



FERRO+FERRO

POSITIVE DIRECTION IN BRANDING + MORE SINCE 1989

brand

sampler

[ including F+F background info ]



previous



# ethos

At Ferro+Ferro Graphic Communication, design is a collaborative process rather than a product, always with these guiding principles leading the way. Our wide-ranging experience in promotional media design — from the humblest postcard to the most complex web site — has taught us to always look beyond the pretty picture or trendy color scheme if we want to succeed in those goals.



## attract

Our concepts are actually conceptual, but within context — not generic or gratuitous. We don't parrot, we think.



## engage

We strive for a captivating user experience and presentation of content that keeps the audience from wandering away.



## inform

With readable, compelling words and vital graphics that your specific audience understands, absorbs, and retains.



## inspire

Excite your audience to click, call, or just to remember you — all these pieces must come together to lead to this result.



## positively

Greener processes + affordable solutions + sincere approaches which promote honestly.

Sounds basic enough, but it truly represents our strategy. Once you add it up, you'll find that without proper guidance you're just throwing your message to the four winds.

**We are here to help lead you and your message in a positive direction.**

next



brand

A sampling of identifying marks developed for our diverse range of clients over the past 30+ years.



brand



### ▶ Vecna Robotics

Brand design including mark plus secondary brand name development and mark, tag line, overall visual approach, web site, PPT deck, various stationery and promo materials

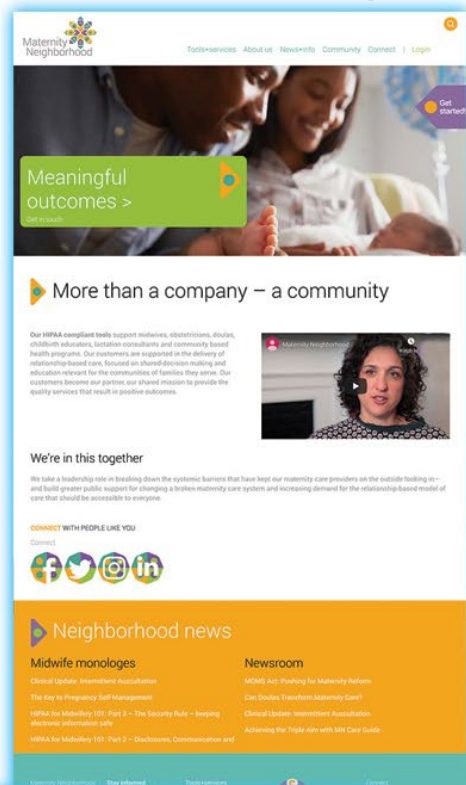


brand



### ▶ Maternity Neighborhood

Brand redevelopment including storyline definition; identifying mark and collateral; web site planning, prioritization, architecture; PPT deck, info sheet and letterhead templates; info and social media graphics; conference displays and related support materials



brand

### Commonwealth Medical Center

Brand design including mark, tag line, overall visual approach, web site, various print and promo materials, signage, online and print advertising

# Urgent Care Center OF ARLINGTON



**Urgent Care Center OF ARLINGTON**

Care when you need it the most

- 24-hour walk-in treatment
- X-ray
- EKG
- Ultrasound
- Physical therapy
- Wound care
- IV therapy
- Allergy testing
- Dermatology
- Podiatry
- Ophthalmology
- ENT
- Allergy and asthma

703-687-6882 | commonwealthMC.net

**Commonwealth Medical Center**

is breaking down the traditional boundaries of medicine by offering the best of traditional medical care — supplemented by innovative wellness resources — in a single comprehensive approach to living a long and energetic life.

Relieving wellness today and securing it for a future is created through a partnership focused on empowering patients to get on — and stay on — the path to a healthy life.

**Our Practice**

**Well Being.**

**PREMIER patient plan**

At CMC we believe in creating a personal and comprehensive partnership with our patients. Our "best of both worlds" approach simply charges more from the same source — your investment in your health. Our Premier Patient Plan is different. We will address all aspects of your health with the highest caliber of medical care, but recognize that not every patient is the same. Some may want to pay for a specific service, but recognize that not every patient is the same. Some may want to pay for a specific service, but recognize that not every patient is the same. Some may want to pay for a specific service, but recognize that not every patient is the same.

**Commonwealth MEDICAL CENTER**

3535 S. Ball Street Suite A, Arlington, VA 22202 | (MAP) | Monday - Friday 10 AM - 7 PM

Call 703-687-6882

SERVICES - ABOUT - ANNOUNCEMENTS CONTACT

**We're Nearby!**

- We Accept Most Major Insurances!
- We Are Close By!
- We Are Open!

