

Strategic Branding • Integrated Marketing



vizual



## firm profile

At Vizual, we work hard to understand your big-picture goals and your specific marketing challenges. Since 1994, we've gained deep expertise offering integrated strategic marketing services across multiple sectors for a wide variety of clients.

Our team will collaborate with you to develop a strategic plan and provide marketing and creative services that truly target, attract, and motivate the appropriate audiences, resulting in a compelling, unique, and consistent brand identity.

### A SAMPLING OF OUR SERVICES INCLUDE:



#### Strategy

We develop comprehensive, customized, and effective strategies and plans to communicate your message to the right people—ensuring your strategic goals are met.

- Brand Consulting
- Brand Positioning
- Brand Messaging
- Branding Audits
- Marketing Audits
- Marketing Plans



#### Branding

How others perceive your organization based on their experience with it is critical to your organization's success. We'll ensure your brand accurately portrays your brand essence.

- Advertising
- Brand Identity
- Branding Collateral
- Capabilities Pieces
- Sales Collateral
- Event Branding



#### Marketing

Marketing is an investment in your organization's future success. It helps generate awareness, promote your brand, explain why you're unique, and help drive sales.

- Digital Marketing
- Email Marketing
- Inbound Marketing
- Outbound Marketing
- Search Engine Marketing
- Social Media Marketing



#### Design

Award-winning design isn't about making something look cool or pretty. It's about solving a challenge, evoking an emotional response, and compelling viewers to act.

- Brochures
- Annual Reports
- Tradeshow Exhibits
- Newsletters
- Signage
- Conference Materials



#### Web & Interactive

Your website has the power to project your brand and attract your desired audiences worldwide 24/7, so it must be designed, managed, and promoted well.

- Website Design & Development
- User Interface Design
- Search Engine Optimization (SEO)
- Website Audits
- Website Management
- Interactive Media Presentations



#### Public Relations

Good PR is about controlling the message versus letting others control it by increasing your organization's credibility within your industry and its overall reputation.

- Press Release Writing
- Press Release Distribution
- Content Development
- Article and Story Writing
- Thought Leadership
- Strategic Communications

## firm profile

Thank you for considering Vizual for your integrated marketing communications and branding needs. With a combination of strategy, creativity, and management, we'll position and execute your marketing to increase awareness, promote your organization, and generate results.

### Who We Are

At Vizual, we turn concepts into success. We infuse your marketing and corporate communications with the strategy, messaging, and impact to help you reach your long-term goals using proven strategies and a refined, highly-effective process. And, we'll make the process easy, expeditious, and even fun. Our loyal clients are proof positive that, when all is said and done, your branding will speak volumes.

Founded in 1994 as primarily a print and logo identity design firm, we soon expanded our service offerings at the request of many of our long-term clients. We now provide integrated marketing solutions, specializing in branding, for a wide variety of clients across several marketing sectors, including technology, professional services, and associations/non-profits.

One of the many reasons why we've lasted so many years (26+ and counting) is our people. Our talented and experienced team consists of award-winning strategists, account executives, digital and print designers, programmers, and copywriters. And, we're able to quickly scale up with additional staffing to handle larger projects or specific client needs, if necessary.

### Our Difference

#### Strategy First

Many marketing and branding firms can produce good work, but without sound strategy, the results will be less than optimal. We prefer to engage in strategy first, execution second with our clients to achieve the highest possible ROI.

#### Integrated Services

We have deep expertise for a wide variety of integrated marketing services in terms of people and projects to handle a wide variety of marketing and branding-related challenges a client may have. And we're able to apply branding elements across a wide variety of media, including print, digital, web, and interactive.

#### Consultative Partnerships

By working with our clients long-term, we gain extensive knowledge of their organizations, allowing us to develop deep consultative partnerships in order to develop the most successful and strategic solutions for their long-term benefit.

#### Innovation

To help ensure our firm stays innovative, our staff engage in ongoing continuous improvement to stay current with the latest strategies, tools, and technologies to serve our clients best.

#### Long-Term Vision

While other firms may be interested in the "quick score," we believe developing long-term relationships with our clients and vendors serves everyone best. The actions we take and the decisions we make on behalf of our clients are meant to serve their long-term interests. As a result, many of our clients view our firm as an extension of their own.

