

Portfolio

1127 King Street, Suite 200 Alexandria, Virginia 22314

About Studio B



1127 King Street, Suite 200 Alexandria, Virginia 22314

703.548.4155 703.894.0455 fax www.studiobcreative.com

Studio B specializes in custom creative marketing and print solutions for a diverse client base. Originally founded as The Clayton-Bennett Group LLC in 2002, the company was re-branded as "Studio B" in 2006.

Each project is important regardless of size. Whether the project is a direct mail campaign, a series of conference marketing collateral, or company branding materials, Studio B helps its clients manage the creative and production processes from concept through delivery. We ensure that each project or campaign clearly communicates the client's message and vision. And we inspire client confidence by customizing solutions to exceed given communications objectives.

Our services include graphic design, photography, illustration, mechanical production and print coordination. The strong relationships we have developed over the years with creative vendors, list brokers, printers and mail shops allow us to provide our services in a cohesive manner and to serve our clients as a one-stop shop.

GSA Schedule

CONTRACT NUMBER: GS-23F-0176R



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For more information about the General Services Administration, visit www.gsa.gov

Studio B is an approved contractor on the General Service Administration (GSA) Schedule 541 for Advertising & Integrated Marketing Solutions under the following special item number (SIN):

541-4F: Commercial Art and Graphic Design Services (Small Business Set-Aside)

Services include: Commercial art, graphic design, and special effects that educate the consumer market about a product or service. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

The contract period is from May 17, 2005 to May 16, 2010 with three five-year option periods (May 17, 2010 to May 16, 2025).

For more information on Studio B's GSA contract and their services, please e-mail Bennett DeOlazo *(bennett@studiobcreative.com)*, or phone 703.548.4155.

Awards



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2009 APEX Awards for Publication Excellence



- Award of Excellence Illustration & Typography
- Award of Excellence Meeting and Events

2008 Hermes Creative Awards

- Platinum Award Marketing Collateral
- Platinum Award Program Guide
- Gold Award Media Kit
- Gold Award Marketing Collateral

2008 APEX Awards for Publication Excellence



- Award of Excellence Media Kit
- Award of Excellence Meeting and Events

2007 MarCom Awards

- Platinum Award Corporate Branding
- Platinum Award Marketing Campaign
- Gold Award Newsletter Design
- Gold Award Advertising Campaign
- Gold Award Brochure/Capabilities

2007 Hermes Creative Awards

• Gold Award — Marketing Campaigns

2007 APEX Awards for Publication Excellence



Award of Excellence — Marketing Campaigns

Society of National Association Publications (SNAP) 2007 EXCEL Awards

• Bronze Award — Convention Program

2007 PIVA Best in Print Awards

First Place Award — Invitations

2006 Association Trends All-Media Awards

• Gold Award — Conference Promotion

2006 APEX Awards for Publication Excellence



- Grand Award —
 Newsletter Division
- Award of Excellence

Society of National Association Publications (SNAP) 2006 EXCEL Awards

- Silver Award, Most Improved Newsletter
- Bronze Award, General Excellence

2004 PIVA Best in Print Awards

- First Place Award
- Two (2) Awards of Excellence

2003 PIVA Best in Print Awards

- · First Place Award
- Three (3) Awards of Excellence

Clients



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American Association of Community Colleges

