

# Owen Design Co.

ODCo is a boutique visual design and branding agency specializing in high quality, uniquely thought-filled and impactful work for our valued clients.





# About ODCo



# ABOUT ODCo

Owen Design Co. is a SWaM and WBENC-certified boutique visual design and branding agency founded in 2007 by Jennifer Owen in Richmond, Virginia.

We are a small but mighty nimble team of creative professionals who tailor our services to meet our clients' needs, exceed expectations, and provide exceptional client service for nonprofits, institutions, and large and small businesses.

We are trained and well-versed on **508 and WCAG compliance requirements** and successfully incorporate these standards into numerous design projects.



Certification No: 667409



Certification No: WBE2000959



Member



# ABOUT ODCo | Differentiators



Our work is always **thought-filled, imaginative, and explorative.** We possess technical mastery of design, and create impact with skill and talent.



We pride ourselves on providing **“white glove” service.** We are dependable and responsive. Organization and attention to detail are baked into our culture as evident by our **on-point, on-time deliverables.**



We position our work process and service to blur the line between client and vendor to create a true **extension of our client’s team.** So much so, **some of our clients have been with us for 20+ years** — longer than ODCo’s history alone.



We **look out for our clients** beyond the deliverable at hand. We position ourselves as advocates in order to always create an experience that allows us to **do right by our clients for their success.**

# ABOUT ODCo | Service Areas



- Branding
- Creative Strategy
- Content Development
- Long-form Publication Design
- Print, Digital, and Environmental Design
- Email
- Infographic Design
- Accessibility
- Digital Publications
- Interactive PDF Design and Development
- Print Sourcing and Management
- Social Media Graphics
- Long and Short-form Video Animation and Motion Graphics
- Website, Microsite, and Landing Page Design

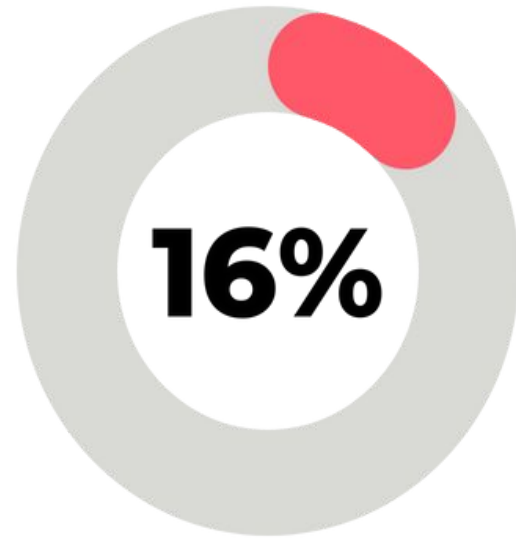
# ABOUT ODCo | Industry Experience

**Our greatest experience comes from learning from our clients and the privilege of supporting the wholeheartedly good work they do.** From building irrigation systems in under-developed countries to protecting the natural lands of America, many of our clients invest their every day into making the world a better place ... into cultivating good. We are proud to play a role in communicating game-changing information to people around the world.

## INDUSTRIES WE'VE WORKED WITH

- Healthcare
- Financial
- Environmental & climate
- Non-profit
- Associations
- Education
- Local and federal government
- Development banks
- Start ups
- Science
- Sports
- National and international

