

**McKENNA
DANIELS
DESIGN**

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.

“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)
SENIOR DIRECTOR OF MARKETING

MEGAN MAASSEN,
LCV EDITORIAL DIRECTOR

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.

We are an accomplished group of passionate designers, exploring, learning and challenging ourselves to produce the best results for our clients. Katie Daniels, owner and creative director, takes the business lead and also rolls up her sleeves to crank out stellar work.

Collaborating with illustrators, developers, writers, and other creatives allows McKenna Daniels Design to complete projects that exactly fit a client's needs, large or small, with expertise and creativity.

We pride ourselves on understanding our clients, never forcing a particular style or trend. We create brands that evolve and grow through an authentic voice. We are an honest, hardworking team that will reveal the important qualities of your brand to your potential audience in an impossible-to-ignore way.

McKenna Daniels Design is located at the foot of the Rocky Mountains in Boulder, Colorado and serves clients across the country.

"McKenna Daniels Design has been a consistently creative, talented, accommodating, exacting, interested, and efficient partner in projects large and small for our organization. The talented designers are rich with ideas and eager to work with us and our sometimes demanding vision. Their execution is always spot on."

CASEY NEWTON, EDITOR
MARYLAND STATE
EDUCATION ASSOCIATION

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.

"Katie is a wonderful designer combining both business acumen and artistic inspiration into her design. She is dedicated, hardworking and pays full attention to the quality of her work. She is also candid, honest, easy to communicate and work with. I highly recommend McKenna Daniels Design.

RONG PAN
PRESIDENT, KU CHA HOUSE OF TEA

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

**MCKENNA
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Thank you.

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