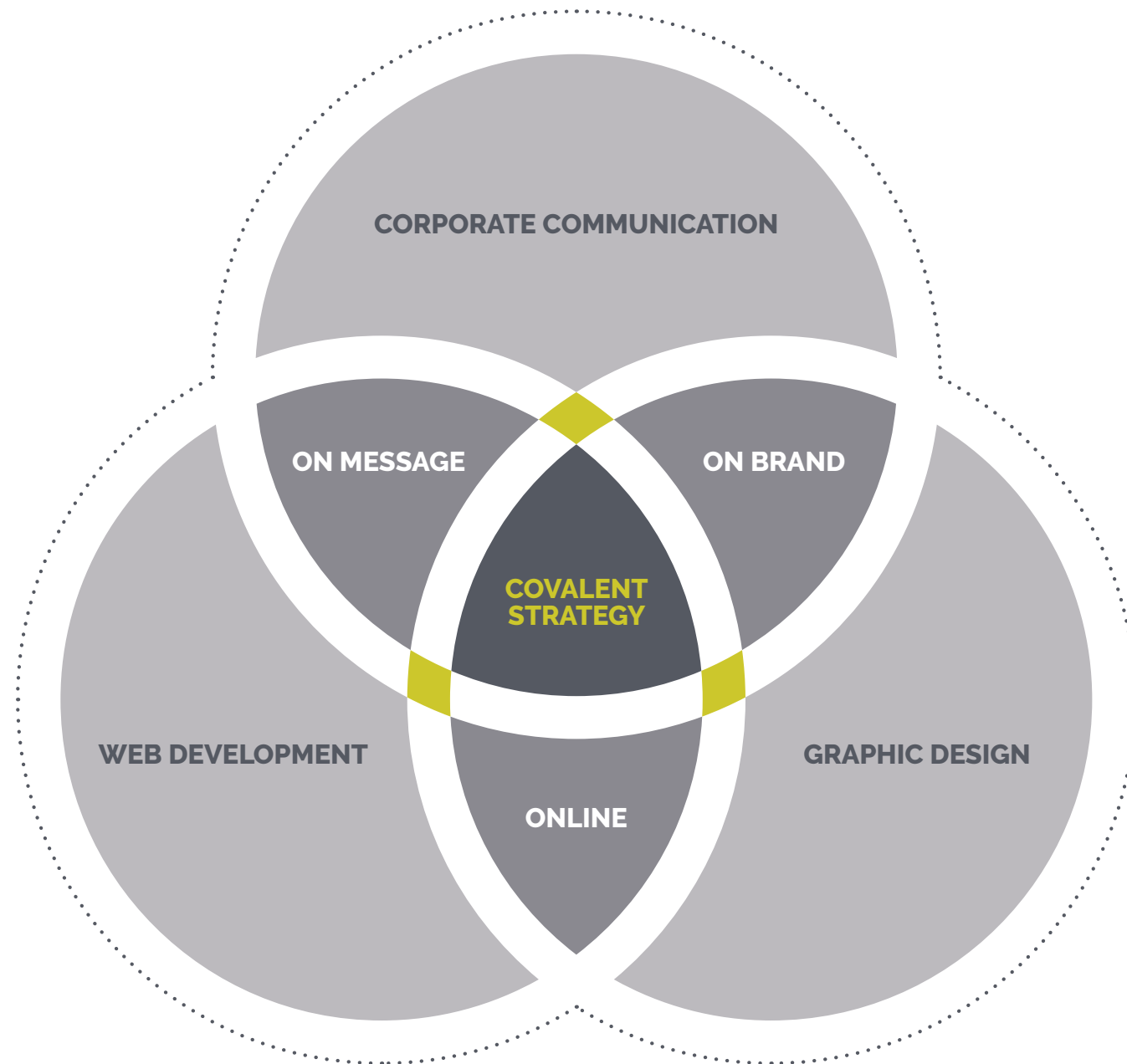




What is Covalent Logic?

