

CAPABILITIES STATEMENT

Sigla Creative is a woman-owned/certified creative marketing agency focused on social impact. We build potent communications solutions for government, non-profit agencies, and businesses. We are social impact storytellers who create and amplify an organization's unique brand ecosystem across the digital landscape.

▾ CORE COMPETENCIES

- Graphic + Web Design
- Copywriting + Editing
- Public Outreach
- Photography + Video
- Campaigns + Public Education
- Collateral + Educational Content
- Social Media Content

▾ SAMPLE CLIENTS

Port of San Francisco

Public works projects branding, Maritime Marketing collateral, and promotional signage.

City of El Cerrito

Branded the City: vehicles, signage. Created collateral, outreach, and city-wide campaigns.

Northern Circle Indian Housing Authority

Branding, messaging, original illustration for tribal data sovereignty project.

Sonoma Marin Area Rail Transit

Brand, messaging, newsletter, signage, collateral, home page design for new transit system.

Bounce Back Generation

Branding, messaging, website design for a teen/young adult mental health program.

American Cancer Society

Event branding, messaging, website design, photojournalistic storytelling campaign.

US Pharmacopeia

Messaging, campaigns, marketing materials, and event collateral for public safety education.

▾ PRIMARY CONTACT

Carolyn Gerin

Founder/CEO/Creative Director

carolyn@siglacreative.com

415.570.3879

▾ COMPANY INFORMATION

UEI – CB3MN8796DJ8

CAGE – 8NNN8

▾ CERTIFICATIONS

WBENC, WOSB, WBE, DBE, California SBE (Micro)

▾ DIFFERENTIATORS

All team members have deep experience in their fields:

- 4-time Published Author
- Print and Photojournalists
- Retail Brand Designer, Writer, Product Developer, and Visual Merchandiser
- Professional Photographer
- Graphic Designer and Creative Director
- Web Developer

▾ NAICS CODES

541430 – Graphic Design Services

541613 – Marketing Consulting Services

541810 – Advertising Agencies

541922 – Commercial Photography

711510 – Writers of Advertising Copy

▾ UNSPSC CODES

80171600 – Publicity and Marketing Support Services

81112103 – World Wide Web Site Design Services

82111704 – Copywriting

82131600 – Photography

82141500 – Art Design Services