



WRIGHT
DESIGN GROUP



WHO WE ARE

The Wright Design Group (WDG) is a trusted and highly respected creative agency with significant brand design, integrated marketing and production support experience.

Lead by Christopher Wright, Design Director, The WDG knows how to use “research and relationships” to develop avant-garde imagery, messages, and materials for multi-cultural markets. We are adept at translating marketing data into creative ideas, products, programming, and outreach opportunities that resonate with target audiences.

The WDG knows how to forge productive alliances and manage nationwide projects that involve a multitude of diverse partners. Clients turn to the Wright Design Group for the full range of creative support required to deliver meaningful results; whether it is seasoned graphic artists, copywriters, web designers, social media experts, photographers, videographers, or printing companies.

The Wright Design Group is the full package—great service, strong leadership, hard-working, straightforward, talented and “Cool.” The long-term relationships we have maintained with our clients (many 6 years or longer) are a testament to our focus on client service and our ability to match strategic direction with creativity ... and have FUN while doing it.

THE WRIGHT PARTNER

As principal of the Wright Design Group, Christopher Wright oversees overall business management and leads the design direction of projects requiring strategic marketing, brand development, graphic layout, production, and social media. He is responsible for the output of the WDG, with oversight of the creative processes such as: ideation, presentation and execution of client communications campaigns; the profitability and quality of client projects; and operational readiness.

Chris provides creative consulting and services for both major corporate brands, and small enterprises in business sectors that include: sports, entertainment, government, education, philanthropy, and healthcare. With over 18 plus years of professional design experience, Chris has professional network built on personal associations, business partnerships, with access to a wealth of information and resources.





PROJECT EXPERIENCE

GOVERNMENT

- US Department of Housing and Urban Development (HUD)
- National Institutes of Health (NIH)
- US Federal Housing Authority (FHA)
- US Department of Education (DOE)
- DC Public Library

SPORTS

- NIKE, Inc.
- Lebron James Kings Academy
- Kobe Bryant Basketball Academy
- Michael Jordan Flight School
- George Raveling - Coaching for Success

AGENCIES

- Attain Design & Marketing
- Campbell & Company PR & Marketing

EDUCATION

- Hampton University
- Manchester Community College
- Charles R. Drew Medical University
- Manchester High School
- University of Saint Joseph Athletics
- Central CT State University

BUSINESS ORGANIZATIONS

- Summer Executive Workshop
- Global Ties

PUBLICATIONS

- Precious Times Magazine
- Turning Point Magazine
- Northend Agent

CHARITABLE ORGANIZATIONS

- Concerned Citizens for Humanity
- Legacy Foundation of Hartford
- The Ana Grace Project
- The DIVA Foundation (Sheryl Lee Ralph)
- HollyRod Foundation

ENTERTAINMENT

- FUSE.tv
- Only Good TV (OGTV)
- Global Cinema Television (GCTV)
- David E. Talbert (Director)
- Nkonoki Entertainment

CASE STUDY

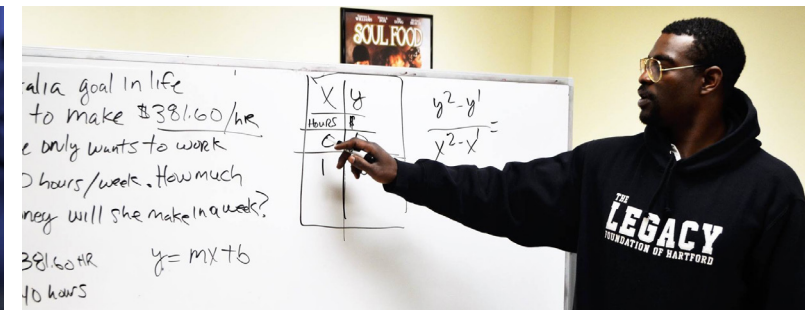
In Fall 2013, the Legacy Foundation approached the Wright Design Group interested in rebranding the foundation. The Legacy Foundation, a non-profit organization which works to address disparities in education and health through programs for inner city youth, was looking for a brand that was attractive and stood out that would represent their important work.