A covalent bond is a chemical bond where atoms share electron pairs. Because the atoms are bonded at two points, the resulting molecule is exceptionally stable.

The Logic is simple: **Strong communications strategy** and **solid visuals** form the basis of all exceptional work. Two heads are always better than one. Partnerships are invaluable.

How are we different from other agencies? Simply put, we don't "Save As." We come up with **unique solutions** with our clients to help solve their problems, design exceptional campaigns with partners to further the reach of their messages and strategize with our associates about the best way to tell a story.



BRAND MANAGEMENT STRATEGY

Planning

Creating issue or event-specific plans to help a company, brand or organization ensure clear messaging that meets its overall long-term communication goals.

BRAND AUDIT

Evaluation

Assessing, cataloging and identifying successful brand attributes, messaging, color schemes and imagery in order to develop new materials or reduce inconsistency within a company's image.

COMPETITIVE AUDIT

Researching

Identifying and assessing visual assets of competitors to develop a strategic visual advantage, useful during transitions and new product development.

CHANGE MANAGEMENT

Consulting

Managing business transitions internally and externally, through the strategic development of design and messaging as well as the solicitation of stakeholder input. Issuing of clear communication visually and operationally.

LOGO DEVELOPMENT

Design

Developing visual identity through illustration and iconography used to represent a brand, company or product combined with the typography, color and layout that represent it in various combinations of content and usage case.

MESSAGING DEVELOPMENT

Strategy & Execution

Writing statements and choosing key terminology used as mission statements, vision statements, corporate attributes, taglines or other messaging. Can include drafting press releases, talking points, web posts, FAQs and fact sheets to help illuminate the message.

BRAND STANDARDS

Identity Establishment

Developing standards for how images, logos, taglines and other brand attributes are used in different scenarios to ensure consistency and protect the brand's image and reputation.



CRISIS COMMUNICATIONS

Planning

Reviewing crisis communications and strategy plans for both man-made issues and natural disasters, including events such as data breaches or hurricanes, so a company covers all communication needs to various stakeholder audiences.

FOCUS GROUPS

Planning

Organizing focus groups to attract participants and ensure quality feedback about messages, designs, plans or strategies from people matching key targeted demographics.

Moderating

Leading focus group participants through discussions to spark thoughtful conversation about relevant topics.

Reporting & Analyzing

Recording, organizing and evaluating feedback from focus group sessions to develop key takeaways from the exercise.

STRATEGY SESSIONS

Planning & Moderation

Working with partners to develop agendas, activities and goals for group sessions to make the most of the participants' time and brainpower. Leading participants throughout the event to ensure work and discussion centers around the predetermined agenda and produces desired outcomes.

Discussion Materials

Creating agendas, presentations, forms and other documents to support the goals of strategy sessions.

Post-Session Reporting

Capturing relevant feedback and discussion points and organizing information to compile a post-session report that highlights key takeaways.

PUBLIC PRESENTATIONS

Planning & Outreach

Designing public events to ensure maximum stakeholder participation, public education and clear communications.

Presentation Materials

Creating presentations, signage, exhibits and informational collateral to engage the event attendees and support the goals of a public outreach event.

Event Moderation & Speaking

Leading the presentation to stick to the predetermined agenda and moderating question and answer sessions to educate the audience, gather feedback and keep the tone professional.



BATON ROUGE METRO AIRPORT | BATON ROUGE TO DC CAMPAIGN: Outdoor & Digital Advertising





CATHOLIC CLIMATE COVENANT | Identity & Print Collateral



WE'RE ALL PART OF
GOD'S PLAN(ET)



**In the beginning,
God created our
common home.**

Join the organizations and groups
sector in a conversation which
includes everyone to face the
environmental challenges and
build a better world.

Visit WWW.GODSPANET.US to
learn what the Catholic Church is
doing and how you can be a part
of God's plan since we're all part
of God's planet.

**In the beginning,
God created our
common home.**

Join healthcare institutions in a
conversation which includes
everyone to face the
environmental challenges and
build a better world.

