Expedition

DIGITAL DESIGN &
CREATIVE-AS-A-SERVICE

Explore the possibilities of the journey.

Flexible digital design and creative services that go beyond the ordinary.

151 W 4TH STREET, SUITE 225
CINCINNATI, OH 45202

EXPEDITION CAPABILITIES DECK

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SECTION ONE

Origin Story

Expedition

There’s no shortage of “quantity over quality” studios out there.

Expedition is a Cincinnati-based, full-service digital design studio. Specializing in comprehensive web design and development, content creation, brand development services, and creative-as-a-service subscriptions, you can access a range of creative services under one roof. With a team of skilled multidisciplinary designers and creatives, we provide proven results for a wide range of needs and budgets.

MADEBYEXPEDITION.COM

WHAT WE DO

We offer a range of creative services with flexible pricing models for clients of all shapes and sizes.

Strategy

- ✔ Creative Direction
- ✔ Brand Development
- ✔ Information Architecture
- ✔ Content Optimization

Design

- ✔ Web Design
- ✔ Website Development
- ✔ Branding and Identity
- ✔ Print and Graphic Design

Content

- ✔ Illustration & Infographics
- ✔ Photo and Video
- ✔ Copywriting
- ✔ AI Prompt Generation

Relief

- ✔ Creative-as-a-Service
- ✔ Content Implementation
- ✔ Website Maintenance
- ✔ Fractional CMO

Project-based EX: WEB DESIGN

If you have well-defined project needs, this tried and true pricing model is the perfect way to get the results you need for your business.

Subscription-based EX: CREATIVE-AS-A-SERVICE

As you grow, flexibility is key. Subscription-based pricing provides consistent, ongoing support, and a proactive partnership that can flex with your needs.

OUR VALUES

QUALITY

Frankly, we’re just not interested in “good enough.”

Regardless of the project, our team will approach it with the same, unwavering pursuit of quality. It's just more fun that way.

CREATIVITY

It doesn’t work without an unwavering passion for progress.

We're building a team of ambitious thinkers and top performing creatives with a passion for their craft. Like our industry, we’re constantly evolving.

HONESTY

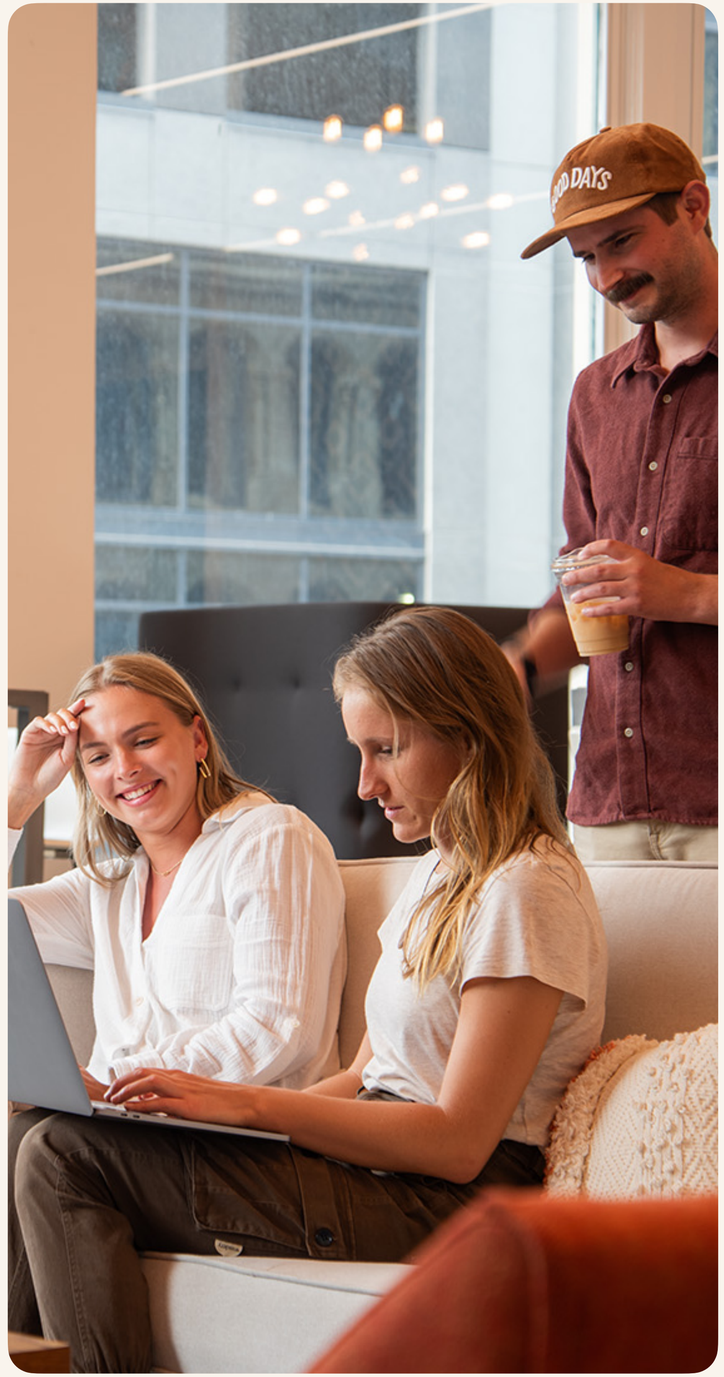
Honesty over embellishment and clarity over mystery.

We know you're busy. We have no interest in wasting your time and money beating around the bush. It just makes thing harder and less enjoyable for everyone.

FLEXIBILITY

No client or project is the same. Neither is the solution.

A willingness to adapt is what keeps things interesting and has garnered positive results and client feedback. Why stop now?



INDUSTRY RANGE

BUSINESS TO CONSUMER

NEW REPUBLIC architecture	FIRST STAR LOGISTICS	BWP PREMIER BEST WESTERN
DESIGN + ARCHITECTURE	TRANSPORTATION	HOSPITALITY
promevo™	ALTA™	ascribe words to wisdom
TECHNOLOGY	PROFESSIONAL SERVICES	TECHNOLOGY
UP WITH PAPER®	Helium SEO™	dapple baby
RETAIL + E-COMMERCE	MARKETING	RETAIL + E-COMMERCE
RISE	TEXTILEHAUS	STACK
HOSPITALITY	RETAIL + E-COMMERCE	TECHNOLOGY

BUSINESS TO BUSINESS

XAVIER UNIVERSITY	ATLANTIC NATURAL FOODS
EDUCATION	FOOD + BEVERAGE
apeks supercritical by GIBRALTAR	Alloy DEVELOPMENT CO.
MANUFACTURING	NOT-FOR-PROFIT
weldaloy specialty forgings	GEOCENTRAL™
MANUFACTURING	RETAIL + E-COMMERCE
ignyte™ ASSURANCE PLATFORM	COLERAIN TOWNSHIP - OHIO
TECHNOLOGY	NOT-FOR-PROFIT

Bradley Givens

CREATIVE DIRECTOR

A digital archaeologist who embraces challenges with curiosity. Brad finds joy in ancient arts like coffee-making, mustache grooming, and drumming.

Brian Spitzig

VISUAL DIRECTOR

A critical thinker, Brian sculpts projects with precision, channeling Arctic determination. Beyond the screen, he enjoys backpacking, hockey, and skiing.

Leah Dupre

DIGITAL DESIGNER

Our resident jungle explorer, is a color alchemist and digital design maestro. Beyond pixels and Pantones, find Leah climbing trees, doodling, and crocheting.

Riley Best

DIGITAL DESIGNER

Her cutlass-sharp eye for detail in print and digital design instills fear in design foes. Off duty, catch her dancing, playing pickleball, or treasure hunting at the thrift.

SECTION TWO

Web Design Services PROJECT-BASED

An agency approach with the personalization of a boutique studio.

We understand the pivotal role an effective website plays in capturing user attention, conveying brand identity, and driving online success. We've built a design and development process intended to help you get the most of your investment. We believe a new website is more than skin deep and can provide the perfect opportunity to...

Improve User Experience (UX)

We craft websites that effortlessly guide users, are visually captivating, foster engagement, and deliver sought-after information directly and effectively.

Increase Conversions

To boost conversions, we tailor website designs precisely for your audience, featuring a compelling call-to-action and an effortlessly intuitive user interface.

Enhance the Brand Image

Through our website redesign process, we rejuvenate and elevate your brand image, ensuring that your site resonates perfectly with your company's values, message, and aesthetic essence.

Reduce Clicks

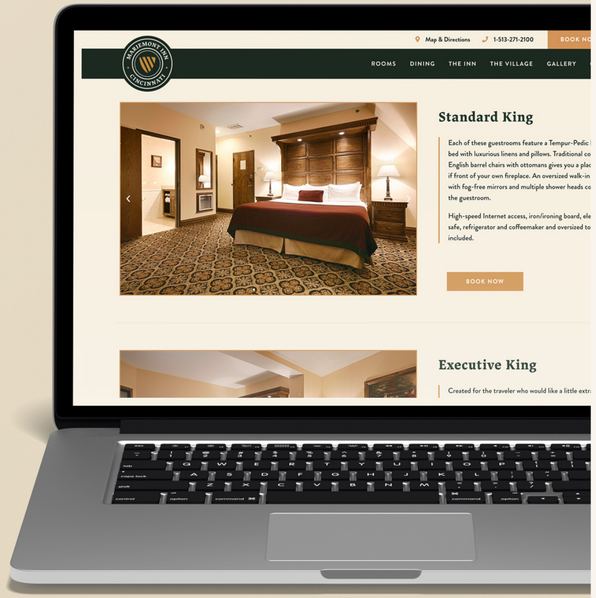
At Expedition, we create mobile-friendly sites that require fewer clicks to complete an action. This ensures that the site is easier to use on smaller screens and in turn will improve user engagement and conversions.

