



Expert guidance for marketing communications and publications



West + Associates

West + Associates is a full-service marketing communications and design firm founded in 1976. One of the longest-standing companies on the *Washington Business Journal's* list of top 25 graphic design firms, West provides expert guidance for solving the marketing communications challenges of associations, corporations and non-profit organizations. With offices in McLean, Virginia, and Chicago, Illinois, we specialize in branding, positioning, visual identity, strategic messaging, communications planning, graphic design, illustration, web design and interactive marketing.

Westbound Publications

Westbound Publications was launched in 1996 as a way to leverage West's strengths for our clients' publications needs. We specialize in redesign, ongoing design, production and editorial management of both print and electronic publications. Successful pubs attract readers, advertisers and distributors. At Westbound, we look at your publication process holistically — from design to copy to circulation and distribution — to ensure the creative process meets the business need.

Experienced Listeners and Problem Solvers

What truly sets us apart is our ability to listen to your needs and get to the root of the challenge, combined with our experience and creativity in developing compelling communications. Our creative staff and marketing strategists have an average of 15 years of professional experience and are active in professional organizations related to communications and the business of our clients. Whether you want new ideas or need help with day-to-day projects, we have the know-how and resources to get the job done.

Building Targeted Roadmaps

West and Westbound use a proprietary Sourcing™ process to uncover critical client objectives and get everyone "on the same page." This strategic discovery also can include competitive scans and stakeholder interviews. Following Sourcing, we use our branding and positioning development process to capture the essence of a client's brand that informs everything from strategy to messaging and creative execution. With these clear-cut roadmaps, not only can we deliver on-target solutions, but our clients also are able to leverage the strategic direction with their own in-house teams.

THE WEST COMPANIES DIFFERENCE

- ACTIVE LISTENING
- PROBLEM SOLVING
- FRONT-LINE EXPERIENCE
- FLEXIBILITY
- TARGETED ROADMAPS
- FAST TURNAROUND
- COLLABORATIVE APPROACH
- IMPECCABLE SERVICE
- AIR-TIGHT PROJECT MANAGEMENT

OVERVIEW



West + Associates

CAPABILITIES

BRANDING AND POSITIONING
STRATEGIC MESSAGING
COMMUNICATIONS PLANNING
WEB STRATEGY
VISUAL IDENTITY
GRAPHIC DESIGN
LOGO DESIGN
ILLUSTRATION
COPYWRITING AND EDITING

DELIVERABLES

MARKETING COLLATERAL
DIRECT MARKETING CAMPAIGNS
CORPORATE IDENTITY MATERIALS
EMPLOYEE PROGRAMS AND CAMPAIGNS
WEBSITES
INTERACTIVE PRESENTATIONS AND DEMOS
EVENT PROMOTION AND DISPLAY
ADVERTISING
SOCIAL MEDIA MARKETING

Westbound Publications

CAPABILITIES

PUBLICATION DESIGN
PUBLICATION LAUNCH
REDESIGN STRATEGY
IN-HOUSE TRANSITION
EDITORIAL FRAMEWORKS
ILLUSTRATION
PHOTO RESEARCH
EDITORIAL MANAGEMENT
COPYWRITING AND EDITING

DELIVERABLES

MAGAZINES/E-MAGAZINES
NEWSLETTERS/E-NEWSLETTERS
DESIGN/REDESIGN TEMPLATES
ANNUAL REPORTS
ADVERTISING
MEDIA KITS
EVENT PROMOTION AND DISPLAY
PROMOTIONAL CAMPAIGNS

Collaborative Approach

Both West and Westbound are known for impeccable customer service and superior project management to ensure on-budget and on-time delivery. We provide a dedicated team for every engagement to ensure consistency, accountability and availability. We also work as an extension of client staff, collaborating with and supporting their in-house resources. By focusing on long-term relationships, we make our clients feel welcome and at ease from the start.

Comprehensive Alliances for Holistic Solutions

To meet client needs for integrated communications solutions, we have developed strategic partnerships with leading market research, advertising, public relations and web applications development firms; photographers and video producers; tradeshow and exhibit houses; as well as printing, fulfillment and premium vendors.

While we are passionate about our processes, we are equally committed to getting clients what they need, when they need it. We excel at completing projects in record time, even when we do not have the opportunity to work in-depth on a client's brand. So, whether a client has an urgent road trip (can you say tradeshow?), or is planning a more global adventure, West creates the right roadmap for the journey, from back-of-the-napkin directions to full-blown travel guides.

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