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**In the beginning,
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Join parishes and dioceses in a
conversation which includes
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**In the beginning,
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Join the religious orders sector in
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**PARISHES
AND DIOCESES**

**In the beginning,
God created our
common home.**

"The climate is a common good, belonging
to all and meant for all. At the global level,
it is a complex system linked to many of the
essential conditions for human life."

We're All Part of God's Plan(et) is a national
Laudato Si' awareness and engagement
campaign for U.S. Catholics to care for
creation and participate in the Vatican's
Laudato Si' Action Platform.

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**EDUCATIONAL
INSTITUTIONS**

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FAMILIES

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**ECONOMIC
SECTOR**

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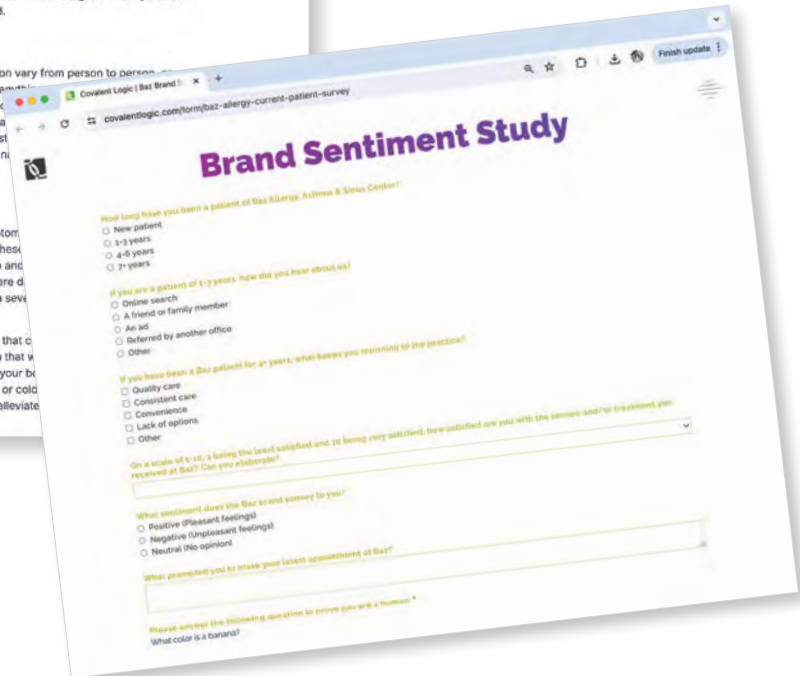
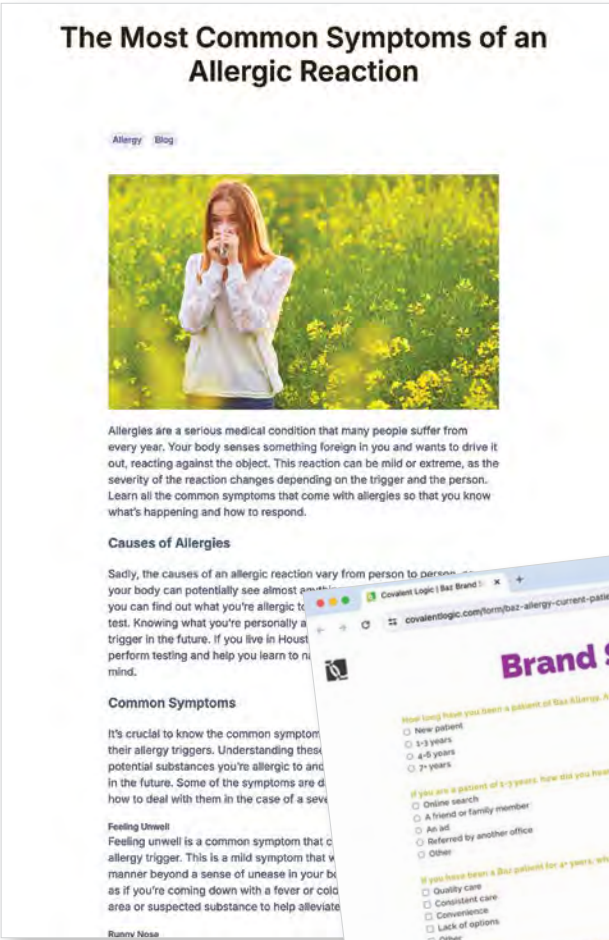
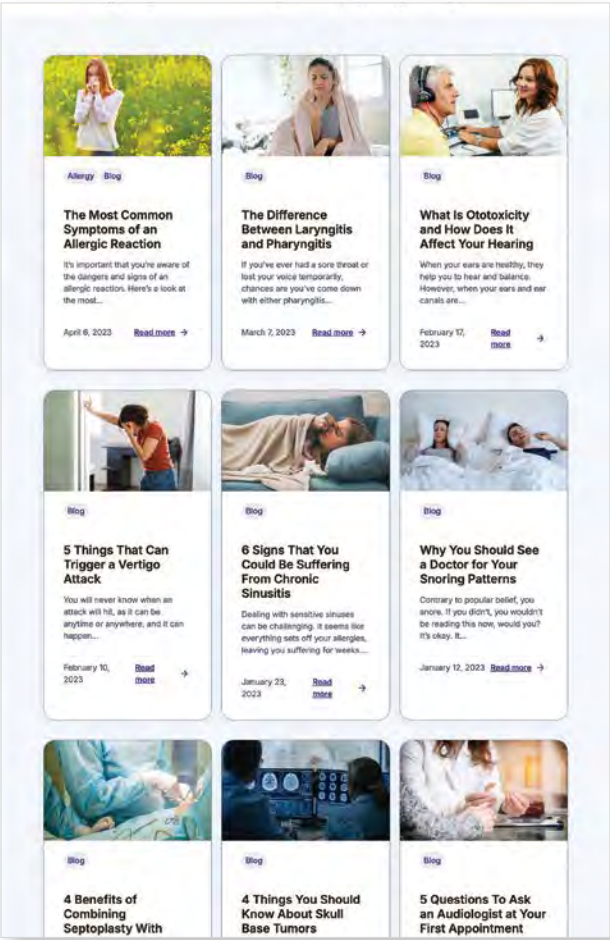
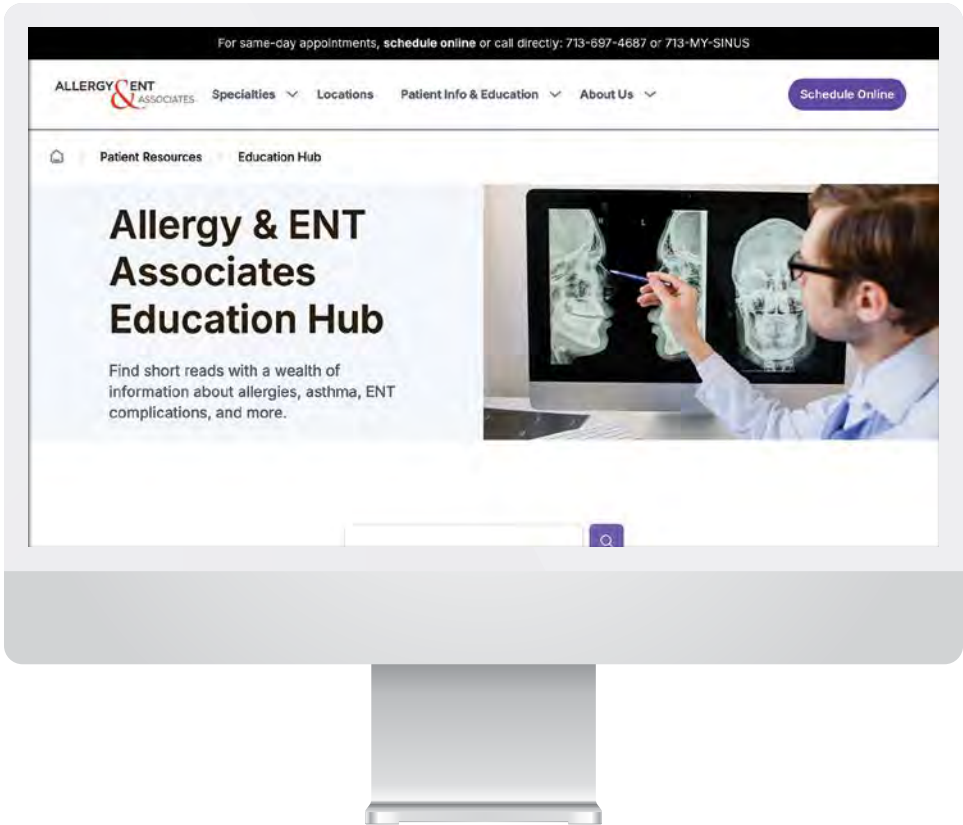