American Association on Intellectual and

Developmental Disabilities

American Association of Museums

American Bus Association

American College of Obstetricians

and Gynecologists

American Inns of Court

American International Automobile

Dealers Association

American Logistics Association

American Society of Microbiology

American Speech-Language-Hearing Association

Americans for the Arts

Arlington County

Arlington Economic Development

Arlington Employment Center

ASH Foundation

Association of Clinical Research Professionals

BMW Manufacturing Corporation

BMW Financial Services

Center for the Advancement of Health

Construction Management Association of America

Convention Management Group

European Commission Delegation

Graphic Arts Show Company

Koeppen Elliott & Associates

National Association of Home Builders

National Association of Professional

Insurance Agents

National Association of State Departments of

Agriculture

National Council for Community

Behavioral Healthcare

National Library of Medicine

National Student Speech Language

Hearing Association

Reston Hospital Center

SmithBucklin

Society for Imaging Informatics in Medicine

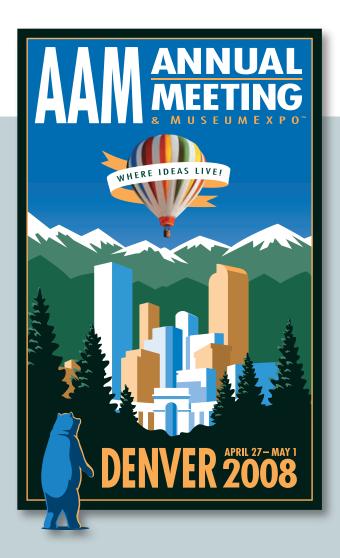
Travel Industry Association

U.S. Newswire

U.S. Trade and Development Agency

The World Bank

2008 ANNUAL MEETING IDENTITY







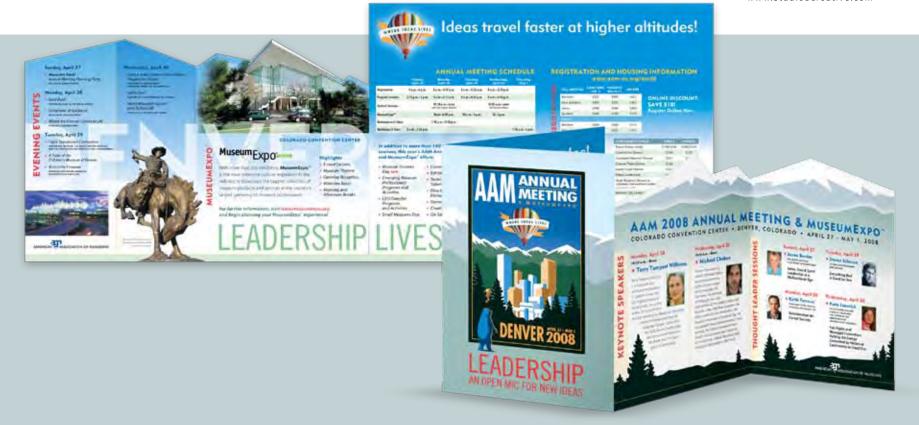
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2008 ANNUAL MEETING DIEGUT MAILER





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2008 Annual Meeting Preliminary Program Spreads



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2007 ANNUAL MEETING IDENTITY



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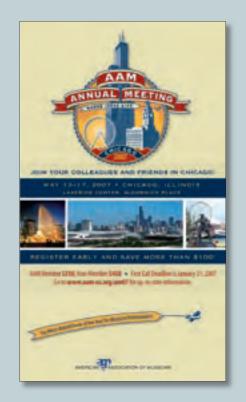


2007 ANNUAL MEETING PIECES

STUDIO



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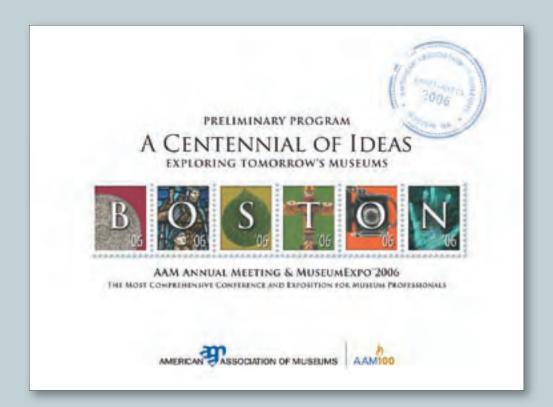
2006 ANNUAL MEETING IDENTITY





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The AAM 2006 Annual Meeting Preliminary Program received multiple awards in 2006. See Awards page.