#### Exceptional Value & Scalability

We're not as large as some of our direct competitors, but can handle a very broad array of marketing and branding challenges that may arise, resulting in our ability to offer exceptional value and scalability to our clients.

## service plans

Engaging in marketing that is compelling, unique, and ongoing to achieve brand consistency is critical for any organization, and should be viewed as an investment toward its long-term success, not an expense. Our firm always strives to establish long-term, mutually-beneficial partnerships with our clients. Outlined below are several marketing service plans and a retainer option, all of which allow us and our clients to work together strategically, efficiently, and effectively.

### Marketing Service Plan Benefits

- Long-term, proactive strategic consultation, synergy, and partnership
- Immediate access for faster turnaround and greater time/cost efficiencies
- Access to all services offered to be leveraged for your success
- Reduced fees for services and consistent budget management

### Marketing Plan

This plan is a monthly plan that allows Vizual to work with you on your organization's ongoing marketing. The fees each month are pre-determined based on your needs, the desired SOW (scope-of-work), and overall budget.

**SERVICES INCLUDE:** Design (Digital & Print), Strategic Consultation, Advertising, Website Management & Programming, Public Relations (PR), Copywriting, Social Media Management, Email Marketing, Content Development (Blog Posts, Thought Leadership Articles)

### Website Management Plan

This is a specific monthly plan that allows Vizual to manage your organization's website/s. The fees each month are based on an agreed-upon amount based on your overall website management needs, quantity and type of blog posts, the desired SOW (scope-of-work), and overall budget.

**SERVICES INCLUDE:** Website Management & Programming (including WP and plugin updates, ongoing backups and security scans, etc.), Website Hosting, Search Engine Optimization (SEO), Blog Posts

### Social Media Management Plan

This plan includes the ongoing social media management of your organization's social media properties (e.g., Facebook, LinkedIn, Twitter, Instagram, YouTube, etc.), including the creation of posts, development and management of a social media calendar, planning of posts, etc. The fees each month are determined by your organization's social media needs (including number of social media properties), frequency of posts, and overall budget.

