



CAPABILITY STATEMENT



Founded in 2012, Badie Designs is an award-winning creative agency that provides branding, web development, 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.

Identification Numbers

TIN: 86-2723839

UEI: FNMFHSPRG6J3

CAGE Code: 876T3

Certifications

WOSB

WBE

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

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 Development



Technology

NAICS Codes

511210 Software Publishers
518210 Data Processing, Hosting, and Related Services
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

**Russell Innovation Center for Entrepreneurs (RICE)**

The Russell Innovation Center for Entrepreneurs is a business generator created to support Black entrepreneurs in overcoming the unique barriers they face to building thriving businesses. RICE wanted to expand its digital framework with an intranet through which its stakeholders could access directories, announcements, messaging, and business profiles, along with resources such as documents and videos. In addition to creating a stakeholder portal for RICE, Badie Designs worked to integrate CRM data, event booking, and a donation form.

POC: Fred Jones**Title:** Program Manager, RICE**Phone:** 404-901-6099**Email:** fjones@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**Title:** 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. We automated much of the program's data collection, implemented data analytics, and built an accompanying data management portal. In addition, we integrated web accessibility standards. The redesigned website helps the BRPC monitor regional indicators and acts as a data clearinghouse. We will be maintaining the website for three years.

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

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