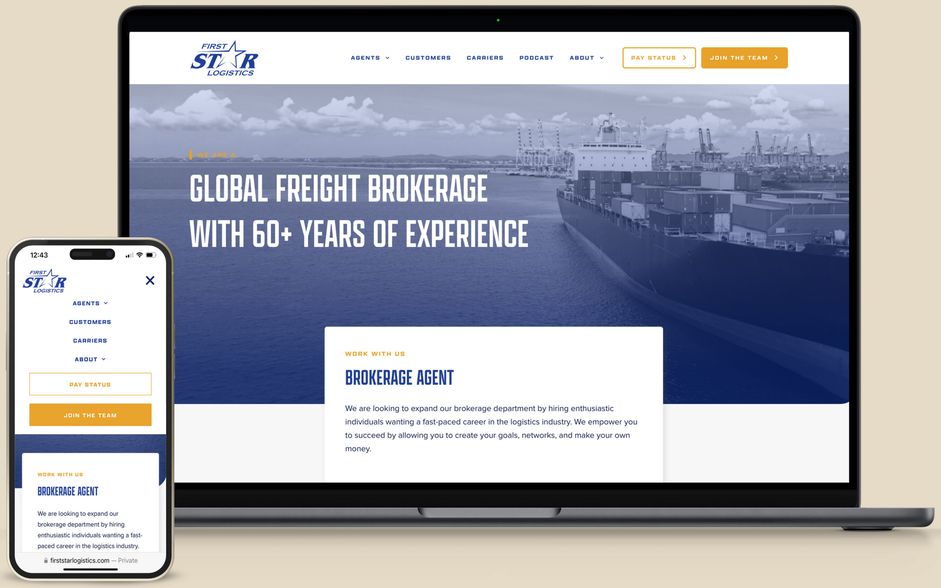
Support SEO Efforts

We empower your site with robust SEO capabilities through strategic optimizations: refining site structure, fine-tuning content with keywords, and enhancing overall performance.

Enhance Performance and Ease of Use

Our sites are built to perform. Elevating performance leads to better user experiences, lower bounce rates, and increased engagement and conversions. Additionally, it boosts search engine rankings.


Map & Directions
1-513-271-2100
ROOMS
DINING
THE INN
THE VILLAGE
GALLERY
Standard King
BOOK NOW
Executive King


FIRST STAR LOGISTICS
AGENTS
CUSTOMERS
CARRIERS
PODCAST
ABOUT
PAY STATUS
JOIN THE TEAM
GLOBAL FREIGHT BROKERAGE
WITH 60+ YEARS OF EXPERIENCE
WORK WITH US
BROKERAGE AGENT
We are looking to expand our brokerage department by hiring enthusiastic individuals wanting a fast-paced career in the logistics industry. We empower you to succeed by allowing you to create your goals, networks, and make your own money.
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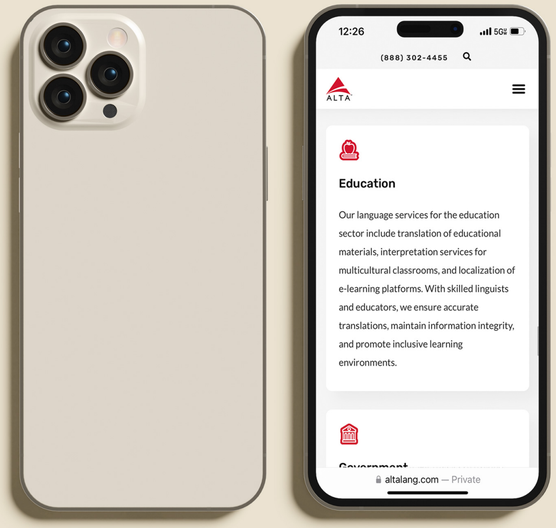
firststarlogistics.com — Private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ALTA
Education
Our language services for the education sector include translation of educational materials, interpretation services for multicultural classrooms, and localization of e-learning platforms. With skilled linguists and educators, we ensure accurate translations, maintain information integrity, and promote inclusive learning environments.
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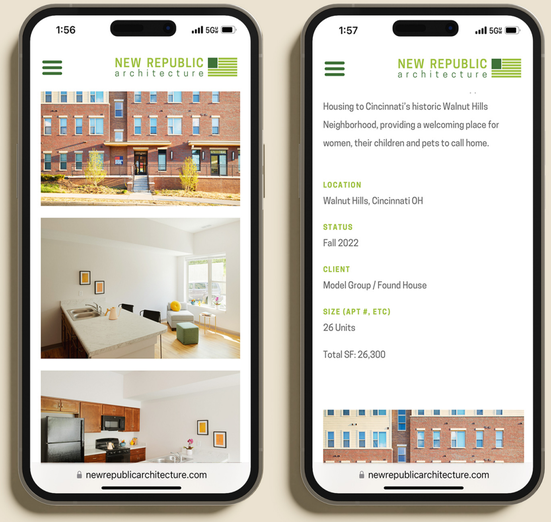
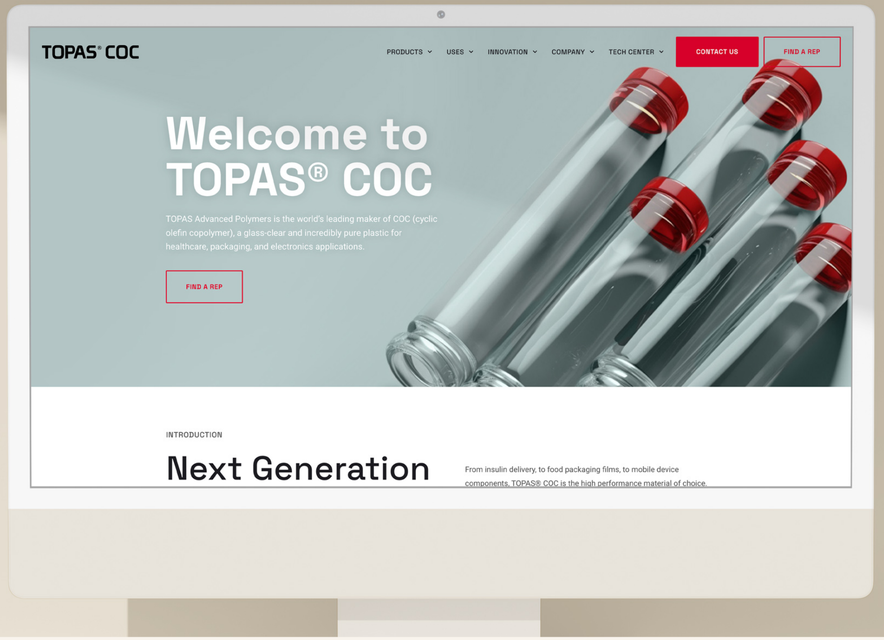
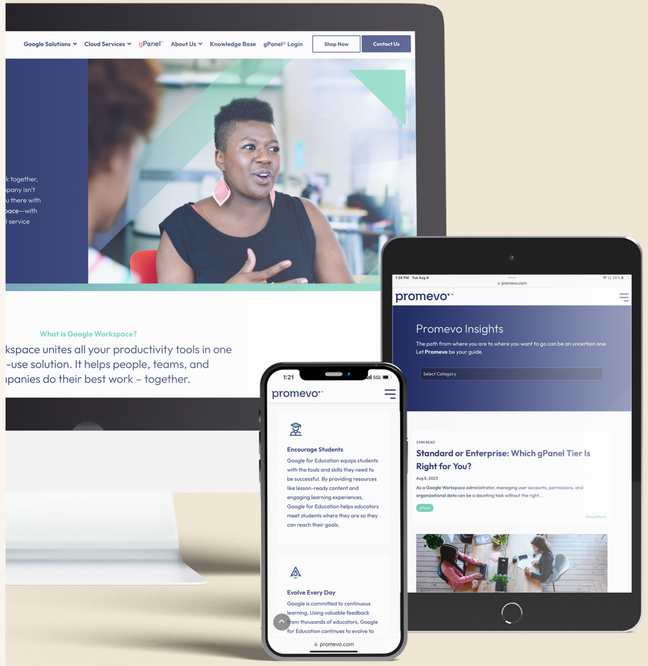
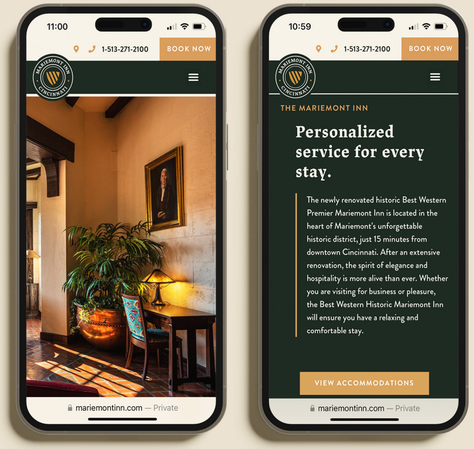

1:56
NEW REPUBLIC architecture
newrepublicarchitecture.com

1:57
NEW REPUBLIC architecture
Housing to Cincinnati's historic Walnut Hills Neighborhood, providing a welcoming place for women, their children and pets to call home.
LOCATION
Walnut Hills, Cincinnati OH
STATUS
Fall 2022
CLIENT
Model Group / Found House
SIZE (APT #, ETC)
26 Units
Total SF: 26,300
newrepublicarchitecture.com


TOPAS® COC
PRODUCTS
USES
INNOVATION
COMPANY
TECH CENTER
CONTACT US
FIND A REP
Welcome to TOPAS® COC
TOPAS Advanced Polymers is the world's leading maker of COC (cyclic olefin copolymer), a glass-clear and incredibly pure plastic for healthcare, packaging, and electronics applications.
FIND A REP
INTRODUCTION
Next Generation
From insulin delivery, to food packaging films, to mobile device components, TOPAS® COC is the high performance material of choice.


