



Bring Your Brand Full Circle.



Full Circle Design Studio

We are a graphic design agency that specializes in branding and web design + Development. We provide creative strategy and implementation to elevate our clients' brands and expand their digital footprint.

Our firm was founded in West Virginia but we have since expanded to Pennsylvania and New York, and we currently with clients throughout the country.

Leadership Team



Zane Huggins

Founder / CEO / Creative Director



Weston Huggins

CEO / Director of Web Development

Services Overview

Brand Services

Corporate Identity
Visual Identity

Web Services

Design + Development
E-Commerce
Content Management
Managed Hosting
SEO Strategy

Graphic Design Services

Multimedia
3D Modeling / Augmented Reality

An abstract graphic in the top right corner consisting of a grid of thin, wavy purple lines that create a sense of depth and movement, fading into the black background.

Branding Services

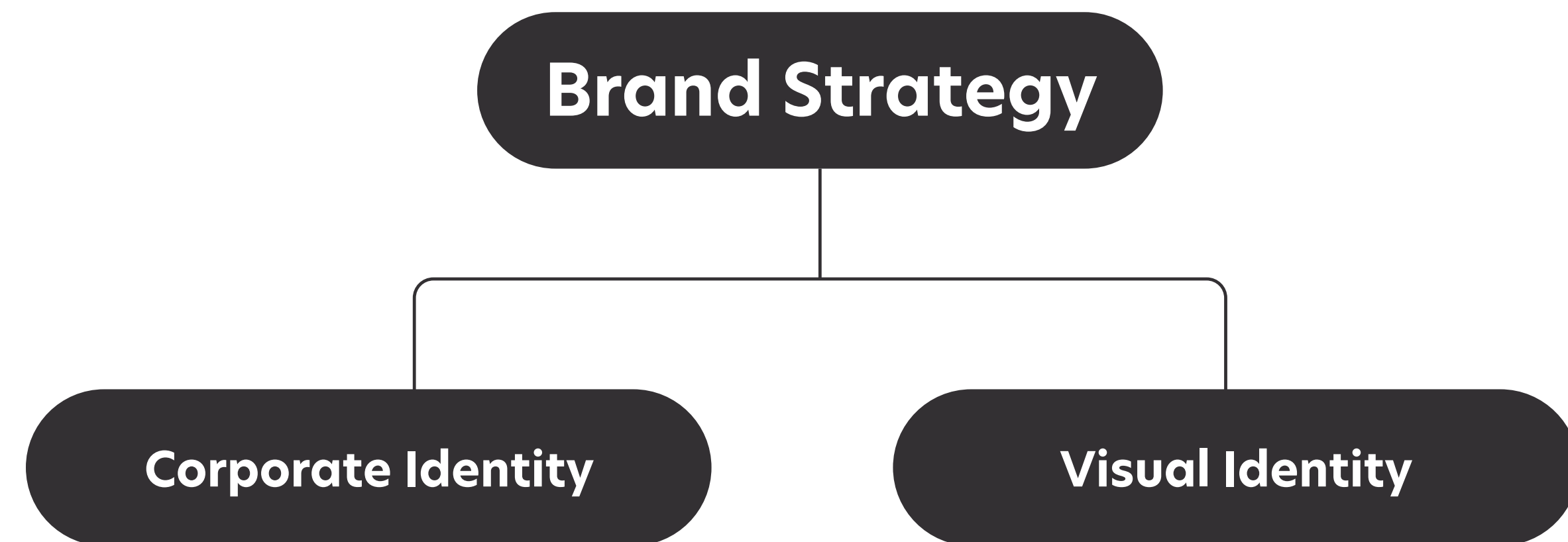
Go Full Circle With

Brand Strategy

Your brand strategy is comprised of your corporate and visual identities. You can build these components individually, but we believe there is much higher value in building these out as a holistic system to assure you have a cohesive, unified brand.

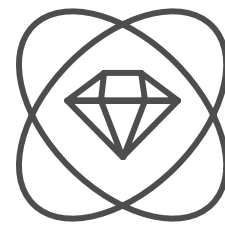
We co-build your corporate and visual identity in a non-linear but sequential process that tangentially develops the elements from both strategies simultaneously. This results in a stronger, clearer message that resonates across all components of your brand.

Our team is experienced in both developing new brands and redesigning brand strategies for companies who are repositioning themselves in the market.



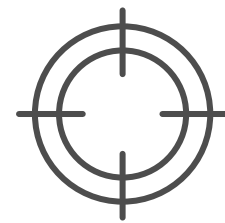
Define Yourself With **Corporate Identity**

We define who you are as a brand so your audience can differentiate you from your competitors. We do this by working with your team to identify your target audience and develop your organization's values, vision, voice and mission.



Values

Your organization's values are the building blocks for establishing your position in the market and public perception. Full Circle collaborates with your company to create a list of guiding principles that will shape your vision and voice.