# ABOUT ODCo | Demographics



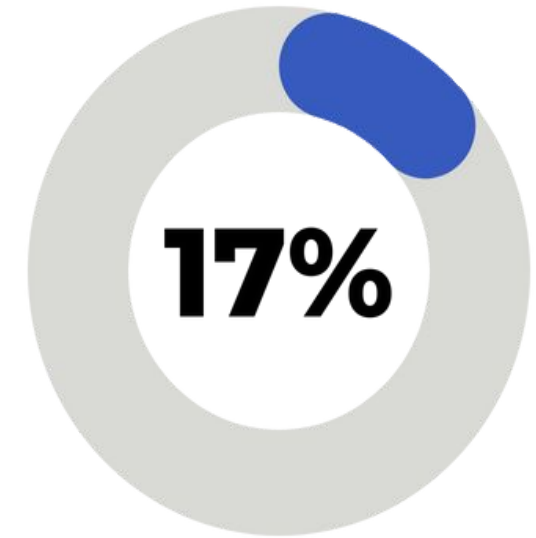
~16% of clients are **start-ups**



~50% of clients are **B2B**

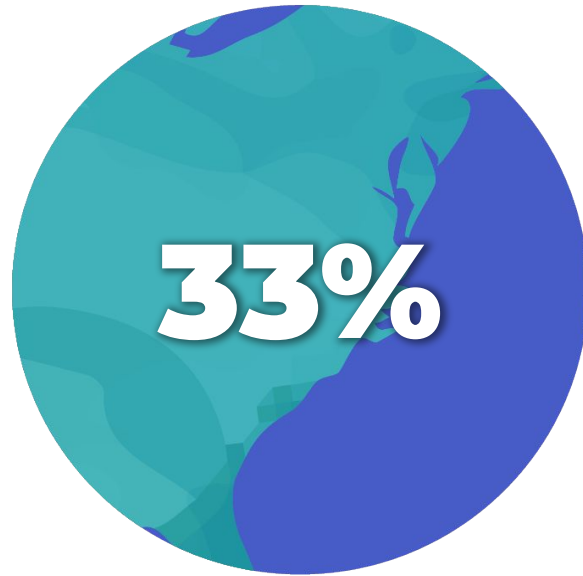


~67% of clients are **B2C**

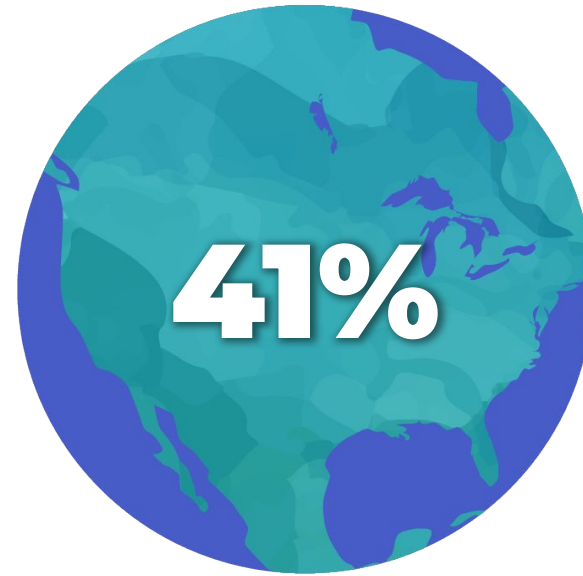


~17% of clients are **B2B and B2C**

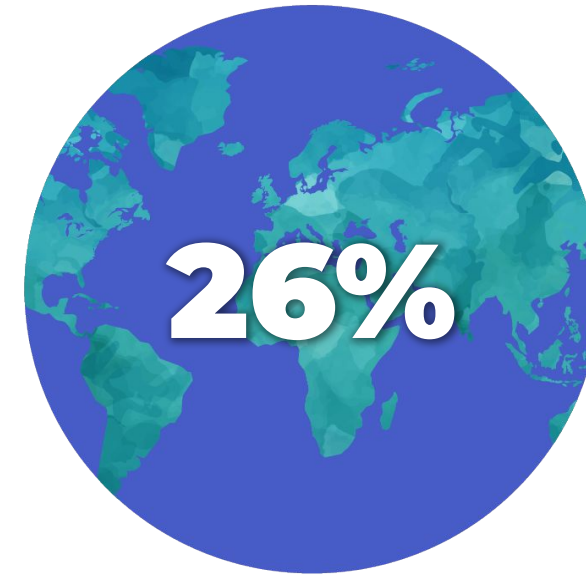
# ABOUT ODCo | Demographics



~33% of  
clients are  
**local**



~41% of  
clients are  
**national**



~26% of  
clients are  
**international**



# ABOUT ODCo | Partial Client List



# ABOUT ODCo | Our Team

Full Name	Role	Bio
<b>JENNIFER OWEN</b> (she/her)	Founder, President, and Creative Director	Jennifer has a reputation for creating thoughtful, impeccable designs. She serves as our creative director overseeing projects, ensuring consistent execution with keen eye for detail, and providing innovative solutions that meet and exceed our clients' expectations.
<b>RYAN CLENNAN</b> (he/him)	Creative Director	Ryan is a seasoned creative director with a talent for delighting clients with beautiful designs and translating data into easy-to-digest visual communications. He has designed and managed complex annual reports, brand guidelines, logos, print and digital publications and collateral.
<b>DJ WARREN</b> (he/him)	Art Director, Drone Pilot	DJ is eager to share creative solutions and jumps right in when support is needed. His design experience includes logo development, print and digital advertising, email newsletters, publications such as annual reports, corporate magazines and product catalogs, as well as video and television spot production. On top of all that DJ has a drone pilot license for capturing both video and still photography from a bird's eye view.

# ABOUT ODCo | Our Team

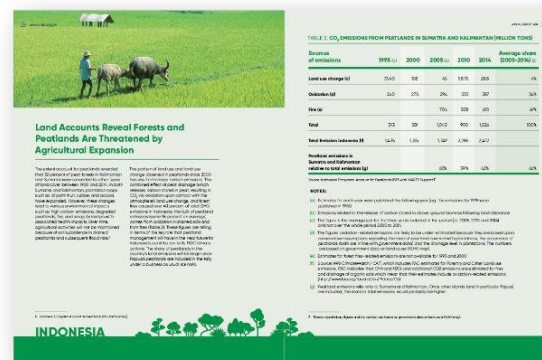
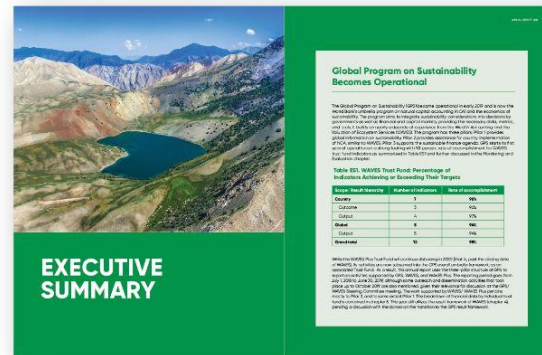
Full Name	Role	Bio
<b>HARRY BLACKWOOD</b> (he/him)	Senior Production Designer	Harry brings systematic design production and management expertise from his background working with associations, analysts, consultants, hotels and communications organizations. His talent and skill set support ODCo in everything from long-form publications to digital advertising.
<b>KAT MATTOON</b> (she/her)	Senior Project Manager	Kat has more than 24 years of experience in creative services and extensive knowledge in production management, operations management and design. With her design background and experience in management, she knows how to assemble, coordinate and shepherd our team of creative talent to achieve the client's goals and ensure we meet timely expectations.
<b>MEREDITH GRANT</b> (she/her)	Marketing and Project Manager	Meredith brings 10 years experience in marketing, with a keen grasp of brand identity and an appreciation for each small piece of a project. Her varied skill set, including design, copywriting, and project planning, is critical in ensuring our clients' satisfaction.

# Case Studies

# WORLD BANK GROUP

## WAVES Annual Report and Microsite

Delivered: Report Design, Layout, Press-ready PDF, Web-ready PDF, Microsite, ADA Accessible



The World Bank's Global Program on Sustainability (GPS) promotes the use of high-quality data and analysis on natural capital, ecosystem services, and sustainability to better inform decisions made by governments, the private sector, and financial institutions. We designed this 80-page report in full and partnered it with an interactive micro-website of the executive summary. The site serves as an excellent launch point for readers to dive into the more comprehensive report PDF, while still offering useful information in a visually appealing package.

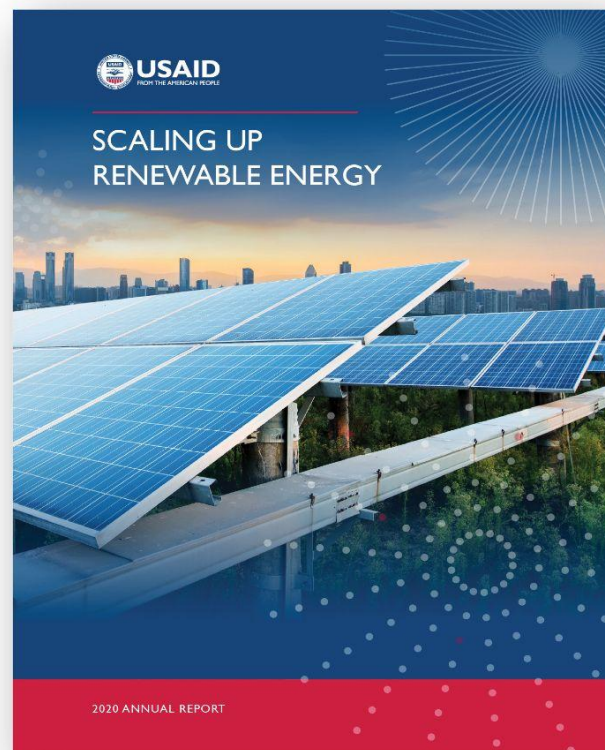
[View the Report](#)



# USAID

## SURE Annual Report (partnered with Tetra Tech)

Delivered: Report Design, Layout, Press-ready PDF, Web-ready PDF, 508-compliance



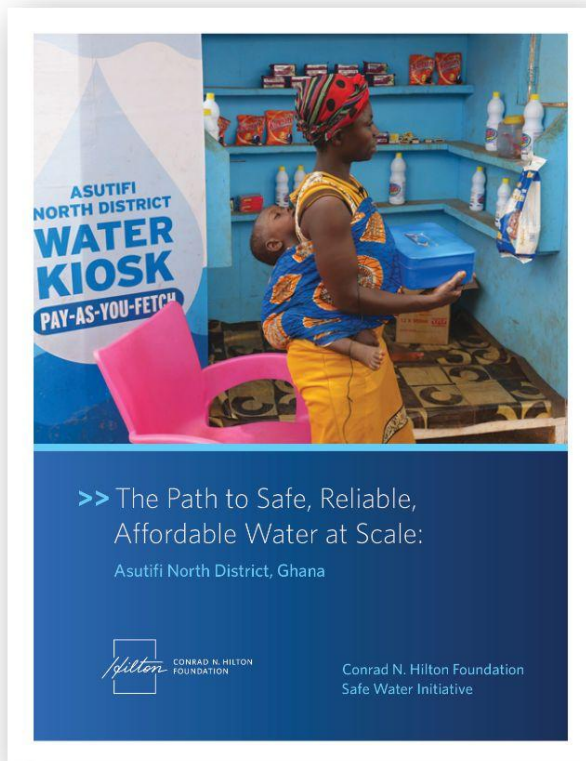
The SURE (Scaling Up Renewable Energy) program focuses on renewable energy to increase social development in emerging countries. Through our partnership with an international engineering services firm, we created an engaging report using case studies, hyperlinks, icons that highlight data points, and maps highlighting member countries all while designing within USAID brand standards.