**SERVICES INCLUDE:** Social Media Management, Creation & Planning of Posts, Social Media Calendar

### Retainer

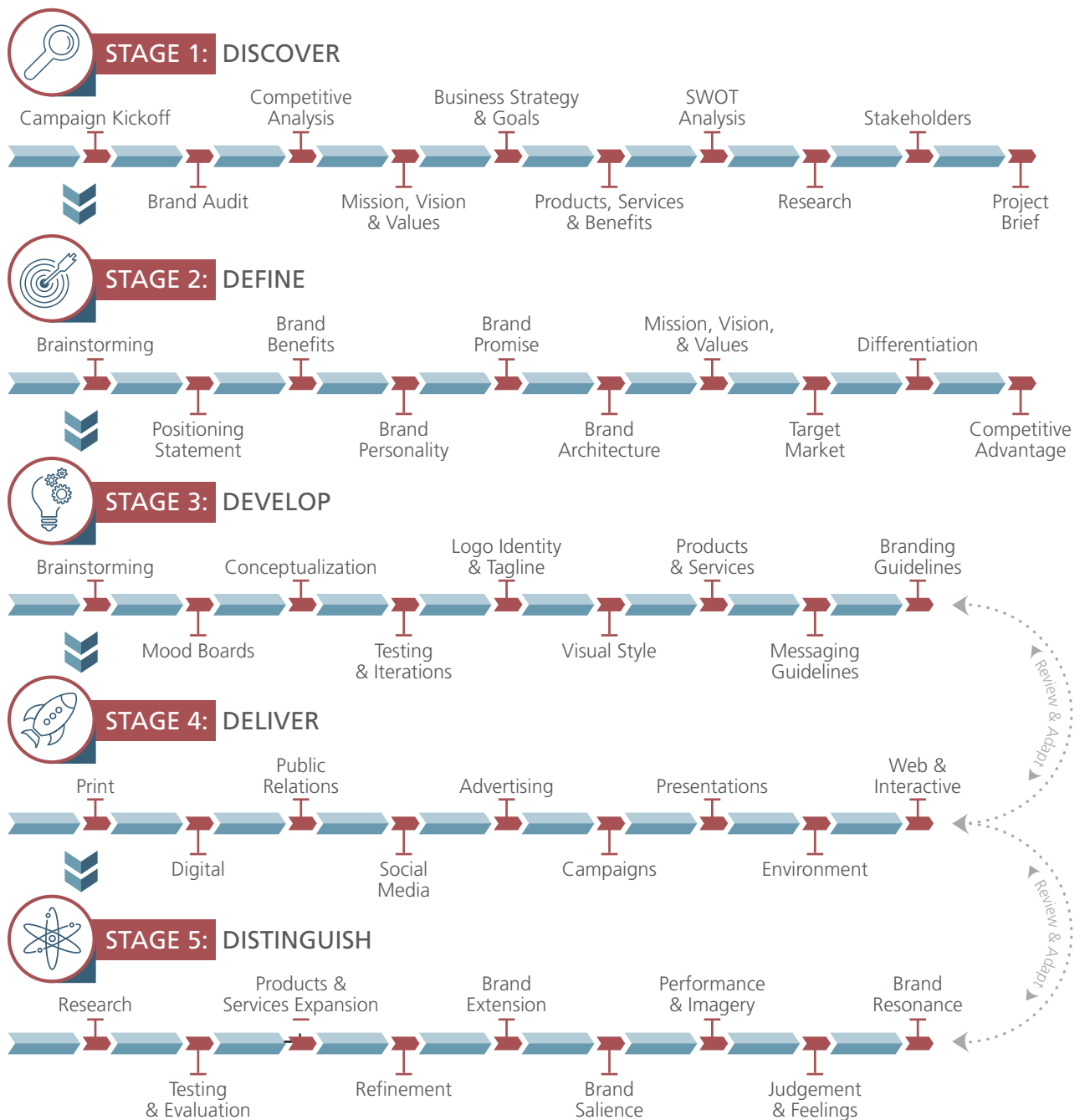
This is an all-inclusive plan that allows us to help your organization most efficiently and cost-effectively with any of its ongoing marketing communications and branding needs using all of our services. This option allows you to receive a reduced blended rate for any work we do on your behalf, regardless of which service we provide.

**SERVICES INCLUDE:** All Vizual Services

## 5D branding process

In addition to our talented team members, Vizual has been successful over the years because we follow an effective and proven process for all of our clients' projects.

While some items below may not be applicable to your particular needs, many will. We'll work with you to develop a custom process that will be most efficient and effective for your organization, helping to ensure a successful outcome.



## billing options

Among the benefits of working with Vizual is our flexibility and desire to accommodate our clients' unique needs. This includes a variety of billing options, listed below, to fit various budgets while still allowing us to provide expert and continuous integrated marketed services to our clients.

### Per-Project

This billing option involves determining a comprehensive SOW (scope-of-work) up front and providing a detailed estimate based on the SOW and conversations with the client about the project. Our fee for the project is a pre-determined flat-rate amount (or range of possible fees, if necessary). As long as the SOW doesn't change, the budget/range is finite. This option is best suited for clients who have specific needs with a very defined and stable scope-of-work and who prefer receiving and approving estimates for each task or project.

### Hourly

This billing option offers more freedom than the "Per-Project" option because our clients do not have to spend time developing and approving detailed estimates. After discussions about a project's SOW, our staff begins work and tracks their time carefully. For all services we provide, we invoice at the end of each month or upon completion of the project based on total time spent. Clients may also elect to set a cap limit each month to help ensure marketing budgets are strictly adhered to.

### Retainer

This billing option is an all-inclusive plan that allows Vizual to help your organization most efficiently and cost-effectively with any of its ongoing integrated marketing and branding needs while allowing access to all of our services. This option also allows your organization to receive the benefit of a reduced blended rate for any work we do on its behalf, regardless of which service we provide. No estimates are needed using this option, which allows clients preferred access to our staff and services along with more rapid response time. A retainer cap limit is set with this option as well to help ensure marketing budgets are maintained.

