



**TROY CITY COUNCIL  
SPECIAL STUDY MEETING  
AGENDA**

**DECEMBER 15, 2014  
CONVENING AT 6:00 PM**

**COUNCIL BOARDROOM  
TROY CITY HALL**

**PERMITTED BY RESOLUTION #2014-11-152-J-8**

**FOR THE PURPOSE OF:  
UPDATE FROM MEDIA GENESIS REGARDING TROY'S BRAND**

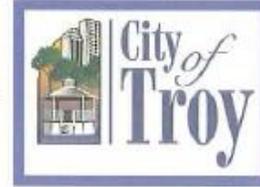
**Submitted By  
The City Manager**

---

***NOTICE: Persons with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk at (248) 524-3316 or via e-mail at [clerk@troymi.gov](mailto:clerk@troymi.gov) at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.***

---





TO: The Honorable Mayor and City Council  
Troy, Michigan

FROM: Brian Kischnick, City Manager

SUBJECT: Background Information and Reports

Ladies and Gentlemen:

This booklet provides a summary of the many reports, communications and recommendations that accompany your agenda. Also included are suggested or requested resolutions and/or ordinances for your consideration and possible adoption.

Supporting materials transmitted with this Agenda have been prepared by department directors and staff members. I am indebted to them for their efforts to provide insight and professional advice for your consideration.

As always, we are happy to provide such added information as your deliberations may require.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "B. Kischnick".

Brian Kischnick, City Manager



# TROY CITY COUNCIL

## VISION STATEMENT AND GOALS

Adopted: Monday, February 7, 2011

### **VISION:**

To honor the legacy of the past and build a strong, vibrant future and be an attractive place to live, work, and grow a business.

### **GOALS:**

#### **Provide a safe, clean, and livable city**

- Practice good stewardship of infrastructure
- Maintain high quality professional community oriented police and fire protection
- Conserve resources in an environmentally responsible manner
- Encourage development toward a walkable, livable community

#### **Provide effective and efficient local government**

- Demonstrate excellence in community services
- Maintain fiscally sustainable government
- Attract and support a committed and innovative workforce
- Develop and maintain efficiencies with internal and external partners
- Conduct city business and engage in public policy formation in a clear and transparent manner

#### **Build a sense of community**

- Communicate internally and externally in a timely and accurate manner
- Develop platforms for transparent, deliberative and meaningful community conversations
- Involve all stakeholders in communication and engagement activities
- Encourage volunteerism and new methods for community involvement
- Implement the connectedness of community outlines in the Master Plan 2008

#### **Attract and retain business investment**

- Clearly articulate an economic development plan
- Create an inclusive, entrepreneurial culture internally and externally
- Clarify, reduce and streamline investment hurdles
- Consistently enhance the synergy between existing businesses and growing economic sectors
- Market the advantages of living and working in Troy through partnerships

2014/2015

# TOP 11 STRATEGIES

**Vision** | To honor the past, build a strong, vibrant future and be an attractive place to live, work, and grow a business.

**'Why'** | We believe a strong community embraces diversity, promotes innovation, and encourages collaboration. We strive to lead by example within the region. We do this because we want everyone to choose Troy as their community for life. We believe in doing government the best.

1

Improve road/infrastructure conditions, including County roads

Maintain a branding and marketing plan to effectively communicate

3

Build and maintain strong, productive service levels

Maintain strong Public Safety service

5

Increase outreach to residents, businesses, and neighboring communities

Facilitate redevelopment of underutilized office and industrial sites

7

Advance technology to gain efficiencies

Update and identify funding for the Pathways and Trails Plan

9

Implement a way-finding strategy for City resources

Enhance gateways and entrance to create a sense of place

11

Embrace the Transit Center

2

4

6

8

10



**CITY COUNCIL  
SPECIAL STUDY MEETING  
AGENDA**

**December 15, 2014 – 6:00 PM  
Council Boardroom  
City Hall - 500 West Big Beaver  
Troy, Michigan 48084  
(248) 524-3317**