[View the Report](#)

# CONRAD N. HILTON FOUNDATION

Safe Water Report (partnered with DataBoom)

Delivered: Report Design, Layout, Press-ready PDF, Web-ready PDF



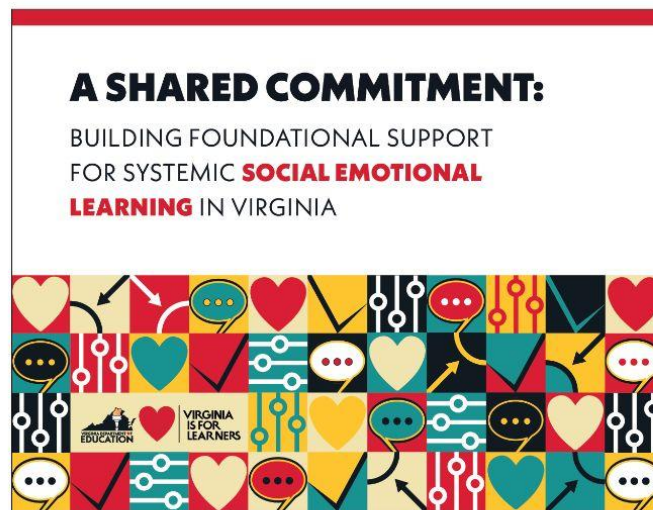
The Hilton Foundation's Safe Water report focuses on data from a region in Africa. Knowing that more reports would follow, we designed this as a template for future publications. Heavy on content, we designed figures, graphs, and charts that inform the audience in a professional manner and with a pleasing aesthetic.

[View the Report](#)

# VA DEPT OF EDUCATION

## Social Emotional Learning Curriculum Framework Guide

Delivered: Report Design, Layout, Press-ready PDF, Web-ready PDF, ADA Accessible



We worked with the Virginia Department of Education to create a guide for counselors. Marrying existing VDOE branding with photos of diverse students to create an inclusive feeling which mirrors the content and client narrative regarding social and emotional learning. Consistent styling helps emphasize hyperlinks to additional sources and to more information throughout the toolkit.

[View the Guide](#)



# THE WILDERNESS SOCIETY

## Gratitude Annual Report

Delivered: Report Design, Layout, Press-ready PDF, Web-ready PDF, ADA Accessible



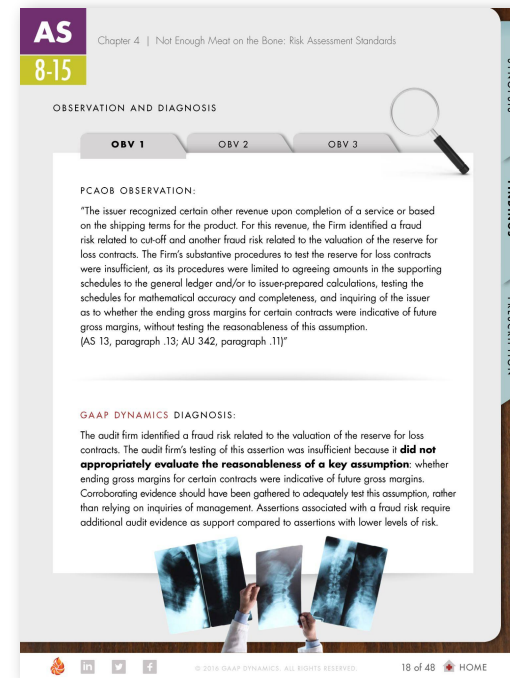
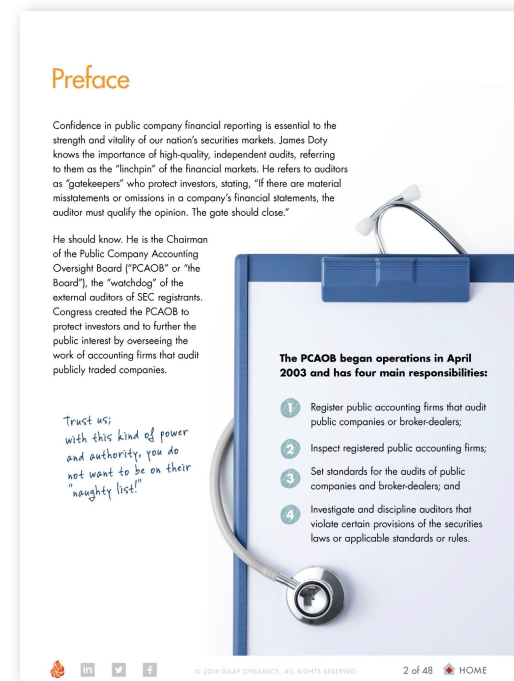
How do we increase access to public land, and battle climate change and extinction of species? Together! The design of this year's Gratitude Report visually supported the messaging and the overarching goals of The Wilderness Society. We kept the reader engaged with big headlines, shorter stories, pull quotes, and infographics. We used photography of people engaging in the wilderness, with vast, stunning landscapes to inspire the readers and celebrate wilderness victories.

[View the Report](#)