## Council for Opportunity in Education

The Council for Opportunity in Education (COE) is a leading educational advocacy organization focused on ensuring equal educational opportunity in postsecondary education, especially for low-income and disabled students.



» annual conference print collateral



» annual conference awards luncheon brochure



» Upward Bound Report Cover



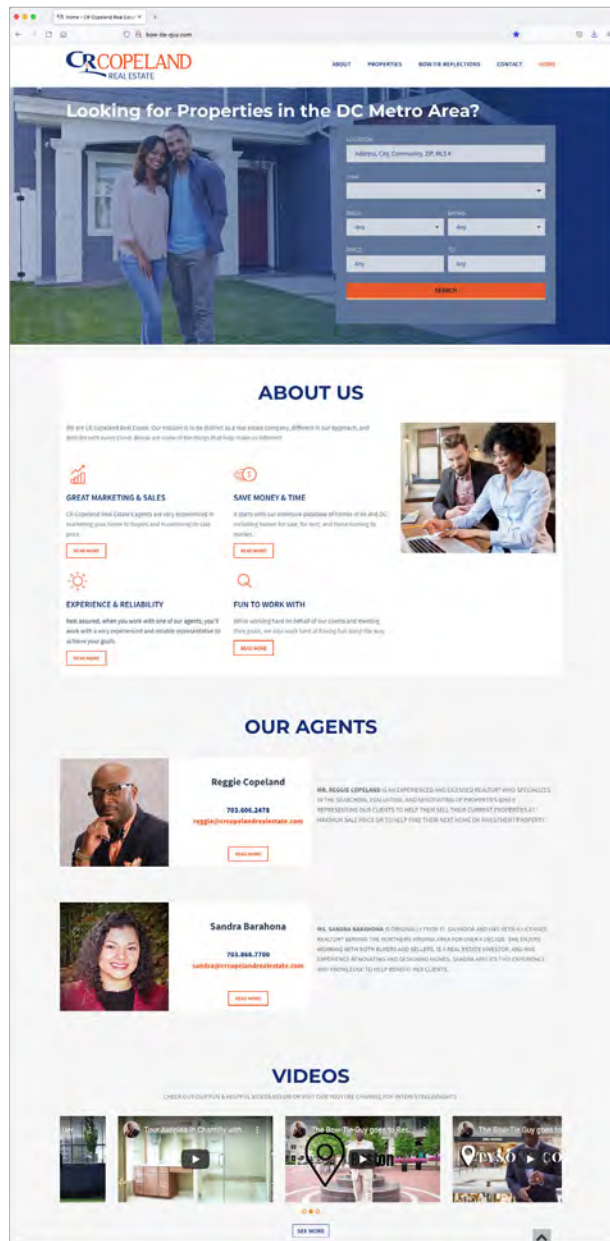
» Equality newsletter

**Design opportunity.** This advocacy group, like many organizations, recognized that some of its impact was lost due to conflicting visual elements in its identity and messaging. After working to understand the organization and its audiences, we designed a cleaner, streamlined identity, and applied it throughout the group's stationery and collateral – including award-winning conference materials, marketing brochures, and more.

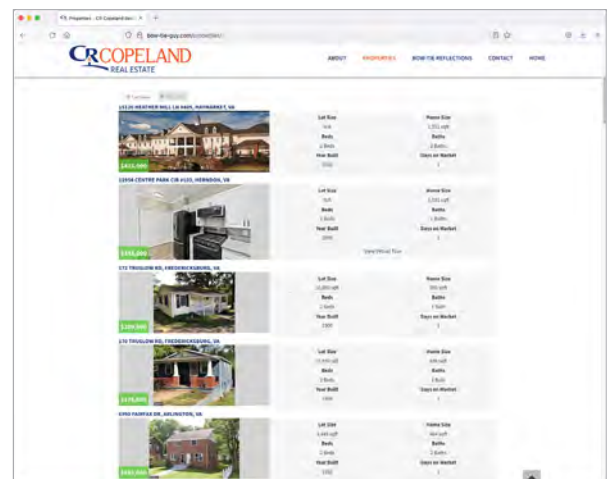
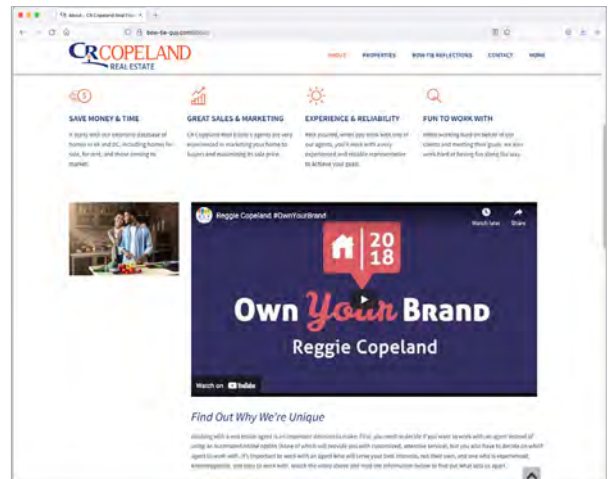