2006 ANNUAL MEETING PRELIMINARY PROGRAM SPREADS



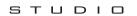




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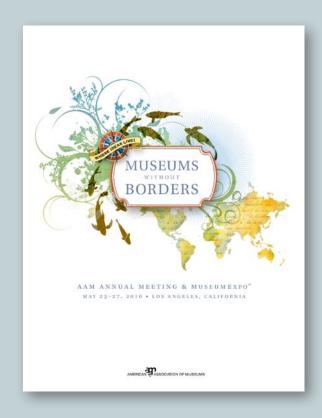


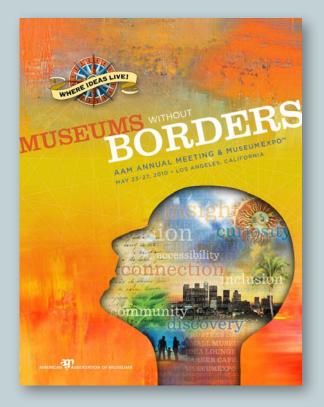
2010 Annual Meeting identity designs comps





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Americans for the Arts

NATIONAL PATRONS COUNCIL BROCHURE



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Americans for the Arts

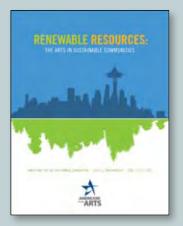
2009 CONVENTION DESIGNS

STUDIO (

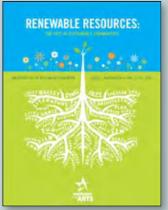
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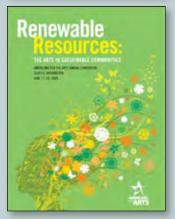
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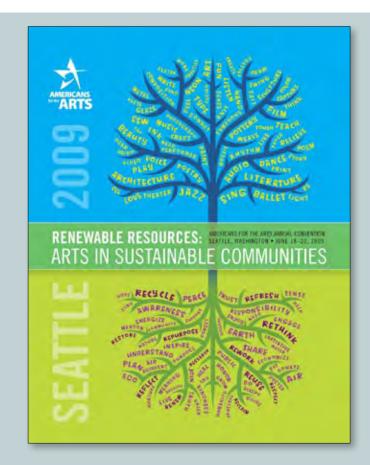
DESIGNS











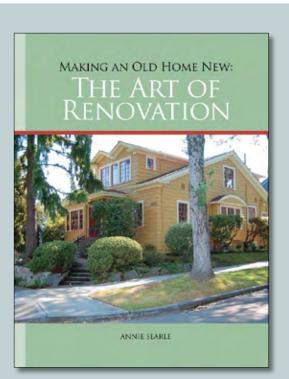
Making an Old House New – Book Design

ANNIE SEARLE

STUDIO

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Smith Bucklin

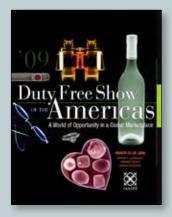
2009 IAADFS TRADE SHOW IDENTITY

STUDIO

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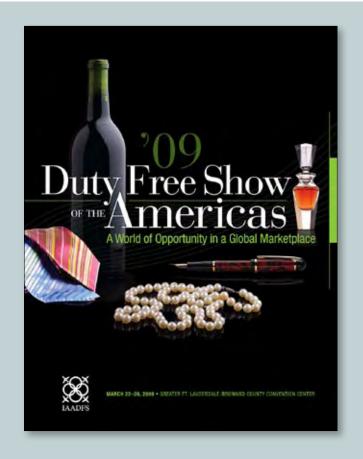
DESIGNS





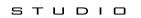






Smith Bucklin

2008 IAADFS TRADE SHOW IDENTITY

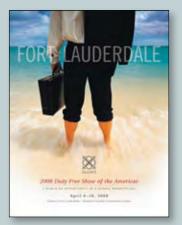


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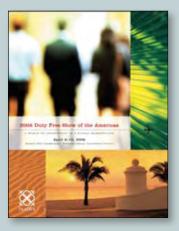
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DESIGNS