# GAAP DYNAMICS

Learn from PCAOB Inspection Reports eBook

Delivered: Interactive PDF with full navigational functionality

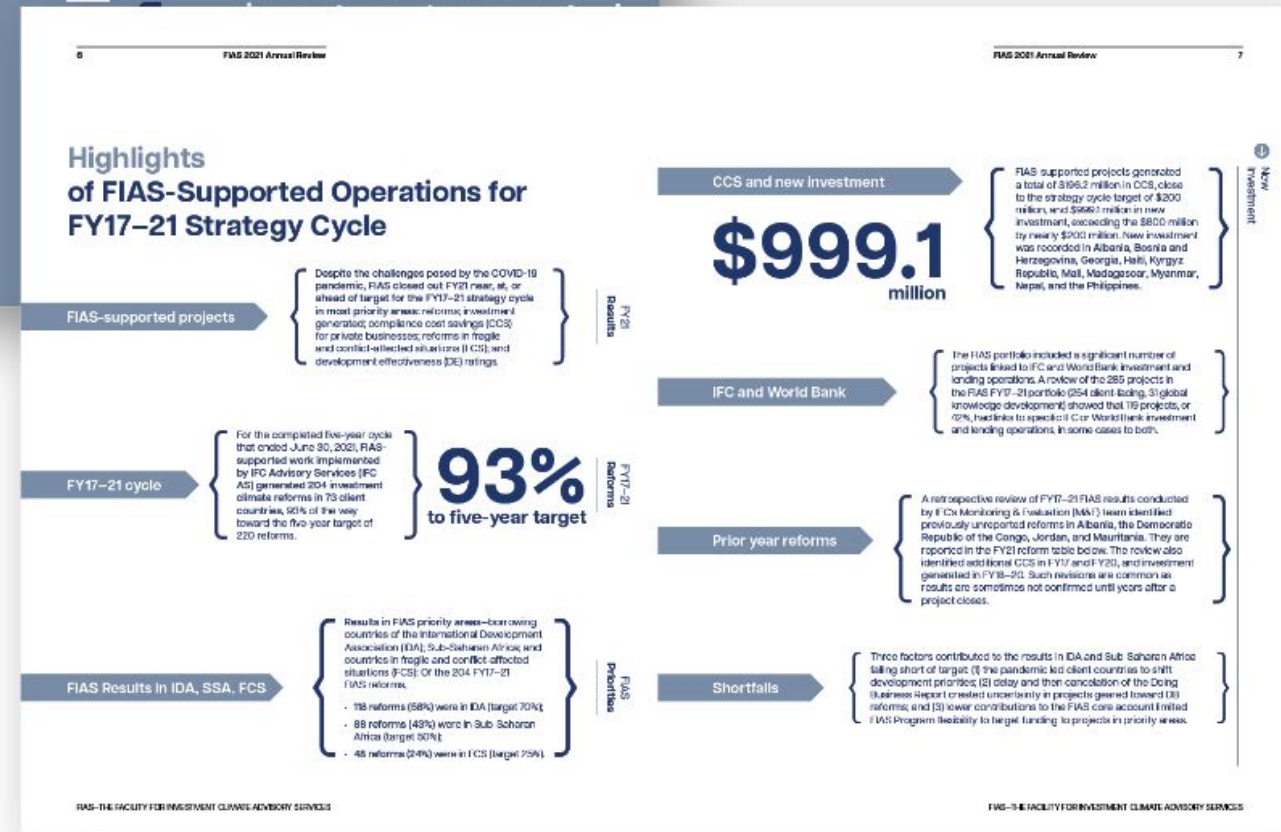
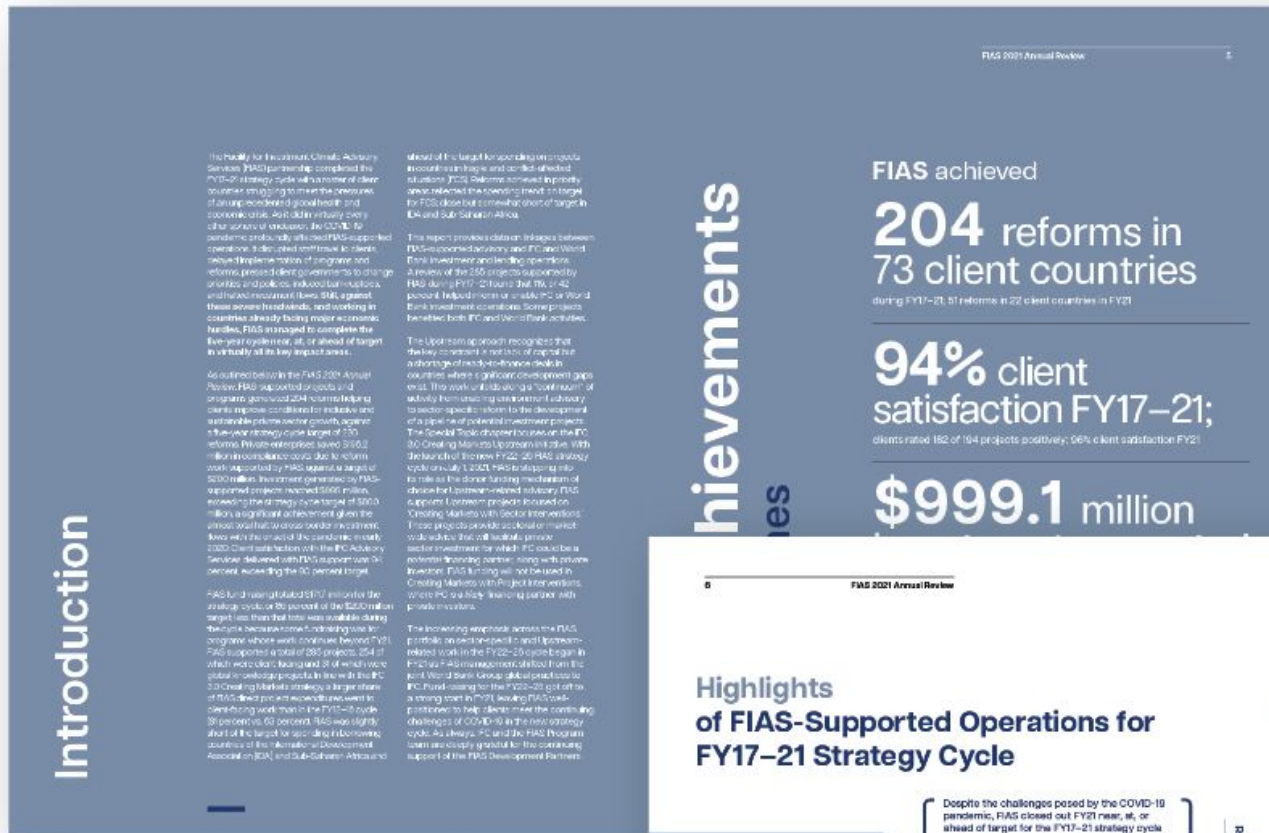
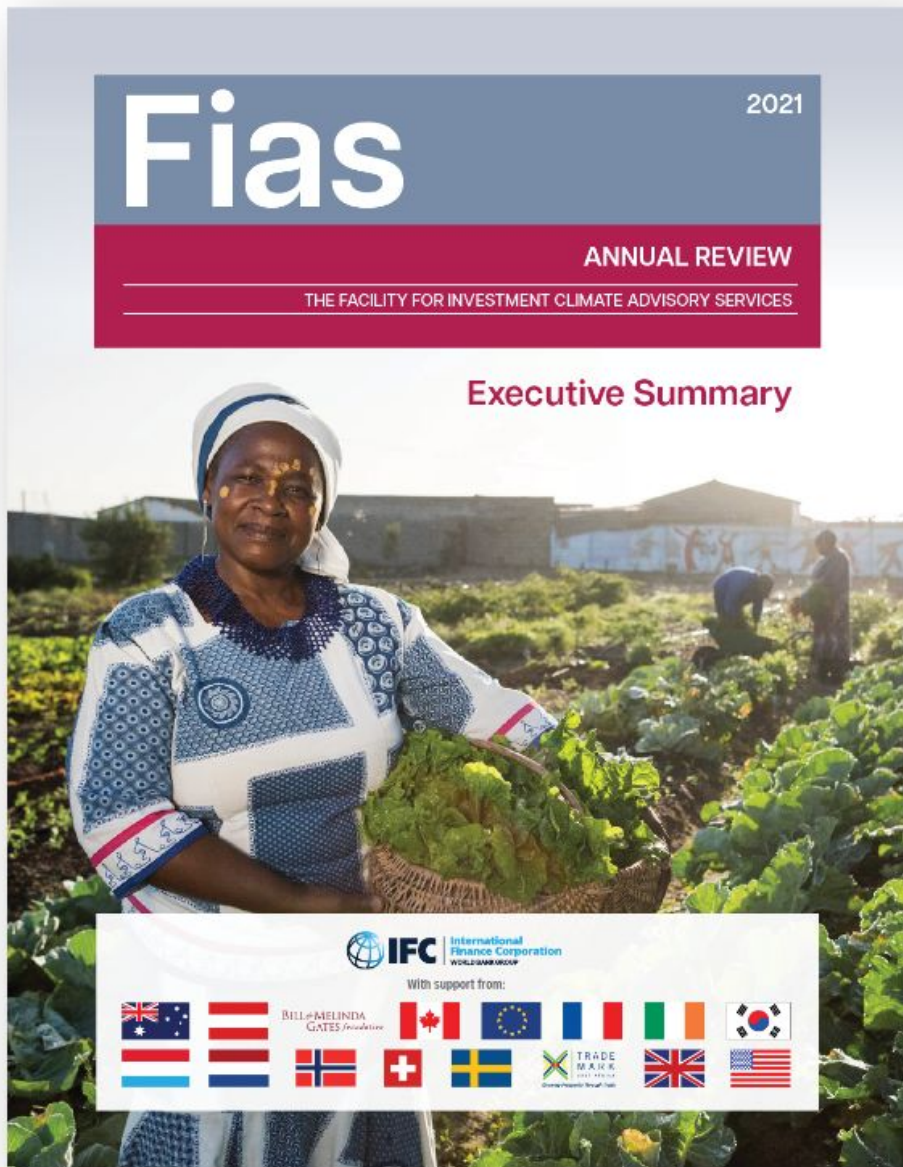