The existing logo of text and the map of the state of Connecticut no longer seemed to fit the mission of the foundation and was similar to many other logos found throughout the state. By working with the foundation's Executive Director, Greg Jones, the Wright Design Group was able to create a logo that was attractive, elegant and eye-catching, bringing a new energy to the foundation and its work. The new logo is now the brand of the Legacy Foundation and is featured on all of their materials including their website and print and electronic materials.

In addition to the logo, the Wright Design Group has worked with the Legacy Foundation on a number of projects including branding materials, presentations, posters, social media posts and numerous other print and electronic materials. The Wright Design Group continues its successful relationship with the Legacy Foundation and remains its primary brand manager for the organization's brand and marketing needs.



THE LEGACY FOUNDATION
So, you want to go to a
HBCU
 OR ANY COLLEGE?
 It's never too early to understand the finances of going to college along with a general financial aid workshop for students and parents. All high school students and parents are encouraged to attend.
Friday, April 26, 2019 • 6:30 PM
LEGACY FOUNDATION STUDENT CENTER 1229 ALBANY AVENUE • 1ST FLOOR
 FOOD & REFRESHMENTS SERVED
PRESENTERS & PANELISTS
 Lynne Bossart (Legacy College Counselor), Greg Jones (Morgan State University Graduate), Rebo Stanley (Spelman College Graduate), Alex Williams (Morehouse College Graduate)
 This seminar will include a financial aid workshop and is dedicated to helping students and parents understand funding your college experience.
 To register: [email admin@legacyfoundationhartford.org](mailto:admin@legacyfoundationhartford.org)
 For additional information call The Legacy Foundation (860) 956-1911

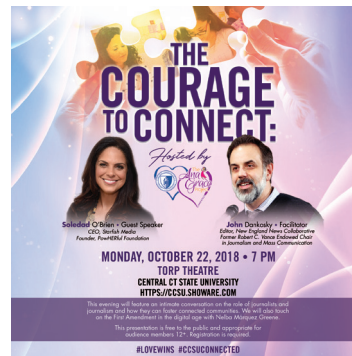
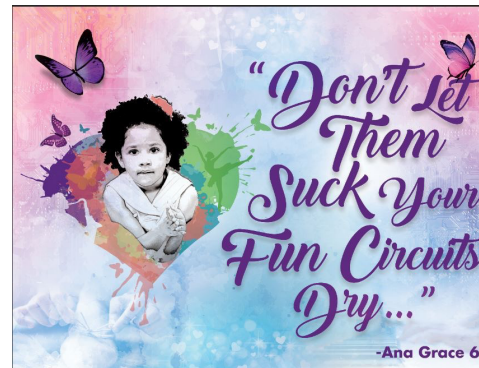