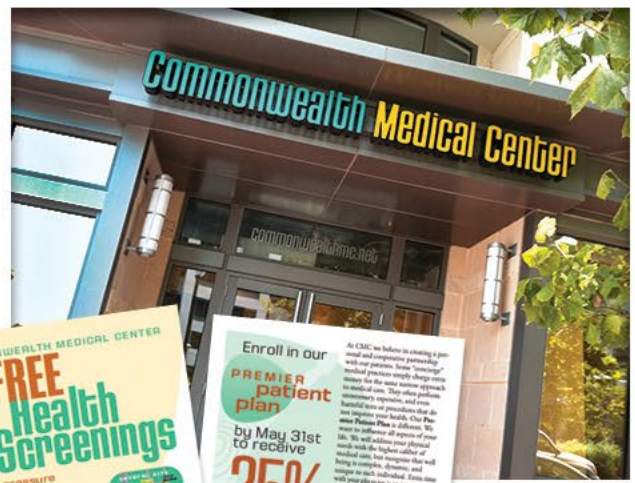
**SERVICES**  
Our friendly, professional practice provides a full range of services. [read more >](#)

**PERSONAL**  
Your well being is our goal. We get to know your patients and counsel them. [read more >](#)

**NEIGHBORS**  
The physician-owners live in Arlington and are committed to our community. [read more >](#)

**BLOG, ANNOUNCEMENTS AND ALERTS**  
Stay informed about office and medical developments in general. [read more >](#)

**Professional and Friendly Urgent Care in Arlington, VA**



**COMMONWEALTH MEDICAL CENTER**

Enroll in our **PREMIER patient plan** by May 31st to receive **25% OFF** your first year.

**FREE Health Screenings**

- blood pressure
- blood sugar
- cholesterol

Step in during lunch or after work! **FRIDAY June 24 12-2 and 4-7pm**

No appointment needed

Results available in 5 minutes!

Commonwealth Medical Center is a groundbreaking medical care by combining the best of traditional medicine with emerging wellness practices to help patients achieve optimal health and vitality.

703-687-6882 | commonwealthMC.net

brand

► **International Pharmaceutical Excipients Council of the Americas and affiliates**

Brand polishing and expansion using existing mark, including web site and various print materials, trade show displays, related marks, online and print advertising and graphics



brand

### Smithsonian National Air and Space Museum

Campaign brand design including custom prospectus package with keepsake booklet, press materials, promotional video, PPT template





brand



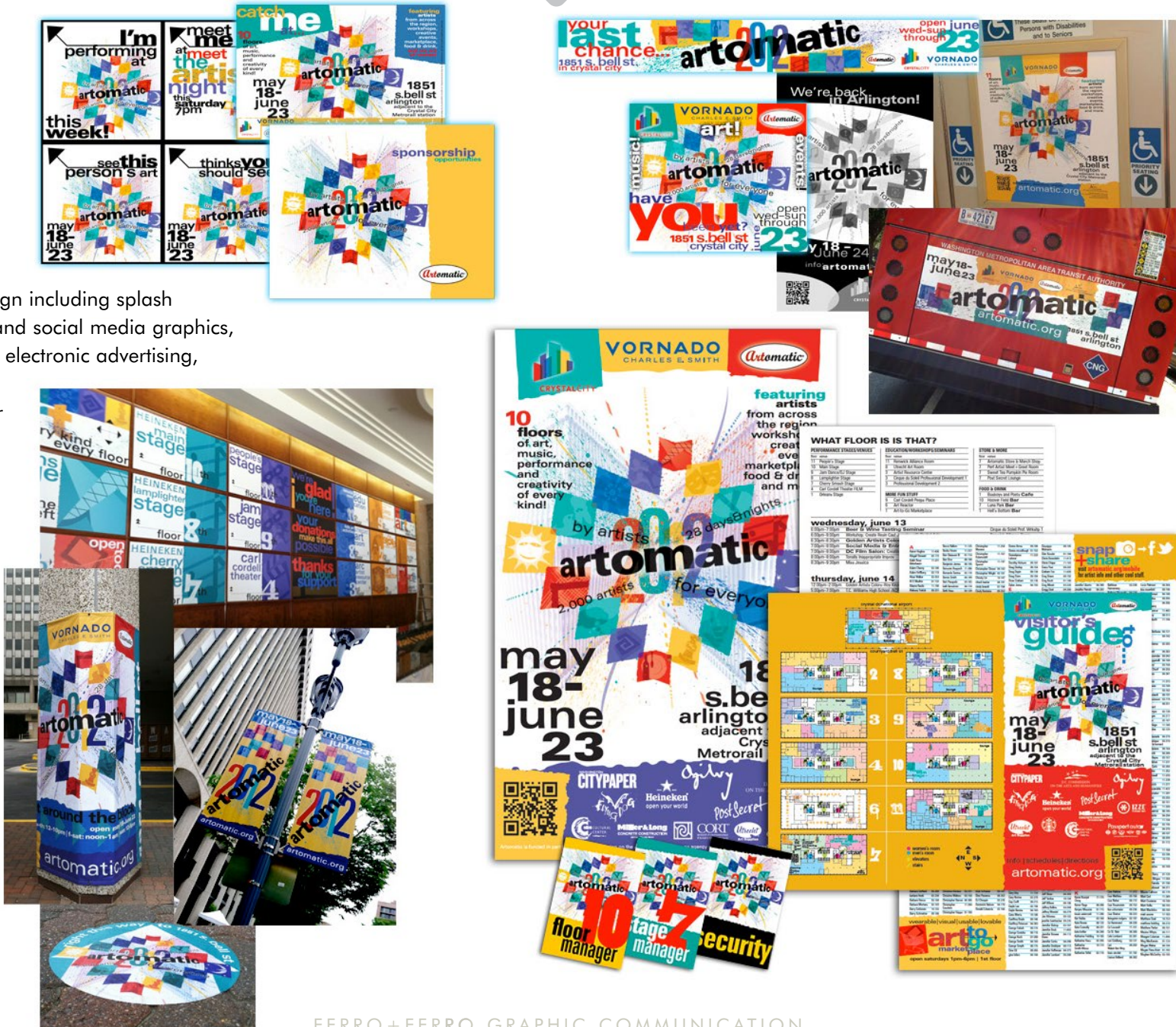
► **Dukes Bar & Grill/The Windsor Room**

