

The background of the entire image is a blue-tinted photograph of a large crowd of people. Many of the people have their hands raised in the air, suggesting a concert, a protest, or a large gathering. The image is slightly out of focus, emphasizing the overall movement and energy of the crowd.

D.T THINK DESIGN

# CONNECTING BRANDS & PEOPLE

[DotThinkDesign.com](http://DotThinkDesign.com)

# WHO WE ARE

## WE BRING BRANDS TO LIFE WITH AUTHENTIC, STRATEGY DRIVEN STORYTELLING.

Dot Think Design is a branding, marketing and design firm based out of Fairfield County, Connecticut. With a focus on lifestyle branding and high-level strategy, we start every project – big or small – by asking questions to help clarify long range goals. By crafting customized integrated marketing plans around these goals, we help clients to connect with customers and engage their emotions, converting passive viewers into active community members.



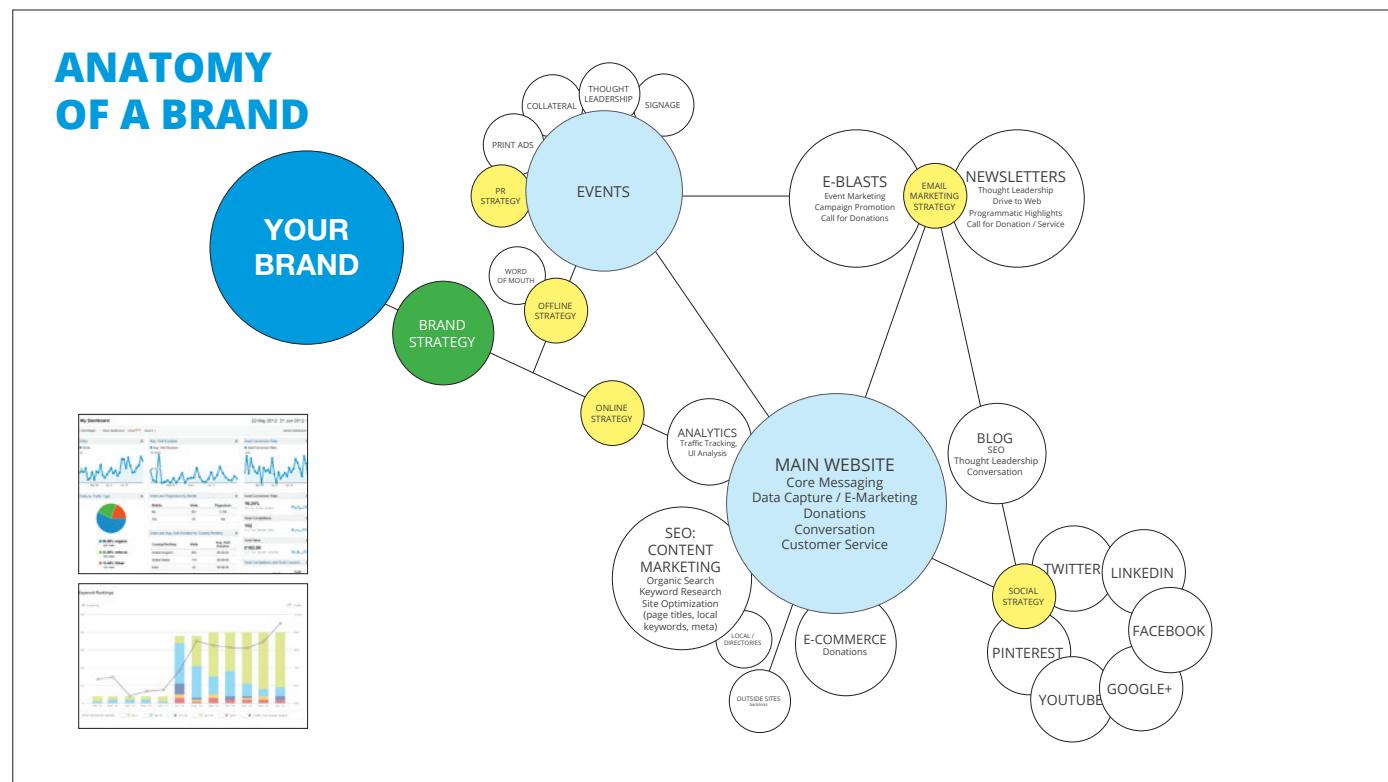


A photograph of two young girls playing chess, with a blue color overlay. The text 'STRATEGY BRANDING DESIGN' is superimposed on the left side of the image.

