



# CAPABILITY STATEMENT



Founded in 2012, Badie Designs is an award-winning creative agency that provides branding, web design, and marketing services to government agencies, corporations, and small businesses. Our mission is to deliver innovation, exceed your expectations, and surpass your quality standards by providing creative solutions that accelerate growth.

Badie Designs strives to stay at the forefront of design and marketing practices. We're renowned for our results, and we've garnered five-star ratings in the marketplace. We're skilled at working with national and international businesses in a broad spectrum of industries.

## Differentiators

- Our team members come from diverse backgrounds, so we understand what it takes to market to diverse communities.
- Our status as an IBM Business Partner allows us to deliver even more value through innovative technology solutions.
- Unlike most agencies, we are available after hours to meet urgent needs.

## Core Capabilities



Graphic Design



Marketing



Web Design

## NAICS Codes

511210 Software Publishers  
541430 Graphic Design Services  
541511 Custom Computer Programming Services  
541512 Computer Systems Design Services  
541519 Other Computer Related Services  
541613 Marketing Consulting Services  
541850 Outdoor Advertising  
541860 Direct Mail Advertising  
541890 Other Services Related to Advertising  
541910 Marketing Research and Public Opinion Polling

## PSC Codes

T003 Photo/Map/Print/Publication- Cataloging  
T001 Photo/Map/Print/Publication- Arts/Graphics

## Identification Numbers

TIN: 86-2723839

Unique Entity ID: FNMFHSPRG6J3

CAGE Code: 876T3

## Certifications

WOSB (Pending)

WBE (Pending)

MBE

## Design Awards

Ad World Masters Agency of  
the Year 2021

Expertise Best Web Developers  
in Atlanta 2022

UpCity Top Graphic Designers  
in Atlanta 2022

## Contact Information

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Accept Purchase Cards



## Contract Awards



### Russell Innovation Center for Entrepreneurs (RICE)

RICE is a business generator serving metro Atlanta and created to support Black entrepreneurs in overcoming the unique barriers they face to building thriving businesses. RICE wanted to rebrand and expand its digital framework. Designs included a brand standards manual, marketing materials, branded templates, and a website.

**POC:** Shalon Brown  
Director of Community, RICE  
**Phone:** 404-915-9034  
**Email:** sbrown@russellcenter.org



EMORY

ROLLINS  
SCHOOL OF  
PUBLIC  
HEALTH

### Emory University

In cooperation with study partner Emory University, the American Men's Internet Survey (AMIS) monitors trends in sexual health in order to improve public health services for HIV prevention. AMIS wanted to redesign its website as a helpful space for study participants and researchers. We created a responsively designed website with a modern feel and easily navigable pages that were relevant to all of its audiences.

**POC:** Winslow Edwards  
Public Health Program Associate, AMIS | Emory University  
**Phone:** 303-902-6742  
**Email:** winslow.edwards@emory.edu



### Berkshire Benchmarks

The Berkshire Regional Planning Commission (BRPC) engaged Badie Designs to create a new website for its Berkshire Benchmarks program. The new website will help the BRPC monitor regional indicators and act as a data clearinghouse. Having redesigned the website and built an accompanying data management portal, we're currently working on website development and the integration of data analytics. The redesigned website will automate much of the BRPC's data collection and meet Web accessibility standards. We will be maintaining the website for three years.

**POC:** Mark Maloy  
GIS, Data & IT Manager, Berkshire Regional Planning Commission  
**Phone:** 413.442.1521 ext. 29  
**Email:** mmaloy@berkshireplanning.org

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