<b><u>A.</u></b>	<b><u>CALL TO ORDER:</u></b>	<b><u>1</u></b>
<b><u>B.</u></b>	<b><u>ROLL CALL:</u></b>	<b><u>1</u></b>
<b><u>C.</u></b>	<b><u>DISCUSSION ITEMS:</u></b>	<b><u>1</u></b>
C-1	Update From Media Genesis Regarding Troy’s Brand	1
<b><u>D.</u></b>	<b><u>PUBLIC COMMENT:</u></b>	<b><u>1</u></b>
<b><u>E.</u></b>	<b><u>ADJOURNMENT:</u></b>	<b><u>1</u></b>
<b><u>FUTURE CITY COUNCIL PUBLIC HEARINGS:</u></b>		<b><u>4</u></b>
<b><u>PROPOSED SPECIAL CITY COUNCIL MEETINGS AND STUDY SESSIONS:</u></b>		<b><u>4</u></b>
<b><u>SCHEDULED SPECIAL CITY COUNCIL MEETINGS:</u></b>		<b><u>4</u></b>
	January 12, 2015 2014 Big Beaver Move Across Troy Symposium Findings .....	4
	February 9, 2015 Automation Alley Tour and Update .....	4
	April 27, 2015 Budget Special Study Session .....	4
	April 29, 2015 Budget Special Study Session .....	4
<b><u>2015 SCHEDULED REGULAR CITY COUNCIL MEETINGS:</u></b>		<b><u>4</u></b>
	January 12, 2015 Regular Meeting.....	4
	January 26, 2015 Regular Meeting.....	4
	February 9, 2015 Regular Meeting.....	4
	February 23, 2015 Regular Meeting/Liquor Violation Hearings .....	4
	March 9, 2015 Regular Meeting/Liquor Violation Hearings .....	4
	March 23, 2015 Regular Meeting .....	4
	April 13, 2015 Regular Meeting .....	4
	April 20, 2015 Regular Meeting .....	4

May 11, 2015	Regular Meeting	4
May 18, 2015	Regular Meeting	4
June 8, 2015	Regular Meeting	4
Jun 22, 2015	Regular Meeting	4
July 6, 2015	Regular Meeting	4
July 20, 2015	Regular Meeting	4
August 10, 2015	Regular Meeting	4
August 24, 2015	Regular Meeting	4
September 14, 2015	Regular Meeting	4
September 28, 2015	Regular Meeting	4
October 12, 2015	Regular Meeting	4
October 26, 2015	Regular Meeting	4
November 9, 2015	Regular Meeting	4
November 23, 2015	Regular Meeting	4
December 7, 2015	Regular Meeting	4
December 14, 2015	Regular Meeting	4



**A. CALL TO ORDER:**

**B. ROLL CALL:**

- a) Mayor Dane Slater
- Jim Campbell
- Wade Fleming
- Dave Henderson
- Ellen Hodorek
- Ed Pennington
- Doug Tietz

**C. DISCUSSION ITEMS:**

---

- C-1 Update From Media Genesis Regarding Troy's Brand**

**D. PUBLIC COMMENT:**

**E. ADJOURNMENT:**

Respectfully submitted,



Brian Kischnick, City Manager

## PUBLIC COMMENT:

### In accordance with the Rules of Procedure for the City Council, Article 17 – Members of the Public and Visitors:

Any person not a member of the City Council may address the Council with recognition of the Chair, after clearly stating the nature of his/her inquiry or comment. *City Council requests that if you do have a question or concern, to bring it to the attention of the appropriate department(s) whenever possible. If you feel that the matter has not been resolved satisfactorily, you are encouraged to bring it to the attention of the City Manager, and if still not resolved satisfactorily, to the Mayor and Council.*

- Petitioners shall be given a fifteen (15) minute presentation time that may be extended with the majority consent of City Council.
- Any member of the public, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes to address any Public Hearing item.
- Any Troy resident or Troy business representative, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes total to address Postponed, Regular Business, Consent Agenda or Study items or any other item on the Agenda as permitted under the Open Meetings Act during the *Public Comment for Items On the Agenda from Troy Residents and Businesses* portion of the Agenda.
- Any Troy resident or Troy business representative, not a petitioner of an item, shall be allowed to speak for up to three (3) minutes to address any topic not on the Agenda as permitted under the Open Meetings Act during the *Public Comment for Items Not on the Agenda from Troy Residents and Businesses* portion of the Agenda.
- Any member of the public who is not a Troy resident or Troy business representative shall be allowed to speak for up to three (3) minutes to address any topic on or not on the Agenda as permitted under the Open Meetings Act during the *Comments for Items On or Not On the Agenda from Members of the Public Outside of Troy (Not Residents of Troy and Not From Troy Businesses)* portion of the Agenda.
- All members of the public who wish to address the Council at a meeting shall be allowed to speak only if they have signed up to speak within thirty minutes before or within fifteen minutes after the meeting's start time. Signing up to speak requires each speaker provide his or her name and residency status (Troy resident, non-resident, or Troy business owner). If the speaker is addressing an Item (or Items) that appear on the pre-printed agenda, then the speaker shall also identify each such agenda item number(s) to be addressed.
- City Council may waive the requirements of this section by a majority vote of the City Council members.
- Agenda items that are related to topics where there is significant public input anticipated should initiate the scheduling of a Special meeting for that specific purpose.

