



STRATEGIC DESIGN & MARKETING SERVICES

ADVANCE **IMPACT** COMMUNICATION

We help Iowa's mission-driven organizations turn complexity into clarity through strategic communication, design, and marketing. With fast, focused support, we elevate visibility, sharpen messaging, and move communities forward.

Our mission is simple: to amplify yours.



Visit & Explore!

> [ADVANCEIOWA.COM](https://www.advanceiowa.com)

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Schedule a **CONSULTATION**

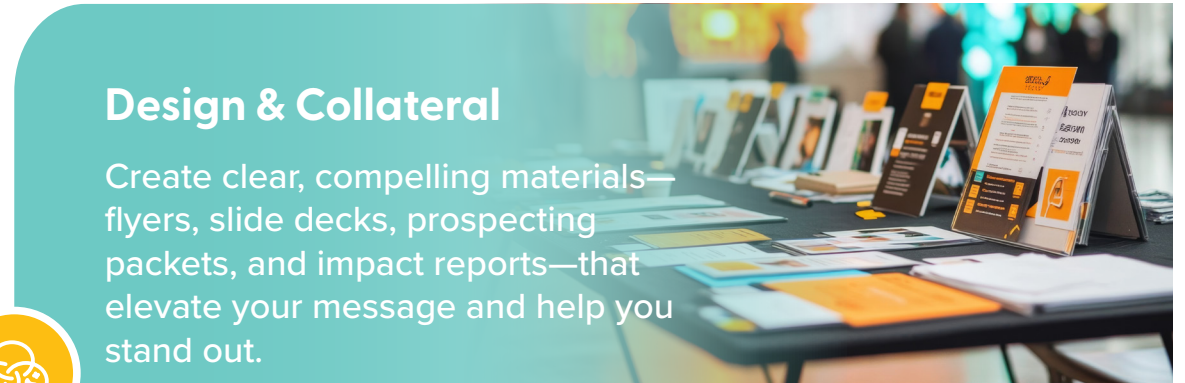
In your free 1-hour discovery call, we'll walk through what your journey with us looks like—highlighting the opportunities, support, and strategic advantages you gain when partnering with us to enhance clarity, alignment, and impact.

Business Solutions & SERVICES




Brand & Visual Identity

Modernize your brand with refreshed logos, colors, typography, and coordinated materials for programs, campaigns, and community-facing initiatives.



Design & Collateral

Create clear, compelling materials—flyers, slide decks, prospecting packets, and impact reports—that elevate your message and help you stand out.



Marketing & Messaging

Strengthen engagement with refined messaging, content structure, storytelling, and optional add-ons like social graphics or email templates.



Strategy & Alignment

Clarify audiences, value propositions, and communication priorities with guided frameworks that connect your messaging to organizational goals.



Benefits of **WORKING** Together

BUILT FOR YOU!



We understand economic development stakeholders, timelines, and communication needs—and deliver strategic support without adding staff or juggling vendors.

DESIGN-DRIVEN



Every piece we create is anchored in strategic clarity. From flyers and presentations to digital and print collateral, we blend thoughtful visuals with purposeful messaging to strengthen your impact.

FOCUSED & FLEXIBLE



Support that adapts to your pace—quick wins or full-scale rollouts without delays or unnecessary complexity.

You will:

- ✓ **SAVE TIME & STAY CONSISTENT**
Delegate key communication tasks without losing clarity or alignment.
- ✓ **STRATEGIC PARTNERSHIP, NOT JUST DESIGN**
Get visuals, messaging, and campaigns shaped for impact—not just execution.
- ✓ **ACCESS QUICK-TURN, BUDGET-FRIENDLY OPTIONS**
Choose services that fit your needs with turnaround built for public teams.
- ✓ **USE DEPLOYMENT-READY MATERIALS**
From slide decks to brochures to digital content, everything is ready to launch.
- ✓ **STRENGTHEN STRATEGIC THINKING**
Assess your internal strengths and external environment using proven frameworks.
- ✓ **BUILD AN ACTIONABLE ROADMAP**
Gain practical tools and direction that help you move forward with confidence.



Strategy **ALIGNMENT**

Guidance that connects communication to your goals. We help you:

- Identify priority audiences
- Align messaging across programs
- Strengthen competitive positioning
- Map communication to organizational goals
- Build frameworks that support long-term growth

Our **IMPACT**

- More consistent branding across programs and departments
- Increased event attendance and digital engagement
- Stronger stakeholder trust and media visibility
- Effective rollouts for workforce, business park, and public initiatives

What **GUIDES** our work

- ✓ **Clarity With Purpose —**
Messaging shaped by strategy and aligned to your goals.
- ✓ **Design That Works—**
Creative that communicates clearly and converts attention into action.
- ✓ **Agility & Alignment —**
Flexible partnership that adapts to your pace and priorities.
- ✓ **Educational Collaboration —**
Student talent with professional guidance for fresh, relevant content & design.
- ✓ **Quality-Assured Results —**
Polished deliverables built for leadership and their audiences.



Todd E. Hutcheson
Director, Adjunct
Professor



Annette Stevenson
Marketing & Communication
Coordinator

LET'S TALK!

UNI / University of Northern Iowa.
Business & Community Services

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BUSINESS
NEWSLETTER