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STUDIO GRAPHIQUE ■ *design with direction*

FACT SHEET

Founded: 1996, incorporated 1997
Employees: 8
Located: Shaker Square in Cleveland, Ohio

OVERVIEW

Studio Graphique was incorporated in 1997 by Rachel Downey as a freelance graphic design studio. We have since evolved into a brand development consultancy and environmental graphic design firm that provides strategic visual communication tools to organizations throughout Northeast Ohio and across the United States. These tools include: brand identity systems, marketing collateral, website design, and environmental graphic design (signage, wayfinding programs, exhibits, interpretive graphics).

Most clients who seek out our services are in the building industry - architects, engineers, developers, and property management companies. Studio Graphique can either consult firms on their brand image and rebuild it from the inside out, or partner with clients to develop effective signage and wayfinding strategies that help people move through the spaces we live in.

OUR ROOTS ARE IN DESIGN

We are idea people who take a creative approach and turn it into practical and creative solutions. Over our history, we have evolved into an integrated consultancy and design studio with a dual specialization in brand development and environmental graphic design.

OUR PRODUCTS ARE IDEAS

Ideas founded in research and discovery. Ideas formed from years of experience. Ideas based on proven methodologies. Ideas specially tailored for you and your project.

OUR GOAL IS RESULTS

Studio Graphique uses our proprietary methodology, Design with Direction™, to guide our approach and help our clients see our process. This process is driven by results, because results are what matters.

DESIGN WITH DIRECTION

Design with Direction is the foundation from which effective visual communications can be achieved. It gives our solutions uniqueness, purpose, and meaning...

In essence, it makes them work.

MISSION STATEMENT

Studio Graphique is a passionate team of designers moved by color, form and function.

We balance right and left brain, creativity and practicality, message and medium to create solutions that look smart and make business sense. Design that has purpose, that moves toward goals... that's **Design with Direction**.

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CERTIFICATIONS

- > Studio Graphique is a Female Business Enterprise (FBE) with certification with The City of Cleveland
- > Studio Graphique is a certified Female Business Enterprise (FBE) with Cuyahoga Metropolitan Housing Authority (CMHA)
- > Studio Graphique is a certified Disadvantaged Business Enterprise (DBE) with The Greater Cleveland Regional Transit Authority (GCRTA)
- > Studio Graphique is a certified Disadvantaged Business Enterprise (DBE) with Cuyahoga County
- > Studio Graphique is EDGE (Encouraging Diversity, Growth and Equity) certified in the State of Ohio
- > Studio Graphique is in the Ohio Disadvantaged Business Enterprise (DBE) Unified Certification Program (UCP)

ORGANIZATIONS

COSE - Council of Smaller Enterprises www.cose.com

National Association for Interpretation www.interpnet.com

National Association of Women Business Owners www.nawbocleveland.org

Society for Environmental Graphic Design www.segd.com

Society for Marketing Professional Services www.smepsneo.org