



Capabilities, Services & Products

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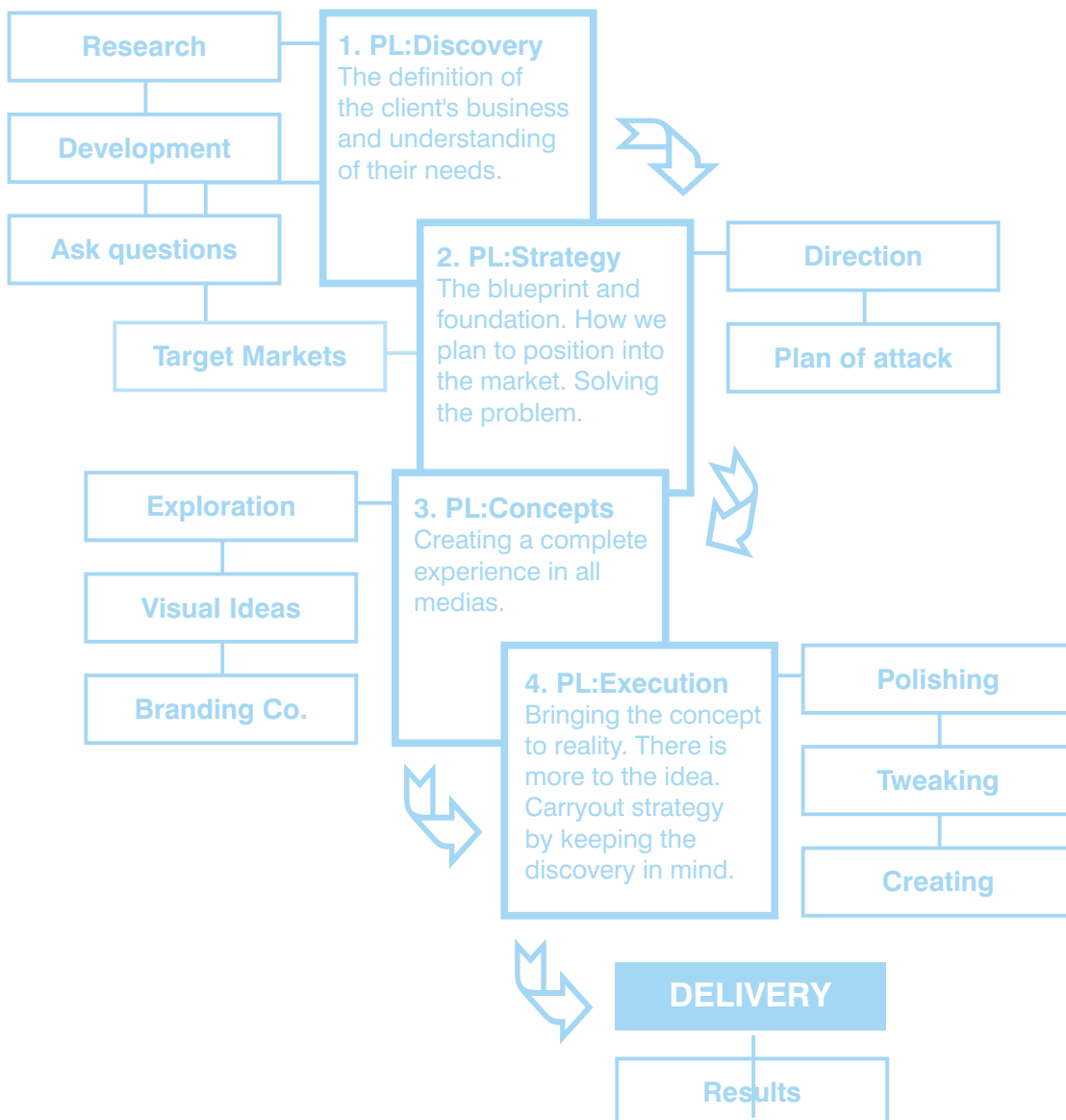
## Welcome to Planlogic Design Co.

Planlogic is a creative marketing company with multidisciplinary expertise and over nine years experience with hands-on “concept through completion”. Planlogic is accomplished in the development of thousands of successful marketing tools, from comprehensive multiple media creative solutions to advertising items a-la-carte. Specializing in Branding, Graphic Design, Ad/PR Communication and Marketing, Planlogic’s objective is to use a diverse skill set to direct/design/write for print, web and multimedia. Planlogic develops and re-brands products and services for a variety of industries, from dental products to sports apparel, encompassing start-up and nationally established companies. **Planlogic Design Co. Mission:**

plan,  
design,  
manage,  
build and  
deliver.

# Approach:

The brand is the heart and soul of an organization. It needs to communicate the direction of a company. The brand represents what the company stands for, what it delivers and what products or services it provides. Not only is a brand the face of a company, it must reflect the attitude of the company from the top down. The brand must be executed throughout all marketing materials. It must be consistent. Whether you are online, looking at a brochure or receiving a fax sheet, the brand must tell the story. How do you communicate with your customer? Is your brand consistent, memorable, and does it tell your story?