Vision

Your brand's vision is the foundation for how you plan to fulfill your customer's current needs and the ways in which you anticipate growing to meet their future needs. To achieve this, we will work with your team to craft a vision that is aligned with the values and interests of those who use your products and services.

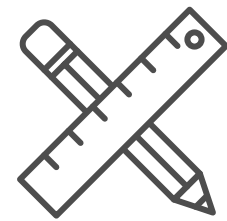


Voice

Developing your brand's voice is key to establishing a strong emotional connection and build trust with your key demographics. Guided by your values and vision, we craft your brand's voice, its tone, and personality.

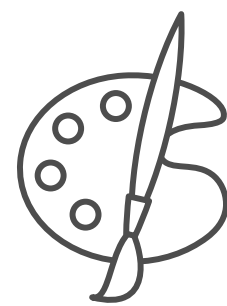
Sharpen Your Image With **Visual Identity**

We design a visual language consistent with your Corporate Identity. This visual representation of your brand strengthens your audience's emotional connection with your organization and helps create brand awareness and brand loyalty using graphic elements.



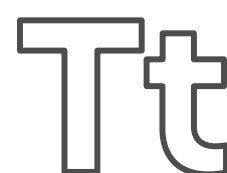
Logo

We design professional, and memorable logos that leave a lasting impression with your audience through clever use of visual metaphors and storytelling.



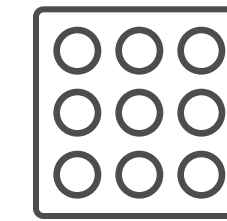
Color Palette

Through market research and color psychology, we design a color palette that will evoke an emotional response from viewers.



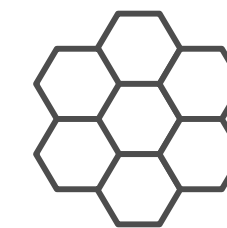
Typography

Using similar processes as we use for selecting your color palette, we pair fonts for use on digital and print platforms to assure brand consistency.



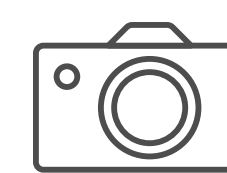
Iconography

Our team designs icons consistent with your visual identity for use on marketing materials, social media, and presentations.



Patterns

We create attractive background patterns to add visual interest to your digital and print marketing materials.



Photography

Our team provides photography guidelines to assure visual consistency. We also utilize photo shoots and have an extensive library of original stock photos.

Market Yourself With **Multimedia**

Having informative marketing materials across all platforms is essential to being seen by your target audience.

Using your brand assets and guidelines, we design print pieces, digital media, and signage that will help raise brand awareness, loyalty, and help you sell your products or services to new and returning customers.



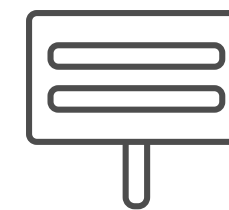
Print/Specialty Items

Custom business cards, flyers, catalogs, books, and other print materials are great for in-person networking events. We design branded print marketing materials that help tell your company's story, inform your audience of your services and products, and recruit future employees.



Digital Media

Future-proof your marketing with our digital strategies including custom social media templates, e-publications, email/newsletter templates, and digital ads and motion graphics. We provide our clients with the digital assets needed to grow their digital footprint and generate valuable leads.



Signage

Our team of designers will work with you to create signage for all of your business needs. We are experienced in designing billboards, storefront, and directional signage.



Promotional Products

Impress your customers with branded promotional products such as mugs, stationery, and apparel. We design and facilitate production for these items by utilizing our network of trusted, high-quality suppliers.

A decorative graphic in the bottom-left corner consisting of a series of thin, curved lines that create a grid-like pattern, resembling a stylized globe or a digital mesh. The lines are light purple or pinkish in color and curve upwards and to the right.

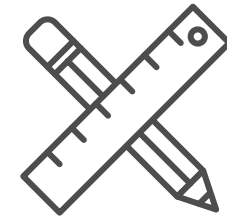
Web + Digital Services

Merge Creativity and
Technology With

Website Design + Development

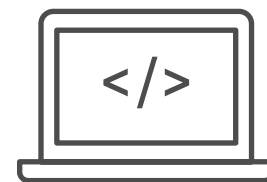
Your website is custom designed and coded according to the exact needs of your business using the WordPress Content Management System (CMS).

We design and develop fully custom websites following best practices for Search Engine Optimization (SEO), performance optimization and ADA compliance. We merge creativity with technology to leave a lasting impression with your target audience.



Design

Your website is the first impression many of your customers will have of your brand. We design user-friendly sites that both inform and entertain your visitors so they stay engaged while finding the information they need.



Development

Our design team works with our in house developers to code your custom website. This ensures high performance and usability with the custom design elements.