Society for Imaging Informatics in Medicine (formerly SCAR)

INTEGRATED LITERATURE PACKAGE



B

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Society for Imaging Informatics in Medicine (formerly SCAR)

ANNUAL CONFERENCE IDENTITIES









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National Association of State Departments of Agriculture

2008 AMERICAN FOOD AND BEVERAGE USA PAVILION EXHIBITOR KIT



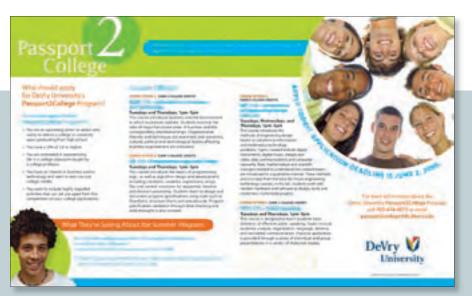
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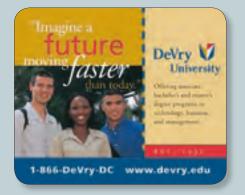


DeVry University

PROMOTIONAL MATERIALS









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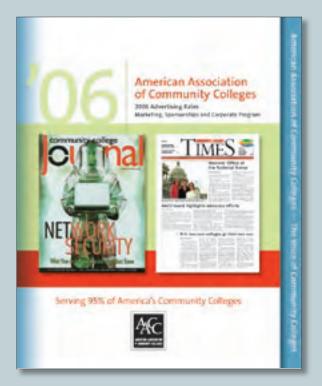
American Association of Community Colleges

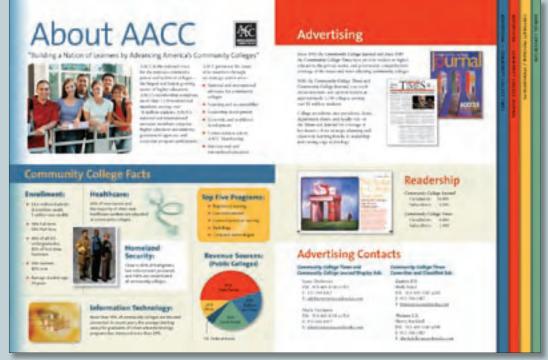
2006 MEDIA KIT





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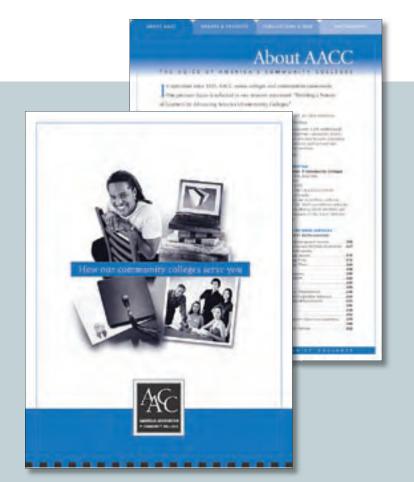


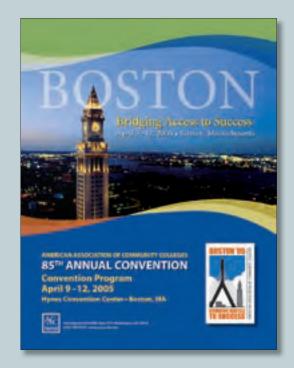
American Association of Community Colleges

MEMBERSHIP KIT AND CONFERENCE IDENTITY



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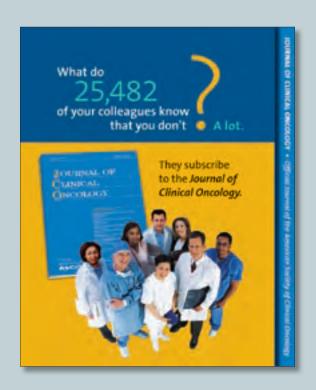