The following has been approved by Troy City Council as a statement of the rules of decorum for City Council meetings. The Mayor will also provide a verbal notification of these rules prior to Public Comment:

*The audience should be aware that all comments are to be directed to the Council rather than to City Administration or the audience. Anyone who wishes to address the Council is required to sign up to speak within thirty minutes before or within fifteen minutes of the start of the meeting. There are three Public Comment portions of the Agenda. For Items On the Agenda, Troy Residents and Business Owners can sign up to address Postponed, Regular Business,*

*Consent Agenda, or Study items or any other item on the Agenda. Troy Residents and Business Owners can sign up to address all other topics under Items Not on the Agenda. All Speakers who do not live in Troy or own a Troy business may sign up to speak during the Comments on Items On and Not On the Agenda from Members of the Public Outside of Troy. Also, there is a timer on the City Council table in front of the Mayor that turns yellow when there is one minute of speaker time remaining, and turns red when the speaker's time is up.*

*In order to make the meeting more orderly and out of respect, please do not clap during the meeting, and please do not use expletives or make derogatory or disparaging comments about any one person or group. If you do so, then there may be immediate consequences, including having the microphone turned off, being asked to leave the meeting, and/or the deletion of speaker comments for any re-broadcast of the meeting. Speakers should also be careful to avoid saying anything that would subject them to civil liability, such as slander and defamation.*

*Please avoid these consequences and voluntarily assist us in maintaining the decorum befitting this great City.*

**FUTURE CITY COUNCIL PUBLIC HEARINGS:**

**PROPOSED SPECIAL CITY COUNCIL MEETINGS AND STUDY SESSIONS:**

**SCHEDULED SPECIAL CITY COUNCIL MEETINGS:**

January 12, 2015.....2014 Big Beaver Move Across Troy Symposium Findings  
 February 9, 2015..... Automation Alley Tour and Update  
 April 27, 2015..... Budget Special Study Session  
 April 29, 2015..... Budget Special Study Session

**2015 SCHEDULED REGULAR CITY COUNCIL MEETINGS:**

January 12, 2015..... Regular Meeting  
 January 26, 2015..... Regular Meeting  
 February 9, 2015..... Regular Meeting  
 February 23, 2015..... Regular Meeting/Liquor Violation Hearings  
 March 9, 2015..... Regular Meeting/Liquor Violation Hearings  
 March 23, 2015..... Regular Meeting  
 April 13, 2015..... Regular Meeting  
 April 20, 2015..... Regular Meeting  
 May 11, 2015..... Regular Meeting  
 May 18, 2015..... Regular Meeting  
 June 8, 2015..... Regular Meeting  
 Jun 22, 2015..... Regular Meeting  
 July 6, 2015..... Regular Meeting  
 July 20, 2015..... Regular Meeting  
 August 10, 2015..... Regular Meeting  
 August 24, 2015..... Regular Meeting  
 September 14, 2015..... Regular Meeting  
 September 28, 2015..... Regular Meeting  
 October 12, 2015..... Regular Meeting  
 October 26, 2015..... Regular Meeting  
 November 9, 2015..... Regular Meeting  
 November 23, 2015..... Regular Meeting  
 December 7, 2015..... Regular Meeting  
 December 14, 2015..... Regular Meeting



---

## City of Troy

LOGO STUDY SUMMARY

# INTRODUCTION

---

## Project Launch

---

In April 2014, Antoine Dubeauclard, President of Media Genesis, a leading Internet services firm based in Troy, wrote to the City of Troy Manager, Brian Kischnick thanking him for inviting him to the Troy Real Estate Forum as well as some Focus Group meetings that were held for business leaders. Antoine also took this opportunity to convey his thoughts about the City of Troy's branding. Antoine writes:

In short, the City of Troy logo along with its tagline presents a mixed message. In today's environment as cities compete for attention from residents and businesses alike, a clear identity is important. As you know, Detroit's cool factor is a formidable asset to the region and real competition for business attraction and relocation. Royal Oak has recently stepped up its attraction of creative businesses and rebranded itself.



So, how and why does the City of Troy logo send a mixed message? The tagline of “The City of Tomorrow...Today” is indeed progressive thought. However, the style of the logo's icon (graphic) and the fonts (type) used in the logo and motto is simply in direct contradiction with that statement.

On August 6, a kickoff meeting was held at the City Offices with Media Genesis. The City of Troy team was all there: Cindy Stewart, Andrew Opalewski, Sehrish Salah-Ud-Din, Marcus Vanderpool, Maggie Hughes, and the City Manager, Brian Kischnick. City officials acknowledged that there is an established trend of cities re-branding themselves to reflect their current city's ideology. The fact was that the City of Troy's logo was 16 years old and the graphic with the tagline gave mixed messages. Media Genesis was contracted to design a new logo for the city.