Content Strategy

We collaborate with your team to create unique and engaging content to publish on your site for its initial launch. After launch, your team can easily publish and modify content using the built-in WordPress CMS.



Performance

Speed, functionality, and usability are rigorously tested by our developers to give your visitors a great experience when your site goes live.



Security

Keeping your site and information secure is important to us. Our team installs malware scanners and login security to keep your site safe. Additional measures include email-client login and two-factor-authentication.



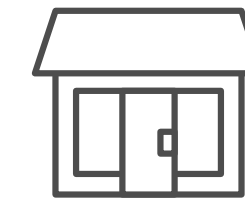
Accessibility

We design our sites in compliance with Americans with Disabilities Act (ADA) Standards for Accessible Design. This makes your site more usable by all visitors and helps avoid compliance lawsuits.

Sell to Anyone, Anywhere, with **E-Commerce**

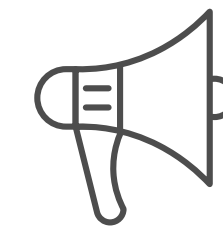
Reaching new customers beyond your geographic region is easier than ever with our e-commerce capabilities.

We design and develop e-commerce sites full of powerful features that make buying and selling online fun and easy. Depending on your business' goals, your online marketplace can exist within a larger website or act as a standalone site.



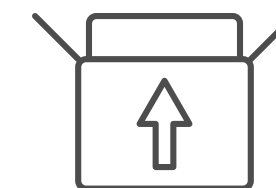
Digital Storefront

Customer service doesn't stop in-person. For many people, your online store will be their first impression of your brand and the products you sell. We design and develop a visually impressive online store that gives you the tools to cultivate new relationships and put the needs of your customers first.



Customer Engagement

Use our customer engagement tools to bring the hospitality and social aspects of in-person shopping to your online store. Automate purchase follow-up emails and notify customers of upcoming sales and discounts to boost shop traffic.



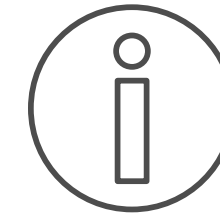
Order Fulfillment

Using our user-friendly framework, businesses can collect order information, payment processing, and shipping addresses all at checkout. You can also generate shipping labels directly on your website and track order statuses across all e-commerce sales.

Engage Your Audience With **Content Management**

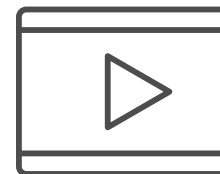
Custom graphics and content strategy will engage your audience with your website and social media.

Our team collaborates with your organization to create informative and entertaining content consistent with your brand to engage your audience. This generates online traffic to your social accounts and your website, and leads to higher brand awareness.



Inform

Clearly introducing who you are and what you do as a company is vital to connecting with your intended audience. We collaborate with you to craft informative, actionable information to assure visitors they are in the right place.



Entertain

A good site informs, a great site entertains. We strive to do both to keep your audience fully engaged with your content. Video content, infographics, and motion design all play a role in entertaining site visitors.



Interact

Consuming information is helpful, but encouraging user interaction helps you generate leads. We create email collecting strategies that incentive users to join your mailing list. Do you have valuable information you can trade for an email? We can automate that.

Smooth Sailing With **Managed Hosting**

Our hosting platforms provides fast loading speeds and consolidated management. Our team maintains ADA compliance, and performance optimization.



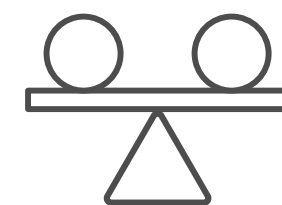
Speed

We optimize loading speeds so that your site can deliver high-quality content quickly to make sure your visitors aren't deterred by slow loading speeds. User attention is short, and long loading times lead to high bounce rates.



Security

In an age of increasing cyber threats, keeping your site secure is more important than ever. Full Circle's web maintenance team installs malware scanners and malicious login blockers, in addition to maintaining updates to ensure that outdated plugins don't lead to security breaches.



Stability

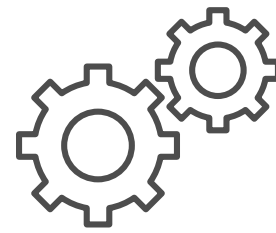
Website hosting is complex, often requiring many accounts, records, and subscriptions to keep things running smoothly. Our managed hosting consolidates your subscriptions and payments, eliminating the necessity of manual renewals, payment updates, and more. Our team maintains all of the back-end work so you can focus on what's important to you.

Get Discovered

SEO Strategy

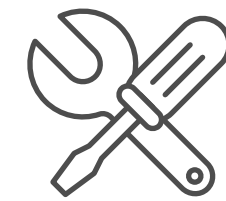
Search Engine Optimization (SEO) is the process of improving your website's traffic via search engines (such as Google).

Show up before, and more often than your competitors in search results. Better SEO leads to higher online visibility, and positions your brand as the top choice for online users.



