OXFORD + BOND

Overview + Work Samples

OX+B Background

Oxford + Bond is a Design Communications agency created to help small and midsize businesses define and achieve marketing success through a wide range of strategic and tactical services. For some of our clients, we operate as a production arm, helping them create sales support materials or advertising on-demand for specific events, product launches, and other initiatives. For others, we operate as a stand-in marketing department, helping set strategy as well as execute tactical components to ensure it comes to life effectively.

With over 20 years of advertising agency experience, operating within wide-ranging industries from financial services and medical devices to industrial products and innovation consultancies, we have seen how clients' needs vary drastically both from sector to sector and within the same business segments. Our goal is to help clients cultivate their most beneficial and clear marketing messages, a workable and effective cadence of content delivery, and a unique and immersive identity.

Core Marketing Services

// Graphic Design + Visual Marketing Identity

// Website Development + Online Brand Building

// Content Development + Digital Brand Storytelling

// Advertising Development + Placement

// Marketing Strategic Planning + Execution

// Brochures

// Websites + Landing Pages

// Social Media Planning + Execution

// Catalog Development (Online + Off)

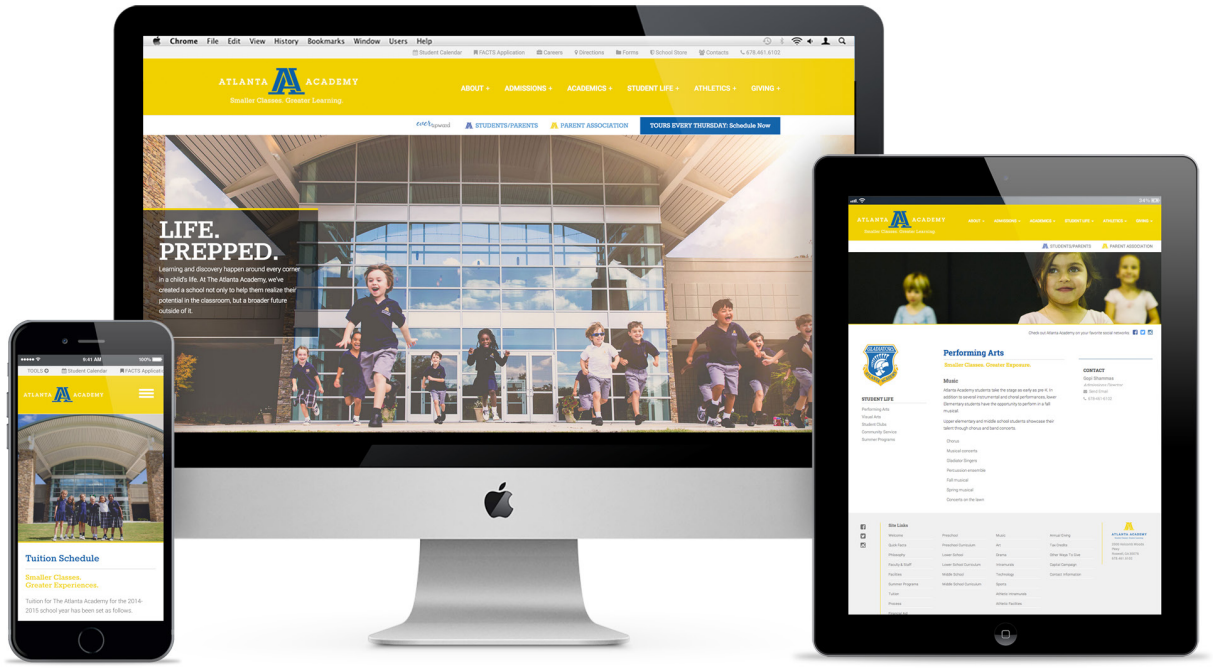
// Sell Sheets

// Trade Show Support

// SEO

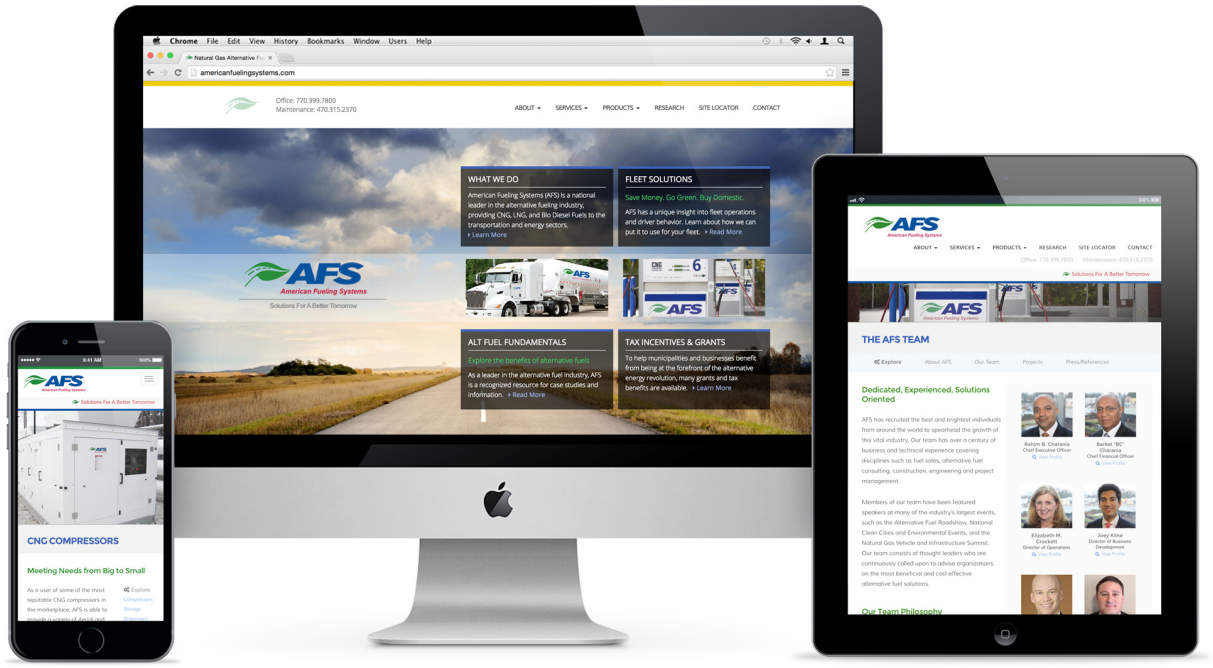
// SEM

Atlanta Academy: Website



Atlanta Academy: Event Micro-Website

American Fueling Systems: Website



Invenio: Website

The Holly O'Team: Website

CircleK Atlanta: Website

Logo Creation

Logo Evolution & Product Family Identity

Original

New

Sell Sheets

invenio HealthCare
CORE Room Turnaround Kit
From Invenio HealthCare