Google Solutions
Cloud Services
gPanel
About Us
Knowledge Base
gPanel® Login
Shop Now
Contact Us
What is Google Workspace?
promevo
Promevo Insights
Standard or Enterprise: Which gPanel Tier Is Right for You?
Encourage Students
Evolve Every Day
promevo.com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Personalized service for every stay.
The newly renovated historic Best Western Premier Mariemont Inn is located in the heart of Mariemont's unforgettable historic district, just 15 minutes from downtown Cincinnati. After an extensive renovation, the spirit of elegance and hospitality is more alive than ever. Whether you are visiting for business or pleasure, the Best Western Historic Mariemont Inn will ensure you have a relaxing and comfortable stay.
VIEW ACCOMMODATIONS
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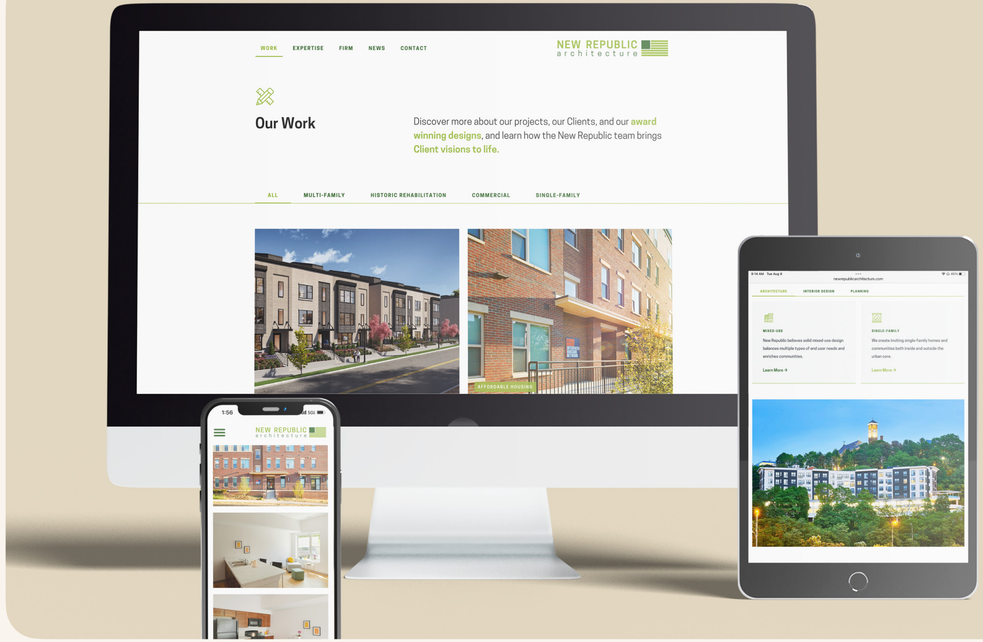
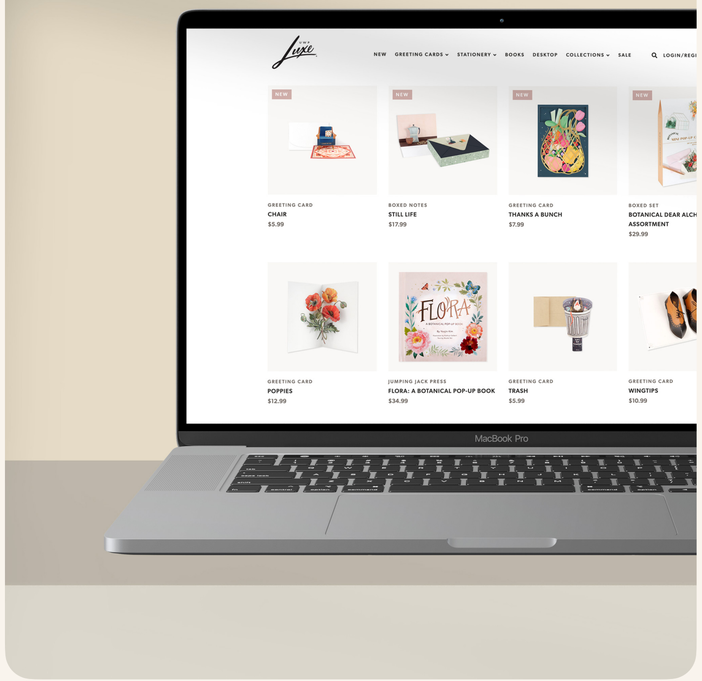

WORK
EXPERTISE
FIRM
NEWS
CONTACT
NEW REPUBLIC architecture
Our Work
Discover more about our projects, our Clients, and our award winning designs, and learn how the New Republic team brings Client visions to life.
ALL
MULTI-FAMILY
HISTORIC REHABILITATION
COMMERCIAL
SINGLE-FAMILY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COLLECTIONS
SALE
GREETING CARD
CHAIR
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BOXED NOTES
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$17.99
GREETING CARD
THANKS A BUNCH
$7.99
GREETING CARD
POPPIES
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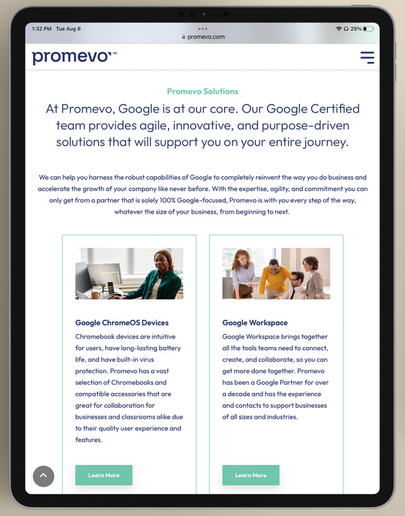
JUMPING JACK PRESS
FLORA: A BOTANICAL POP-UP BOOK
$34.99
GREETING CARD
TRASH
$5.99
GREETING CARD
WINGTIPS
$10.99
MacBook Pro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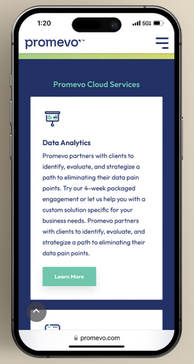
Promevo Solutions
At Promevo, Google is at our core. Our Google Certified team provides agile, innovative, and purpose-driven solutions that will support you on your entire journey.
We can help you harness the robust capabilities of Google to completely reinvent the way you do business and accelerate the growth of your company like never before. With the expertise, agility, and commitment you can only get from a partner that is solely 100% Google-focused, Promevo is with you every step of the way, whatever the size of your business, from beginning to next.
Google ChromeOS Devices
Chromebook devices are intuitive for users, have long-lasting battery life, and have built-in virus protection. Promevo has a vast selection of Chromebooks and compatible accessories that are great for collaboration for businesses and classrooms alike due to their quality user experience and features.
Learn More
Google Workspace
Google Workspace brings together all the tools teams need to connect, create, and collaborate, so you can get more done together. Promevo has been a Google Partner for over a decade and has the experience and contacts to support businesses of all sizes and industries.
Learn More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Data Analytics
Promevo partners with clients to identify, evaluate, and strategize a path to eliminating their data pain points. Try our 4-week packaged engagement or let us help you with a custom solution specific for your business needs. Promevo partners with clients to identify, evaluate, and strategize a path to eliminating their data pain points.
Learn More
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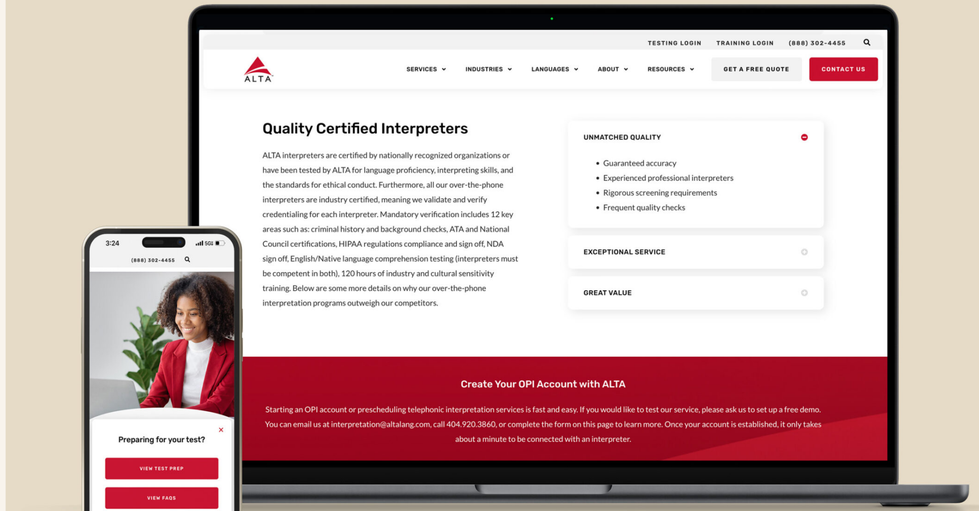
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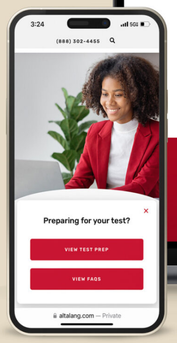
Quality Certified Interpreters
ALTA interpreters are certified by nationally recognized organizations or have been tested by ALTA for language proficiency, interpreting skills, and the standards for ethical conduct. Furthermore, all our over-the-phone interpreters are industry certified, meaning we validate and verify credentialing for each interpreter. Mandatory verification includes 12 key areas such as: criminal history and background checks, ATA and National Council certifications, HIPAA regulations compliance and sign off, NDA sign off, English/Native language comprehension testing (interpreters must be competent in both), 120 hours of industry and cultural sensitivity training. Below are some more details on why our over-the-phone interpretation programs outweigh our competitors.
UNMATCHED QUALITY
Guaranteed accuracy
Experienced professional interpreters
Rigorous screening requirements
Frequent quality checks
EXCEPTIONAL SERVICE
GREAT VALUE
Create Your OPI Account with ALTA
Starting an OPI account or prescheduling telephonic interpretation services is fast and easy. If you would like to test our service, please ask us to set up a free demo. You can email us at interpretation@altalang.com, call 404.920.3860, or complete the form on this page to learn more. Once your account is established, it only takes about a minute to be connected with an interpreter.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Preparing for your test?
VIEW TEST PREP
VIEW FAQS
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8:08
XAVIER UNIVERSITY
Explore Our Programs
Business Administration (MBA)
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online.xavier.edu

OVERVIEW

A journey intended to redefine your online presence.