Strategy

Successful SEO relies on establishing meaningful connections with your target audience. We help you identify what online platforms and forums they can be found, and how to create back-links from those sites to your business' site.



Toolkit

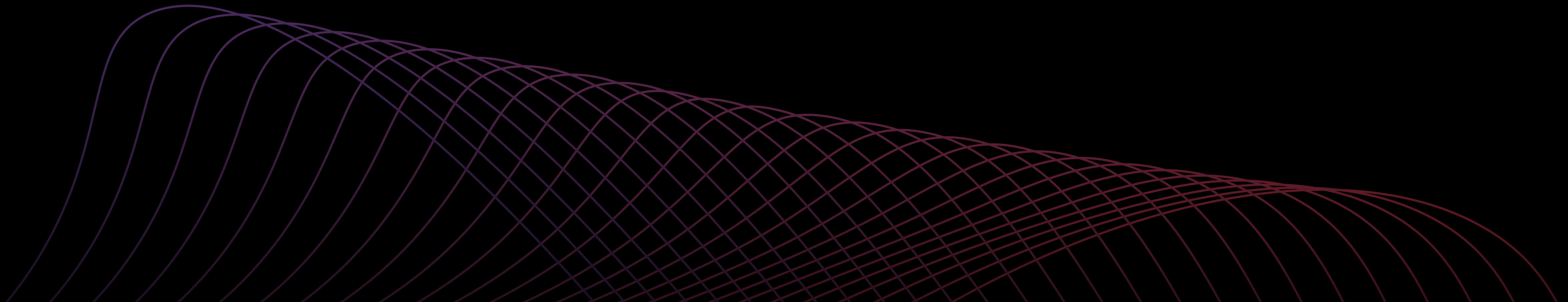
Client involvement is key to achieving longterm, sustainable SEO success. We provide your team with powerful, easy-to-use tools and plugins proven to boost SEO. In addition to these tools and plugins, you will have access to our library of support and documentation.



Reporting

Understanding the numbers is important to achieving your SEO goals. We provide detailed website traffic reports that help us pinpoint areas for improvement and modify your strategy accordingly.

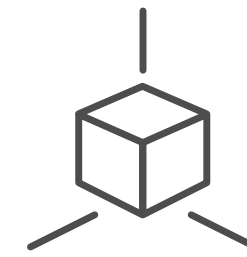
3D & Augmented Reality



Bring Your Ideas To Life With

3D & Augmented Reality

3D Models and Augmented Reality are great tools for selling products without having the physical item in front of your customers.



3D Models

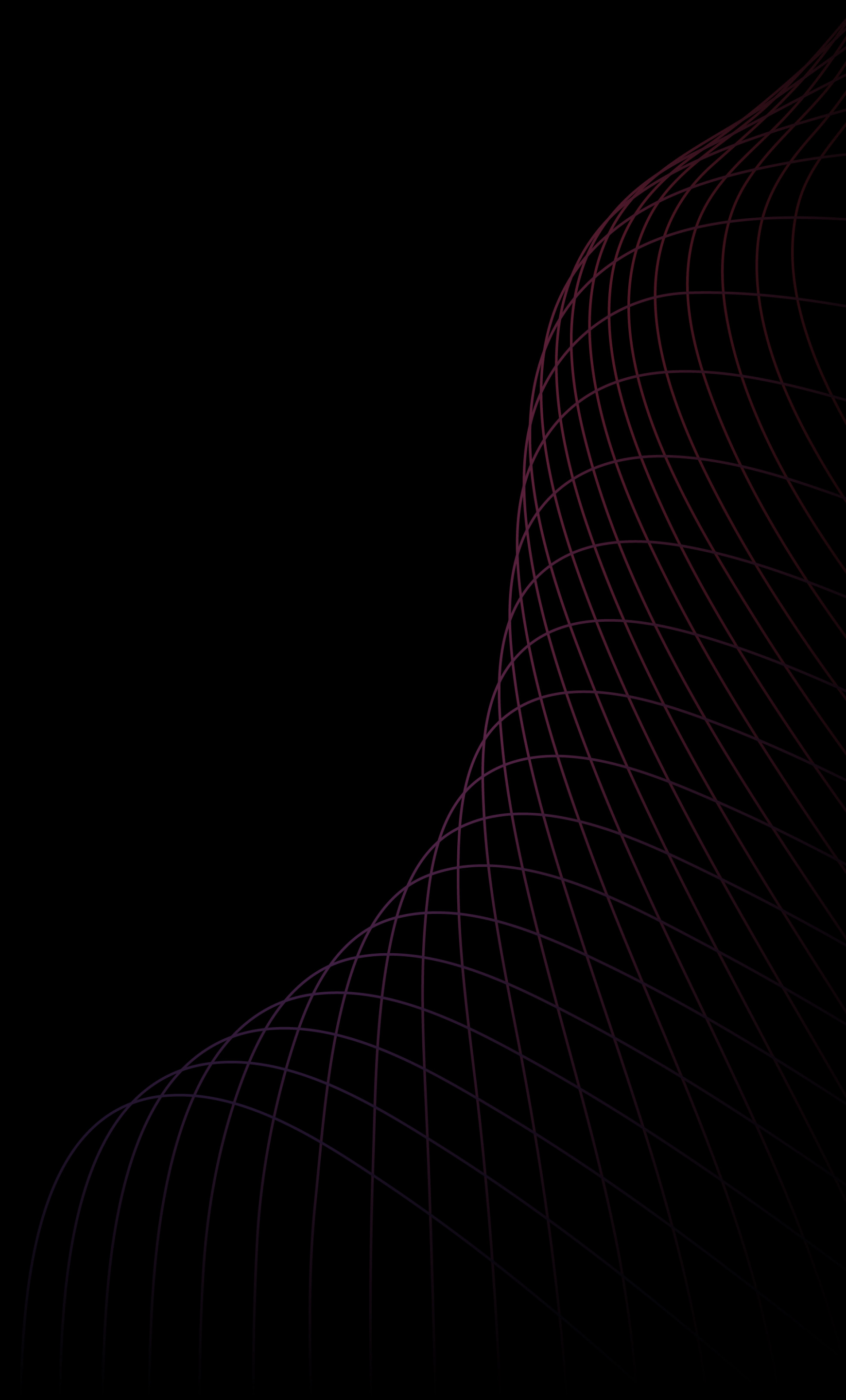
From product prototypes to interior design renderings, we build 3D models that help you sell products and ideas without having a physical prototype.