CASE STUDY

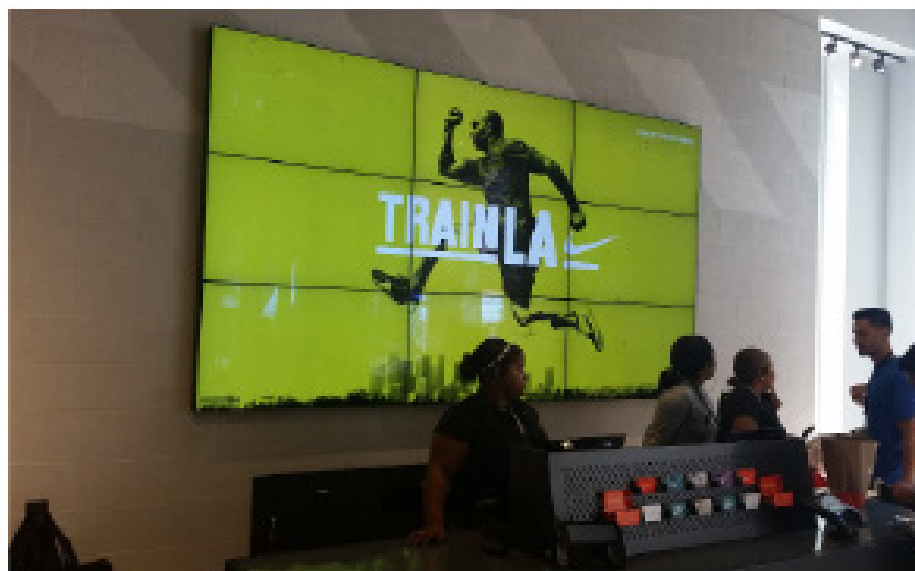
The Wright Design Group was asked to develop a logo for Dance for Ana With Love, a fundraising event for the Ana Grace Foundation. The Ana Grace Foundation was founded in 2013 in memory of Ana Grace Márquez-Greene, a first-grader who died tragically during the events in Sandy Hook, CT on December 14, 2012.

When creating the logo, the Wright Design Group worked with Ana Grace Foundation founder, Nelba Márquez-Greene, to get a sense of who Ana Grace was and what she meant to those who loved her. The Wright Design Group developed a logo that captured Ana Grace's beautiful spirit as well as her love of the arts including music and dance. When the event's logo was completed and presented to the foundation, both Nelba and her husband, Jimmy Greene, were moved to tears at the final product. The logo was featured on all Dance for Ana With Love event materials including the booklet, t-shirts, photo backdrop and social media materials.

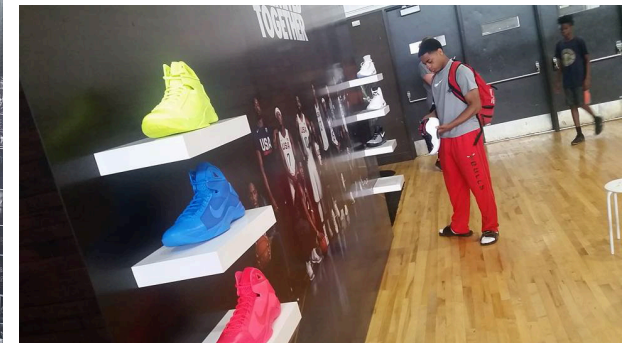
After seeing the event's logo, the Ana Grace Foundation tasked the Wright Design Group with rebranding the foundation's materials. This included the redesign of folders, pledge cards, envelopes, banners and numerous other print materials as well as social media materials.



WORK SAMPLES



WORK SAMPLES



WORK SAMPLES

PLEASE JOIN
NOR-CAL FINANCIAL DEVELOPMENT CORPORATION (FDC)
FOR OUR

40th
ANNIVERSARY
Celebration

THURSDAY, SEPTEMBER 27TH, 2018
6:00 pm - 9:30 pm

ROCK WALL WINE COMPANY
2301 Monarch St. • Alameda, CA

WineTasting • Silent Auction
Special Acknowledgements • Live Music

Catering by
Alamar Kitchen and Bar



David Soiland Company

Dave Soiland, dba Dave Soiland Company, has been in Sonoma County since he was born in 1954. He has worked in the construction and engineering sector in the area, since he was a teenager. He also worked with his father, Mary Soiland, whose name appears in the report's Construction Hall of Fame alongside many other well-known contractors.

Nor-Cal Crusher, a division of Dave Soiland Company, is a horizontal impact recycle crushing plant, primarily serving family owned quarries in Sonoma County. In 2008, the company began crushing operations with a new KPI 4250, giving them the ability to expand operations to include the Bay Area, Sacramento Valley, and North Coast areas.

