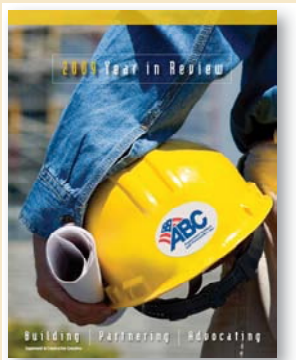


## SLICE CAPABILITIES AND CREATIVE SERVICES

We develop, craft and execute your marketing and brand strategy. With traditional marketing as our foundation for the past 30 years, we're fluent in the interactive space with fresh ideas—keeping you online, social and mobile.

### Branding & Marketing

- Strategies
- Concepts
- Applications
- Annual Reports
- Magazines
- Brochures
- PowerPoint
- Websites
- Identity
- Social Media Campaigns
- newsletters & email campaigns





A Woman Owned Small Business  
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 Montgomery Village, MD 20886  
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 www.slice-works.com

## Case Study –Southern Maryland Electric Coop

**Client Situation:** SMECO was looking to rebrand the company. Their goals were to create a new identity that can be used extensively throughout all company communications materials and web site; replace current 20 years old logo; the new identity must withstand the “test of time”; and develop tagline messaging. Other goals were for the identity to be up-to-date, technologically advanced and reflect environmental awareness initiatives.

**Solutions:** Slice worked with SMECO team to meet the objectives and the new logo was approved by the board. Campaign applications included web site, stationery, truck graphics, billboards, and 30 Second TV spot that the Slice team scripted, filmed and editing using voiceover.

**Relevance:** Branding and messaging with clean, simple web site with user friendly navigation and style. The new web site has user login and multimedia section. Slice provided graphics and CSS files. Look and feel reflects brand style guides and achieves goals for environmental friendliness within the new color palette. Also demonstrates Slice capability to develop, storyboard and film videos.



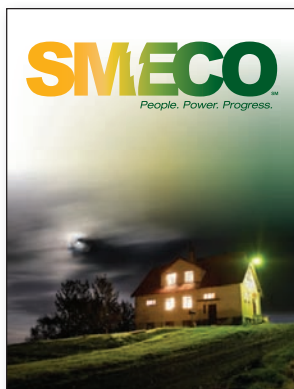
New logo and tagline



Web site design



30 Second TV commercial and video announcing new logo



Billboard layout design

### National Association of Rural Electric Co-ops Awards

- Best Internal Newsletter or Newspaper/Magazine Award of Merit
- Best Video/DVD Award of Merit: “SMECO New Corporate Logo Video”
- Best Total Communication Program Award of Merit: “New SMECO Corporate Logo”
- Best Computer Graphic Design (Illustration) Award of Merit: “SMECO Corporate Logo”

**American Corporate Identity:** Award of Merit for SMECO Logo Design