# PROJECT DESCRIPTION

---

Guiding Principles, Project Goals & Key Deliverables

## Guiding Principles

---

In today's environment as cities compete for attention from residents and businesses alike, a clear identity is important. The principles for branding the City of Troy are, as follows:

- To have a clearly defined objective and plan
- Brand objectives are grounded in reality and are credible, relevant, and motivating
- An integration of grassroots, social media, and word-of-mouth will help build awareness
- Supporting visuals of the new logo supplement the meaning and evoke emotionality, transcending language barriers
- An acknowledgement that branding is a long term undertaking and results take time, patience, and commitment. Setting realistic criteria for success can take years to see its economic benefits

## Project Goals

---

This re-branding project sets to create a logo to achieve the following:

- A common vision for the future of the City
- To enhance its local and regional awareness
- To shift undesirable perceptions and attitudes
- To stimulate investment to reinforce and fulfill the City's vision

# KEY DELIVERABLES

---

- Brand Assessment
- Audience, Message, Action (AMA)
- Creative ideation: Logo design and development, presentations to COT, revisions, and final recommendations
- Logo Presentation Round 1
- Logo Presentation Round 2
- Study Session City Council Logo Recommendations
- Final revisions to chosen Logo design

# BRAND ASSESSMENT

---

## Demographic Study

---

9/24/14 Presentation

Before logo design and development, Media Genesis reviewed the City's demographics.

By the Numbers\*

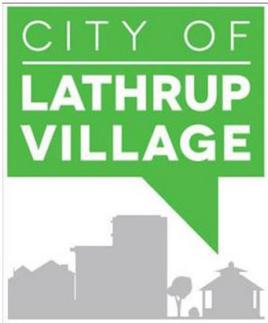
\*According to the Southeast Michigan Council of Governments (SEMCOG), 2010

- 80,980 citizens
- 57% have a bachelor's degree or higher
- Nearly 20% work in professional, scientific, or technical fields
- Median age is 41.8 years old
- 81% white, 13% Asian, 2% Black, 2% Multi-Racial, 1% Hispanic, 1% Other

## City Benchmarking

---

Media Genesis studied the current logos from local Michigan communities.



# BRAND ASSESSMENT

## City of Troy Logo Assessment

Media Genesis developed the process for identifying, categorizing and organizing branded assets.

A	B	C	D	E	F	G	H
Item	Volume	per	Importance	Description	Department	Owner	Notes
Envelopes	60,000	year	High	Standard. Logo left corner	All	Community Affairs	
Troy Today	35,000	quarter	High	Quarterly Newsletter	All	Community Affairs	
Troy Business Connect	1,300	quarter	Medium	Enewsletter	Economic Dev.	Economic Specialist	
Proclamation	300	year	Low	Recognition by the City	Community Affairs	Community Affairs	
Letter Head	70,000	year	High	Standard. Letterhead	All	Community Affairs	
Troy Economic Resource Guide	1,000	year	Medium	Resource Guide	Economic Dev.	Economic Specialist	
Website	N/A	///	High	Informational Website	All	IT/Community Affairs	
Twitter	N/A	///	Medium	City Updates	All	Community Affairs	
Facebook	N/A	///	Medium	City Updates	All	Community Affairs	
Public Annual Financial Report (PAFR)	500	year	Low	Public Annual Financial Report	Community Affairs and Finance	Community Affairs and Finance	
Cable Channel	N/A	///	Medium	Various City Events/Information	All	Community Affairs	
Press Releases	100	year	High	Updates out to the media	All	Community Affairs	
New Resident Packets	1,000	year	Low	Information packet to new residents	Community Affairs/Assessing	Community Affairs	
Troy Community Guide	2,000	year	Low	Shows various highlights of the city	All	Community Affairs	
Door Signage	1	///	high	Sign Denoting our Department	Community Affairs	Community Affairs	
Recycle Bins	500	year	Medium	Recycle Bins sold to Troy Residents	Community Affairs/ Treasurers	Public Works	
Email Blasts	100	year	high	email blasts	All	Community Affairs	
Birth Certificates	3,800	year	High	Birth Certificate/ City Seal	City Clerk	City Clerk	
Death Certificates	1,100	year	High	Death Certificate/ City Seal	City Clerk	City Clerk	
Certified Resolutions	75	year	Medium	Council Resolutions/ Logo and Seal	Council and Clerk	City Clerk	
Business Licences	230	year	High	License to be a business in the City/ L	City Clerk	City Clerk	
Business Licences Applications	250	year	High	Applying to be a business/ Logo	City Clerk	City Clerk	20 different applicator

# REGIONAL BENCHMARKING

A discussion on Regional Benchmarking was held on 9/24, and a slideshow helped convey concepts.

- A brand's DNA can be identified by singularizing a city with a single value.
- The following regional cities have well-known values.
- This content will conclude with the value of Michigan.



# AMA

---

## Audience, Message, Action

---

The City of Troy agreed: To develop a good brand strategy, we must enlist the help of as many stakeholders as possible. Media Genesis joined the City of Troy for a meaningful discussion on the various audiences that live, work, and visit in Troy.

