Institution:
• American Art Museum
• Anacostia Community Museum
• Archives of American Art
• National Air and Space Museum
• National Museum of African American History and Culture
• National Museum of American History
• National Museum of the American Indian
• National Museum of Natural History
• SI Business Management Office

NGOs

American Red Cross
International Finance Corporation:
• IFC Corporate Relations
• Foreign Investment Advisory Board
• Caribbean and Central American Business Advisory Service
United Nations:
• United Nations Development Programme (various divisions)
• United Nations Capital Development Fund
The World Bank:
• Water and Sanitation Division
• Urban Management Programme
• World Bank Publications Office

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