AUSTIN 100 | Branded Event



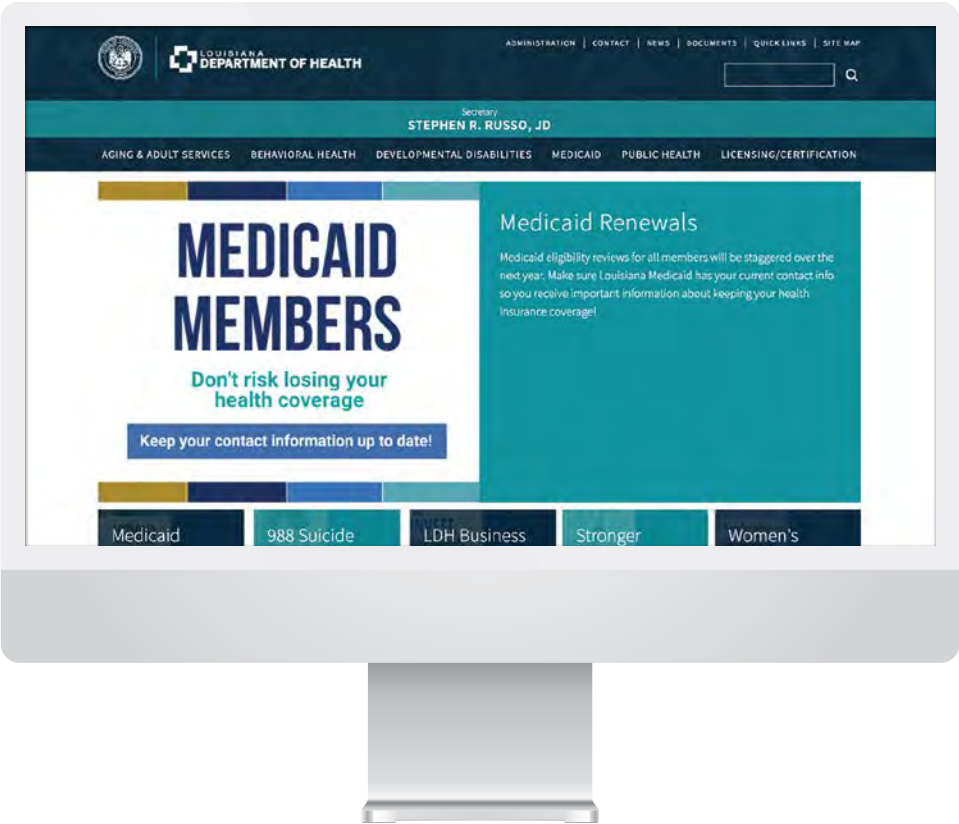


AENT | Sentiment Brand Study