The following City of Troy employees were in attendance at the 9/3/2014 AMA:

- Aileen Bittner, City Clerk
- Andrew Breidenich, Public Information Sergeant
- Andrew Opaewski, Marketing Coordinator
- Brent Savidant, Planning Director
- Brian Kischnick, City Manager
- David Roberts, Assistant Fire Chief
- Doug Davis, Lead PC Specialist
- Jeanette Menig, Human Resources Director
- Kelly Molinar, Recreation Supervisor
- Kurt Bovensiep, Public Works Manager
- Lynne Lambert, Human Resources Coordinator
- Marcus Vanderpool, Community Affairs Assistant
- Wanda Boschman, Account Clerk II

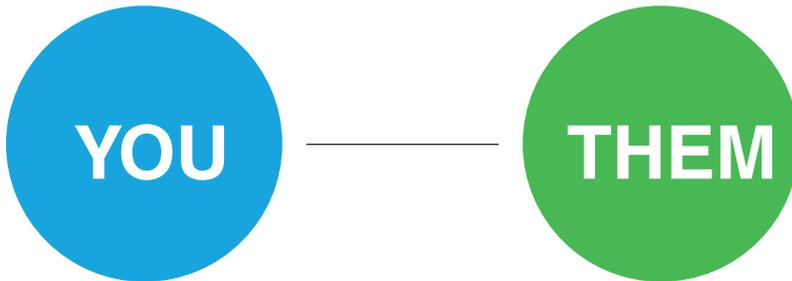
## The AMA Process

---

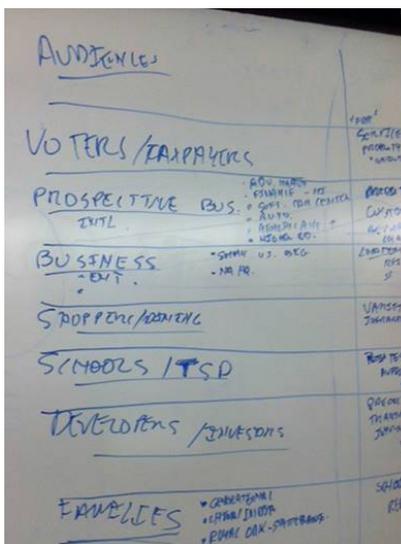
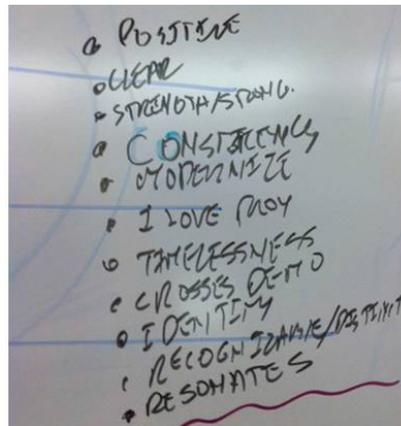
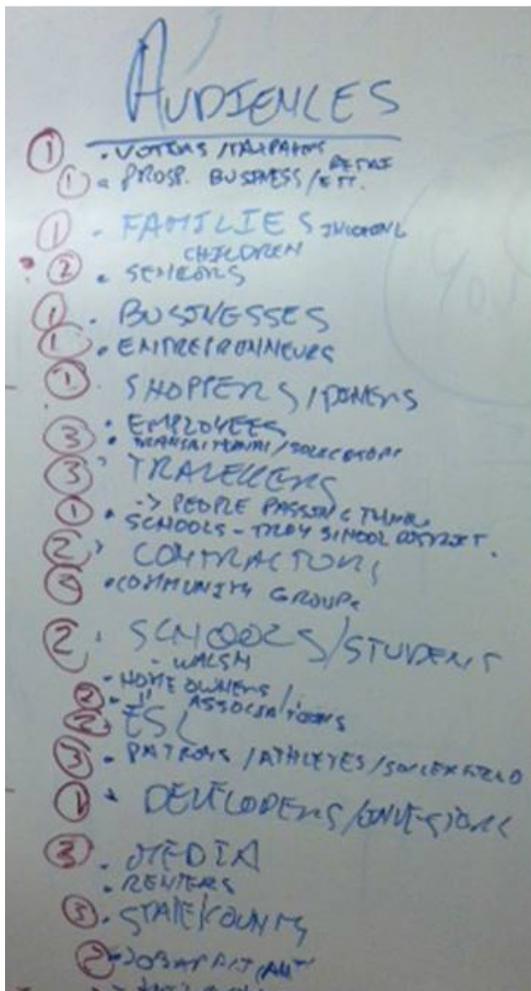
- Identify all potential audiences of Troy.
- Categorize the audiences according to their perceived value.
- Identify important messages that audiences would find appealing.
- Identify the values of these audiences.

# AMA

A visual representation of the goal of the AMA: bridge the gap between City officials and its critical audiences.



Photos of the whiteboard during the September 3rd AMA Session



# AMA

---

With regard to all of the audiences that were discussed at the AMA, the following values were deemed most critical:

1. Anonymity
2. Beauty
3. Cleanliness
4. Concierge
5. Healthy
6. Peace
7. Sense of calm

From the AMA's information, Media Genesis created personas for the City of Troy's priority one audiences:

1. Families
2. Seniors
3. Existing business owners
4. Prospective business owners
5. Shoppers and diners

Personas give a human face to the City of Troy.



