



TBJ Brand Management Group is a woman-owned small business currently working with clients and budgets of all sizes in a straightforward way:

We identify and communicate needs, develop a common sense strategy to address those needs, and deliver creative solutions that get results.

Founded in 2009, TBJ Brand has served many local service sector businesses, nonprofits and educational institutions. Clients choose us and recommend us for our professionalism, knowledge, responsiveness and creativity. Our highest, most enduring value is our ability to engage any client's target audience in order to inform, educate, motivate and inspire them.

NAICS CODES

- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541830 Media Buying Agencies
- 541850 Display Advertising
- 541860 Direct Mail Advertising
- 541890 Other Services Related To Advertising
- 541490 Specialized Design Services
- 541511 Web Page Design

CAPABILITIES STATEMENT

GRAPHIC DESIGN

Branding
Creative & Art Direction
Logo Design
Web Design & Development
Publications
Reports
Cover Design
Ad Layouts
Billboard Design
Data Visualization
Info & Motion Graphics
Tradeshaw Graphics
Posters and Billboards
Postcards and Mailers
Catalogs and Guides
E-campaigns

SOCIAL MEDIA

Branding
Strategy
Content Curation

WRITING

Editing | Proofing
Copyrighting
Collateral
Advertising
Internet

DIFFERENTIATORS

We are a small agency that knows how to make a big impact for our clients. Our entire agency is familiar with your project – no layers of staff, no redtape. You work directly with the people who are working on your project. We build relationships with clients, many have stuck with us for years. We work efficiently, so our clients benefit from having their dollars spent wisely. We provide services that help our clients establish an authentic connection with audiences, and seek to use these skills to serve the unique needs of the government sector.

Our aim is to create communication avenues for audiences based on their specific preferences and challenges through the integration of design - striving to create intuitive access to information through:

- Practical resources that individuals connect to within dynamic, social environments
- Ideas and language that pull people in
- Compelling communication in which people want to participate and engage.

STRATEGIC MARKETING

Branding
Marketing Plan Development
Social Media
Web/Internet
Product Positioning
Point of Sale
Style Guides
Outdoor
Direct Mail
Custom Publishing

INTERNET TECHNOLOGIES

E-Commerce
Enterprise Solutions
SEO (search engine optimization)
Blogs & eNewsletters
E-books
Email Campaigns
Experience Strategies
User Flow
Video Production & Editing

PRINT MANAGEMENT

Production and Quality Control
Online Order and Inventory
Fulfillment
Production Coordination

PUBLIC RELATIONS

Press Releases
Media Kits



TBJ Brand Management Group

Owner: Traci Baker Jackson
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traci@tbjbrand.com

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CAPABILITIES STATEMENT

PAST PERFORMANCES

Graphic Support and Direction - City First Bank

Website Design and Development
Marketing
Logo Design (25th Anniversary)
Report Layout and Design

Creative Direction - Paul Wharton Style | Paulitics

Brand Management
Website Design and Development
Graphic Design and Support

Website Design and Development - Stacey Rusch

Graphic Support and Direction - NOVAD Consulting

Website Design and Management
Branding
Marketing

Graphic Support and Direction - The 13th Man

Website Design and Management
Branding
Marketing Collateral

Creative Direction, Branding - Curlanista's

Website Design
Branding
Packaging Design
Illustrations, Curly Girls Love Your Curls

DC Government

IX |IU Design
Logo Design
Informational Video Direction and Design

SEC (Securities and Exchange Commission)

Graphic Design and Support
Poster Creation
Event Branding
Annual Report Layout and Design
Ad Design
Marketing

Creative Direction and Graphic Support - Juice 4 Life

Website Design
Branding Marketing

Website Design and Development - Skyler Publishing Group

Branding
Social Media Management