and Online Blog



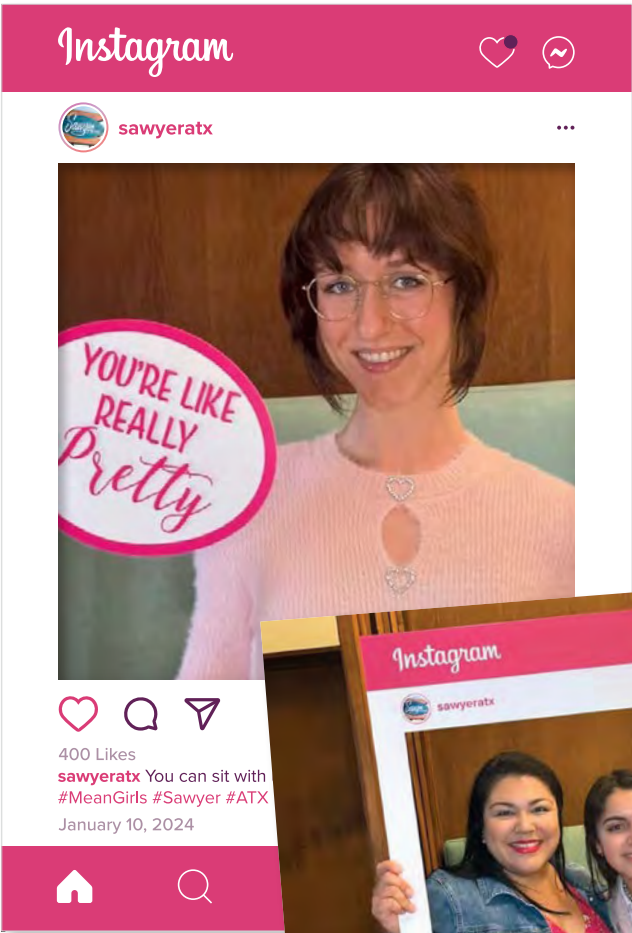
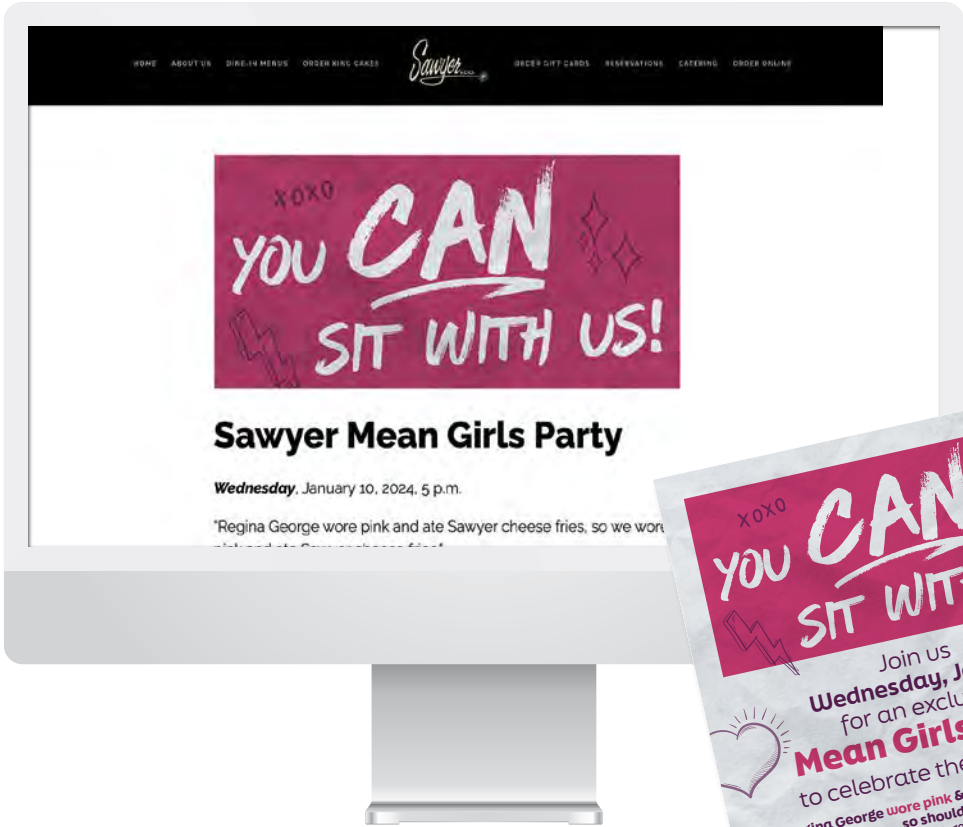