## CR Copeland Real Estate

CR Copeland Real Estate (CRCRE) is a unique residential real estate company serving the Washington, DC area that is different in their approach by being delicate with each and every one of their clients.



» website

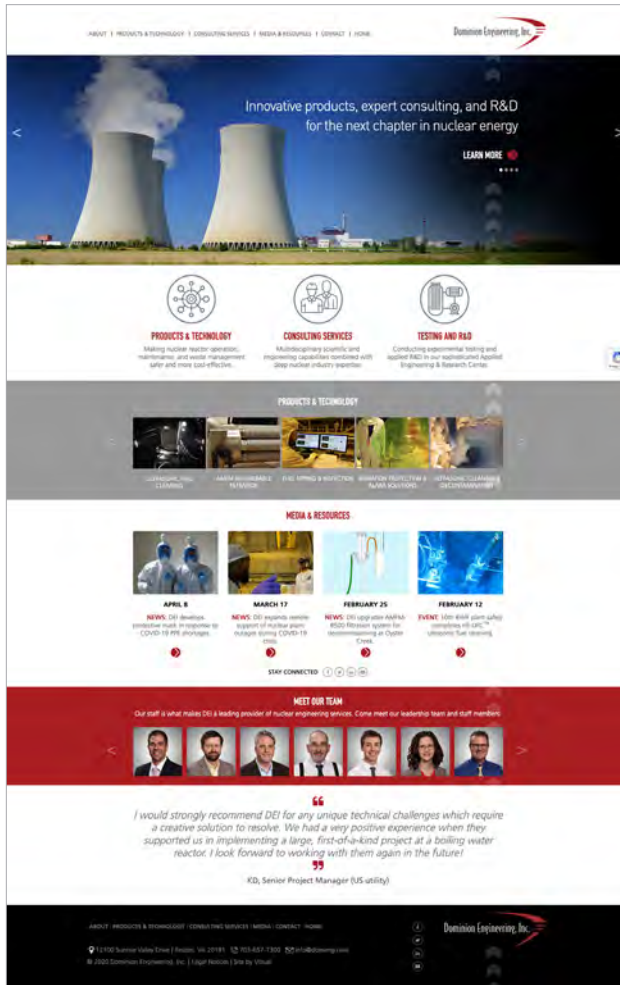


**Real investment.** This residential real estate firm needed a brand new identity, starting with a logo and website, to help position itself as one of the most experienced firms in the Washington, DC area.



## Dominion Engineering, Inc.

DEI provides innovative field service equipment and technology that help nuclear utilities and operators improve plant performance and reliability, and increase the efficiency of refueling outages, decommissioning and waste management activities.



» website



» website

» tradeshow exhibit

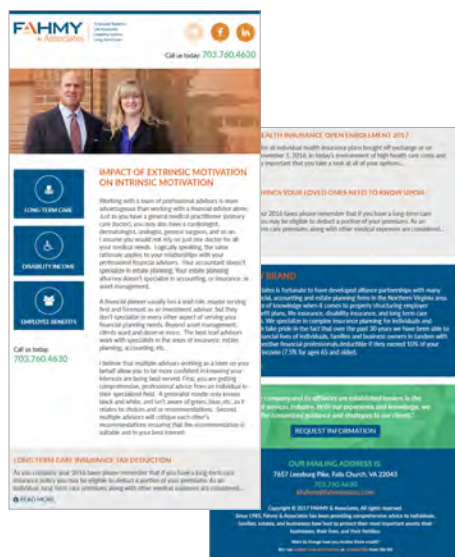
**Engineered for success.** This nuclear engineering, product development, and service firm needed a dynamic and dramatic brand to complement their sophisticated and complicated engineering solutions to help keep the world's nuclear power plants safe, secure, and functioning efficiently.