# Capabilities:

## BY DISCIPLINE:

Branding / Rebranding  
Creative Direction  
Art Direction  
Graphic Design  
Marketing/Communications Consultation  
Project Management  
Company Naming  
Tagline Creation  
Copy writing  
Proofreading  
Photography  
Website Design  
Web Hosting, Domains and Email set up  
Printing  
CD-ROM/DVD packaging/duplication  
Mailing Lists and Mailing House

## PRINT:

Advertising: Magazine, Newspaper, Outdoor  
Branding/Identity Development: Logo, Press Kits, Stationary, & Business Cards  
Brochures  
Annual Reports  
Postcards  
Special Events: Posters, Invitations, flyers  
Direct Mail  
Promotional Items

## INTERACTIVE:

HTML Emails campaigns  
Web Sites: Corporate, Educational, Entertainment, Commerce, Informational, Institutional, Promotional, Retail, Special Event  
Advertising: Online Ad Banners

## PROMOTIONAL PRODUCTS:

Apparel: Screen Printing/Embroidery Employee, Retail, Special Events and Sports Uniforms/Shirts.  
Glassware: Custom Printed Pint, Shot and Speciality Glassware.  
Paper Products: Custom printed To-Go Boxes, Bags, Coasters and unlimited Speciality Products.  
Signage: Indoor/Outdoor & Banners  
Promotional Products: Planlogic has access to over 600,000 promotional product ideas and the expertise to effectively design branding strategies that best fit our clients' myriad of marketing needs.

# Online:

## Web Design and Development Services

Our websites deliver a cost-effective way of reaching your potential and existing customers. Every website that Planlogic develops is custom made to fit your needs. We never use “off-the-shelf” templates as part of our custom design process. We believe each site should be unique and visually appealing to the target audience. By keeping our customers involved in the design process, we are able to deliver products that meet every expectation. Planlogic offers the following web design services:

- Custom graphic design
- Logo development
- Website layouts and wireframes
- Navigation design and info architecture
- Analysis of existing websites
- Content development
- Content management solutions
- Blogs
- Members only areas
- News modules
- eCommerce and online payment setup

## Domain Name and Web Hosting Services

Planlogic has partnered with BTG and GoDaddy to provide Domain Name and Web Hosting services through the Baltimore Technology Group Storefront website.

Linux and Windows Plans Available as well as Dedicated Servers

All plans include:

- 24x7 FTP access
- Daily Backups
- Web site statistics
- FREE Email Addresses

## Search Engine Optimization

If your business isn't popping up in the top of a search engine response, whose is? At Planlogic, we design every website with search engine optimization in mind. Upon completion, your site will be submitted to all major search engines.

## Email Marketing

If your organization sends email to existing or potential customers, Planlogic can help! Planlogic offers the following email marketing services:

- Complete email campaign management
  - Mailing list management
  - Opt-in/opt-out management
  - Undeliverable email management
  - Email template development
  - Email copy development.
- Statistical analysis including:**
- See what percentage of your recipients opened your email, and who they were
  - Check which links generated the most click-throughs and interest
  - Measure the overall performance of your email campaign

## Blogging and Social Networking:

Reach millions of potential customers and establish your company as a subject matter expert by using one of Planlogic's blogging platforms. Create brand awareness, network with potential customers, and create viral markets by putting Planlogic in charge of social networking campaigns.

# Creative:



Hospitality

Athletics

Corporate

Non-Profit

# Clients:

3 Ride Shop  
94WYSP  
Abbey Burger Bistro  
Advertising.com  
AIGA  
ALL Will Be Well  
Archmere Academy  
Baltimore Technology Group  
Bartenders  
Baltimore Beach Volleyball  
Blue Bear American Tavern  
CDF Construction  
Charm City Skateboarding  
Chesapeake Biological Laboratories  
Crazy Lil's  
Dentsply Professional  
Deutsche Bank  
Drexel  
Dr. Watson's Pub  
DW Painting  
Emerald Asset Management  
Federal Hill Main Street Assoc.  
Frohman's Wursthaus  
GMI - Gas Measurement Instruments  
JAC Communications  
JAWS Marketing, LLC  
JD Cipolloni Construction  
Kristin Rita Foundation  
Legg Mason  
Mackie's Ale House  
Magerks Pub  
Max Realty  
Midwest Dental  
Mobile Money  
Moyer Property Management  
MS Walk  
My Flower Box Events  
NIKE Field Hockey  
NIKE Lacrosse  
No Way Jose Cafe  
Old Mill Highschool  
OLSLC Rockfish Lacrosse  
PENN Capital Management  
Rowhouse Grille  
RUB BBQ  
Saint Joseph's University  
Seton Hall University  
Skillforce Labor  
Sly Fox Pub  
STX Field Hockey  
STX Lacrosse  
STX JA07  
Soul Island Villa  
Sound Matters  
The Hill Restaurant  
Truancy Board Co.  
Vesper Hospitality Investments  
Waterfront at Popes Creek  
Zavino Wine Bar & Pizzeria