The Right Tools For Faster O.R. Turnaround
At Invenio, we've re-imagined how protection, efficiency and speed can be achieved when turning an Operating Room from one procedure to the next. Our Clean Operating Room Environment (CORE) Room Turnaround Kits include components specifically designed to minimize cross-contamination risks, increase ease of use and allow your transition team to easily drive down turnaround times. Whatever the procedure, each kit is easily customized to your specific needs.
Better System. Better Revenue.
We've built our system around the three critical components that drive success in room turnaround processes, helping you facilitate more procedures and drive better revenue through O.R. utilization. Our customized kits enable transition teams to turn and prepare the room for every procedure with maximum efficiency while providing the highest level of protection for equipment, patients, and staff, all customized to meet the unique needs of your facility and applications.
PROTECTION
Our products provide the ultimate in protection for staff, equipment, and patients. From our super-absorbent impervious table covers, featuring HydraGuard® technology to our innovative no-stitch seams and low-linting linens and mops, we are helping to ensure each turnaround meets your clinical needs.
EFFICIENCY
Invenio's CORE system helps make already efficient room turnaround processes even more efficient with easily organized 'go-to' products designed for effective performance.
SPEED
Each kit is packaged and designed to increase efficiency and decrease time needed to complete a room turnaround. Components are specifically folded and stacked to facilitate ease of use.
invenio HealthCare
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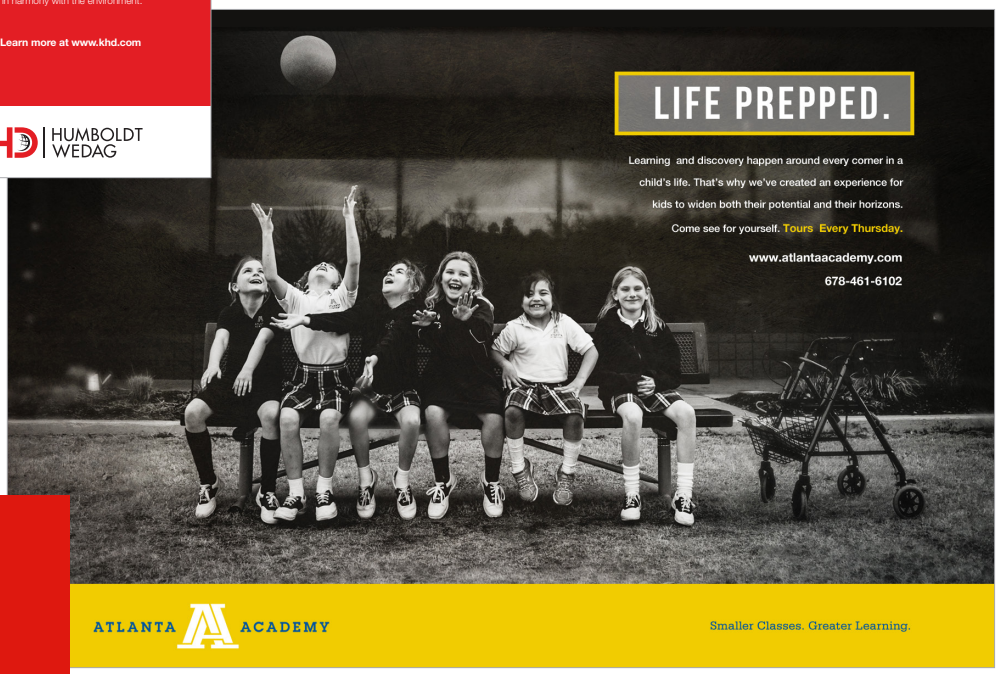
The Promise of Discovery. For a Better Tomorrow.

Thank You JACKSON
charity: water
KINDERGARTNERS, YOU ARE MAKING KIDS HAPPIER EVERYWHERE ON EARTH.
