



**s91**

# Corporate Phrasebook





..... We close the loop. ....

Where there's a gap in an organization's presence, Studio 91 helps **close** the loop.

That starts with creating strong connections with our clients. Then, we connect audiences to brands and users to websites.

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# We promise

...to keep clients in the loop with open, easy, and complete communication. We never leave a client's question unanswered or deliverable unmet.

...to connect the dots between design and technology concepts and concrete business needs. We listen well, use plain language, and centre the client's goals.

...to close the loop on strategic intent. We translate business goals into effective design and digital solutions, periodically checking in to ensure alignment.





# We value

## TRUSTED ADVISOR STATUS

Business-level goals lead the solutions we propose and create. We have no darlings so we can promote the best approach to achieve the desired results for the situation.

## COLLABORATION

We enjoy teamwork with clients, staff, and service partners. To facilitate a collaborative environment, we speak in plain language and let the client's needs and goals lead our recommendations.

## EXPERTISE AND QUALITY

With more than three decades of experience, we take pride in doing great work. A hands-on senior team member is involved in every project, providing meticulous quality assurance.

## MEANINGFUL SOLUTIONS

A solution is meaningful only if it brings the client new value. Every design and digital solution we propose is measured against the client's goals and unique situation.

## RESPONSIVE SERVICE

Our clients tell us it feels like we're their in-house team and we like to keep it that way. Every client matters, we like talking to them, and aim to be efficient and thorough in our responses.

# We serve

Our clients are small and mid-size businesses, not-for-profit organizations, and associations. We are committed to providing them with enterprise-quality design and digital solutions scaled to suit.







# We provide

Top-of-the-line work with low overhead and no fuss—that's how we roll. With three decades of experience, our goal is to deliver great work and a great experience.

Our design and digital solutions include branding, print and digital design, online user experience, website development, and technology integration.

..... We close the loop on: .....

## STRATEGY

Short and long-term strategies that leverage digital presence, user experience, branding, messaging, and content to achieve their intent. Our Virtual Chief Digital Officer (CDO) service enables every client to bring digital strategy into their planning cycles.

## CREATIVE

Integrated design and production ensures consistency across all media, including branding, UX/UI, digital and web, print, and large-format projects.

## TECHNOLOGY

Web and digital development for public sites, intranets, and extranets. We also excel in integration with third-party systems, such as content management, e-commerce, point of sale, inventory, member databases, and more.

# Our voice

High quality and no fuss: that's who we are.

We like to have fun and be playful, but we're professionals first. Our tagline captures that balance of tone and style.

We speak in plain language—meaning we speak in our clients' language—because we want every client to understand and engage with their digital presence.

We communicate with the confidence of experience while taking our lead from the client's needs. We focus on client goals and show how a solution will get them there.

Our communication style is:

- › Professional
- › Friendly
- › Simple and direct
- › Enthusiastic
- › Playful when appropriate