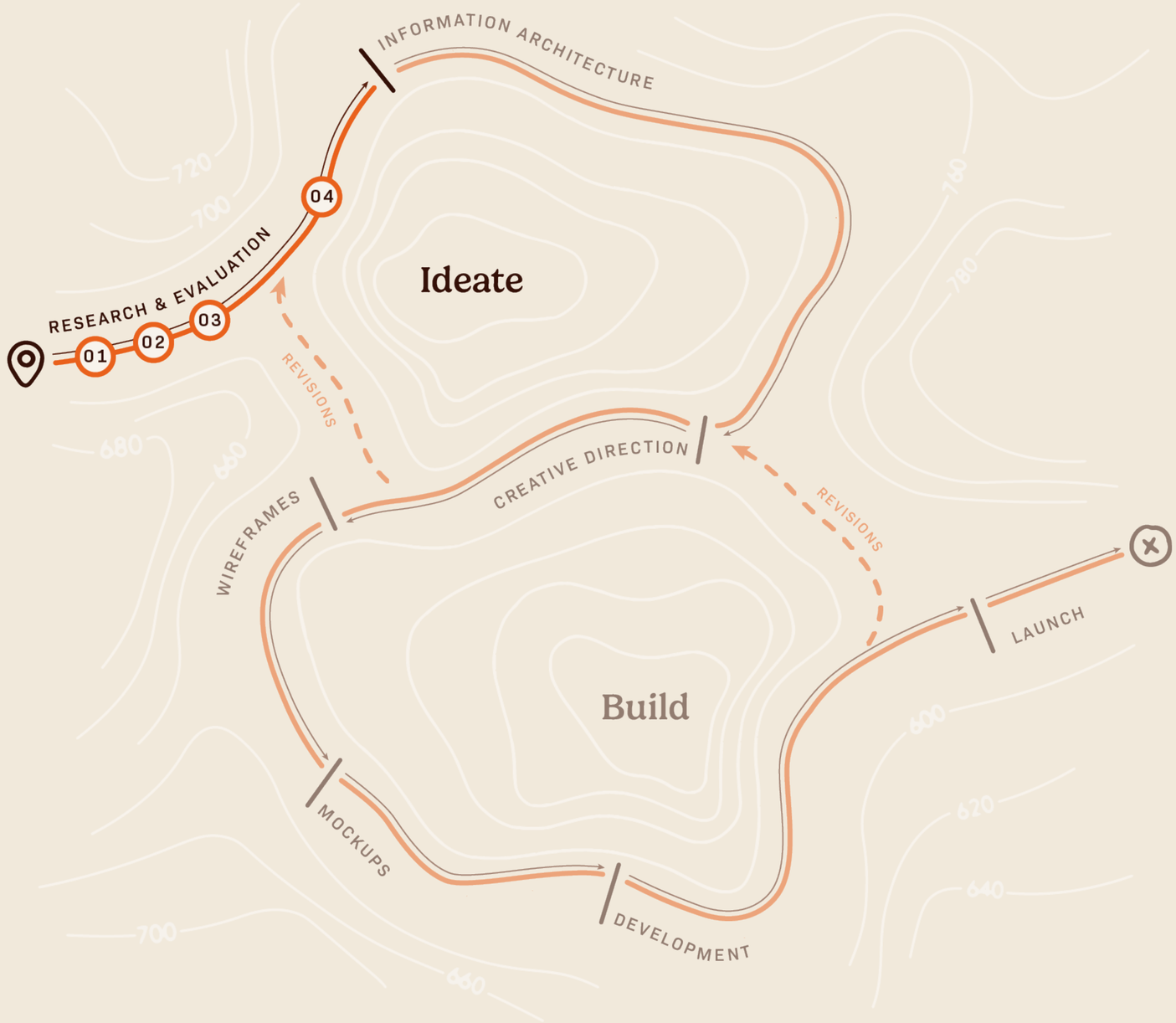
Our process is adapted from years of experience at both the entrepreneurial and agency level. We've maintained and improved on all the worthwhile deliverables while trimming the fat. Explore our meticulously crafted design process fine-tuned to drive real results.

RESEARCH & EVALUATION

Quality made possible through understanding.

Every successful design process begins with a deep understanding. We'll discuss your brand, your business, strategy, goals, objectives, and site expectations through a series of workshops in order to develop a clear project understanding and a solid starting point.

01. **Project Goals Workshop**
02. **Project Reality Workshop**
03. **Project Options Workshop**
04. **Brand Development Workshop**

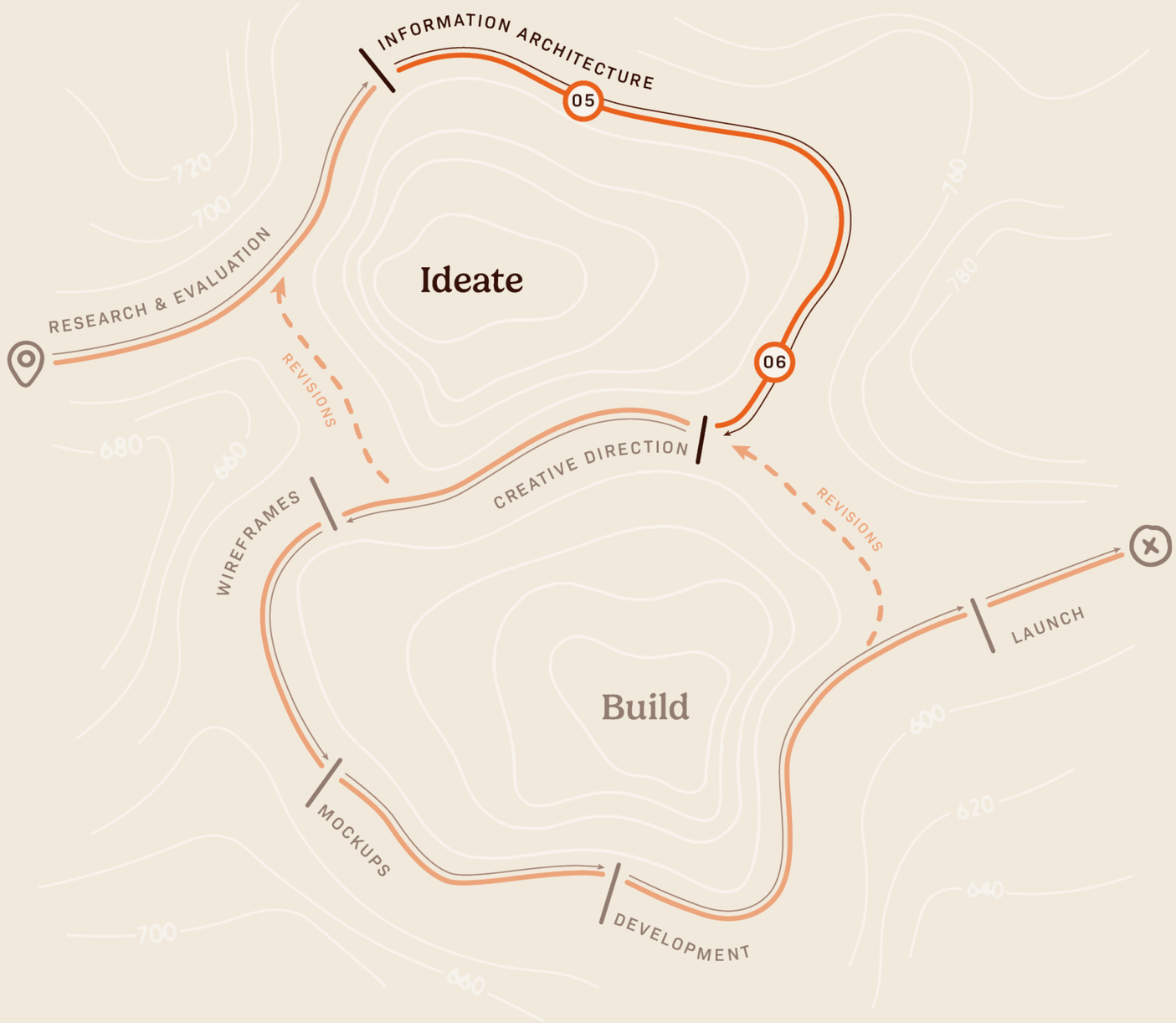


INFORMATION ARCHITECTURE

A strategic approach to ensure usability and performance.

Building a user-friendly and intuitive website requires meticulous planning of its structure and navigation. Through review of the existing site and a proposed make recommendations for changes that will target our ideal destination for the site design and build.