Thank you so much, Atlanta Academy kindergarten classes. Through your $5 donations, you are helping bring clean water to families and kids in Rwanda and other countries all around the world.
As soon as the new, safe, clean-water well is built, we will let you know exactly where it is and share pictures of the villages and children you have helped so much with your kindness and consideration.
In the meantime, you can check the progress of your donation and see your name on the donation list if you and your parents visit: https://my.charitywater.org/atlanta-academy-kindergarten-class
Thank You JEREMY

GrindX®
Mobile Grinding Solutions on Land or Ship
LAND
WATER
+ Up to 60 tons/hour of clinker grinding capacity
+ Low Investment Costs
+ Easy to import and store clinker
+ Quick installation / De-installation
+ Reliable German Engineering
+ Uses proven HPGR technology
+ Only grinding system that works on a floating platform
Clinker % | Gypsum % | Slag % | Limestone % | Blaine cm2/g | Capacity t/h
CEM I 95 5 3200 60
CEM I 95 5 4000 40
CEM II 75 5 20 4000 60
CEM III 35 5 60 4200 40
Slag 100 4200 40
GrindX with KHD Roller Press
Global Excellence Requires Nonstop Innovation
Revolutionize the way you trade cement with GrindX®. Whether on land or ship, GrindX® gives you the flexibility to respond quickly to changing market demands and capitalize on the benefits of importing clinker. Supported by KHD's proven Roller Press and Separator technology, GrindX® is the only system that works on a floating platform and produces a final cut comparable to that of a traditional ball mill.
For almost 160 years, in every corner of the globe, KHD has helped transform the cement industry in ways both large and small. Contact one of our Xperts® and ask us how GrindX® can transform your business:
oral.tueressay@khd.com | michael.nielsen@khd.com
get more out of your plant
To get more out of your plant, visit www.khd.com
KHD HUMBOLDT WEDAG