American Society of Clinical Oncology

JOURNAL OF CLINICAL ONCOLOGY KIT

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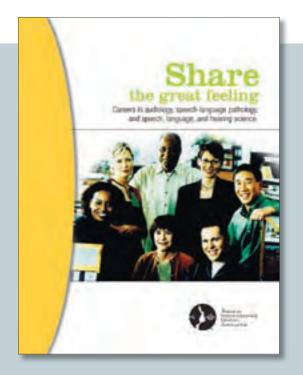
American Speech-Language-Hearing Association (ASHA)

RECRUITMENT KIT





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American Speech-Language-Hearing Association (ASHA)

THE GATHERING PLACE ONLINE LOGO



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National Student Speech-Language-Hearing Association (NSSLHA)

QUARTERLY NEWSLETTER REDESIGN









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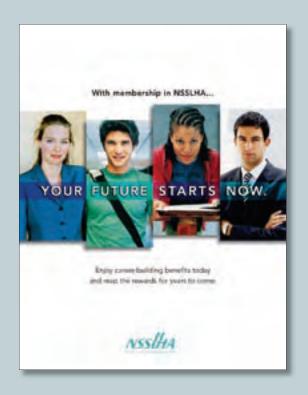
National Student Speech-Language-Hearing Association (NSSLHA)

MEMBERSHIP MATERIALS

STUDIO



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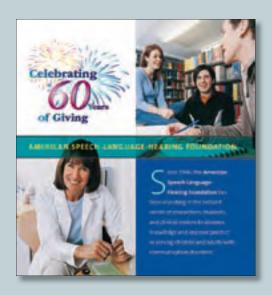


ASH Foundation

FUNDRAISING PROMOTION



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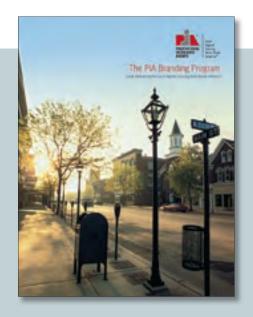
National Association of Professional Insurance Agents

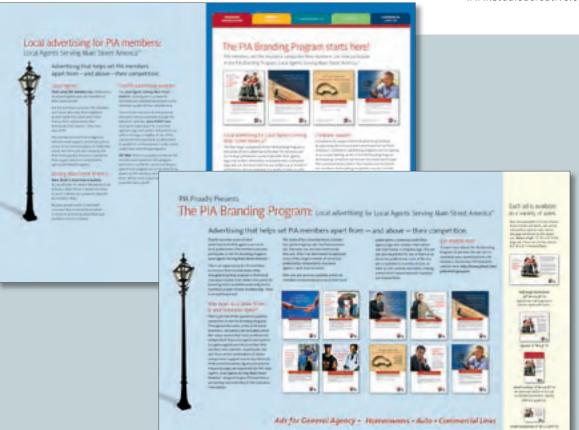
PIA BRANDING PROGRAM IDENTITY





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National Association of Professional Insurance Agents

PIA BRANDING PROGRAM — AD SERIES



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They're different.

Their cars are different.

Why should their

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American College of Obstetricians and Gynecologists

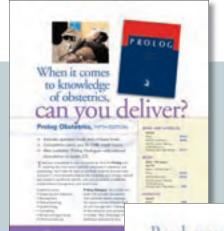
PUBLICATION AD SERIES





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A flipchart that illustrates your point.