05. **Existing Sitemap Review**
06. **Proposed Sitemap and Content Blocks**

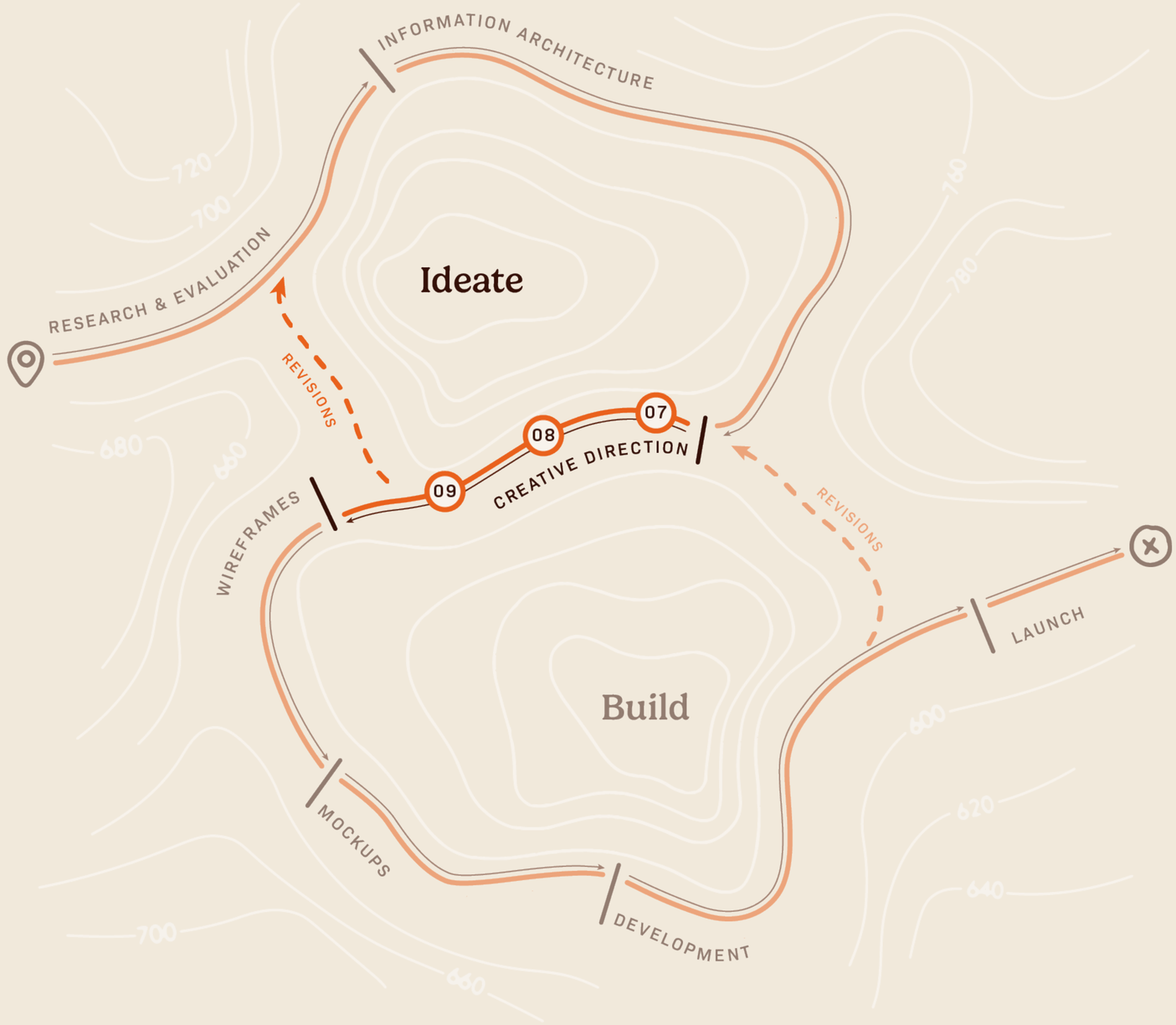


CREATIVE DIRECTION

Setting sail to create direction and assets that reflect you.

With a solid understanding of your brand identity and target audience, we develop a unique design direction for your website to resonate with your brand and capture the essence of your identity.

07. **Existing Site Review**
08. **Competitor Site Review**
09. **Design Recommendations and Themes**

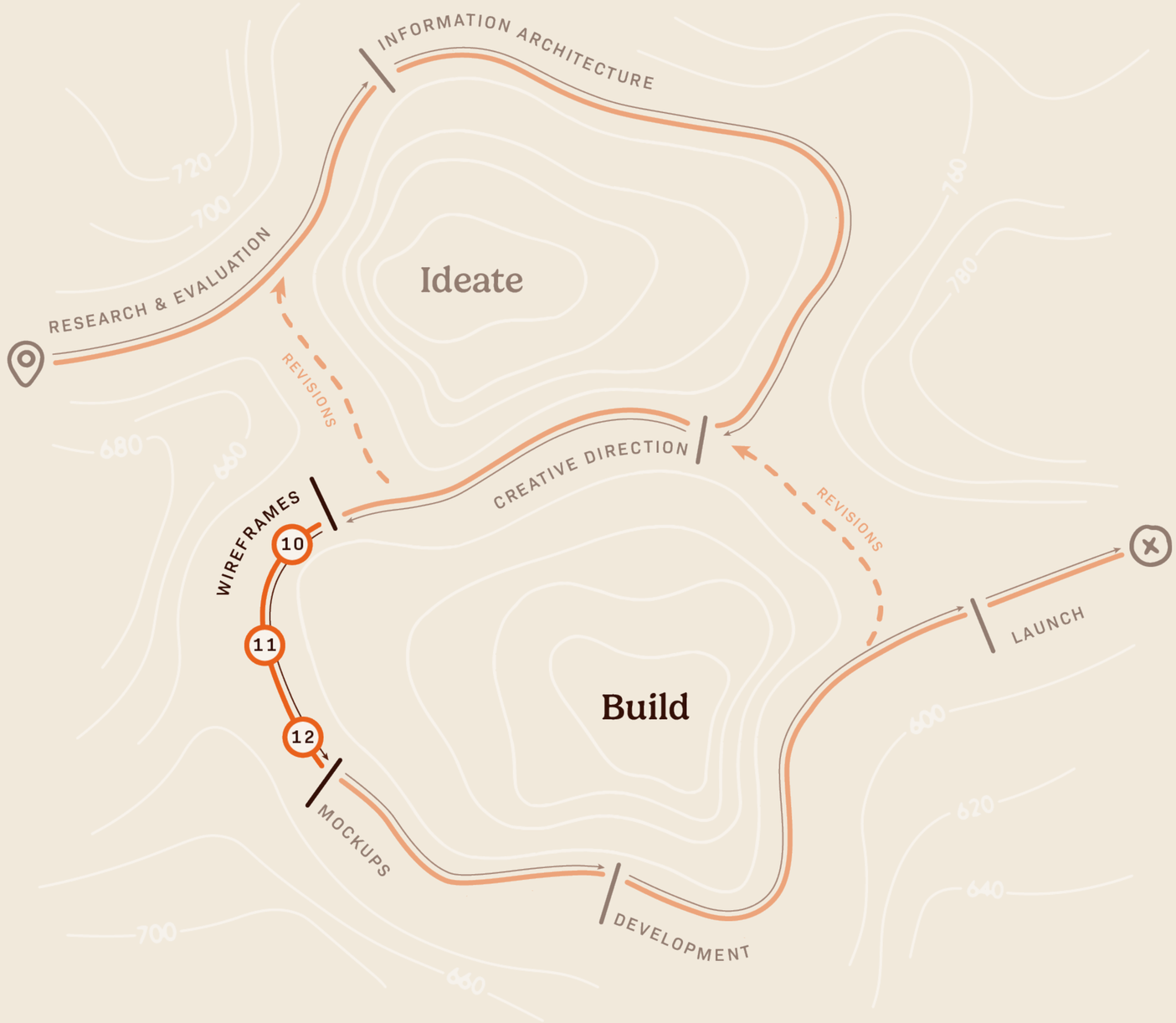


WIREFRAMES

Visually establish the structural blueprint.

Wireframing is a critical step in turning ideas into a tangible design. We create wireframes that outline the layout and placement of elements to ensure the logical flow of information and functionality before moving on to the visual design stage.

10. **Initial Wireframes**
11. **Revision Rounds**
12. **Final Wireframes**

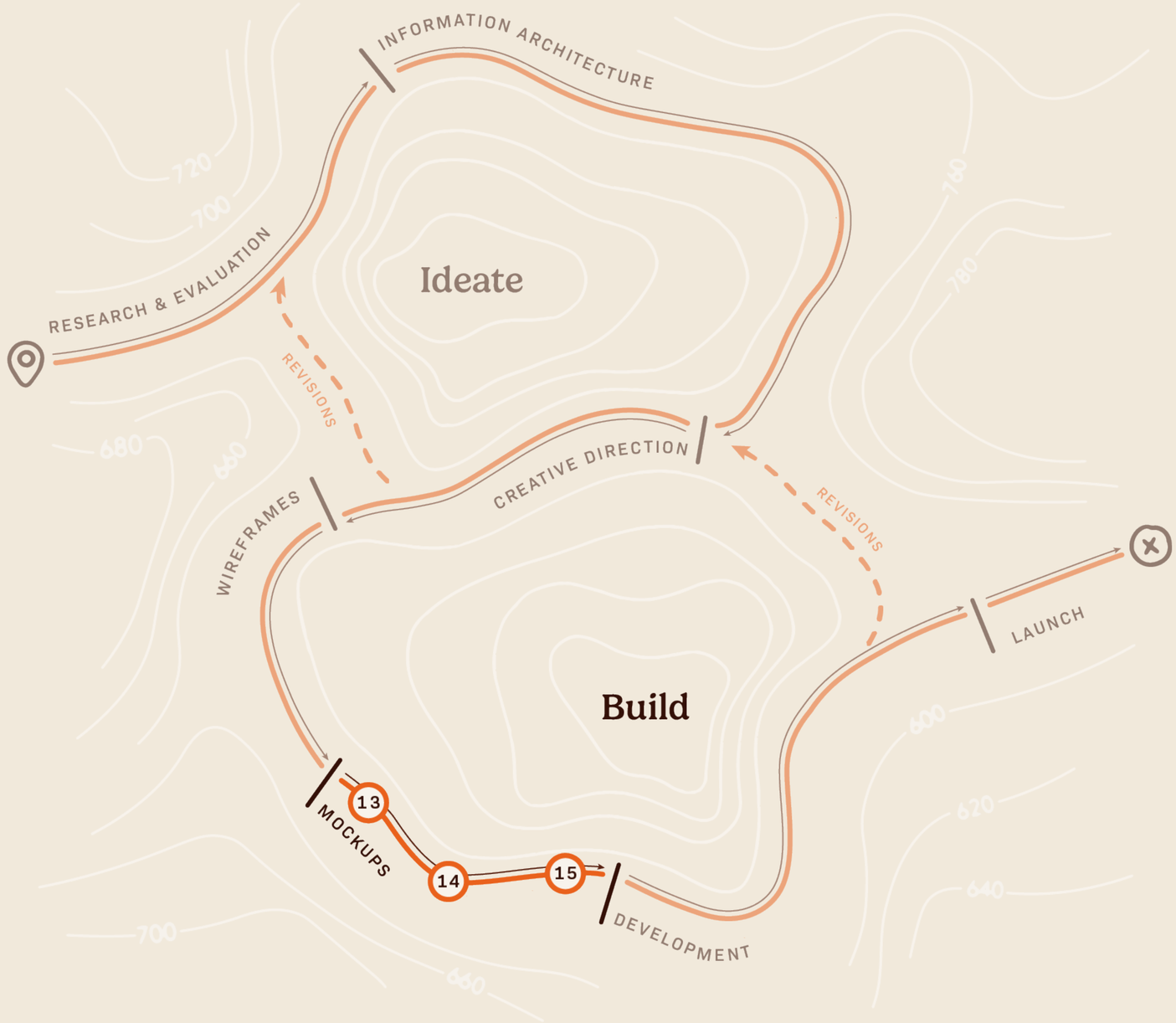


MOCKUPS

Transforming blueprints to beauty and ensuring visions align.