KHD CLEAN TECHNOLOGIES
Banff, Canada
Just one of the many environmental neighbors of KHD Humboldt Wedag
KHD Clean Technologies Are Driving Better Production And A Healthier Environment
For 160 years, KHD technologies have changed the way cement is manufactured, deploying real-world solutions to ensure that surrounding environments remain untouched and vistas like this intact.
From leaps made in energy-efficient pre-heater towers and modular grinding systems to increasing the ability for burners and calciners to utilize alternative fuels, KHD is continually creating new opportunities to move the industry forward in harmony with the environment.
Learn more at www.khd.com
160 YEARS 1856 - 2016
KHD HUMBOLDT WEDAG

Reducing Risks of Post-Implant Infections Starts with
Aseptic Technique
At Invenio, we understand the importance of aseptic technique and its role in dental implants. Infections are the leading cause of implant failure. The use of aseptic technique minimizes the risk of a post-implant infection, improving patient outcomes, and eliminating costly "re-dos."
To learn how our Dental Implant Kits can help reduce risks for you, contact one of our local Atlanta Dental Representatives.
STANDARD PACKS
DESCRIPTION | Invenio Code | Case Qty | Salvin Code | Case Qty
Peri-Minor Surgery Pack | 608-014 | 10 | Pack 1034 | 10
Basic Implant Pack | 608-011 | 6 | Pack 1033 | 6
For a Better Tomorrow.
+1 877-477-3340 | Atlanta, GA USA
INVENIO
PROCEDURE SOLUTIONS


LIFE PREPPED.
Learning and discovery happen around every corner in a child's life. That's why we've created an experience for kids to widen both their potential and their horizons.
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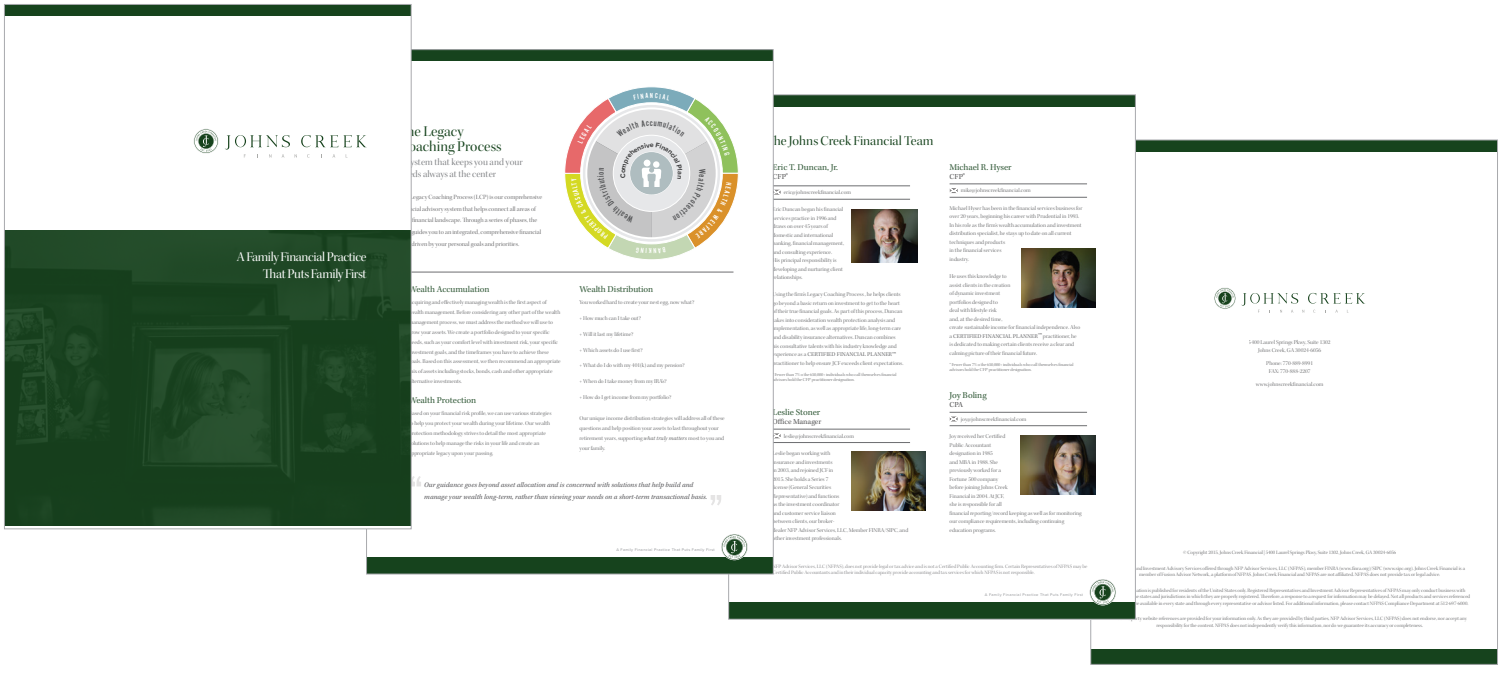
PROUDLY PRESENTS
Annie
LIVE AND ON STAGE | TICKETS ON SALE NOW
NOVEMBER 13, 14, 16
ATLANTA ACADEMY THEATER