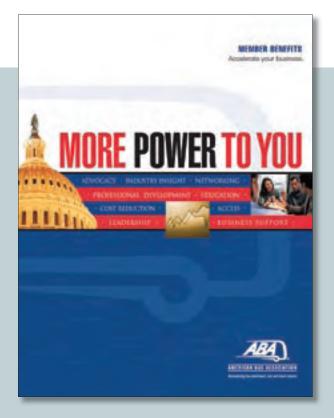
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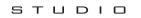


American Bus Association

IDENTITY PIECES

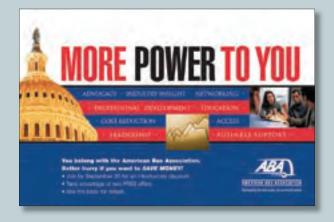








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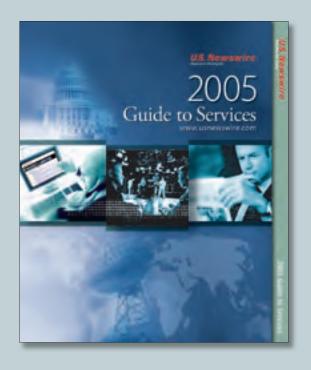


U.S. Newswire

MEDIA KIT



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U.S. Newswire

NEWSLETTER AND AD SERIES





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CC William worked

USDA Graduate School

COMMUTER ADS





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Mortgage Bankers Association

ADS AND PUBLICATIONS



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U.S. Trade and Development Agency

2006 ANNUAL REPORT



STUDIO



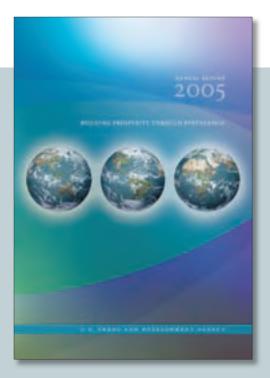
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U.S. Trade and Development Agency

2005 ANNUAL REPORT









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U.S. Trade and Development Agency

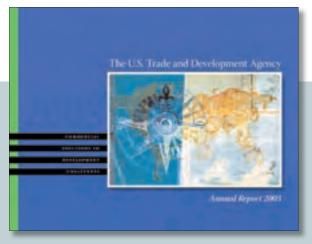
2003 ANNUAL REPORT AND MARKETING PIECES



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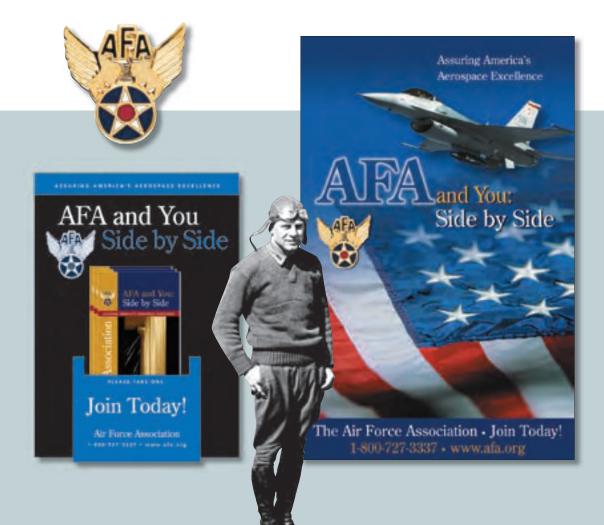


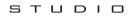




Air Force Association

MEMBERSHIP MATERIALS







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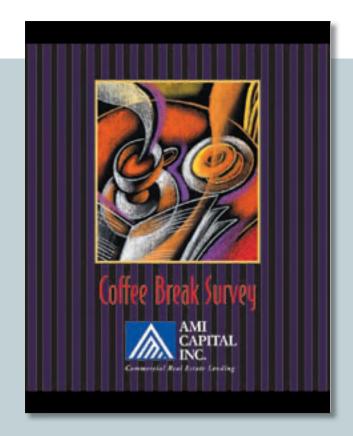


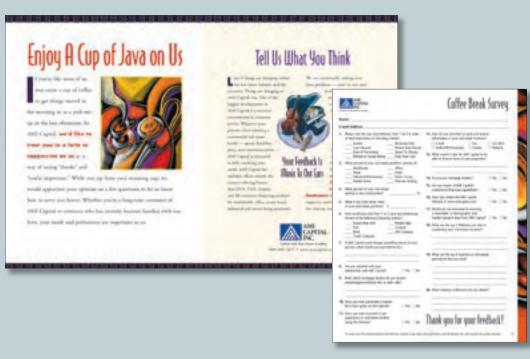
AMI Capital, Inc.