## Fahmy & Associates

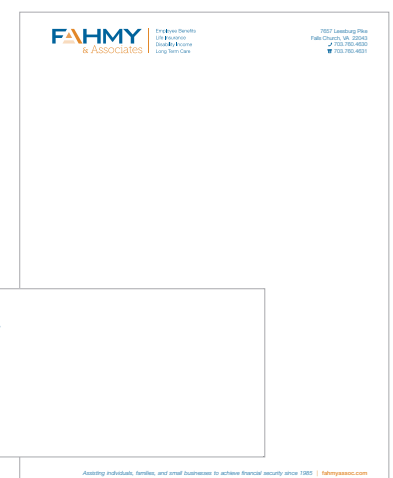
For more than 30 years, Fahmy & Associates has been providing extensive and thoughtful financial advice to small business owners, individuals, families, and estates about how best to protect their most important assets; their businesses, their lives and their families. Their unique approach helps to uncover financial vulnerabilities and ultimately assist clients with implementing their insurance and employee benefit objectives.



» website



» email marketing



» brand identity and collateral

**Established financial advisors.** Fahmy & Associates is an established leader in the financial services industry. In order to increase their audience and reach new heights, we created a new brand strategy. We designed a new modern logo and brand collateral. To increase their online presence, we designed a fresh and innovative website, with a phenomenal user experience, and ease of navigation.

## Freedom Bank of Virginia

Freedom Bank is an independent, locally-owned bank serving Northern Virginia. Whatever your needs, they provide every financial tool your larger national and regional banks offer. But they provide them differently... very noticeably differently.



» annual report



### A LETTER TO OUR SHAREHOLDERS

March 1, 2021

Dear Shareholders:

On behalf of our directors and officers, we are pleased to present our 2020 Annual Report that highlights our financial performance to date. In the face of the unprecedented national health and economic crisis posed by the Coronavirus pandemic, Freedom Bank delivered exceptional outcomes for our clients and communities and produced record financial results in 2020. Freedom Bank's total net income in 2020, ending \$1.6 million or \$0.01 per diluted share, compared to net income of \$2.7 million or \$0.01 per diluted share in 2019.

The global health pandemic continues to be a challenge in many aspects and challenging times. We have seen the devastating impact on businesses in the recreation, retail, retail and restaurant segments where COVID-19 has most severely impacted and customer behavior. However, the new strategic plan adopted in 2019 and subsequent investments in people and technology enabled Freedom and our employees to thrive during the crisis and provide fantastic service to our clients. Freedom Bank has served as an "essential first responder" by providing advice and access to capital to entrepreneurs and small businesses at the critical time. Freedom's forward-looking approach towards our clients has provided us with meaningful loan and deposit growth during the difficult period.

The Bank thoughtfully supported our small business clients - including 250 new clients - with over 510 Paycheck Protection Program (PPP) loans totaling \$10 million. Additionally, we successfully participated in the Main Street Lending Program (MSLP), one of the only banks in the greater DC Region to do so, and closed \$5 million in these guaranteed loans. During the first quarter of 2021, we expect to close a volume of \$5 million in the PPP loans for clients. Building on our success in government guaranteed lending, we launched a new SBA Division comprised of an experienced and dedicated SBA team. We will focus on originating new SBA 7(a) and 504 loans to small businesses on the East Coast, fully supported by Freedom's rigorous underwriting standards.