# **STRATEGY BRANDING DESIGN**

# CRAFT A DATA-DRIVEN STRATEGY THAT MOVES YOU TOWARD YOUR GOALS.

Through marketing strategy informed by data analysis, market research and gut instinct, we help organizations define a map for interacting with an ever-changing world. We utilize a series of excercizes, data and demographics explorations to sculpt your unique value proposition, and help you tap into the power of storytelling to speak to your audience's needs.



*Dot Think did their homework. They learned about our business, analyzed competition and helped us articulate our goals for the new site. Only then did their team start the ground up process of designing around our needs. We learned a lot in the process and we couldn't be happier with the results.*

## Mark Santagata

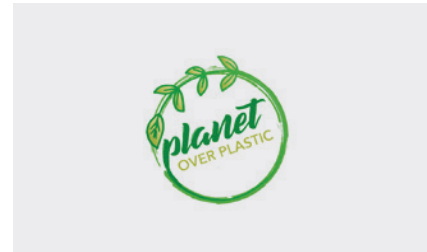
Cacace, Tusch &amp; Santagata

# BRANDING & IDENTITY

## LAUNCH YOUR BRAND INTO A NEW DIMENSION.

**BRANDING:** Every organization has a story. We can partner with you to help define yours. From developing core values and an organizational mission statement to defining your unique visual language, we craft brand strategies that serve as a solid foundation for engaging your audience.

**IDENTITY DESIGN:** We can craft a strong identity for your brand, program or campaign...so it can leave a lasting impression. From logo and tagline development to visual language and brand guidelines, we build a strong foundation for brand recognition and growth.



*Working with Dot Think to revamp our brand was truly eye-opening. Their in-person brand workshop was accessible for our entire team, helped us elevate priorities instead of trying to do it all, and gave us the opportunity to get buy-in from team members. If you need to refocus, build out a fresh set of brand standards and reconnect to today's changing marketplace, this team can help lead you to a new frontier.*

**Mark Berry**  
Groton Parks & Rec

# DESIGN

## CATCH THEIR EYE WITH PIECES THAT RING CRYSTAL-CLEAR.

### GRAPHIC DESIGN

We specialize in helping you develop a strong look and feel for core programs, campaigns and annual events through graphic design that grabs users' attention in a media-rich world and creates a distinct identity you can build on, year after year.

### REPORT & MANUAL DESIGN

We have extensive expertise in helping organizations create, write and produce beautiful, compelling pieces that can make the transition from print to web – from annual reports and brochures to flyers and white papers.



*As architects, it was important for us to find a designer who embraced our creative vision, as well as their own. Corti listened to our ideas and designed an innovative site that "tells our story." She is highly organized, astute and creative.*

