



Create with us.

Our objective is to create designs that inspire people to make decisions, act, and move forward.

collaborativecommunications.com

Design & Data Visualization

DESIGN = COMMUNICATION

Our award-winning creative team specializes in producing imaginative designs that express the ideas and perspectives that animate your organization's work and brand. We approach every design challenge, be it a complex data visualization tool or a simple fact sheet, with the same ingenuity and desire to communicate clearly and move audiences to action.

Leveraging design and data, we build powerful storytelling platforms that showcase the impact of your organization's work.

WHAT WE DO

Design provides the essential foundation that brings your story to life. Beautiful designs can simultaneously seize your attention and enhance your understanding. They use visual shorthand to simplify, making hard concepts easier to understand. Our data visualizations transform complex sets of information into appealing images that a general audience can easily digest at a glance. We listen carefully and pay thoughtful attention, advising you on the implications of every design choice, from fonts and color choices to the smallest details. We help you identify the tone and mood you want to convey—whether energetic and playful or reserved and serious. Our objective is to create designs that inspire people to make decisions, act, and move forward.



OUR EXPERTISE

- Naming and logo development
- Branding and visual identity
- Digital experiences
- Interactive data presentations
- Infographics
- Publications

HOW WE WORK

We start with an introductory conversation to help determine your needs and goals. Then we serve as your guide while we move together through each phase of our design process: Intake, Concept, Refinement, Production, and Wrap-up. It's effective, efficient, and easy to follow.

- 1. INTAKE.** We set parameters and gather all of the necessary information for the project to be successful. This phase is about asking thoughtful questions and fine-tuning our understanding of the work and what the end product will be. We will work closely with you to define the design problem before we begin to explore possible solutions. This is the time to elevate and reinforce key takeaways that will inform the next phase of work.
- 2. CONCEPT.** We test the initial round of design direction with you and answer the question of “did we understand your needs and ask the right questions in the Intake Phase?” The conversations that occur in this phase will center on determining if the concept design solves the problem articulated in the Intake Phase, as opposed to answering the question “does this look good?”
- 3. IMPLEMENTATION.** Design implementation begins. The concept has been approved and you have expressed full buy-in on the design direction. This phase tends to move quickly and does not begin without your approval on the Concept Phase.
- 4. PRODUCTION.** Design moves from idea to reality. The Production Phase consists of adding content to the design, selecting photos, and applying the final touches to the product. At the end of this phase, the design deliverable will be ready for your approval.
- 5. COMPLETION.** We deliver the completed work to you, submit invoices, and facilitate debrief conversations.