



# Capabilities & Experience

We are passionate about great design and effective marketing solutions.

# Entice. Educate. Engage.

We Execute Effective Marketing Solutions for Print and Web.



## Who We Are

Visual Appeal LLC is an award-winning creative agency focused on energizing brands with impactful creative designed to entice, educate and engage. We have developed a strategic and innovative approach to design and partner with corporations, universities, non-profits and small businesses across the country. We work with clients to shape a cohesive brand position and creatively translate that promise into effective and engaging design and promotional collateral applications for print and web. Through this working knowledge we have a thorough understanding of the time, considerations and processes that are involved.

### Principal Contact:

Nickkol Lewis | Principal & Sr. Creative  
nlewis@visualappeallc.com



Strategy



Creative



Execute



Measure

## Core Competencies

- Strategic Planning
- Marketing Collateral Design
- Brand/Rebrand Development
- Graphic & Website Design
- Social Media Branding
- Print Advertising Design
- Event Collateral & Signage
- Video Animation
- Photography/Videography

### Google 5-Star Rating.

Visit our profile to see what clients are saying.



## Who We Serve

We serve a diverse client base consisting of universities, state agencies, corporations, non-profit organizations and small businesses.

## Current Projects

- VCU Partnership for People with Disabilities
- VCU Inclusion Project
- The Metropolitan Business League
- Virginia Black History Museum & Cultural Center
- Richmond Redevelopment & Housing Authority
- William & Mary
- Owens & Minor
- Healthcare Supplier Diversity Alliance (HSDA)
- Capital Area Health Network

## Codes & Certifications

UEI: LWWRM653TUK1 | CAGE: 7KU96

## Procurement Designations:

SWaM: 692003

## NAICS Codes:

541430: Graphic Design Services

541613: Marketing Consulting Services

541611: Planning Consultant

541810: Advertising Agency

## Past Performances



Charles City County Tourism & Economic Development:

- Branding
- Website
- Advertising Specialties



Richmond Redevelopment & Housing Authority:

- Branding
- Marketing Collateral
- Banners & Signage



Satori Solutions Inc:

- Branding
- Website
- Marketing Collateral



# A Strong Creative Team

is the driving force behind cohesive and consistent branding.



## The Visual Appeal Team

With over 40 years of combined expertise, the Visual Appeal Team has extensive experience developing and shaping cohesive brands and executing robust marketing solutions to generate results. We have a thorough understanding of the time considerations and processes required to meet deadlines and deliverable outcomes. Our work serves to enhance and build upon the client's history of successful brand awareness and past promotional campaigns. Our in-house team is comprised of project management and leveled design roles. Our strategic partnerships enable us to extend our service offerings beyond traditional design and production needs, providing a broadened range of marketing possibilities.

### Leadership:

Nickkol Lewis | Principal & Sr. Creative

### Client Engagement:

Tanya White

Contact:

clientservices@visualappealllc.com

### Designers:

Jenese Thomas, Sr. Designer

Shandel Pitts, Sr. Designer

Lisa Williamson, Sr. Designer

Aliza Bucci, Jr. Designer

Contact:

production@visualappealllc.com

### Strategic Partners

Our in-house team expands to include a select group of strategic partners to support progressive initiatives beyond traditional design and production.

#### Marion Marketing Global

Brain Robertson, Media Marketing

#### Digital Image House

Darryl Wingo, Photographer

#### SL Media Consulting

Shequita Lee, Social Media Management

#### Imagine

Christina , Video Production

#### Indispensable Marketing

Patrick McFadden, Strategist



**MBL Trailblazer Partnership Award**