Augmented Reality

Augmented reality tools are great for marketing events with uses ranging from social media geo-filters to interactive environmental displays. Using this up-and-coming technology, we create unique experiences that bring audience engagement to a new level.

Our Portfolio



The Piazza

Services Provided

Visual Identity

Logo, Color Palette, Typography, Patterns

Case Study

The Piazza is a newly-developed luxury shopping plaza in Pittsburgh, PA. We worked with a brokerage and commercial real estate development team to create a brand that attracted target businesses to sign leases in the plaza.

Using the brand we created, we managed a team of designers to create marketing materials including a **highway billboard, digital ads, social media content, and site signage.**

Results

7 leases (and counting) signed by local businesses and national brands

Features in Pittsburgh Business Times Magazine



Font Kit: **Ogg** | **Brother 1816**

Color Palette: ● ● ● ●



Burns Scalo Real Estate

1 / 2

Services Provided:

Corporate Identity

Visual Identity

Logo, Color Palette, Typography, Patterns

Case Study:

Burns Scalo Real Estate is a commercial real estate agency that specializes in developing, leasing, and managing luxury office spaces. We conducted a full re-brand aimed at positioning their organization as a premium service provider within the commercial real estate industry. The re-brand produced an updated visual identity applied across all of their marketing and advertising materials, a new website.

Results:

Grew demand of new marketing materials resulting in the marketing department doubling team size to fulfill the increased volume of requests

Received NAIOP Developer of the Year Award

Featured in Pittsburgh Business Times Magazine in multiple articles

Ranked Pittsburgh's #1 Place To Work by Pittsburgh Business Times Magazine

BURNS  SCALO
REAL ESTATE

Font Kit: **GOTHAM** | *Macklin*

Color Palette: 



Burns Scalo Real Estate

2 / 2

Web Services

Design + Development
Content Management
Managed Hosting
SEO Strategy

Case Study:

After conducting a full re-brand with Burns Scalo Real Estate, we were hired to design and develop their new website. As part of their repositioning in the market, they needed a website that would cohesively describe their services and showcase their properties. The final product is a feature-rich website complete with a portfolio, service pages, a news and media section, career section, and an employee dashboard.

Results:

Increased traffic by ~150% of their previous website
News and media section allows them to share articles directly from their site to LinkedIn and other social platforms for direct traffic from their followers—generating ~50% of page views



