

Barrett Communications is a big-picture integrated media design firm. We believe successful communications involve an audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, we engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

History

Since 1987, Barrett has gained experience providing graphic design and marketing services to clients in the high tech, education, and professional services industries. Known for our focused approach that is both intimate and specific, we've consistently won awards in such leading competitions as International Brand Packaging, the American Graphic Design Awards, American Corporate Identity, and Print and How magazines.

Philosophy

We believe in the power of voice. No matter how big or small, voice has the power to influence the world. But voice alone is not enough. We need great clients with something to say—a distinct message that's theirs alone. They need to be heard loud and clear amid the noise and endless hoopla. Call it branding, call it identity, call it creative problem solving. Barrett makes your voice our obsession and we don't quit until it hits all the right notes in all the right places.

Approach

Our clients know their business better than anyone. Our clients' goals and objectives form the foundation of every project and serve as the focal point of decisions throughout the design process. We ask important questions and work diligently to uncover the answers. At every stage, we involve our clients and invite their participation. In fact, we require it.

Process

By providing a collaborative design experience that blends careful planning, thoughtful strategy, and meticulous craft, we believe our clients receive powerful design solutions that speak volumes to their intended audiences.

Services

Brand Consultation

- internal auditing
- external auditing
- market research
- competitive analysis
- product and corporate naming
- Website assessment

Graphic Design

- logo development
- identity materials
- collateral materials
- packaging
- signage systems
- advertising
- direct mail
- trade shows/events

Interactive Design

- email campaigns
- Website development
- banner advertising
- interactive demos