In 2010, a McCloskey 144 Impact Crusher was acquired to further expand their crushing services. Eventually, this helped the company to respond to the Sonoma County firestorm disaster of October 2017. However, Soiland needed a third rock crushing machine, and a mobile unit, to meet the demand and crush 200,000 tons of charred concrete from the Sonoma County fires.

Nor-Cal FDC partnered with Poppy Bank to finance a 10 year term loan for \$790,141.00, with an 78% guarantee for 7 years, to purchase a McCloskey 154R concrete rock crushing machine. This specialty piece of equipment had to be shipped by boat from Northern Ireland to Port Huaneeme near Orland, CA, then transported by land 400 miles to Novato, CA.

While the machine was in route, the deadly Paradise California wildfires erupted and destroyed an entire town with over 50,000 structures and created 500,000 tons of debris. Soiland Company, now uniquely qualified to assist, was contracted by the largest excavator in California to come to Paradise with its mobile rock crusher and recycling plant.

This new 71.5 ton machine is now in Chico, CA, ready to assist in the removal of 800,000 tons of debris. Nor-Cal FDC, and the state guarantee program, assisted Dave Soiland Company, making it possible for them clear these devastated areas and prepare for rebuilding.

2018 ANNUAL REPORT | 10

Wag Hotels Inc

Are you looking for a 5 star luxury experience for your pet? Wag Hotels, Inc. operates a resort style pet boarding facility dedicated to the care and well being of dogs and cats. The accommodations reimagine the idea of a kennel and provide a much needed upgrade.

Wag Hotels was founded in 2005 by pet lovers who couldn't find a suitable place to leave their pets during business trips. What began as a personal mission has developed into the ultimate boarding and daycare resort for dogs and cats - on a one stop shop for boarding, grooming, training, and all your pet spotting needs. Their mission is to "provide the highest level of service and delight to pets and their parents". Since opening the first hotel in Sacramento, they've expanded to San Francisco, Redwood City, Oakland, and most recently Santa Clara.

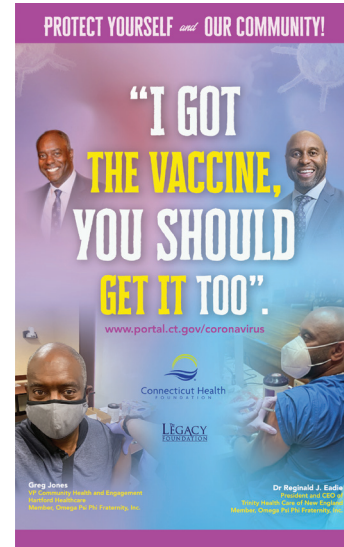
The hotel includes private rooms, deluxe suites, and even ultra suites with optional lie, internet, and 24-hour room service, nightly 2-way dogs that, premium beds, and all day play passes.

The company was requesting a multiple advance loan to convert four Southern California Pooch Hotel locations, Hollywood, West LA, San Diego, and Carven, to Wag Hotels. Due to its unique business and double-digit growth projections, it was difficult for them to acquire traditional financing.

Nor-Cal FDC partnered with Bridge Bank to apply the state loan guarantee, allowing Wag Hotel to acquire the loan. The capital enables the company to purchase and redesign the new locations, as well as, consolidate their debt by refinancing a previous loan. This expansion of the business also retained 104 jobs and created 71 new jobs.

9 | 2018 ANNUAL REPORT

WORK SAMPLES



WORK SAMPLES



Logo Design



POP-UP DISPLAYS



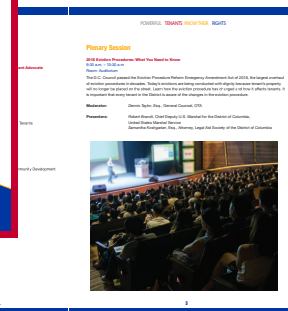
PROMOTIONAL FLYERS



CERTIFICATES



PROGRAM BOOK



E-BLASTS



SIGNAGE



LOGO SAMPLES