COFFEE BREAK SURVEY SERIES



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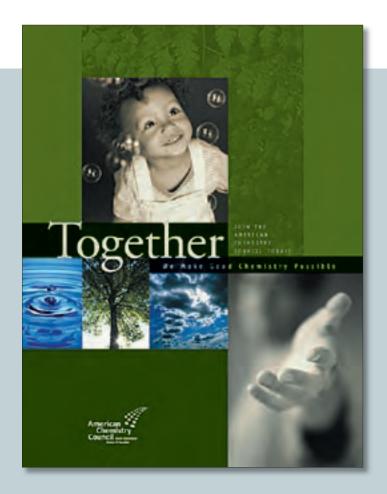


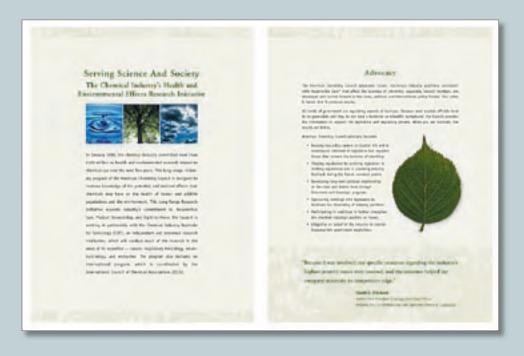
American Chemistry Council

MEMBERSHIP BROCHURE AND APPLICATION



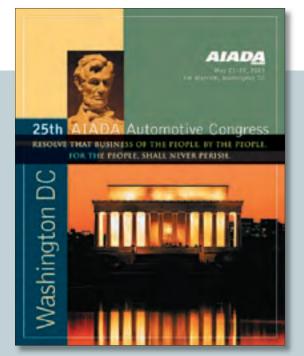
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American International Automobile Dealer's Association (AIADA)

2002 CONFERENCE CAMPAIGN











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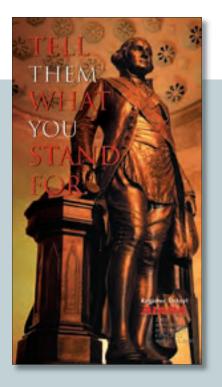


American International Automobile Dealer's Association (AIADA)

2000 AND 2001 CONFERENCE CAMPAIGNS



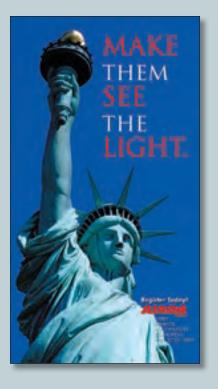








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BMW Manufacturing Corporation

TRAINING, ASSOCIATE DEVELOPMENT AND RECRUITMENT MATERIALS











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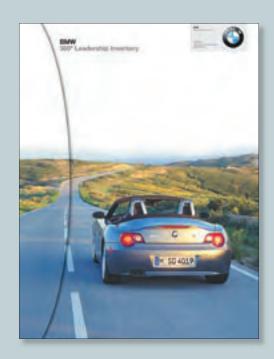
BMW Manufacturing Corporation

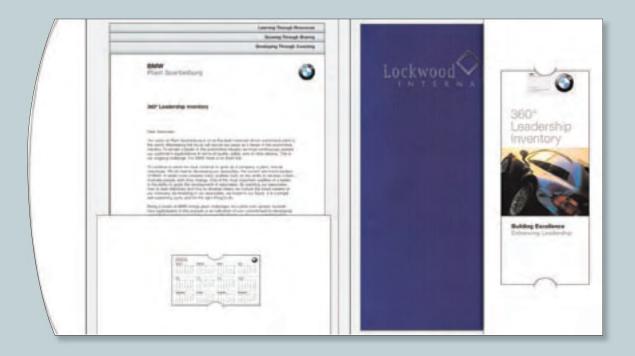
360° LEADERSHIP INVENTORY KIT

STUDIO



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Bennett DeOlazo — Creative Director