# SIGNAGE CONCEPTS

It's not just about a logo, it's how you use it.



# CREATIVE IDEATION

---

## Logo Presentation Round 1

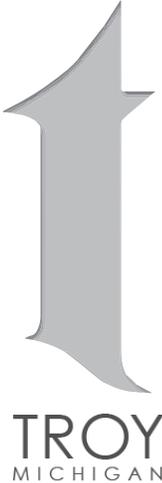
---

On 9/24/14, Media Genesis presented the first logo presentation. The stakeholders collectively said that the following logos are interesting and should be pursued (as seen from the 9/25 Call Report):

Portal Concept



Single Identifier Concept



Convergence Concept



# CREATIVE IDEATION

Collective feedback was due on 9/26; individual feedback was received 10/02 and divergent views were received. A questionnaire was created to glean the salient logo design information.

**Media Genesis** media GENESIS

The City of Troy is currently working with Media Genesis, a marketing company based in Troy, to design a new logo for the City. This questionnaire asks for your opinions and will be helpful in designing a logo. Please circle your answer to the following questions. This survey should only take a few minutes. Please return immediately.

1. With regard to a new City of Troy logo, please select the visual elements that should be included: (circle as many as you want for this question)

- a. Commercial
- b. Residential
- c. Nature
- d. None of these

2. Should the City of Troy be represented with a single-identifier, such as the letter "T"?

Yes or No

3. If yes, please select the style of "T" that you prefer.

a.  b.  c.  d. 

e.  f.  g.  h. 

i.  j. 

1441 E Mazie Rd. Suite 200 P (248) 987-7888 Page 1 of 2  
Troy, MI 48068 F (248) 987-7888 www.MediaG.com

**Media Genesis** media GENESIS

4. Select your top 3 fonts:

a. Troy b. TROY c. TROY d. Troy e. Troy

f. Troy g. Troy h. Troy i. TROY

5. Select your preferred color palette:

a.  b.  c. 

6. What shape of logo do you think would work best?

a.  b.  c.  d.  e.  f. 

Logo Questionnaire Tuesday, October 28, 2014 Page 2 of 2

The questionnaire's summarized results included:

- The City of Troy should have a single-identifier such as the letter T/t.
- The typeface favored the most was Century Gothic.
- The color palette most favored was bright/jewel tone colors.
- The City of Troy authorized new design concepts that do not show commercial, residential, and/or nature elements.

# CREATIVE IDEATION

---

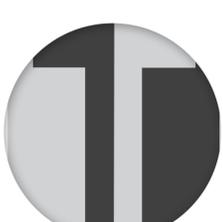
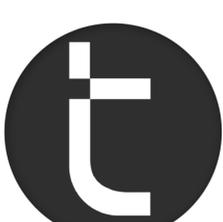
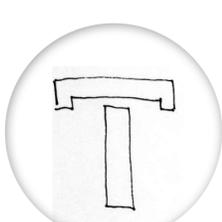
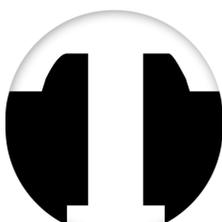
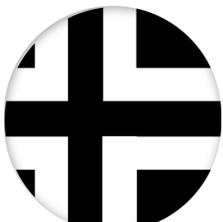
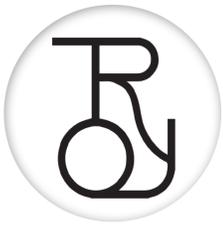
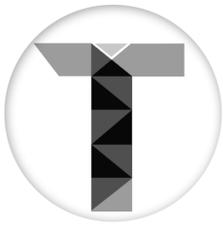
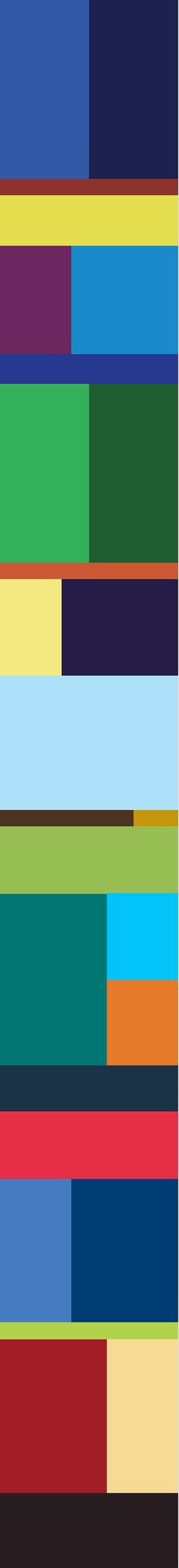
## Logo Presentation No. 2

---

The second logo presentation was held 11/18/2014 and includes logos directly inspired from the Questionnaire and with the guidelines approved by the City of Troy. In addition, these logos have also been placed in environments to show how the logo would appear in its natural setting.