**Cynthia Vengrow**  
Vita Design Group



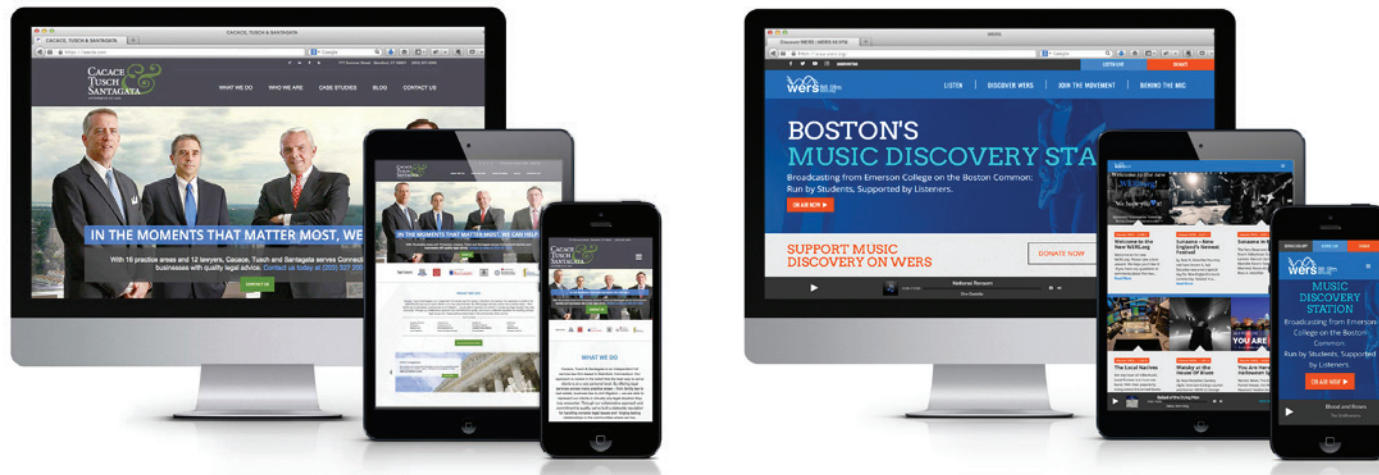


**DIGITAL**

# WEBSITE DESIGN & DEVELOPMENT

## BUILD AN ONLINE EXPERIENCE THAT TURNS VISITORS INTO FANS.

We understand an organization's online presence is the key to a great first impression. So we take a holistic approach to designing websites that tell a clear story and inspire users to take action. We deliver sites that go beyond a crisp and creative look-and-feel to bring you scalable user experiences, e-commerce solutions and mobile experiences that serve your business goals. As a boutique agency with a special focus on supporting organizations that make communities stronger, we also have the agility to quickly create interactive microsites to support key campaigns and programs.



*At each stage of the website development, the team worked to curate each piece of the Lezlie Laws brand. It was such a creative and inspiring process. If you want to really think deeply about your business, working with these creative women is the right step to take. The result of their genius is exactly what I wanted and I am thrilled with the website they have created for me.*

**Lezlie Laws**  
LifeArt Studio



# EMAIL MARKETING

## CONNECT WITH YOUR CUSTOMERS WHEREVER THEY ARE.

We can help you maximize your most valuable outbound channel: email. We offer content strategy, list integration and segmentation, campaign execution and responsive templates that help you engage with new contacts, target existing ones and share messages that make an impact.



*Dot Think was able to provide The Cedar Roof Company with writing and email templates that were above and beyond others in our industry. They are clean, modern and targeted to our sophisticated clientele. Dot Think continues to bring fresh ideas and high quality collaborators to the table as our marketing evolves, and helps us enact an ongoing schedule of marketing initiatives.*

**Sharon Shaw**

*The Cedar Roof Company*

A group of young people, mostly Black, are shown in a social setting, possibly a dance or party. They are wearing casual clothing like tank tops and jeans. The image is heavily filtered with a solid blue color, making the subjects appear as silhouettes or semi-transparent figures. The text 'SOCIAL MEDIA CONTENT VIDEO' is overlaid in white, bold, sans-serif font on the left side of the image.

# **SOCIAL MEDIA CONTENT VIDEO**

# SOCIAL MEDIA

## GRAPHICS AND CONTENT THAT REACH THROUGH THE CROWD

We deliver creative assets for social media to help organizations connect with users where they are, every day of the year. From content strategy to copy and graphics for both organic posts and paid campaigns, we can help your organization tell its story and drive results for core initiatives and business-critical campaigns.



*Dot Think has been consulting on my Social Media for 6 years. From producing graphics to advising on strategies to increase following and fan engagement, her team has helped me to gain a following of 8k on Facebook, 4k on Instagram and 2.5k on Twitter.*