GAAP Dynamics is a training firm that provides tailored learning solutions to companies and accounting firms worldwide. GAAP Dynamics prides themselves on delivering training that is interesting, engaging, and won't put their trainees to sleep. The creative strategy entailed using a medical theme to help deliver the content in an interesting way. This eBook can be viewed on any device without software or app installation. The eBook contains a fully functional navigation system throughout the document to allow readers access to the information most relevant to them.

[View the eBook](#)

# Additional Samples













[View the Commercial](#)





**You got this.**

The struggle is real.

**We can help you manage.**

..... *Help is at the door*

Learn more about coping with the stress of being a new parent with:

[\[Link\]](#)

Early Impact Virginia  
For more information, see 2819187274.org

**Need a hand?**

It's okay to ask for help.

**We are there for you.**

..... *Help is at the door*

Learn more about building happy, healthy children with:

[\[Link\]](#)

Early Impact Virginia  
For more information, see 2819187274.org

**Lo puedes hacer.**

Tú eres el maestro(a) más importante de tu niño(a).

**Podemos proveerte las herramientas que necesitas.**

..... *La ayuda te espera*

Aprende más sobre como el vínculo afectivo con tu bebé ayuda a que crezca:

[\[Link\]](#)

Early Impact Virginia  
For more information, see 2819187274.org

**Nervous?**

Babies don't come with instructions.

**We can help.**

..... *Help is at the door*

Learn more about your baby's growth and development with:

[\[Link\]](#)

Early Impact Virginia  
For more information, see 2819187274.org

**You can do it.**

You are your baby's most important teacher.

**We can provide the tools you need.**

..... *Help is at the door*

Learn more about how bonding with your baby helps their brain grow at:

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Early Impact Virginia  
For more information, see 2819187274.org

Early Impact Virginia  
Yesterday at 9:00 AM · 🌐

The struggle is real. We can help you manage.

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👍 Like    💬 Comment    ➦ Share

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**You can do it.**

..... *Help is at the door*

👍 Like    💬 Comment    ➦ Share





Horizontal layouts for use when Stacked logo would need to be less than 1" tall



PMS: 513 C  
RGB: 147 / 50 / 142  
CMYK: 53 / 99 / 0 / 0  
Web/Hex: 93328E

PMS: 3135 C  
RGB: 0 / 138 / 171  
CMYK: 100 / 23 / 30 / 2  
Web/Hex: 0099AB

Primary Typeface:  
Avenir

Secondary Typeface:

Times New Roman

Email Typefaces:  
Arial  
Calibri






Orchard House School **WEBINAR**

### Cultivating Conscious Children – Discussing Racial Equity

Tuesday, 2/9/21 at 7:30pm

Featuring  
**Chéleah Googe and Abigail Whorley**

[Register at OrchardHouse.org](https://OrchardHouse.org)



Orchard House School **WEBINAR**

### Managing Uncertainty and Virtual School During the Covid-19 Pandemic

Wednesday, 2/10/21 at 7:30pm

Featuring  
**Louise O'Connor and Meghan Smith Lawson, PhD**

[Register at OrchardHouse.org](https://OrchardHouse.org)




Orchard House School

### Insights Into Today's Up & Coming Teens

Evening Webinar Series  
Feb 8 – 11 at 7:30 pm

[OrchardHouse.org](https://OrchardHouse.org)



Orchard House School **WEBINAR**

### Revising Ophelia: Adolescent Girls' Experiences Today vs 1994

Monday, 2/8/21 at 7:30pm

Featuring  
**Sara Gilliam**

[Register at OrchardHouse.org](https://OrchardHouse.org)




Orchard House School **WEBINAR**

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Orchard House School **WEBINAR**