Brand design including mark, web site, various print and display materials, online and print advertising

brand

### ▶ Artomatic

Event brand design including splash graphic, online and social media graphics, print, transit and electronic advertising, various print materials, indoor and outdoor graphics and wayfinding, misc event materials.





## why us?

**F**erro+Ferro Graphic Communication provides consultation, management, design development and production solutions for all aspects of brand, screen, and print visual communications.

### ► We've been around the block

In 1989 as Apple computers truly began to replace the drawing board and T-square, we saw that new efficiency and capability as a way to better create dynamic — *and* user-friendly — visual communications. We left our respective DC design jobs to build our firm our way. From the start, we believed that the design process must include affordability and functionality as well as visual and technical excellence. Achieving the highest production values possible within budget is still our goal for every project. “Old school” services like photo direction and on-press inspections were integral to this goal, and are still the rule rather than the exception.

### ► Results, not awards

We listen and work carefully with clients to analyze and define their needs and audience, then research the most appropriate methods and vehicles to meet those needs. Our solutions are designed to result in improved sales, membership, attendance, visibility, or understanding—not just pretty pieces. (And, yes, we have won awards too).

### ► Deal with the partners

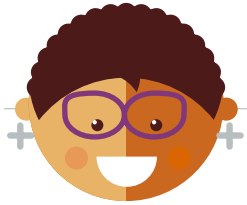
Since Ferro+Ferro has big ideas but is a small, nimble firm. The loss of communication inherent in larger agencies is non-existent. Consultation is direct with the manager/designer for the project. At the same time, we have an established network of local and national resources for design support, specialized web development, brand definition/naming, illustration, photography, marketing/research, writing/editing, video production and printing/manufacturing as needed.

### ► 30+ Years in business

From one-time logos for start-ups to ongoing trade magazine production to major event promotions and everything in between, we've been there and done that. Our national, regional, and local clients understand the role that effective design plays in reaching their audiences. Ferro+ Ferro's client list — later in this PDF — reflects the diversity and depth of entities which we have served. The strong relationships built with our clients is reflected in the fact that we are into our third decade of business, and those clients frequently refer us to others.

### ► Always thinking green

We are committed to environmentally sound business practices. All projects in which we are involved are planned to minimize impact on the environment. Consideration is given to the benefits and limitations of recycled and recyclable materials, inks and ink coverage, use and efficiency of energy, materials, and processes, and other related areas. Ferro+Ferro is proud that — with the support of our suppliers — this approach has allowed us to produce outstanding materials which benefit not only our clients, but also the planet. Working in our home office removes commuting pollution as well!