Yuyi Grows 1 / 2

Brand Strategy

Corporate Identity

Visual Identity

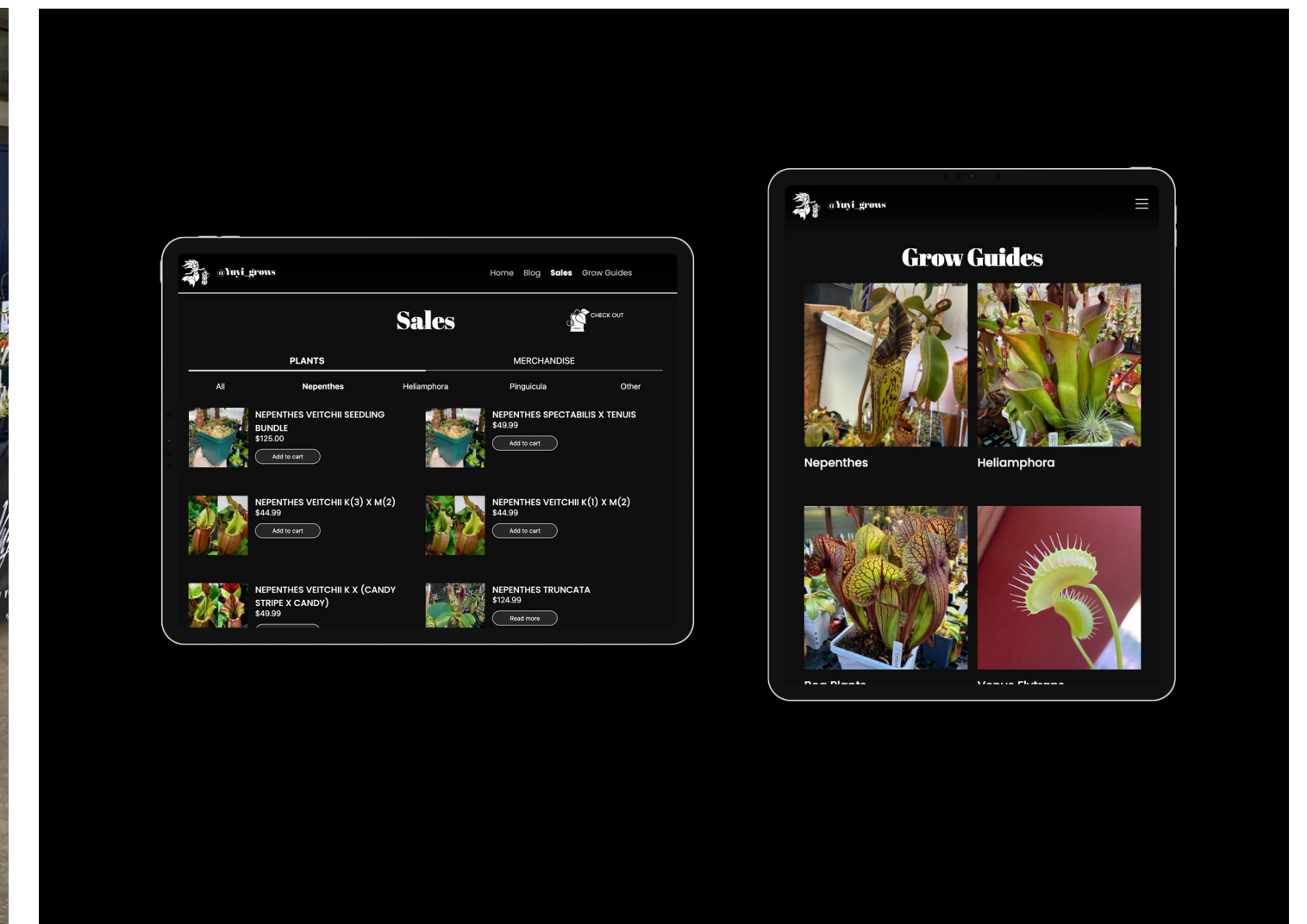
Logo, Color Palette, Typography, Patterns

Case Study:

Yuyi Grows is a nursery that specializes in rare and unusual tropical plants with a specialty in carnivorous plants. We conducted their full brand strategy resulting in a logo, color palette, type kit, animations, illustrations, a custom website, and a product line of shirts and decals.

Results:

Increased sales by 15%



Yuyi Grows 2 / 2

Web Services / E-Commerce Platform

Design + Development
Content Management
SEO Strategy
Managed Hosting

Case Study:

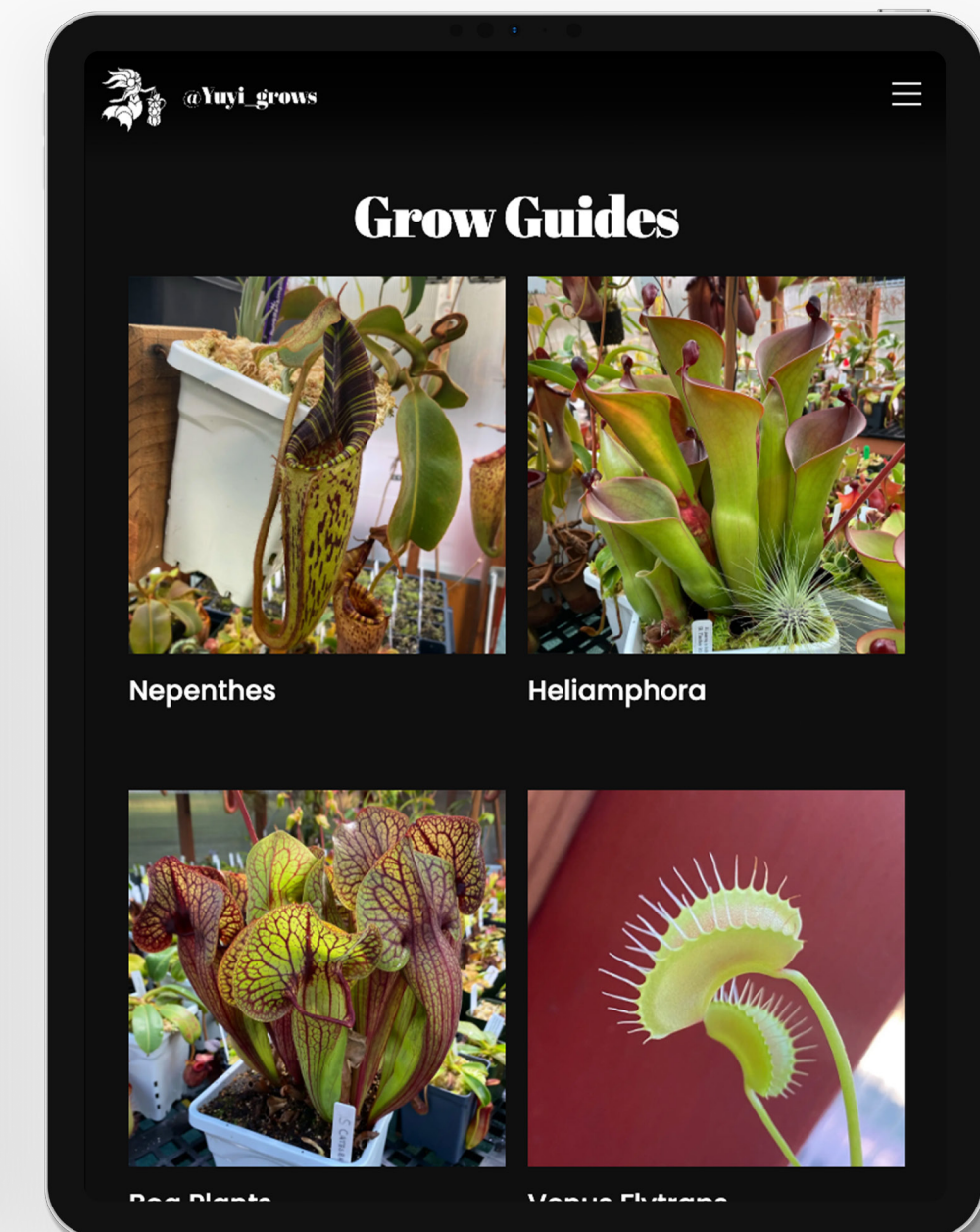
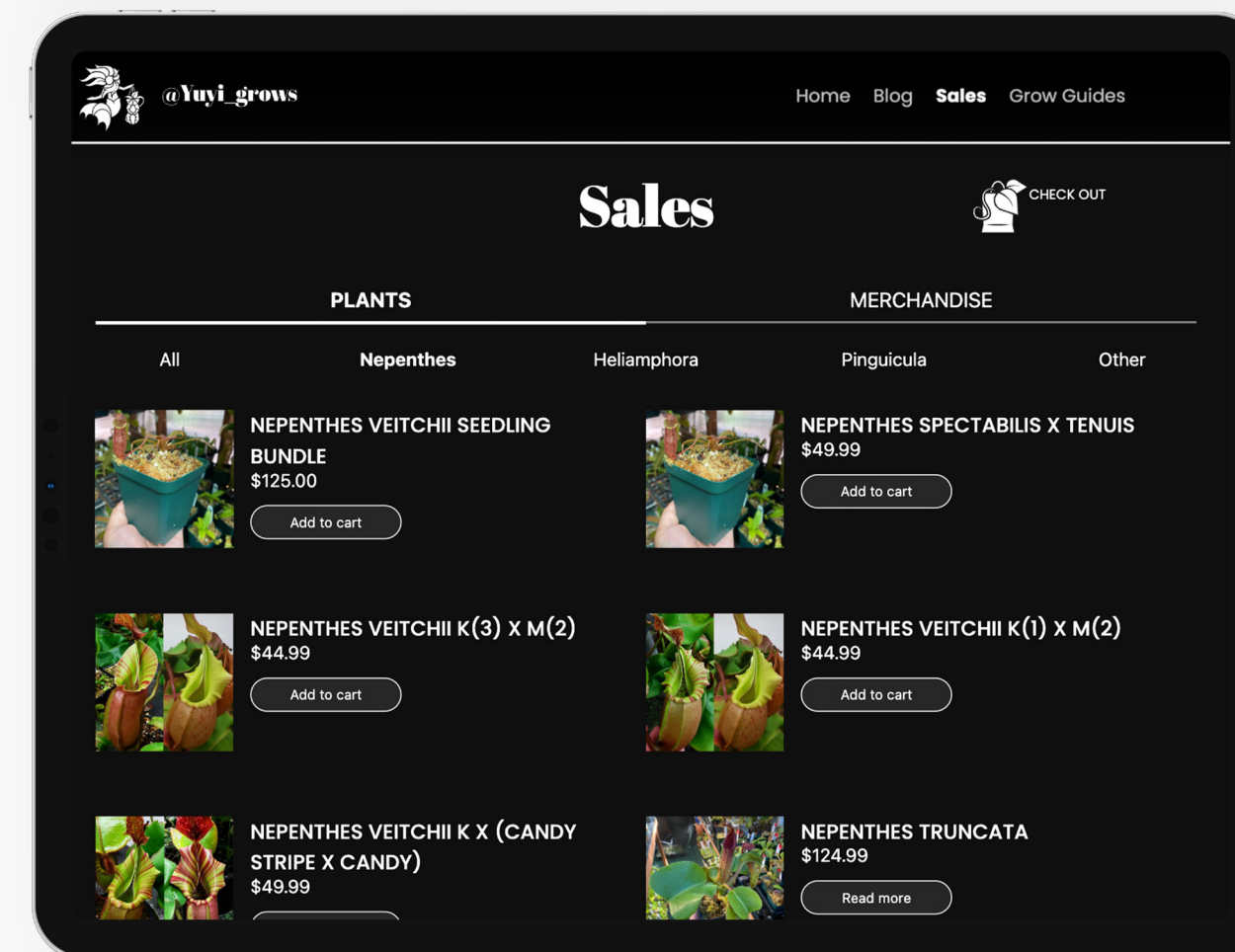
Yuyi Grows was experiencing high demand for a website on which customers could place orders online. Our team designed and developed a custom e-commerce site with a shop for plants and merchandise, a blog forum for community interaction, and a section for grow guides—another feature created out of high demand from customers who are inexperienced or new to the carnivorous plant community.