**Brigitte Kouba**  
Gigi Yogini

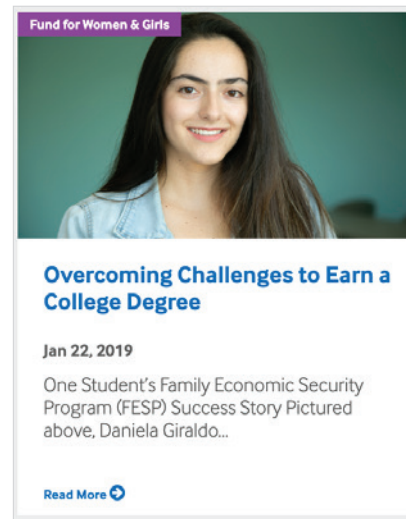
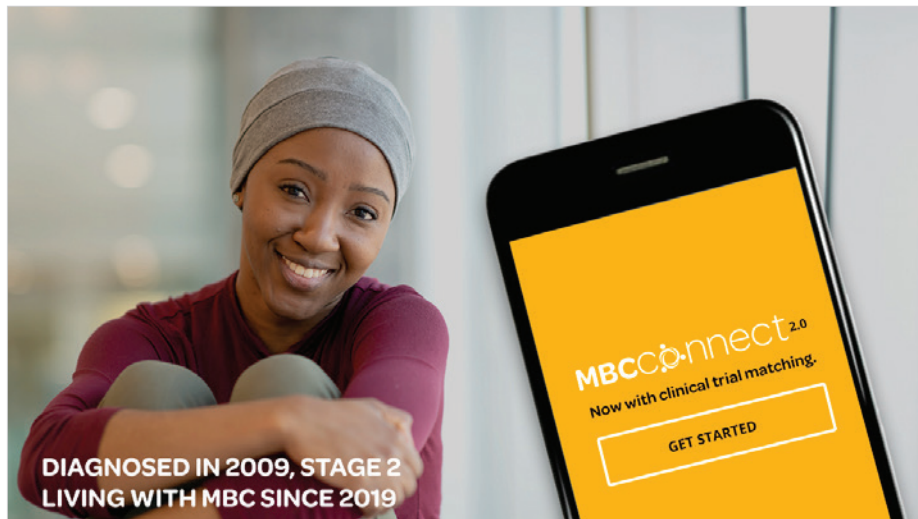




# CONTENT CREATION

## MAKE A DEEPER CONNECTION WITH AN AUTHENTIC NARRATIVE.

We can help you tell your story through full-service content creation. From blog posts and videography to email campaigns and print pieces, we can support organizations from the conceptual phase to the delivery of a polished final product – starting from strategic recommendations and creative direction, to interviewing sources and writing a clear and compelling narrative that inspires readers to take action.



*Dot Think is brilliant in their ability to create content that fits organizational and media needs – and, first and foremost, makes an impact with readers. It's a joy to partner with a team that delivers quality messaging, every time.*

**Helen Koven**  
PR Consultant

# VIDEO

## ENGAGE YOUR COMMUNITY THROUGH THE IMAGERY AND IDEAS OF VIDEO STORYTELLING.

With users spending more than a third of their time online watching video, it is imperative to represent your business through compelling stories and engaging images. Our video team has a passion for producing beautiful cinematic sequences while articulating a fascinating story that captures the heart, soul, and emotion of the viewer.



# OUR CLIENTS



*By partnering with Dot Think, we've brought our integrated marketing campaigns to a new level. Their team offers both polished design and writing, and the strategic insight and technical digital knowledge to make a bigger impact with our message. From our annual report and event collateral to website design and social media marketing, these women help our story shine.*

*Juanita T. James, CEO & Executive Director  
Fairfield County's Community Foundation*



*As a national nonprofit foundation working at a grassroots level, it's essential that we connect with our audience. Through Dot Think's marketing, technology and design support, we're doing just that. Over the years, Corti and Emily have helped to clearly communicate our message out to the world while providing for all our technology needs - websites, e-commerce, hosting and email. We can see the results of their thoughtful work through social media engagement, web traffic and revenue growth.*

*Robert Schware, Executive Director  
The Give Back Yoga Foundation*







*At Dot Think, we believe in the power of people coming together to do good work, make quality products and change lives. Whatever your needs, we can be there for you – with the best tools, data to match your goals and the design chops to wow. Give me a call and let's talk about ways we can collaborate to magnify your reach and impact through thoughtful, authentic messaging.*

*Corti Cooper  
Principal & Creative Director  
Dot Think Design*

LET'S TALK:  
**(203) 364-4565**

D•T THINK DESIGN

**THANK  
YOU**