

SBD CAPABILITIES BRIEF

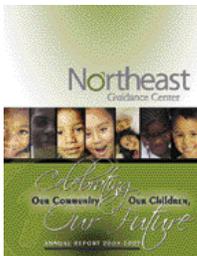
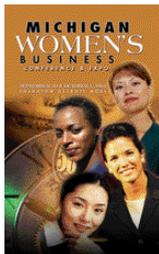
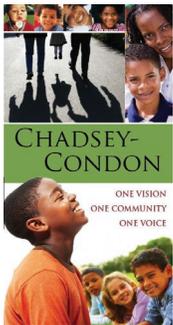
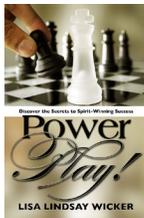
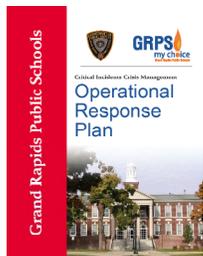
WELCOME TO
THE CREATIVE
PROCESS OF

SELAH BRANDING & DESIGN LLC

Creatively accelerating your
brand communications!

iselah.com

WHAT WE DO



Selah Branding and Design, LLC (SBD) is a Detroit-based, brand communications firm that excels in strategic marketing, design and social media for clients in a variety of industries including human resources, healthcare and education as well as creative for events and lifestyle programs. With nearly 20 years of successfully assisting companies and organizations to distinctively distinguish themselves as a genuine brand in the marketplace, *Selah Branding and Design* equips each client with solid design and brand management tools that persuade customers to take a closer look.

LATANYA S. ORR, CEO

Award-winning designer, brand strategist and visual business growth expert, LaTanya Orr, CEO of *Selah Branding and Design LLC (SBD)*, has provided creative and strategic "makeovers" for corporate, academic, civic and nonprofit institutions throughout the US and abroad. Time after time, her tenacious resolve, savvy marketing genius and innovative design skills have consistently leveraged brand value and significantly enhanced the overall image of the organizations and clients she has served. LaTanya holds a BA in Social Psychology from the University of Michigan and an MBA in Entrepreneurial Management from Davenport University.

BRAND COMMUNICATIONS

Are you looking to create a powerful new brand, resolve business challenges, or energize your corporate brand for growth? SBD provides seamless transition from brand strategy through the creative development, execution and production of marketing materials ensuring that the voice, spirit and positioning elements of the brand shape all creative messaging from launch through implementation.

LOGO DESIGN

Images speak volumes. Whether it's updating an existing logo identity or creating an original concept --- one glance at a logo mark conveys attitude, style, flavor and quality.

NON-PROFIT RESOURCES

SBD provides excellence in communication solutions to non-profit organizations, churches, ministries and Christ-centered businesses. We create collaterals specific to the needs of non-profit organizations including annual reports, invitations, souvenir programs, signage, brochures, books, newsletters, posters, direct mail campaigns.

SPECIAL EVENTS

SBD develops and manages unforgettable collateral for corporate, black-tie and community-based events. From conferences to awards presentations, our creative approach to event design purposefully integrates every moving piece of your event into a comprehensive, synergistic design concept.

BOOK PUBLISHING

Your cover design speaks volumes. We work directly from the author's vision to create a winning publishing solution for your book, mixing and matching our professional book design, editing, and marketing services to meet your individual needs and budget.

For more information about Selah Branding and Design or to schedule your complimentary consultation, call 313.862.2995.

Where thought and imagery converge™



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