**Dorothy  
Ferro**  
Managing  
Partner

Dorothy is our lead project wrangler and client liaison — who can design and shoot\* as well when she has to. (She’s not your average account rep.) As managing partner, she oversees new business development and spends a good bit of her time out there in the great wide open when she isn’t creatively directing in the office.

As former senior designer for Walter Dorwin Teague Associates, Dorothy managed, directed and designed numerous large marketing, identity, annual report projects for DC area and regional clients. Back in Rochester, NY, Dorothy was a freelance designer/art director as well as staff designer at various firms where she created materials for cultural and corporate entities. Dorothy has served as a design judge for the Printing Industries of America, and has won awards and been recognized for her work in annual reports and identities.

A graduate of Rochester Institute of Technology, Dorothy received a BS in professional photography with a minor in Communication Design. She finds time to garden and quite likes garden gnomes too.

\*Photos of course!



**Salvatore  
Ferro**  
Partner+  
Design Director

In addition to conceptualization and direction, Sal is lead designer and digital illustrator. He spends a lot of time on the Mac.

Back in the late 80s, he rose to co-managing Graham Design in Washington DC redirecting that firm away from technical and production work to design and management of award-winning annual reports, editorial/info, marketing and identity projects. Before their move to the DMV, he worked at design and advertising shops in Rochester, NY, reaching art director where he dealt with all manner of corporate/product identity and marketing initiatives for the likes of Kodak and Xerox.

Sal graduated with honors from RIT, with a BFA in Communication Design. He is active in and has volunteered design services for various area entities including his local Bluemont Civic Association. He also helped establish a community advocacy group known as Bluemont Forward. He served as Cub Scout Den Leader and taught internet classes at his kids’ school, where his elaborate cardboard settings for the school’s fun fairs are legend.

An avid “roadie” (road cyclist), photographer, and craft beer aficionado, Sal is also a stone cairn stacker at home and anywhere the rocks speak to him. He creates digital photomanipulations based on those cairns and other natural and unnatural subjects, and dabbles in natural collages and sculptural pieces. You should see what he (AKA The Wizard of N’Il) does around here for [halloween!](#)





## thanks to our clients

**H**ere's a sampling of the many clients with whom Ferro+Ferro has worked since 1989. From solo start-ups to prestigious international NGO's, we are proud of — and thankful for — the diversity of experience we have gained.

### TRAVEL

Academic Travel Abroad/Grandtravel  
Custom Safaris  
The Ticket Counter

### TRADE GROUPS

American Society of Healthcare System Pharmacists  
Ballston Business Improvement District  
Electronic Industries Association  
International Pharmaceutical Excipients Council of the Americas  
International Safety Equipment Association  
NTCA—The Rural Broadband Association  
Styrene Information and Research Center  
Telecommunications Industry Association

### HEALTHCARE & RELATED

Benefit One of America  
Blue Cross Blue Shield of the National Capital Area (now CareFirst)  
Commonwealth Medical Center & Urgent Care Center of Arlington  
Howard University Hospital  
Maternity Neighborhood

### PUBLIC AFFAIRS

Burness Communications  
John Adams Associates  
Ketchum Public Relations  
Manning, Selvage and Lee

### FINANCIAL

Citizens Bank (now SunTrust)  
Emerging Markets Advisory Partners  
Export-Import Bank of the United States  
First American Bank (now First Union)  
Maryland National Bank (aquired by NationsBank)

### OTHER BUSINESSES

Artisan2, Inc.  
Bielski Design-Build  
Horst B Consulting  
im-pulse  
PeopleSoft (aquired by Oracle)  
Premier Dining Services  
Project Management Essentials  
Shears Hair Salon  
Sonrisa Chocolates  
Trends in Color  
Vecna Robotics

### EDUCATION

Alexandria Country Day School  
George Washington University  
Grambling University  
Howard University  
Rosslyn Children's Center

### GOVERNMENT

Arlington County Parks, Recreation and Cultural Resources

### CULTURAL

National Museum of Women in the Arts  
Smithsonian Institution:  
• American Art Museum  
• Anacostia Community Museum  
• Archives of American Art  
• National Air and Space Museum  
• National Museum of African American History and Culture  
• National Museum of American History  
• National Museum of the American Indian  
• National Museum of Natural History  
• SI Business Management Office

### NGOs

American Red Cross  
International Finance Corporation:  
• IFC Corporate Relations  
• Foreign Investment Advisory Board  
• Caribbean and Central American Business Advisory Service  
United Nations:  
• United Nations Development Programme (various divisions)  
• United Nations Capital Development Fund  
The World Bank:  
• Water and Sanitation Division  
• Urban Management Programme  
• World Bank Publications Office



we are here for you



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