



earthlogic is a full-service multimedia and brand development firm engaged in a wide variety of creative design and web production activities. We are dedicated to providing our customers with EXCELLENCE in service, OUTSTANDING design, and EXPERTISE in all elements of corporate marketing.

earthlogic executes marketing initiatives by combining CREATIVE design and programming with today's TECHNOLOGY, to produce visually engaging and highly functional messaging. We differentiate ourselves by being able to RECOGNIZE the core issues facing a business, allowing us to design a SOLUTION that goes beyond the visual engagement.

Clients view earthlogic as business PARTNERS, allowing us to apply a breadth & depth of business skill and creative problem solving. As a result, we are empowered to help companies in a wide range of industries, leveraging technology and design in ways they never imagined.

The world is what we make of it. earthlogic believes that great design and development is best done with talented employees who love their ENVIRONMENT, their PROFESSION, and their COMMUNITY.



## WHAT SETS US APART

earthlogic integrates web-based solutions into a full marketing approach for a variety of vertical markets. Services include the development or extension of your BRAND, the utilization of web-based TOOLS for creative business SOLUTIONS, and the coordination of existing and planned marketing efforts.

## DEVELOPMENT PROCESS

earthlogic has developed a NINE STEP PROCESS to deliver ENGAGING, CREATIVE, and COMPREHENSIVE market-focused messaging for our clients. An example of our web design process includes:

- 1 Analysis of business and system needs
- 2 Creative and navigational design
- 3 Development of web templates
- 4 Content integration and population analysis
- 5 Coding of database and site interactivity design
- 6 Testing using relevant pre-defined and usability standards
- 7 Implementation of website
- 8 Client "beta" testing of web site
- 9 Maintenance and on-going support of web site

## HISTORY + PHILOSOPHY

earthlogic was founded in Jericho, Vermont in early 1998 as a web design, hosting, and application development company. We bring together professionals with project management and client support backgrounds, designers, coders, and technologists necessary to ensure SUCCESS. We pride ourselves on our ability to RECOGNIZE business issues associated with a design problem, and FOCUSING on a solution that goes beyond simple visual appeal.

earthlogic's philosophy is to do GREAT work, treat people fairly and with respect, ENJOY what we do, and give a little back. We are dedicated to providing top quality web, brand, multimedia, e-commerce, and print solutions at prices that are AFFORDABLE to individuals and businesses of all sizes.

It is our goal to EXCEED customer expectations. At the same time we want to be one of the greatest places to work in Vermont, or anywhere in the world!

The world is what we make of it. earthlogic feels the need to CONTRIBUTE to creating a better place for ourselves, our families, our employees, and generations to come. We take ACTIVE roles at the local, regional, and national level to promote CHANGE for the good of humanity. Charity indeed, begins at home, as we DONATE a portion of our profits (5%) to educational, environmental, and humanitarian causes. earthlogic also supports numerous non-profit organizations by donating "IN-KIND" services.

Success. BY DESIGN.