A highlight of Freedom's results in 2020 was the exceptional performance of our Mortgage Division. Our team originated \$61.8 million in mortgage loans for 1,286 clients, well in excess of any prior year performance. This produced a total gain on sale revenues of \$4 million while increasing pre-tax operating margins to 120 basis points. We are fortunate to operate in the dynamic Washington DC region where the housing market has been incredibly strong and driven high levels of purchase activity. Furthermore, historically low interest rates over the past year provided opportunities for customers to refinance mortgages at lower rates. Our successful Mortgage Division has enabled us to build our loan portfolio to help diversity our source of non-interest income and increase margin per loan.

As many banks retold and closed branches, Freedom extended its footprint by opening a new sales office in Manassas in July 2020 which was immediately active to earnings due to careful pre-opening planning, sales training and an efficient build-out strategy. We are delighted to have the physical presence in these Western County where there are so many small businesses and entrepreneurs aligned with our value proposition and enabling new local relationships and cross deposits. Freedom plans to open another new location in Tysons mid-year and continues evaluating expansion opportunities in Arlington and Loudoun counties as we focus on enhancing client accessibility to the Bank, both physically and digitally.

Freedom Bank made robust investments in our people, culture and technology in 2020. We continue to add talent and all of our employees are 100% of our employees have joined the Bank since we commenced the new strategy in 2019. The Bank also took numerous measures to ensure client and employee safety during the pandemic, while keeping all branches and offices open and staffed with multiple touch points for clients including drive-thru and lobby appointments. The Bank's extensive outsourced digital infrastructure and technology platform enabled the staff to work remote while during the year and our clients to have a greater array of digital banking solutions with the personal service they have come to expect from Freedom Bankers.

A LETTER TO OUR SHAREHOLDERS



» digital ads



» print ad

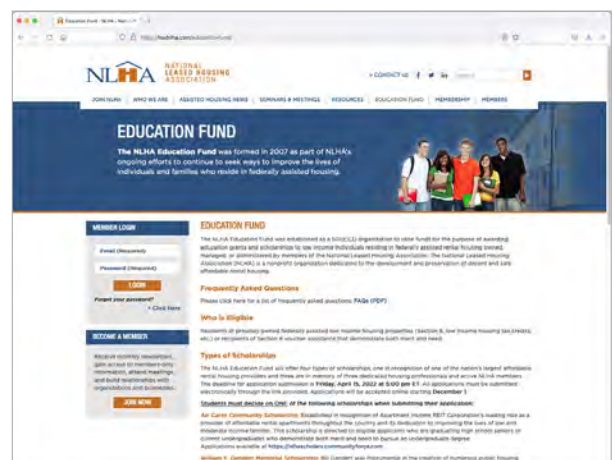
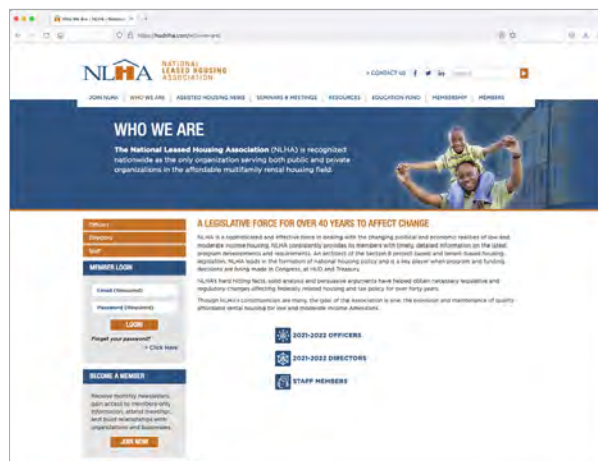
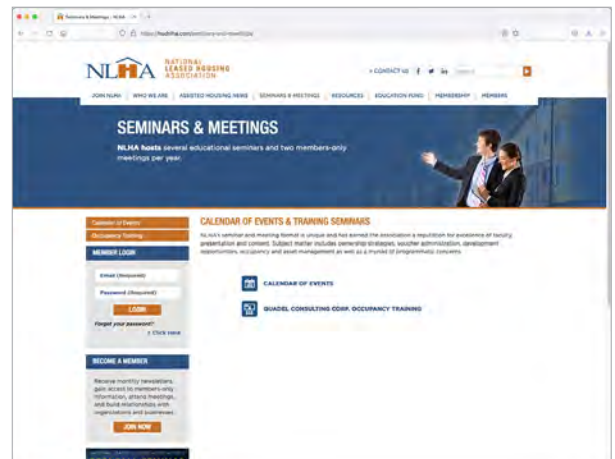
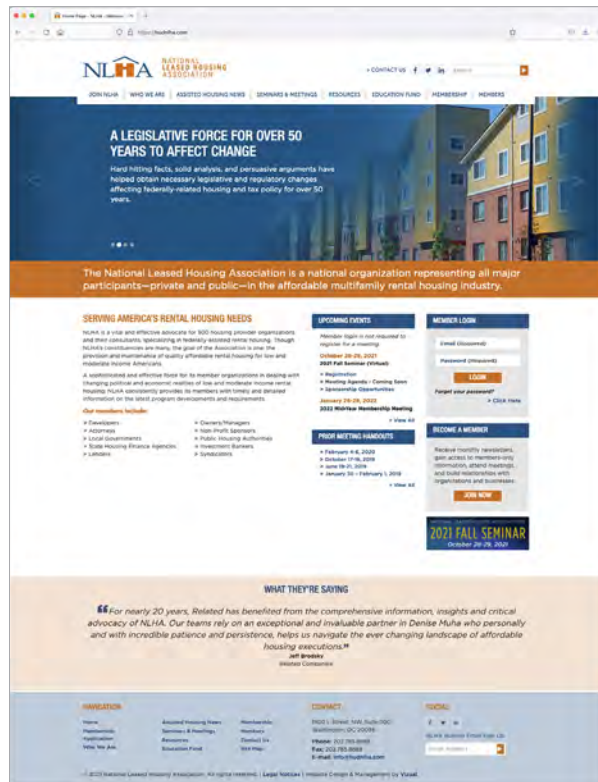