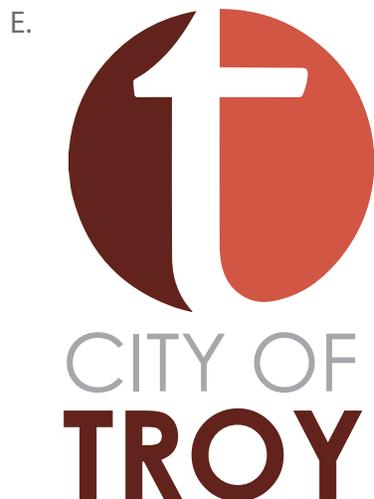
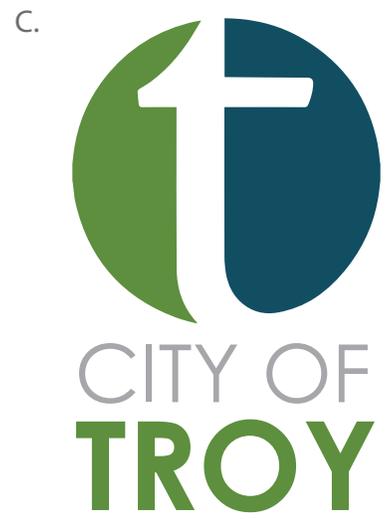
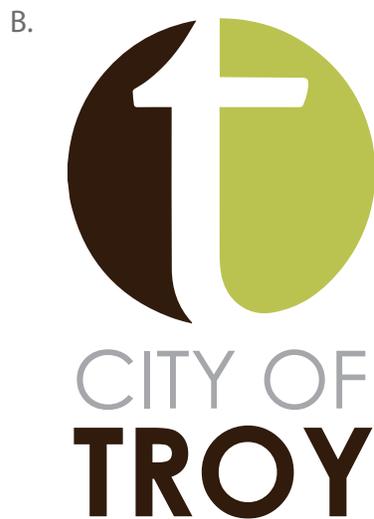
# **LOGO PRESENTATION NO. 2**

---



# LOGO STUDIES | Two Tone

---



# MOCKUP | Two Tone



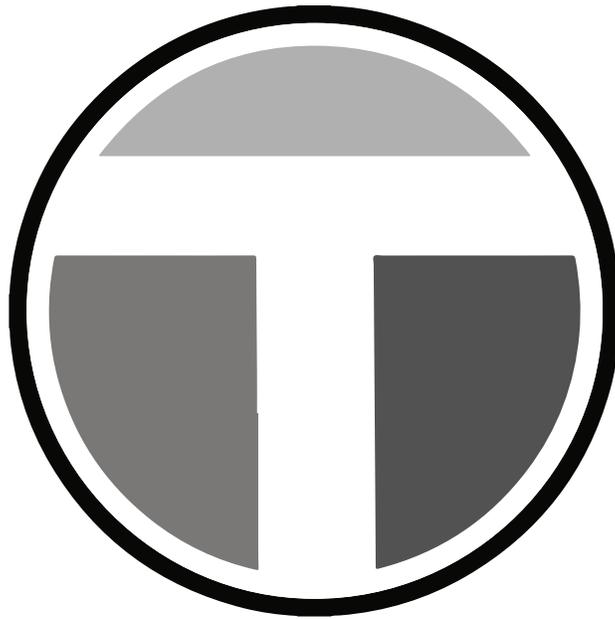
# MOCKUP | Two Tone

---

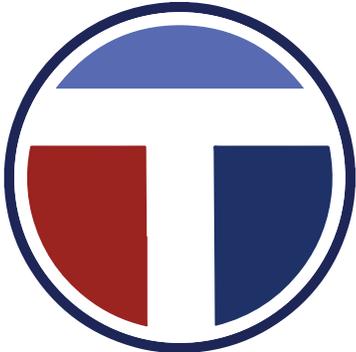


# LOGO STUDIES | Intersection

---



A.



CITY OF  
**TROY**

B.



CITY OF  
**TROY**

C.



CITY OF  
**TROY**

# MOCKUP | Intersection



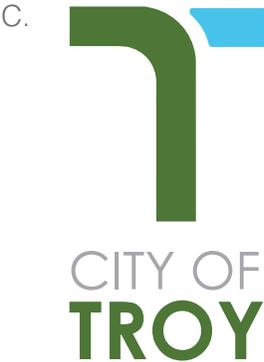
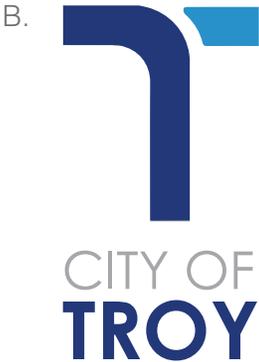
# MOCKUP | Intersection