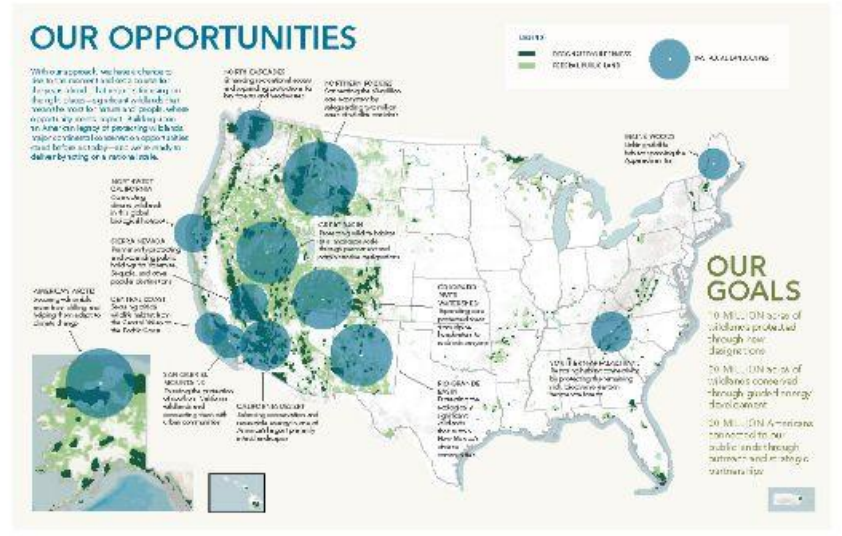
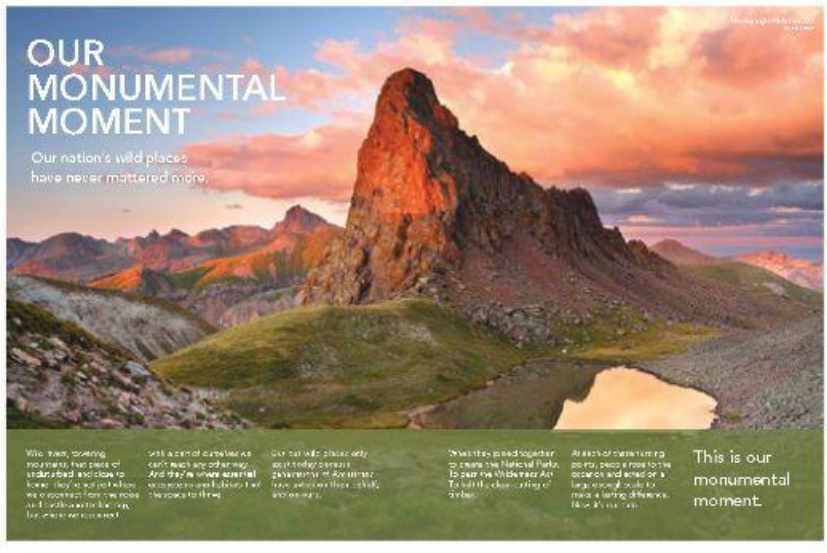
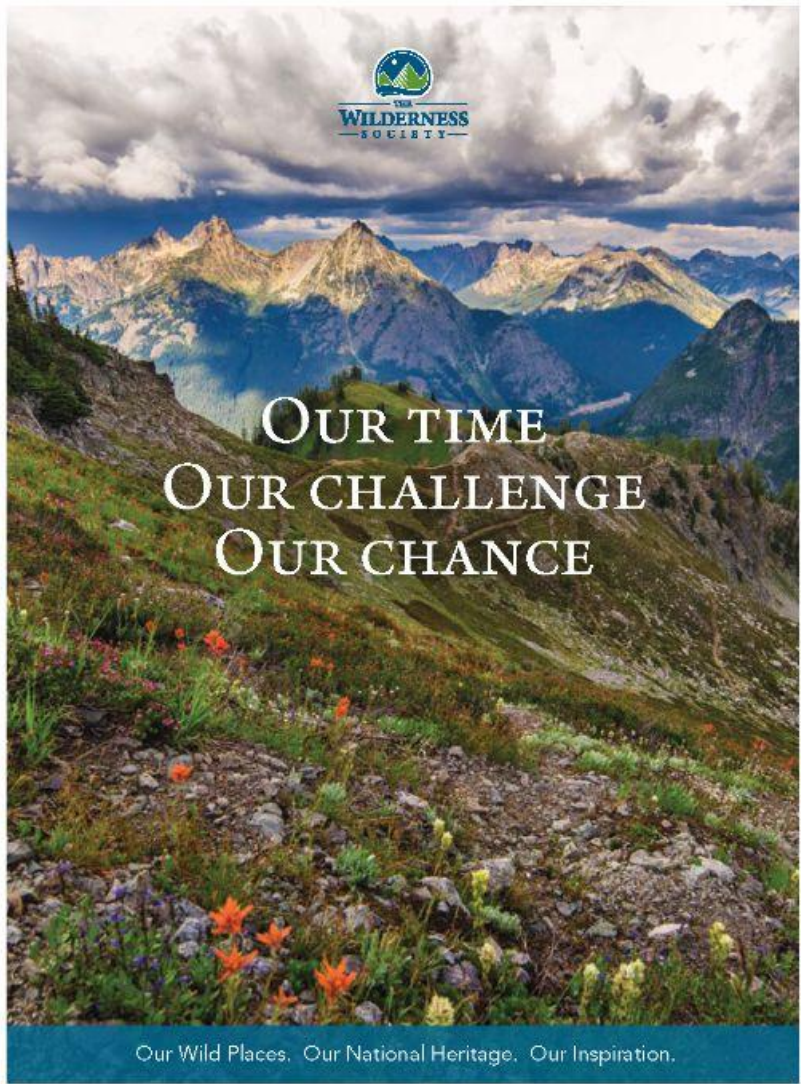
### Ending the Apology

Thursday, 2/11/21 at 7:30pm

Featuring  
**Eva DeVirgillis**

[Register at OrchardHouse.org](https://OrchardHouse.org)













## Taking control of your financial future

What do you want your future to look like: visiting your favorite destinations, retiring when you desire, pursuing new career or personal interests?

No matter your goals, you'll need a plan to achieve them. And as a member of the lesbian, gay, bisexual and transgender (LGBT) community, you have specific legal and financial issues that you'll need to address with your financial strategy.




TABLE OF CONTENTS

- Universal goals, unique challenges
- The high cost of long term care
- Protect your independence
- Income for life
- Guaranteed lifetime income
- A legacy for loved ones
- Protection and tax advantages
- Put the law to work for you
- It's your future. Are you in control?
- Resources

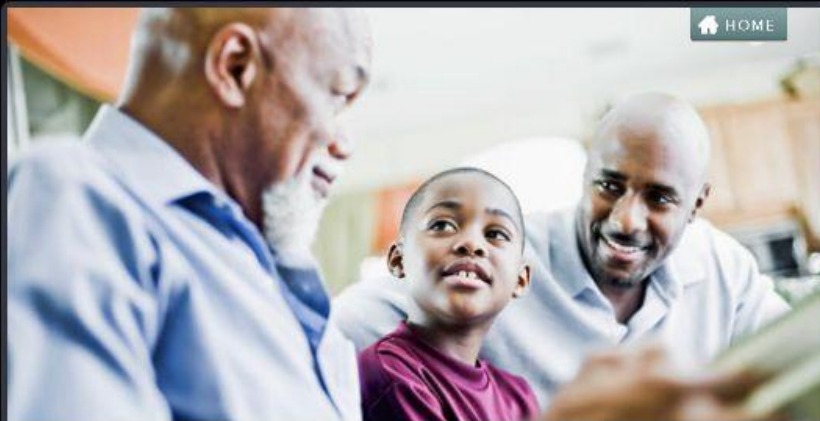
## Unique challenges

However, as a member of the LGBT community you may have to use different strategies to achieve these goals due to some unique challenges.

For example, same-sex couples and their families may not have access to all federal rights and benefits heterosexual married couples enjoy.<sup>2</sup> That issue alone could impact many aspects of your financial strategy, and your future (see chart).

	While both people are living		When one person dies	
	Income from Social Security (SS)	Tax implications from Changing Property	Income from Monthly Survivor's benefits	Social Security Benefits for Child
 <b>HETEROSEXUAL MARRIAGE</b>	✓ Lower earning person may be eligible to receive SS disability or retirement benefits up to 1/2 of spouse's benefits.	✓ Married couples may be automatically entitled to each other's assets. <b>Not taxed.</b>	✓ Can receive monthly survivor's benefits.	✓ A child can receive up to 75% of a deceased parent's SS benefit.
 <b>Pay Equal State and Federal Taxes</b>				
 <b>SAME-SEX PARTNERSHIP</b> <small>(Unless one partnership is recognized, automatically under state law only)</small>	✗ Lower earning person cannot receive SS disability or retirement benefits.	✗ Changing a title of a property to include both partners can be considered a gift and taxed accordingly. <sup>1</sup> <b>Taxed.</b>	✗ Federal programs don't recognize same-sex partners for survivor benefits. <sup>2</sup> <b>Not eligible for income.</b>	✗ If deceased spouse isn't the legal parent, the child does not receive SS benefits.

In the following pages, we'll discuss each area in more detail.



## A legacy for loved ones

Some questions are universal: What will happen to the people I care about when I'm gone? Will they be able to maintain the lifestyle they're used to? How will I be remembered?