Results:

Streamlined and automated online sales—moved sales process from Instagram messenger to the website.

Increased sales by 15%.

Fulfilled customer demand for grow guides.



Champion Trophies & Awards

Brand Strategy

Corporate Identity

Visual Identity

Case Study:

Champion Trophies & Awards is an awards and engraving shop located in Morgantown, WV. We developed and implemented their full brand strategy, designing their logo, color palette, type kit, and website. We are currently developing an e-commerce marketplace for their website.

Results:

Their website serves as a new channel for online sales and communication, allowing orders to be placed without visiting the physical location.

~10% of new customers discover Champion Trophies & Awards via their website.



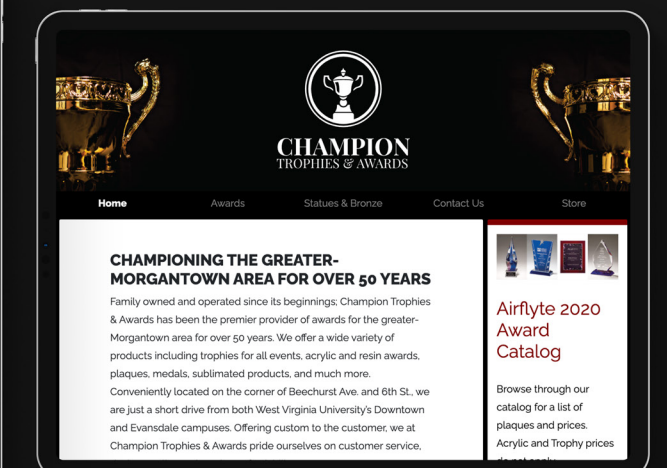
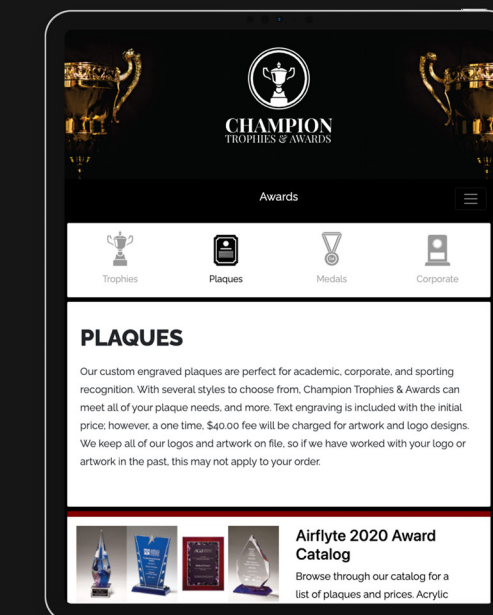
CHAMPION
TROPHIES & AWARDS



CHAMPION
TROPHIES & AWARDS

Font Kit: **Playfair** | Raleway

Color Palette: ● ● ○





We look forward to working with you!

Learn More:

full-circle.design | mail@full-circle.design | (412) 407-2924