Brochures

COMFORTGUARD
Surgical Gowns
If there is one place where comfort & protection matter the most,
THIS IS IT.
BECAUSE EVERY CUT IS IMPORTANT
COMFORT
FIT
SUSTAINABILITY
What makes ComfortGuard® gowns so much better for surgeons and surgical staff?
Breathable Protection
Fiber-Perfect Softness
Protective Length
Cool Back Panel
Rear Pleats
Generous Velcro
Surgical-Fit Cuffs
Full-Range Sleeves
THE BEST PROTECTION AND FIT.
THE BEST PRICE POINT.
Highest Protection
Standard Protection


JOHNS CREEK
FINANCIAL
A Family Financial Practice
That Puts Family First
Wealth Accumulation
Wealth Protection
Wealth Distribution
Wealth Maximization
Comprehensive Financial Plan
The Johns Creek Financial Team
Eric T. Duncan, Jr.
CFP®
Michael R. Hyser
CFP®
Leslie Stoner
Office Manager
Joy Boling
CPA
4400 Laurel Springs Place, Suite 1302
Johns Creek, GA 30024-6656
Phone: 770-889-8991
FAX: 770-886-2207
www.johnscreekfinancial.com

PROJECT PROPOSAL

April, 2016

INTEGRATEDDESIGNS ltd. Architectural Studio
Danny Kay
P: 404-418-4846
E: danny@idiarchitects.com
W: idiarchitects.com

WELCOME

Thank you for this wonderful opportunity to present our proficiency as a unique and essential solution to your A&E requirements. We are confident that you will find our level of experience, pricing, and dedication to excellence to be a unique combination that positions us perfectly for your needs.

IDI is honored for this opportunity to work with an esteemed company. We feel as though this is a great fit, not only in regards to the size and the scope of the project, but also the symmetry between the two companies. Similar to yours, Integrated Designs is a family owned company that believes in putting the customer first. We believe in going above and beyond to ensure that our clients are satisfied with our level of service. In order to perform at our best we understand that you are only strong as your weakest link and that a unified team effort produces the best results. This is instilled in all of our employees by promoting a collaborative approach and holding each team member accountable. We also like to inject a fun, light-hearted approach to help foster a positive atmosphere to make Mondays a little less mundane.

This is all highlighted by the convenience of being neighbors in the Cumberland community allowing an open line of communication and in-person update meetings in your own backyard. Such proximity will allow to streamline the process on each project and save time. We look forward to the opportunity to work and collaborate with a respected neighbor.

Danny Kay
Vice President

DESIGN TEAM

LAWRENCE KAY, AIA
PRINCIPAL-IN-CHARGE

Lawrence P. Kay, AIA established Integrated Design International (IDI) in 1989 and has over 35 years of architectural design and construction experience with a focus on technically-oriented industrial, commercial, and retail big box facilities. His repeat clients list consists of Lockheed Martin (45 projects), The Kroger Company (350 projects), and Quest Diagnostics Laboratories (25 projects). IDI has successfully completed numerous projects for nationally recognized companies such as Sysco Foods, Starbucks, SunTrust Banks, AT&T, Chevrolet, Mazda, Hyundai, and the "critical" Fuel Controls Facility for the San Francisco International Airport.