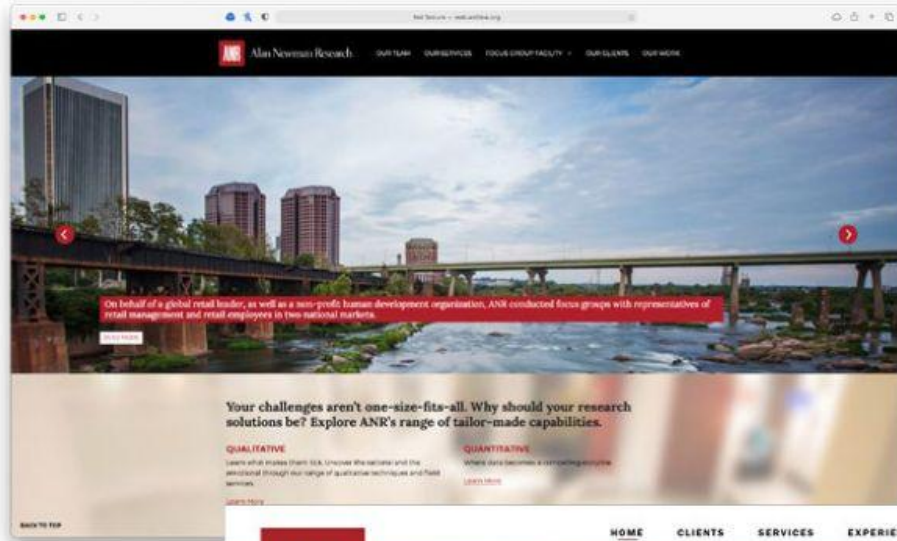
However, others are specific and even more important to the LGBT community, including "How do I make sure my wishes are known and carried out?" and "How do I make sure my plans are legally sound?"

That's because same-sex couples aren't eligible for many of the advantages available to married heterosexual couples. For example, while married heterosexual couples can pass assets to each other income tax-free, same-sex couples cannot. The 1996 Defense of Marriage Act (DOMA) rejected federal recognition of same-sex marriages in the United States and abroad. But, the United

States Supreme Court, in *United States v. Windsor*, recently found a key provision of the federal Defense of Marriage Act (DOMA) that defines marriage as between a man and a woman as unconstitutional. It decided that same-sex marital rights are to be determined in accordance with state law.

Finding tax-free ways of passing assets to their partners, siblings, kids, grandkids, close friends, and charitable organizations becomes even more important for couples whose relationships is not recognized as valid under state law.

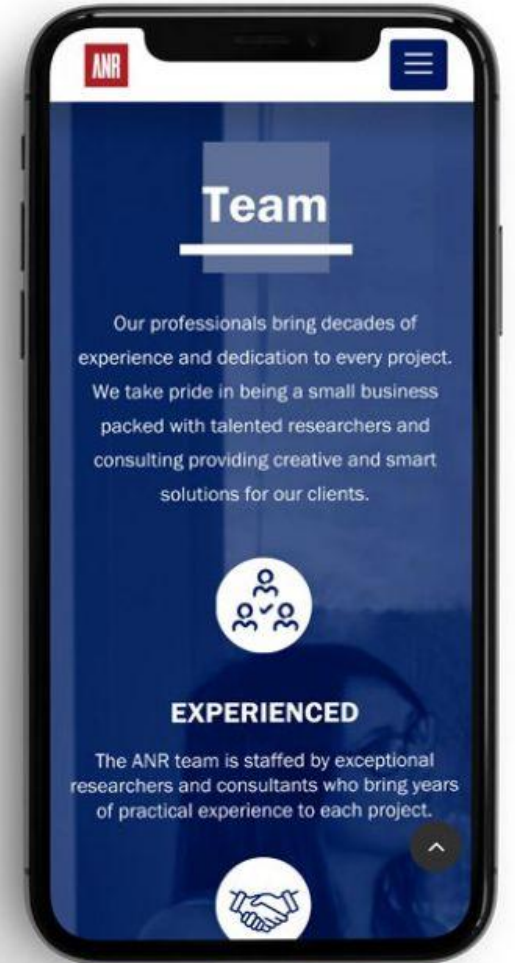
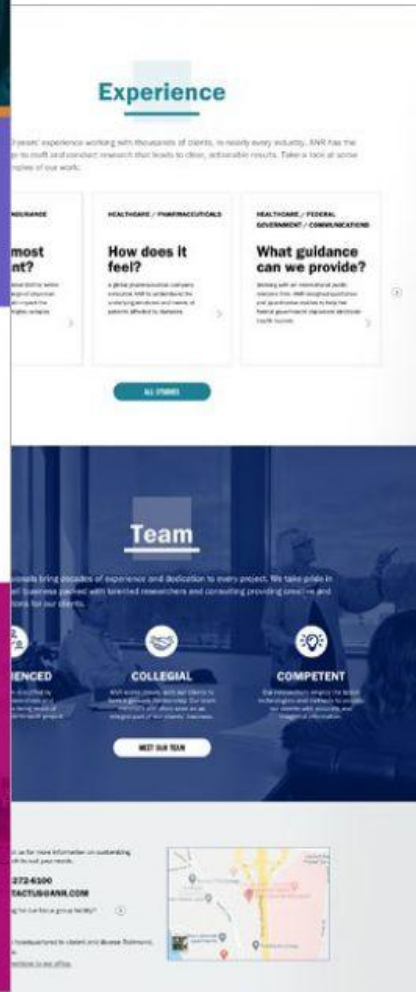




BEFORE



AFTER



View the Website



Long Term Care Insurance

# Living Long Term

Protect your quality of life



*You're the author of your life story.  
What happens next?*

Underwritten by  
Genworth Life Insurance Company of New York,  
Administrative Office: Richmond, VA  
161189NY 02/11/15



## What does life have in store for you?

No one knows the answer to that question. Even you has hopes and dreams for their future and for those they care about.

- A happy healthy family.
- A successful career.
- An active retirement.
- In short, a life well lived.



Whatever your vision of your future, it probably doesn't include a situation that requires long term care. It is also unlikely that you could foresee how such a situation might affect your finances and, perhaps more importantly, your quality of life and relationships with those you care most about.

A little planning now can deliver a sense of security for the future.

AT LEAST  
**70%**  
of people over 65 will require some form of long term care services and support at some point.<sup>1</sup>

## What motivates you?

Why do people buy long term care insurance?<sup>2</sup>



Interestingly, the two most important reasons survey respondents gave for long term care planning are "to not be a burden on my family" and "to be able to afford quality care in the setting I choose".

<sup>1</sup> Genworth Research, 2012  
<sup>2</sup> Genworth Research, July 2012  
<sup>3</sup> Genworth Research, July 2012  
<sup>4</sup> Genworth Research, July 2012  
<sup>5</sup> Genworth Research, July 2012

Independence and concern about the well-being of those applying care most often drive the decision to plan for long term care. Of course, financial reasons are important too. Planning for a long term care need can help you protect your assets for retirement, quality of life and preserve your savings and other assets from the high costs of long term care. It can also ensure family members have the resources to contribute to the cost of your care.

Nearly **2/3** of respondents also recognize we need long term care insurance believe that recipients should have benefited from nursing home care.