Bringing the wireframes to life, we'll review mockups that give you a realistic preview of how the final website could look. This stage allows you to provide feedback and make adjustments to the design before moving on to the development phase.

13. **Initial Mockups**
14. **Revision Rounds**
15. **Final Mockups**

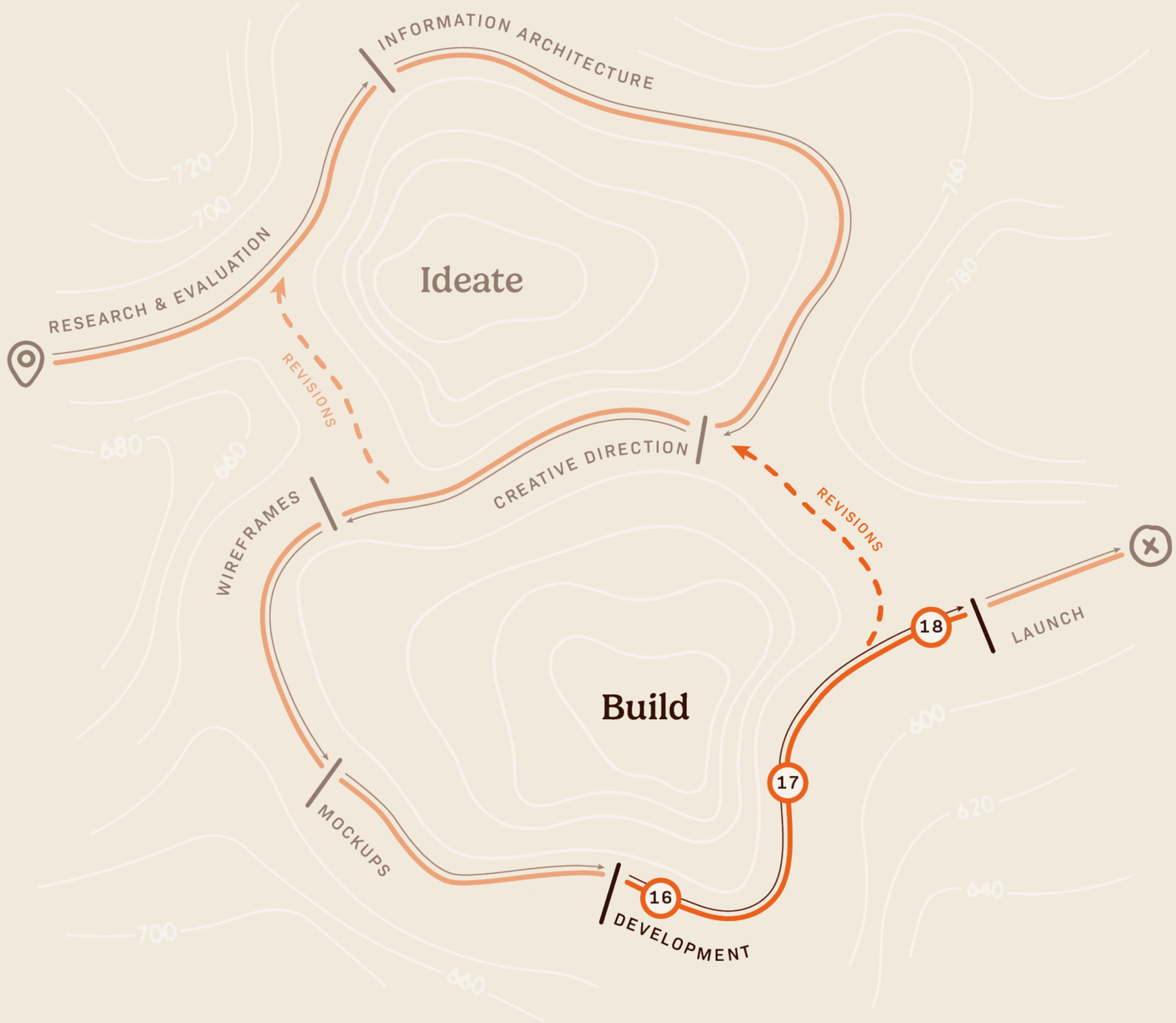


DEVELOPMENT

Your brand transformed into digital reality.

Utilizing industry-leading technologies and best practices to ensure your website is responsive, fast-loading, and compatible with various devices and browsers, we begin to build the final product.

16. **Back-end Development**
17. **Front-end Development**
18. **Testing and Final Revisions**



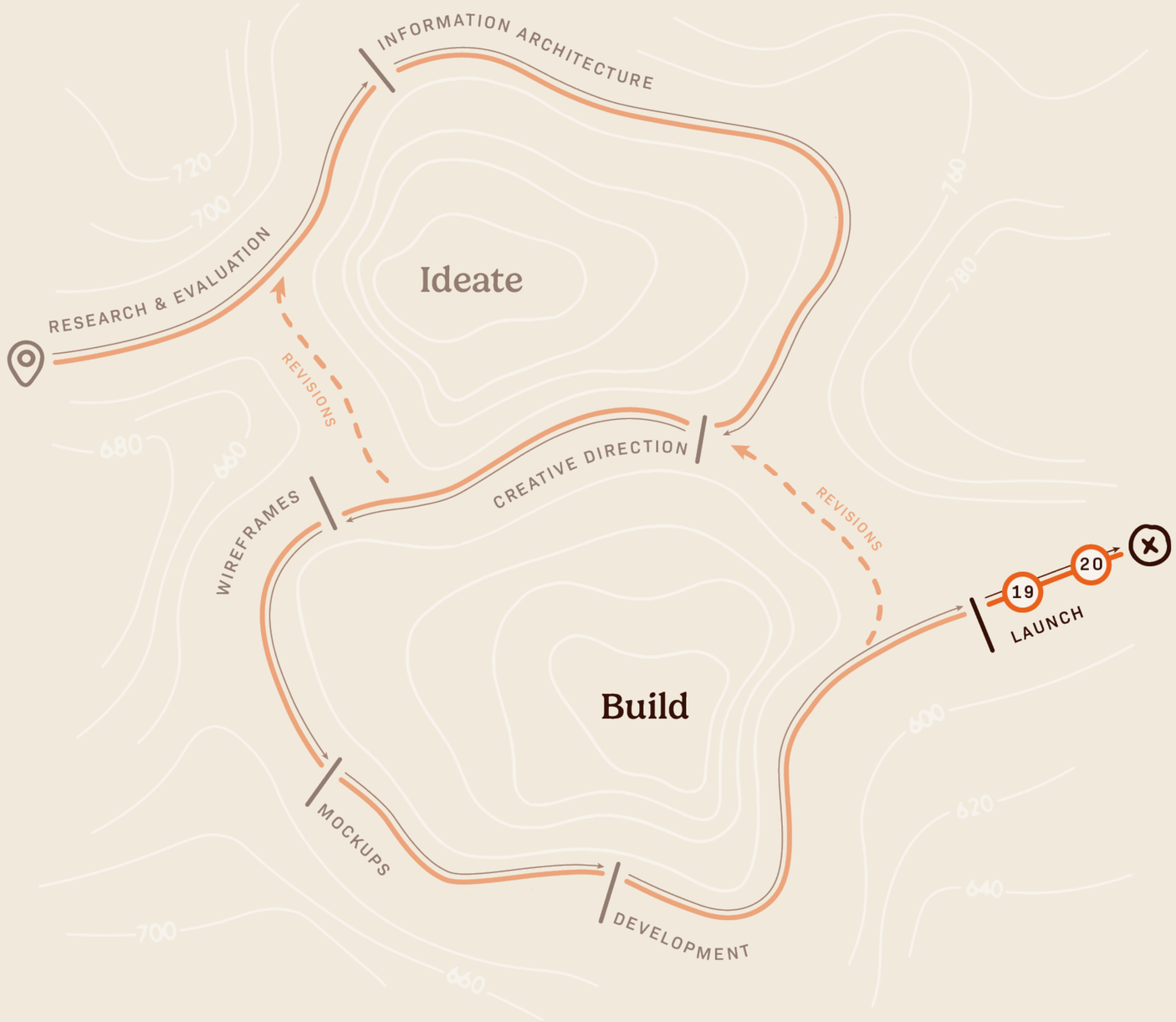
LAUNCH

Helping you disembark with confidence.

When your website is ready to launch, we ensure a seamless transition to the live environment. Our support doesn't have to stop there – we can provide ongoing maintenance, updates, and support to keep your website running optimally and adapting to evolving trends.

