

Capabilities

Claritas Creative is a Full-Service Visual-Centric Communications Agency

MISSION

[We believe in the power of *Visual-Centric Communications* to affect positive change, expand impact, elevate diversity, and drive equity.]

EXPERTISE

Visual-centric communication conveys meaning through visual tools and tactics with the primary goal of audience comprehension. Our team’s knowledgebase lies at the intersections of communications and integrated design. This experience informs our work as we continue to address the many complex communications challenges that associations, corporations and large non-profits face every day. Our team provides specialized communications, creative services, and corporate event services for clients across all sectors.

OUR TEAM

Based in Arlington, VA—with extended team members working in cities across the country—our nimble and scalable structure allows for us to offer senior level talent and execution, while maintaining the ability to scale to support national initiatives.

CREATIVE LED

Kimberly Hudson leads Claritas Creative as CEO and Visual Communication Strategist. She has over a decade of experience leading teams in communications, visual communications and content creation and corporate events. Kimberly has a bachelor of fine arts in applied media arts; graphic design from Edinboro University of Pennsylvania and a master of fine arts in integrated design from the University of Baltimore.



**An Economically Disadvantaged
Woman-Owned Small Business
(EDWOSB)**

NAICS: 541810, 561920, 541430, 541618

CAGE: 8ELD1
DUNS: 080601919
FEDERAL TAX ID: 81-3373419

Accredited by



International Airlines Travel
Agent Network Professional
Corporate Event Management
Company

Services

We Clarify Our Clients Most Challenging Communications Problems, Visually.



COMMUNICATIONS

STRATEGIC COMMUNICATIONS

Coalition Strategy
Issue Advocacy

INTEGRATED MARKETING CAMPAIGNS

Public Awareness Campaigns
Experiential Marketing
Public Service Announcements
Consumer-Facing Communications
Health-Related Initiative Management

MESSAGE DEVELOPMENT

Focus Groups + Market Research
Op-Eds + Byline Articles

MEDIA RELATIONS

Media Skills Training
Social Media
Traditional Media
Paid Media
Earned Media

MANAGEMENT CONSULTING

Technical Assistance
Reporting



CREATIVE SERVICES

VISUAL COMMUNICATION STRATEGY

Digital Campaign Strategy
Branding Services
Initiatives + Programs
Strategic Plan Creation

WRITING + EDITING

Digital Content Creation

WEBSITE DESIGN + DEVELOPMENT

Font-End Website Visual Design
User Experience (UX) Design
User Interface (UI) Design
Website Coding + Implementation
Human-Centered Design

GRAPHIC DESIGN

Collateral Materials Creation
Infographics + Data Visualization
Research + Analytics Visualization

PRINT PRODUCTION

Wholesale Printing
Special Process Printing
Large Format Printing
Event Décor

INTERACTIVE MOTION DESIGN

Video Recording + Production
Audio/Visual Production
Motion Graphics Production



CORPORATE EVENTS

CORPORATE EVENT MANAGEMENT

Event Branding, Design + Décor
Hotel Contracting
Venue Contracting

ON-SITE EVENT SUPPORT

Catering + Event Services Support
Audio/ Video Services
Emergency Preparedness Planning
Registration

ATTENDEE OUTREACH

Hotel Room Block Management
Travel Coordination
Group Transportation

SPECIAL ACTIVITIES

Corporate Retreats
Wellness Activities
Receptions
Private Dinners