Mr. Kay and team have an acute sense for sound design and construction principles, and have created a successful and dynamic firm whose culture is based on TRUST, INTEGRITY, and RESPECT. They foster a team building approach with a relentless focus on understanding and executing the customer's needs, defining the exact project scope, and monitoring the budget while creating solutions that constantly streamline the schedule.

"We ask ourselves everyday how can we do it better, less expensive, and faster."

DANNY KAY, LEED GREEN ASSOC.
VICE PRESIDENT

Danny Kay, LEED Green Associate attended Coles Business School graduating with a degree in business Economics. His role at IDI includes being the principal in charge of business development, operations, and leads medical and tenant improvement projects. He manages relationships IDI has built over the last two decades, while nurturing new relationships. His involvement with projects does not end at the signing of a contract, it only begins at that point.

Mr. Danny Kay has developed relationships with some of the regions largest landlords and has enabled IDI to become the sole source tenant improvement A&E for groups managing well over 5 million square feet in the Atlanta metro alone. Completing several TI projects per month on a regular basis, with Mr. Danny Kay responsible for scoping and interpreting client/tenant requirements for each space is a normal occurrence.

"Combining architecture with sound business and customer relation principles"

OUR WORK

Relevancy is a key point that we would like to highlight. IDI perceives relevancy in two different forms of context. Building relevance is the most common. This is perceived as direct experience in designing a specific style of building construction. The second part of relevancy relates to having experience in rolling out similar programs with numerous projects in multiple states with various facets to the overall scope of work. IDI's relevancy demonstrates that they are directly aligned to handle RaceTrac's scope of business.

Sysco
SKY ZONE TRAMPOLINE PARK
CBRE
LOCKHEED MARTIN
Quest Diagnostics
SCG Retail
INFINITY PROPERTY MANAGEMENT
MERLE NORMAN
NAPA
Kroger
FIRST INDUSTRIAL REALTY TRUST

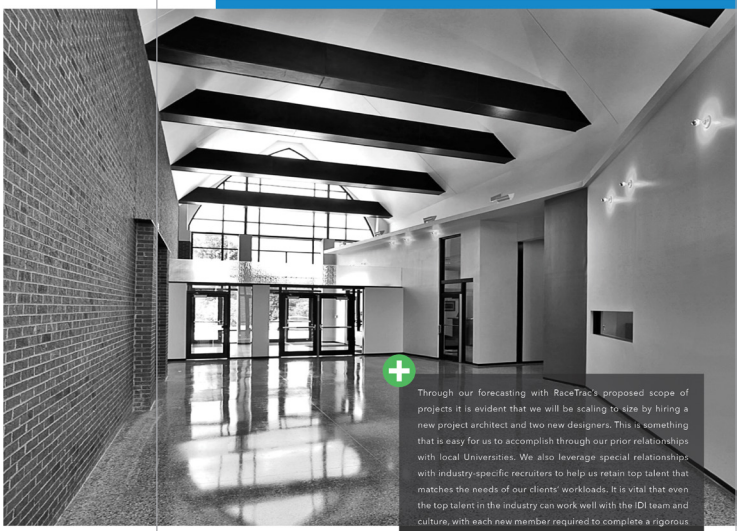
CAPACITY + ABILITY

There is often a gap in a firm's **ABILITY** to perform work and their **CAPACITY** to perform work.

Understanding how a potential A&E partner bridges that gap is central to selection of a firm that can grow with your company, support your needs throughout that growth, and scale consistently as the scope of work expands. Working in step through this scenario with clients is where we are at our best. IDI manages dozens of multi-million dollar projects for single clients at the same time, executing them all with uniformity and timeliness.

Our past, present, and upcoming projects in our pipeline are a testament to the trust in our clients of our ABILITY to perform. The repeat business we have earned from successful execution of clients' projects is what illustrates our CAPACITY to perform work well, over and over again.