19. **Site Launch and Testing**
20. **Ongoing Support**

Learn more at madebyexpedition.com >



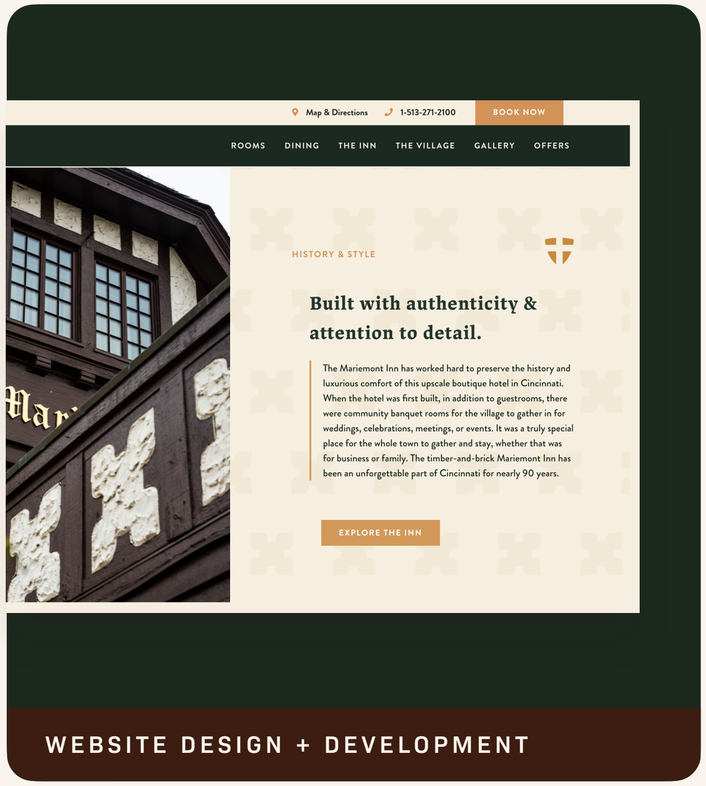
SECTION THREE

Creative-as-a-Service

SUBSCRIPTION-BASED

Access a suite of creative *and* development services under one roof.

Creative-as-a-Service subscriptions offer consistent, ongoing support, and a proactive partnership that can flex with your changing needs. Don’t waste time and money hiring multiple designers and developers. Ensure faster turnarounds and adapt on the fly with a highly skilled team investing in your goals and objectives.

