



raven &  
CROW



# we make the world a prettier place



## ABOUT RAVEN & CROW

Founded in 2006, Raven & Crow is a creative agency that specializes in non-profit, corporate, small business, and international agency branding; web design and optimization; marketing strategy; logo development; graphic design for print and screens; illustration; and art direction.

We like to say we make the world a prettier place in two ways — first, by being good at our job; creating beautiful, effective designs that grab an audience's attention and communicate our clients' goals. The second way is by making an effort to work with clients who we think are actively making the world a better place. We enjoy partnering with non-profits that work in the environmental realm, sanctuaries that rescue mistreated animals, human rights and social welfare groups, vegan-based businesses, and other responsibly minded ventures. We love what we do day-to-day, but what keeps us going is knowing that we're doing it all for a greater good.



### WHAT WE DO

We are a creative agency that specializes in non-profit, corporate, small business, and international agency branding and design



### PORTFOLIO

[ravenandcrowstudio.com](http://ravenandcrowstudio.com)



### MORE THAN 20 YEARS OF EXPERIENCE

Art Direction for Print & Web  
Graphic Design  
Logo and Brand Identity  
Illustration  
Publication Design  
Data Visualization  
Marketing Strategy  
Package Design  
Print Production Coordination  
Website Design & Optimization  
Communications Management



### SAY HELLO

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Raven & Crow is an outstanding design house with a unique approach and the essential ability to marry inspired approaches with client needs. They came highly recommended and now I recommend them too – not only as a great creative team but also as wonderful people committed to making a better world. I expect to be working with Raven & Crow for a long time to come.

DAVE ANDERSON  
WINROCK INTERNATIONAL

**Raven & Crow has been the perfect partner for the United Nations Office for the Coordination of Humanitarian Affairs. They have made our information products and guidance material come alive with their creative design work. They are also a real joy to work with.**

SARAH TELFORD  
UNITED NATIONS

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## WHO WE ARE

Our studio is built around a flexible structure that centers on our two primaries and agency co-founders, Katie Frichtel and Troy Farmer. With backgrounds in non-profit management, we have more than 20 years of experience managing and growing creative campaigns across many different areas of work and with clients of all sizes. We bring that experience to bear at the helm of Raven & Crow, overseeing all studio projects and dictating final direction on all campaigns and creative projects.

This flexible structure allows the studio to expand as needed, bringing on trusted individuals and partners for everything from custom web builds and Google Partner-approved keyword and Display network marketing to copy writing and professional photography. Our agency isn't huge, but we see that as an asset to our clients. It allows us to provide dedicated attention to detail and personally see projects through from beginning to end. Most of all, our studio excels at guiding and growing clients' brands as their presence expands and evolves and their increasing reach impacts public image.

## WHERE WE ARE

Founded in Brooklyn, NY in 2006, our studio has made itself home across the country and back. We are currently located in Richmond, VA but prior to that we called Los Angeles, CA home for 7 years. Some opt to stay in the same place, but we feel that expanding our horizon is best for our creativity and our business.

Over the years of exploration, we've been honored to work with a wide array of clients from myriad fields. From various offices of the United Nations to children's literacy non-profits to homeless coalitions to businesses around the country, we're as proud of the clients we've partnered with over the years as we are of the work itself.

**Troy and Katie are thoughtful creatives who deliver 100%. They are thorough, reliable, punctual, and I'd work with them again in a second.**

AMANDA PADILLA  
NAMATI



## CLIENTS INCLUDE

ACLU  
Caltech  
Dear Bella Creamery  
Farm Sanctuary  
First Book  
GirlVentures  
Institute for Sustainable Development  
Jane May Foundation  
Mercy Corps  
moby  
MooShoes  
Namati  
National Resources Defense Council  
NYU's Institute for Policy Integrity  
Phipps Conservatory and Botanical Gardens  
Planned Parenthood  
SELAH Neighborhood Homeless Coalition  
Spitfire Strategies  
UNICEF  
United Nations  
United States Holocaust Memorial Museum  
Virginia Public Media  
Winrock International  
Yale University

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It was such a pleasure working with Raven & Crow on this project; thank you for your creativity, super-fast turn around, and smart project management. This was a textbook ideal collab.

JUSTIN SZLASA  
SELAH NEIGHBORHOOD HOMELESS COALITION

## OUR STUDIO SPECIALIZES IN

ART DIRECTION FOR PRINT & WEB

GRAPHIC DESIGN

LOGO AND BRAND DEVELOPMENT

PUBLICATION DESIGN

ILLUSTRATION

DATA VISUALIZATION

EVENT BRANDING & DESIGN

PACKAGE DESIGN

MERCHANDISE & APPAREL DESIGN

PROJECT MANAGEMENT

PRINT PRODUCTION COORDINATION

WEBSITE DESIGN & OPTIMIZATION

NEED SOMETHING MORE?

## WE HAVE TRUSTED PARTNERS

### WHO PROVIDE

ANIMATION

PHOTOGRAPHY

COPY WRITING

COPY EDITING

TECHNICAL WRITING

PRODUCT & BRAND STRATEGY

## OUR WORK

Our studio excels at logo design and brand development, having created identities for hundreds of non profits, small businesses, and governmental organizations. Brand identity shapes the public's impression of a client and influences the design of the forthcoming suite of marketing and communications materials, which is why we work hard to create strong brands that reflect the work of our clients, appeal to wide audiences, and stand the test of time.

Interested in a new logo or revision of your current brand?

We work with you to develop a public image that sets you apart from the crowd and effectively communicates your message. You are part of the process — providing us with insight into your business that allows us to understand and develop your brand. Your input and opinions drive the process, and, together, we arrive at a brand that exceeds your expectations.

Do you have an existing brand but need various design services?

We can carry your brand into a new phase. Whether you need us to adhere to your branding guidelines or are interested in expanding upon them, we can develop publications, packaging, merchandise, websites, event design, data visualizations, and more. Go ahead — send us your Word documents and Excel files and we'll turn them into effective designs. And, as an added bonus, we'll make the process enjoyable.

Please reach out with any questions. In the following pages, we've included examples of recent projects. For additional examples, visit our portfolio at [ravenandcrowstudio.com](http://ravenandcrowstudio.com).

**Raven & Crow was instrumental in the rebranding of Farm Sanctuary, from the redesign of our logo through literally hundreds of pieces of literature. Their creativity, patience, professionalism, and compassion made working with them a joy.**

TRICIA BARRY  
FARM SANCTUARY

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