

**McKENNA  
DANIELS**  
DESIGN

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# Getting Started Guide

Everything you need to know to  
work with McKenna Daniels Design

# We partner with our clients to translate their hard work into results-driven design.

*Want to partner with us? This is a quick guide to see if we're a good match for your design and marketing needs. Read on to learn more about McKenna Daniels Design. Let's see if we can help you.*

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“Again and again, McKenna Daniels Design produces work that thoughtfully reflects our organization. Having designed everything from rally signs to multi-page publications, McKenna Daniels Design never fails to insightfully solve our design needs. As an added bonus, Katie is pure bliss to work with—she listens and advises, always ensuring we walk away with compelling products.”

KRYSTEN BARRETT,  
LEAGUE OF CONSERVATION VOTERS (LCV)  
DIRECTOR OF ANNUAL GIVING  
& MEGAN MAASSEN,  
LCV WRITER AND CONTENT MANAGER

# We're here to help you.

We work with foundations and non-profits, natural products, outdoors and fitness companies, the arts, and businesses that are passionate about what they do and who they serve.

At McKenna Daniels Design, we have a different philosophy than some agencies. We treat every project as a collaboration instead of a client-to-service provider relationship — we know working together delivers the best results. We hold ourselves accountable to produce great design every time, because we understand the importance of your brand and your investment. Meeting deadlines and exceeding expectations is how we complete a project.

Through understanding, true creative talent, and deep experience, we grow your brand with smart design solutions that help achieve your business goals and project objectives.

McKenna Daniels Design is located in Annapolis, Maryland on the Severn River (between Washington, D.C. and Baltimore) and serves clients across the country.

“Katie and her team worked with our group during a total rebranding and extensive revamp of our image and public relations presence. She was a consummate professional, always providing exceptional service and feedback. She is incredibly talented and it continues to be a pleasure working with her.”

DR. MARA HOLDEN, PRESIDENT  
ANNE ARUNDEL UROLOGY

## Our steps to your success:

### Discover

You talk. We listen. Meaningful and effective design requires an in-depth understanding of your business: big-picture vision, current challenges, communication needs, and audience. By understanding your needs, we can achieve your goals with a visual language that's clear, authentic, and beautiful.

### Design

Using the information gathered in our discovery, we translate what we've learned into design concepts that build your brand, accomplish goals, and delight your audience.

### Build

We deliver an outstanding finished product. But our relationship doesn't end there. We observe your product being implemented in the most effective way, and we take satisfaction in watching your business benefit from our services. Good design is our passion, and a happy client is our ultimate goal.

"McKenna Daniels Design did amazing work for us. We needed to develop our new brand and launch our website on a ridiculously short timeline. Katie took on the challenge and produced amazing results. Her firm created a great brand for our new organization and developed an equally great website."

MATT EWING, FOUNDING DIRECTOR  
NEW MEDIA VENTURES

Every client and every project is treated with custom care to produce remarkable results.

### Branding

Your brand is your biggest asset. McKenna Daniels Design offers strategic brand consulting, logo design, brand guidelines, and application to any materials we need. Freshen a dusty brand or create one from scratch.

### Print Design

There remains a need for spectacular printed materials: brochures, invitations, banners, event materials, and any business collateral. McKenna Daniels design has both experience and passion for print design. We use FSC-certified printers to keep the environmental impact as low as we can.

### Package Design

Graphic design for product packaging requires very specific skills. McKenna Daniels Design has deep experience in package design for natural products, both local and national.

### Interactive

Every brand needs an online platform. McKenna Daniels Design seamlessly transitions your brand into a thoughtful online experience with website design and development, email marketing, and social media.

Like what you've read?  
Think we'd work well  
together?  
If so, that's great news!  
Let's get started.

TELL US  
ABOUT YOU  
OR YOUR  
PROJECT

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Thank you.