## Care at home. Not in a home.

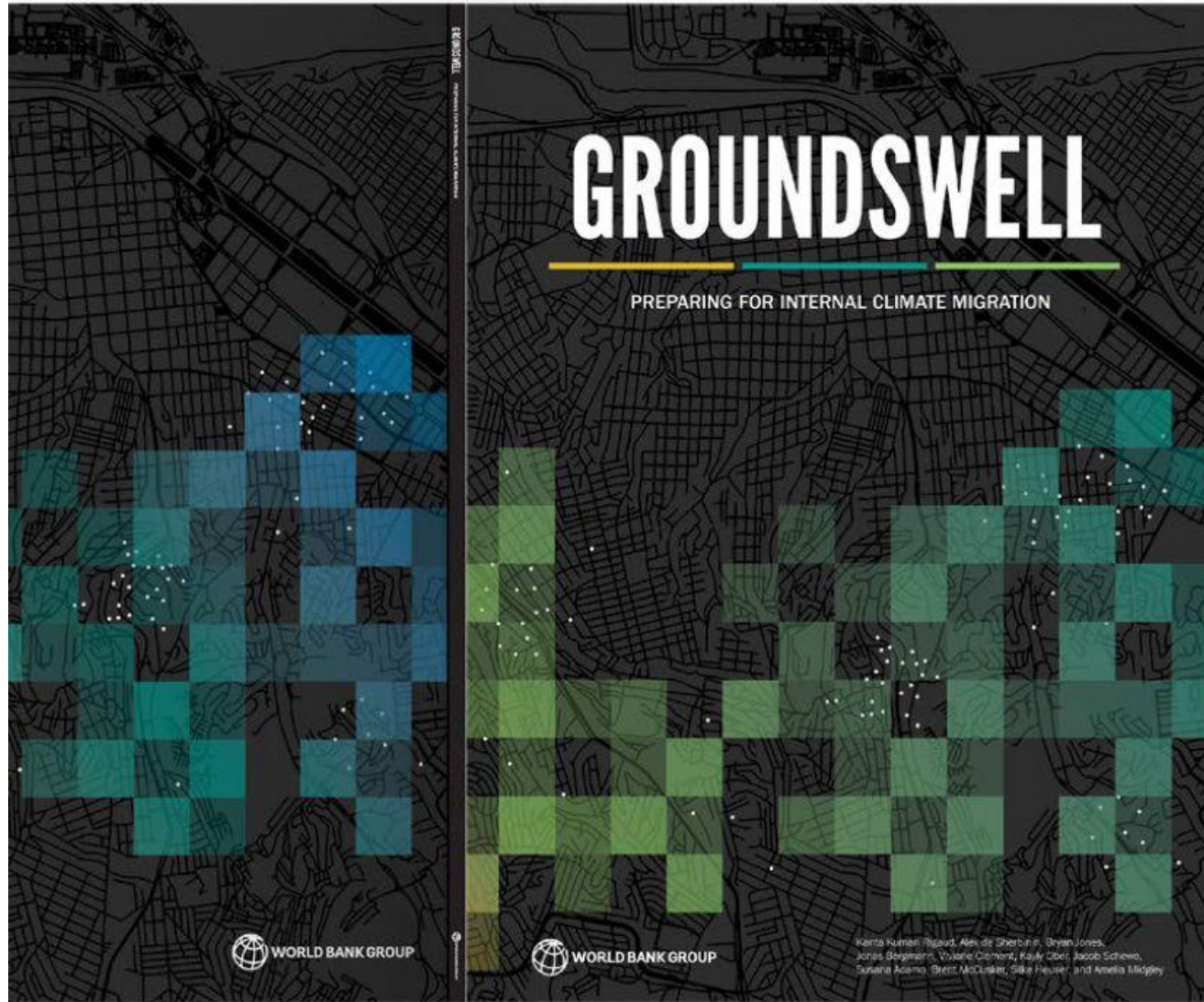
What's most important to you? The comfort and security of their homes to receive care. They end to spend with their family, neighbors and pets that are a vital part of their everyday life. Being part of community, religious, or special interest groups are integral to people's happiness. The sites they play in other places we love keep them connected, and give them a sense of purpose. Often it's just the comfort of being at home that people don't want to give up.

The good news is that new and innovative technologies and services, many with government program and long term care insurance or public or private subsidies for home care are allowing growing numbers of people to receive the care and support they need at home and safely staying there longer.

The national median cost for a Home Health Aide is **\$45,188** per year, compared to **\$87,600** a year for a private nursing home room.<sup>3</sup> The cost of home care has been increasing at 4% above 1% per year, versus 4% for health care.<sup>4</sup>







**ETHIOPIA**  
The 8th of 16 children, he fled his father's small farm in a drought-stricken part of Ethiopia and walked to the small but bustling city of Hawassa.

“My name is Wolde Danse. I am from Wobeyta zone, Damotey district, Ethiopia. I am 28 years old. My father was a small-scale farmer and the farm was not sufficient for farming. Sometimes it would rain and other times it wouldn't. Because of this, many people had to migrate, and as a result I left and came to Hawassa.”

“I thought I could work and change my life by moving and working in the city. I got into a local security program and it helped change my life. Before I could follow my dad or any other family, but now my wife works and I work and from the assistance the program gives me I can be. The program is for everyone.”

**BANGLADESH**  
23-year-old Monoara Khatun fled the flooding in her home village. She moved to the capital Dhaka to join a program that teaches young rural women life skills. She's learned how to navigate the city, how to handle money and to take care of herself.

“The floods come every year but this year the situation is worse. Every house in my village was affected. Now all my family is living in one of my relatives house.”

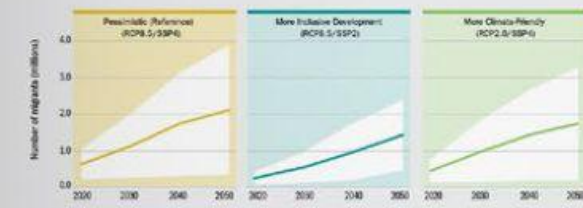
**MEXICO**  
26 year old Javier Martinez of the little village of Trinidad in Oaxaca, Mexico counts himself as lucky. He and his family have been able to thrive in their village without having to migrate to create a new life. They are carpenters who sustainably use the nearby forest for their livelihood.

“It's really important to have the wood of hand because there are communities that don't have that. We've learned how to manage the forest. We manage it and we work in it.”

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Groundswell: Preparing for Internal Climate Migration

Figure 4.23: Projected number of internal climate migrants in Mexico and Central America under three scenarios

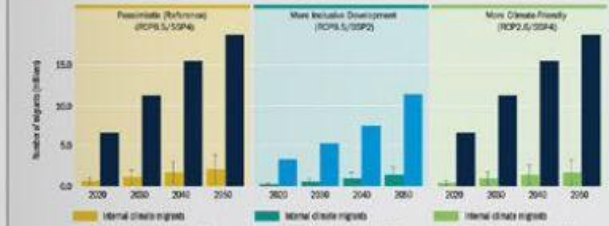


Climate migrants as a percentage of the total population

Year	2020	2030	2040	2050
%	0.37	0.60	0.87	1.03
	0.14	0.29	0.48	0.68
	0.25	0.51	0.72	0.85

Note: Dark lines represent the average rates for each scenario. Unshaded white areas represent the 95th percentile confidence intervals. The wide intervals are in part a reflection of the fact that climate and social models were selected to represent the widest possible range of outcomes.

Figure 4.24: Projected number of climate and other internal migrants in Mexico and Central America under three scenarios, 2020-50



Note: The whiskers on the climate migrant bars represent the 95th percentile confidence intervals for the four model runs that comprise each scenario. There are no confidence intervals for other migrants, because only a single development trajectory is used in each scenario (SSP2 or SSP4).

# Thank You!

Please reach out to Jennifer Owen with any questions.  
*We look forward to hearing from you!*

Owen Design Co.  
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[jennifer@owendesignco.com](mailto:jennifer@owendesignco.com)