---



# LOGO STUDIES | Avenue

---



# MOCKUP | Avenue



# MOCKUP | Avenue



# LOGO STUDIES | Mission Style

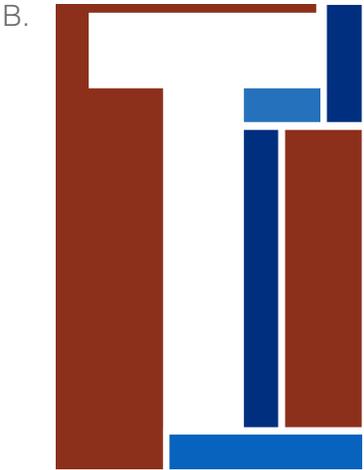
---



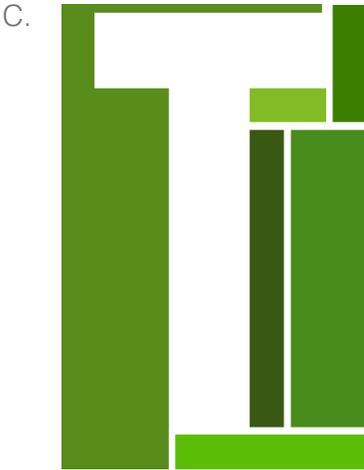
CITY OF TROY



CITY OF TROY

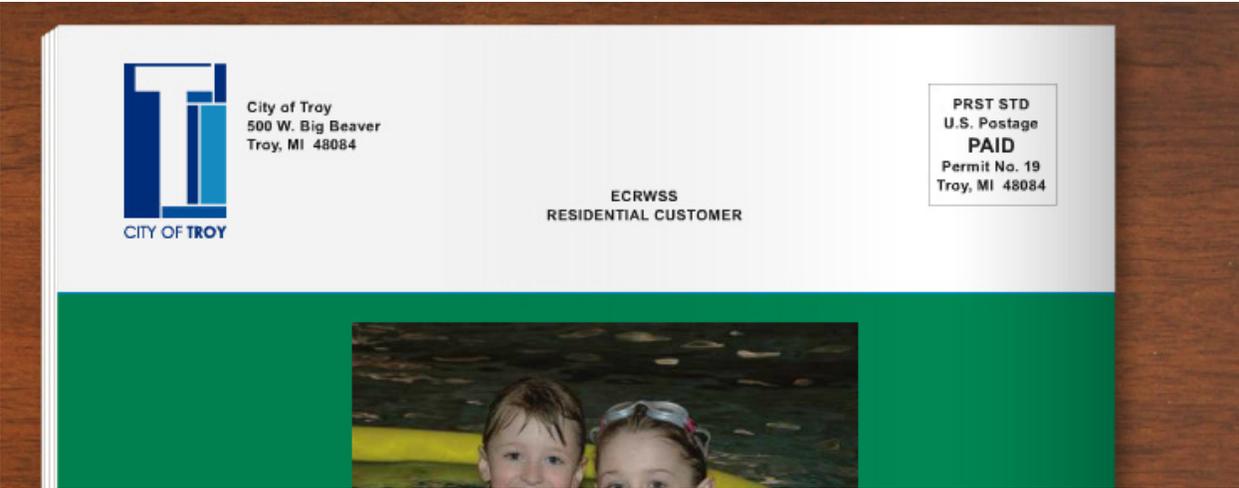


CITY OF TROY



CITY OF TROY

# MOCKUP | Mission Style



# MOCKUP | Mission Style





Founded in 1996, Media Genesis is a privately-owned web services firm, headquartered in Troy, serving over 300 companies and non-profit organizations worldwide and around the Great Lakes. For more information, please contact us by:

Phone 248.687.7888 | [Inquiry@mediaG.com](mailto:Inquiry@mediaG.com) | [www.mediaG.com](http://www.mediaG.com)

---

## Industries

Advertising  
Arts & Culture  
Automotive  
Commercial Development  
Consulting Services

Education  
Engineering  
Entertainment  
Finance  
Government

Healthcare  
Legal  
Manufacturing  
Non-Profit  
Real Estate

---

## Consulting

Branding Consultation  
Marketing Strategy  
Process Re-engineering  
Usability Studies  
Benchmarking Studies  
Traffic Report Analysis  
Online Research

## Design Studio

Motion Design  
Action-Scripting  
3D Visualizations  
Print Design  
Layout  
Optimization  
Integration

## Project Management

Recommendation Docs  
Logic Flows  
Wireframes  
Content Template Creation  
Information Architecture  
Quality Control Testing

## Technical

Application Design  
Build & Configuration  
Data Scrubbing  
Systems Integration  
Server Side Programming  
Client Side Programming

## Asset Creation

3D Asset Development  
Photography  
Video Production  
Copy Writing & Editing

## Other Specialties

Mobile App Development  
Domain Research/Acquisition  
Search Engine Marketing  
Maintenance  
Hosting