**Modern tradition.** One of the fastest growing locally-owned banks in northern Virginia, Freedom Bank has needed to take its branding and marketing up a notch to compete with its larger competitors. It has recently expanded its branches and administrative office space, necessitating new stationery pieces, logo identities, etc. We designed Freedom Bank's last two annual reports, its signature communications piece, in addition to stationery suites for both its corporate entity and capital advisory subsidiary.



## National Leased Housing Association

NLHA is a sophisticated and effective force in dealing with the changing political and economic realities of low and moderate income housing, providing their members with timely, detailed information on the latest program developments and requirements.



» website

**Sheltering its members.** Leveraging their existing logo identity that we previously designed, and after detailed discussions with NLHA staff about their goals for the new website, we recommended a responsive designed site to allow for mobile viewability. And, we incorporated sophisticated functionality for their members-only area and integrated the site into an easy-to-use CMS.

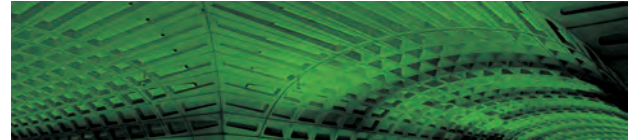
## SpinSys

SpinSys develops systems integration solutions for cloud-based services, specializing in enterprise sustainment and modernization. They help clients create business intelligence from big data problems, harden their systems to create an enhanced security posture, modernize complex legacy applications, and augment their enterprise IT department.



It's About Time

PREMIER CLOUD SYSTEMS INTEGRATOR

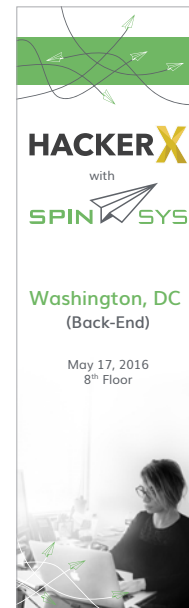


» new logo and business cards

» indoor signage



» corporate capabilities and cloud solutions sheets



» HackerX event signage

**All IT systems go.** When SpinSys approached us for our help with their branding, they already had an existing logo. But their brand was disjointed and inconsistent. We started our work by starting from the source: their existing logo. We determined consistent colors and leveraged those colors in their logo and across all brand elements, including their stationery package, printed sales collateral, and event signage. In addition, we also helped them with some of the signage "super graphics" for their new office.