

"Their work is always stellar & on point, and the relationships they build are long-lasting."

—Beth Carter

Chief Strategist, Clariant Creative



UEI: MLGHRKPYAAC3 | CAGE Code: 8HF27 | DUNS: 015093741

Website: Carbon3Sixty.com

Capability Statement

Elevate Your Brand with Carbon3Sixty!

Carbon3Sixty is a women-owned agency specializing in branding, graphic design, marketing, and presentations. We bring 30+ years of marketing experience across diverse sectors and regulated industries. This experience enables us to deliver compelling marketing that complies with industry regulations.

Combining creativity with data-driven insights, we create strategies tailored to your specific goals. We ensure your messaging is consistent on all touchpoints. We help you stand out in a crowded market and achieve your goals.

LOGO AND BRAND I.D.

- Brand Strategy
- Brand Positioning
- Brand Messaging
- Brand Architecture and Nomenclature
- Name Generation and Migration
- Logo Design
- Brand Style Guide / Guidelines

WEBSITE AND DIGITAL

- Website Design and Development
- App Design and Development
- eBooks
- Banner ads
- Animated Gifs

GRAPHIC DESIGN

- Brochures
- Sales Aids / Sell Sheets
- Collateral Design
- Direct Marketing Campaigns
- Signage + Environment
- Infographics
- Presentation Decks
- Capabilities Presentation Decks
- Sales Presentation Decks
- Thought Presentation Decks

SOCIO-ECONOMIC CERTIFICATIONS



KEY CONTACTS



Suzanne Carbon
President

E: WBEsupplier@carbon3sixty.com
P: 773-588-0391



Gary Carbon
Sr. VP/Creative Director

E: WBEsupplier@carbon3sixty.com
P: 773-588-0391

PRIMARY CODES

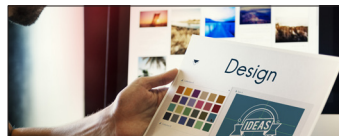
NAIC	UNSPSC	Title
541613	80171603	Marketing consulting services
541430	82140000	Graphic design services
541613	80141618	Communication design services, visual
541430	80141604	Corporate identification (i.e., logo) design services
541810	82101800	Advertising agencies
541511	81112103	Web (i.e., internet) page design services, custom



Illinois Public Higher Education Cooperative (IPHEC)

Scope: **Creative services for marketing and promotion**

Work: **Awarded December 2021**
Client Engagement: **5 year contract**
Estimated Value: **\$5,000,000**



Clariant Creative Agency (multiple accounts)

Scope: **Brand, presentation and creative development**
Work: **Flipbooks, sell sheets, corporate and sales presentations, case studies, social media posts, trade ads, one-sheets, ebooks**

Client Engagement: **7 Years + ongoing**
Current Value: **\$75,000+**



A2-Ai (Pharmaceutical consultants)

Scope: **Branding, logo, brand style guide and presentation development**

Work: **Brand development, logo development, brand style guide, presentations, templates + sales materials**

Client Engagement: **Ongoing, \$25K+**
Current Value: **\$25,000+**



South Suburban College Illinois Public Higher Ed Institution

Scope: **Website redesign**

Work: **New engagement**
Client Engagement: **New**
Award Value: **\$85,000**