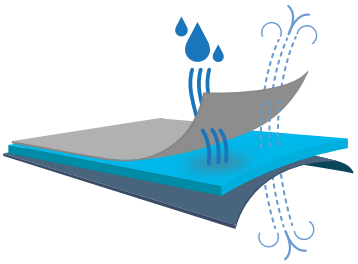
Every team member of IDI has years of experience in corporate rollout programs, built from real-world experience working on a large volume of high-quality projects completed for our clients. At the core of this experience is an ability to streamline the entire process for all involved on each job, both within our team and with our clients. This is accomplished by setting the proper expectations upfront and holding true to those expectations. We also believe that it is vital to work as partners across all disciplines on projects in order to be on the same page and handle any objections as they arise.



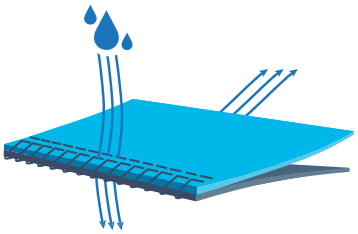
Through our forecasting with RaceTrac's proposed scope of projects it is evident that we will be scaling to size by hiring a new project architect and two new designers. This is something that is easy for us to accomplish through our prior relationships with local Universities. We also leverage special relationships with industry-specific recruiters to help us retain top talent that matches the needs of our clients' workloads. It is vital that even the top talent in the industry can work well with the IDI team and culture, with each new member required to complete a rigorous onboarding process with tests and evaluations.

Process / Service Graphics

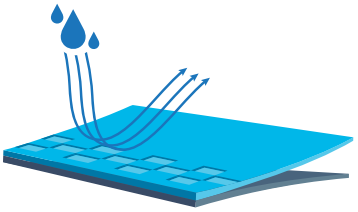
3-Ply
Airflow
Absorbent



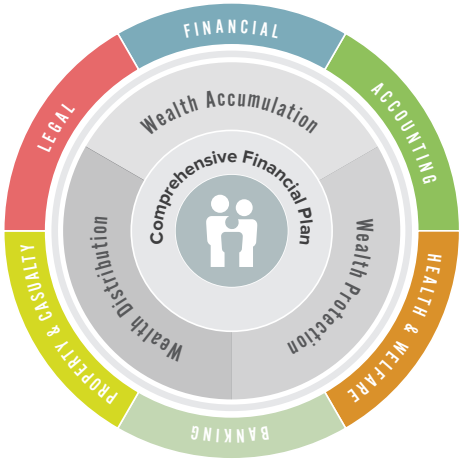
2-Ply
Stitch
Permeable

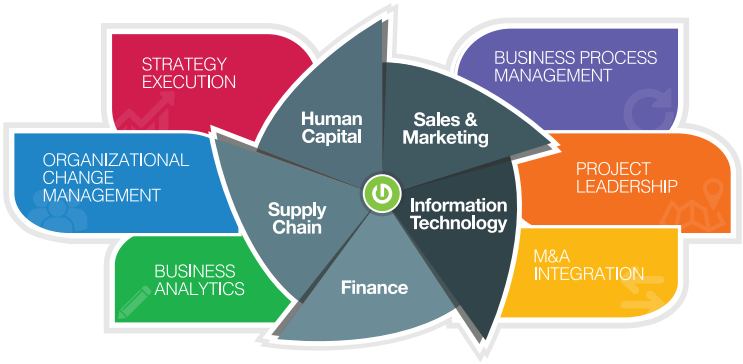


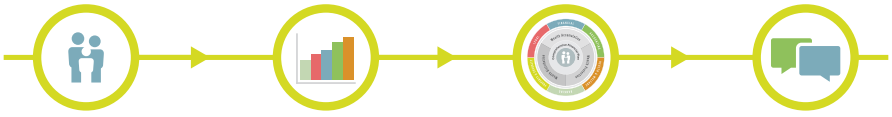
2-Ply
Sonic
Impermeable



LIFESTYLE PARTNER PROCESS







Phase 1
DISCOVERY

Phase 2
FINANCIAL PLAN

Phase 3
IMPLEMENTATION

Phase 4
ONGOING REVIEWS

Quick-Turnaround Logo Development & Site Map Rendering

THREE RING
STUDIOS