With nearly 20 years in the graphic design field, Bennett DeOlazo knows how to design to clearly communicate a client's message. As an art director and designer, Bennett has been praised for his diverse capability that blends strong conceptual development, effective design and a mastery of digital production processes.

Previously, he was creative director and partner of The Clayton-Bennett Group. He worked as an art director and designer for a number of agencies, corporate art departments, magazines, and marketing communication groups. His clients included

BMW Manufacturing Corporation, the U.S. Trade and Development Agency, Northrop-Grumman, Georgetown University, The University of Maryland, On Target Media, The Journal of NIH Research, and Reston Hospital Center.

Bennett uses Adobe Creative Suite (InDesign, PhotoShop, Illustrator, Acrobat, and Dreamweaver), as his preferred set of design tools.

Bennett graduated from Oberlin College with honors in 1986.



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Clarissa Parker — Director, New Business Development

Clarissa Parker is pleased to represent
Studio B. She has been in business
development for more than 20 years. She
has formerly represented a prominent
international industrial design firm
headquartered in New York, as well as
small direct response design firms in the
Washington DC metropolitan area. Her clients
have included large corporations such as
Eastman Kodak, Black & Decker and Noxell,
plus many associations and government
agencies in the Washington DC area.

In addition to developing new client relationships, Clarissa works in the background to ensure client satisfaction and repeat business.



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David Page — Copywriter

David Page has more than 20 years of advertising experience. He prides himself in his ability to get up to speed fast and to adapt to the needs of his clients. "An advertising writer should be a chameleon," he says, "always adapting to produce what's most effective for a particular project."

David's diverse experience includes work for: Airbus Industries Aircraft, American Chemical Society, AssociationCentral.com, Coopers & Lybrand, D.C. Lottery, Fairchild telecommunications, Fairfax Hospital System, Fannie Mae, GEICO, Global One, Home Owners Warranty, Informix software, Jiffy Lube, Johns Hopkins University, Long & Foster realtors, Marriott, National Geographic, National School Boards Association, OrionNet satellite systems, Pacific Southwest Airlines, Pepco, Sheraton,

Spacehab, Sprint, Strayer College, United States Mint, the Washington Post, and the World Bank.

While a lot of people drift into advertising, David planned on a career in the field right from the start. He has a B.S. in Journalism from Ohio University with an advertising major. He started in retail at Hecht's in Washington, D.C., and then joined the Earle Palmer Brown advertising agency, where he rose to the position of V.P. Associate Creative Director. Now he's a free-lance writer, working with ad agencies and directly for clients.

David is experienced in all media: print, direct mail, radio (which he also produces), TV, and online. He has received Clio, Addy, Echo, and Maxi awards.



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Firebrand

Studio B maintains a strategic alliance with Scott and Teresa Rodgerson of Firebrand LLC. Conveniently located in the same Old Town Alexandria facility, Studio B and Firebrand frequently collaborate on projects, sharing their expertise and production resources.

Founded in 1999, FIREBRAND, LLC offers graphic design and market consulting services in the Washington DC-Metro area. FIREBRAND works in concert with clients to achieve elegant and effective solutions that surpass goals and underwhelm budgets. FIREBRAND provides consultation, design, production, writing, programming and

illustration, for all manner of clients including private businesses, government agencies and associations.

FIREBRAND successfully partners with other highly qualified businesses in the field combining the capacity for large projects with the efficiency of a small firm. These fields include multimedia development and application, marketing and public relations, photography, copy writing and proofreading.