LOUISIANA DEPARTMENT OF HEALTH | Website Design



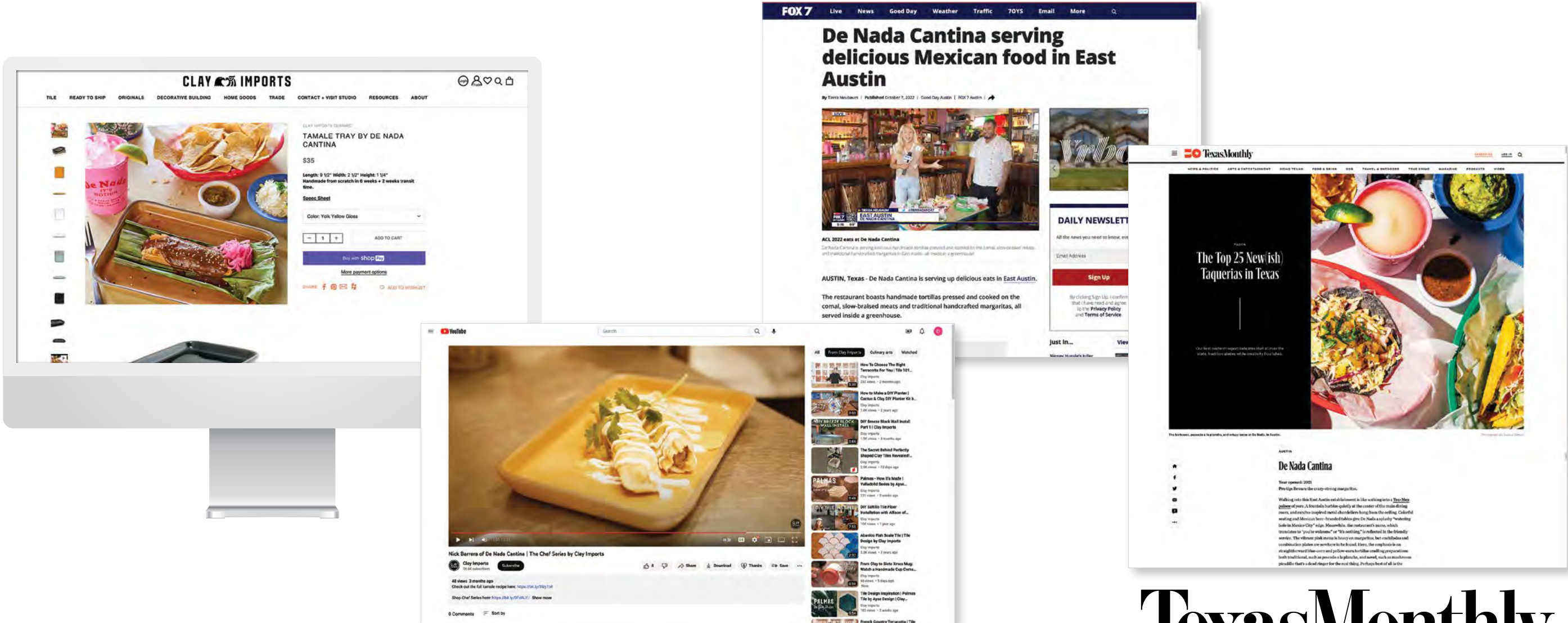


SAWYER & CO | Social & Event Management





DE NADA TACOS | Press Coverage



TexasMonthly