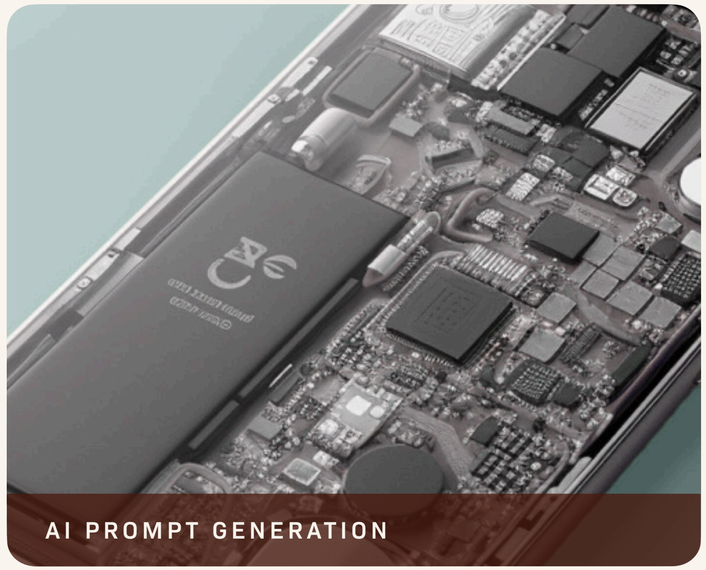


WEBSITE DESIGN + DEVELOPMENT

PHOTOGRAPHY + VIDEO

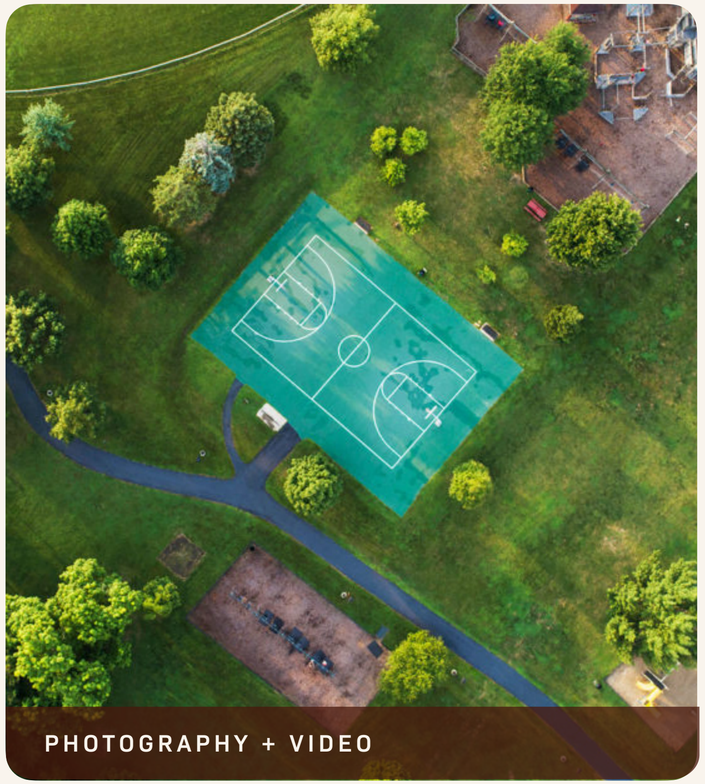
MARIEMONT INN
CINCINNATI

BRANDING + VISUAL IDENTITY

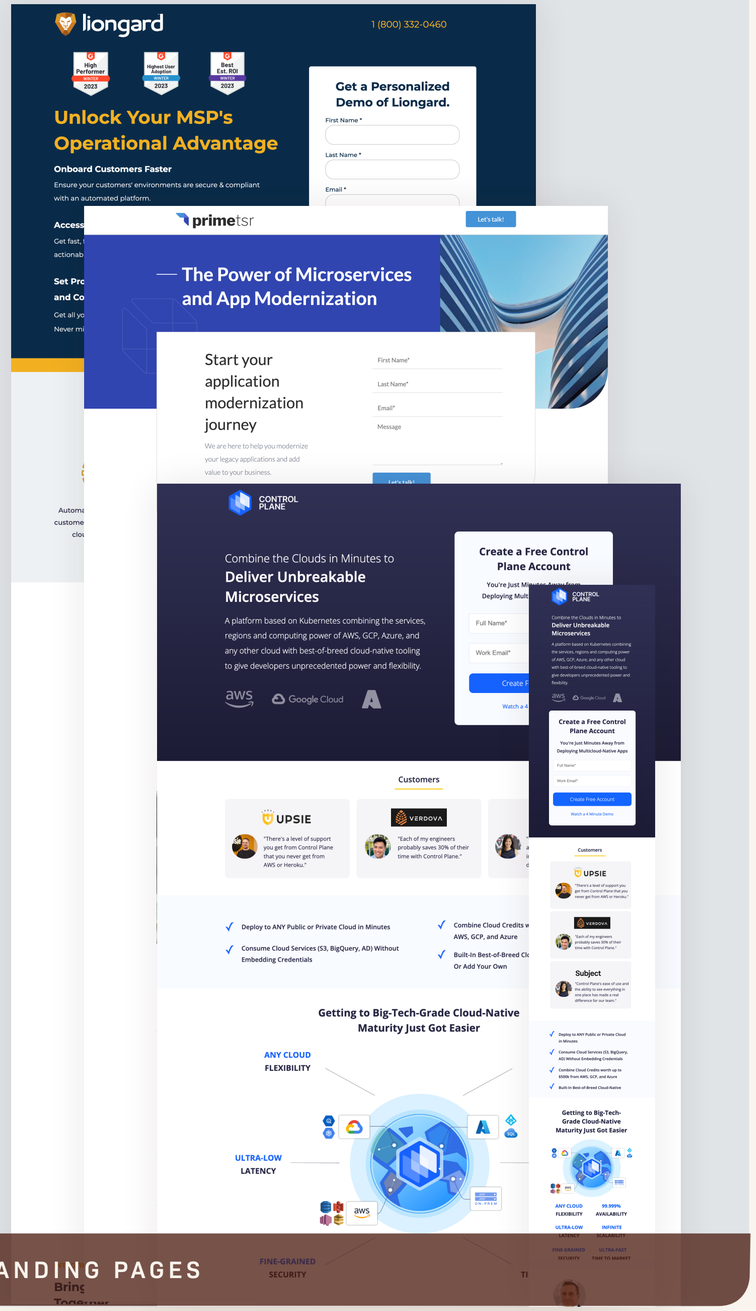


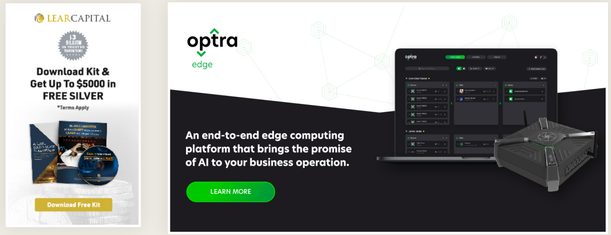
AI PROMPT GENERATION

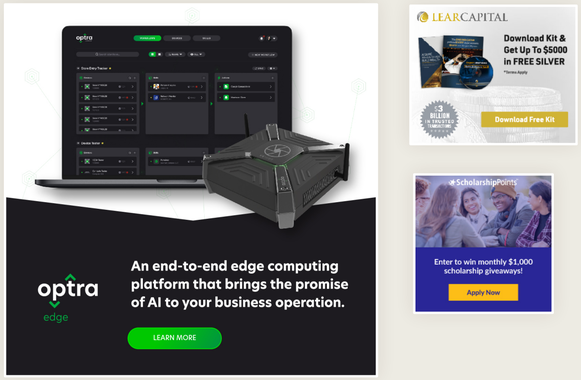
ASSET CREATION + IMPLEMENTATION

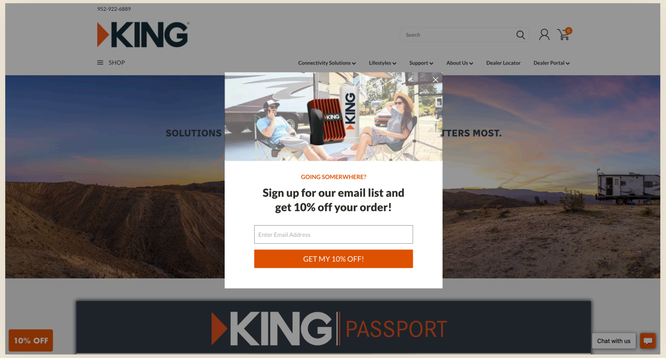


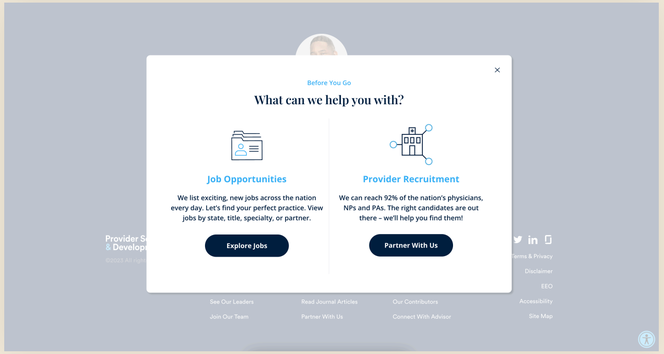
PHOTOGRAPHY + VIDEO

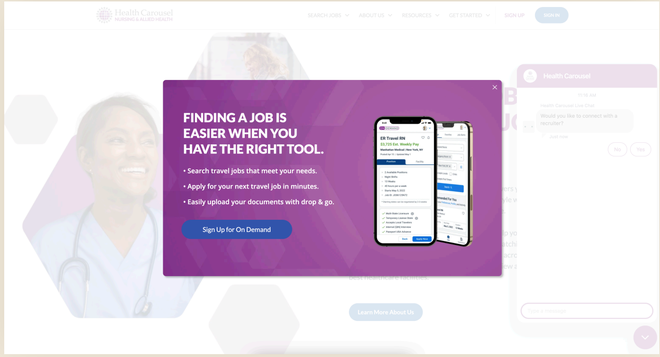












LANDING PAGES

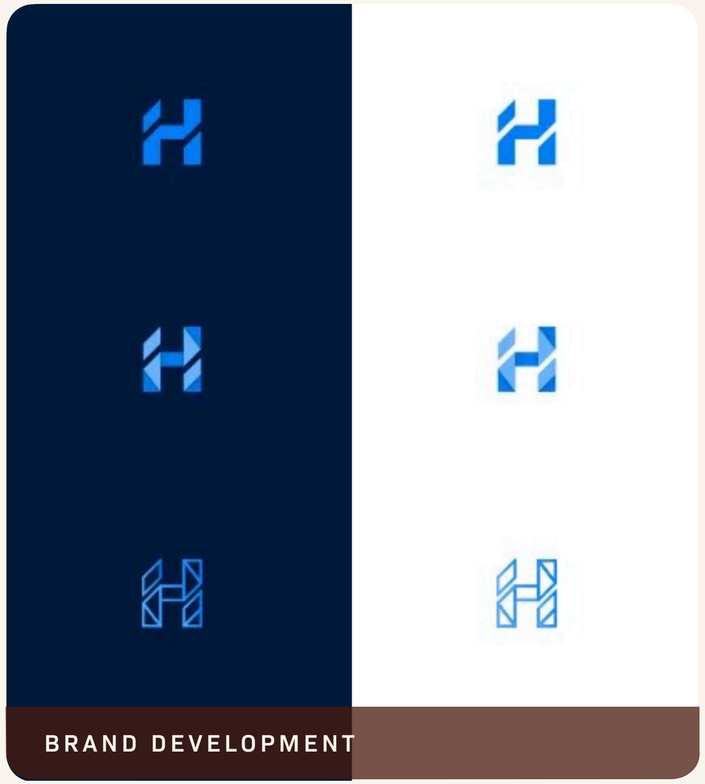
DISPLAY ADS

CRO + POP-UPS

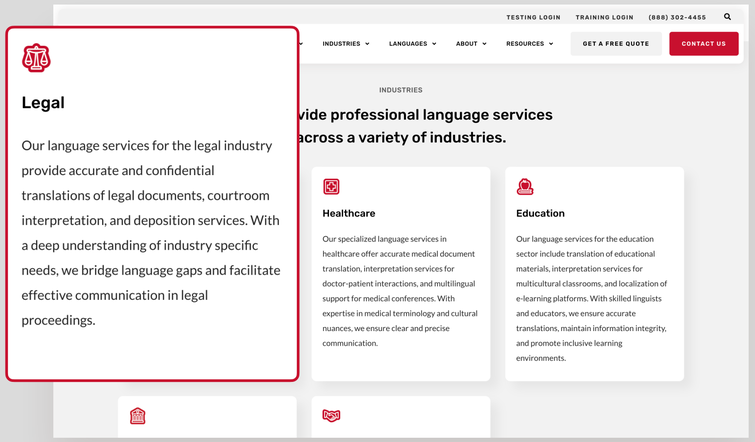
ASSET CREATION + IMPLEMENTATION

PHOTO SOURCING & EDITING

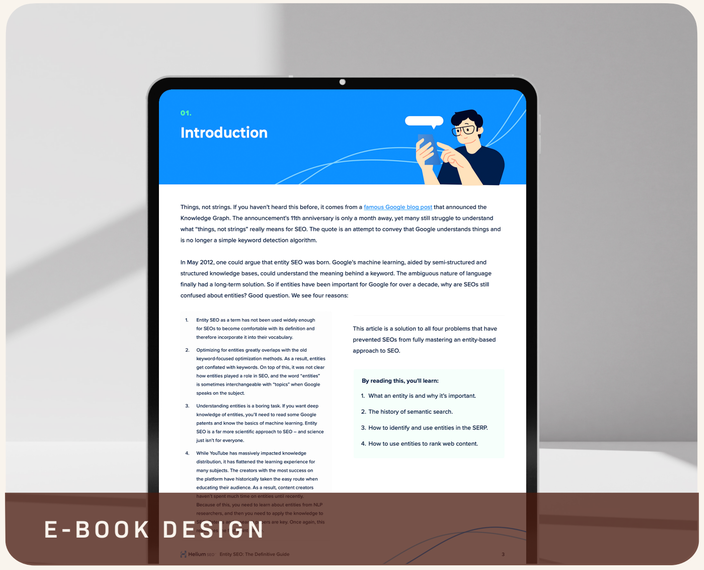
AI PROMPT GENERATION



BRAND DEVELOPMENT



ICONOGRAPHY



E-BOOK DESIGN

Low Volume

Perfect for consistent, monthly website maintenance with the flexibility to explore refinement of various creative needs.

STARTING AT:

$750/month

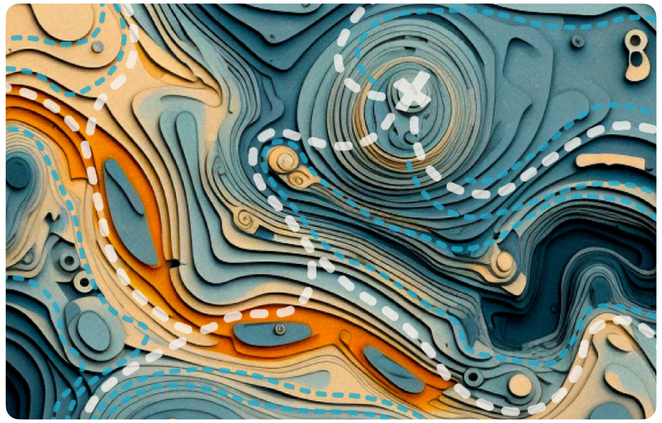
Designer

Ideal for those with ad creative, internal marketing campaigns, and print design requests with limited development needs.

STARTING AT:

$2,800/month

MOST POPULAR



Full-Service

Take on any project you want. With multiple design and development services included, you’re free to adapt to changing demand.

STARTING AT:

$3,600/month

Low Volume

STARTING AT:

$750/month

Designer

STARTING AT:

$2,800/month

Full-Service

STARTING AT:

$3,600/month

Low Volume

Perfect for consistent, monthly website maintenance with the flexibility to explore refinement of various creative needs.

STARTING AT:

$750/month

- ✔ 6 Hours / Month
- ✔ Bi-weekly Status Calls
- ✔ Unlimited Concurrent Projects
- ✔ 3-month Minimum Commitment

- ✔ Website Design
- ✔ Website Maintenance [1]
- ✔ Website Development [2]
- ✔ Content Implementation
- ✗ eBook & Whitepaper Design
- ✗ Print Design
- ✗ Ad Creative Design
- ✗ Social Media Assets Design
- ✗ AI Prompt Generation
- ✔ Illustration & Infographic Design
- ✔ Photo Sourcing & Editing
- ✗ Creative Direction
- ✗ Branding & Visual Identity Design
- ✗ Video Production

Low Volume

STARTING AT:

$750/month

Designer

STARTING AT:

$2,800/month

Full-Service

STARTING AT:

$3,600/month

Designer

Ideal for those with ad creative, internal marketing campaigns, and print design requests with limited development needs.

STARTING AT:

$2,800/month

- ✔ 40 Hours / Month
- ✔ Bi-weekly Status Calls
- ✔ Unlimited Concurrent Projects
- ✔ 3-month Minimum Commitment

- ✔ Website Design
- ✗ Website Maintenance [1]
- ✗ Website Development [2]
- ✗ Content Implementation
- ✔ eBook & Whitepaper Design
- ✔ Print Design
- ✔ Ad Creative Design
- ✔ Social Media Assets Design
- ✔ AI Prompt Generation
- ✔ Illustration & Infographic Design
- ✔ Photo Sourcing & Editing
- ✗ Creative Direction
- ✗ Branding & Visual Identity Design
- ✗ Video Production [3]

Low Volume

STARTING AT:

$750/month

Designer

STARTING AT:

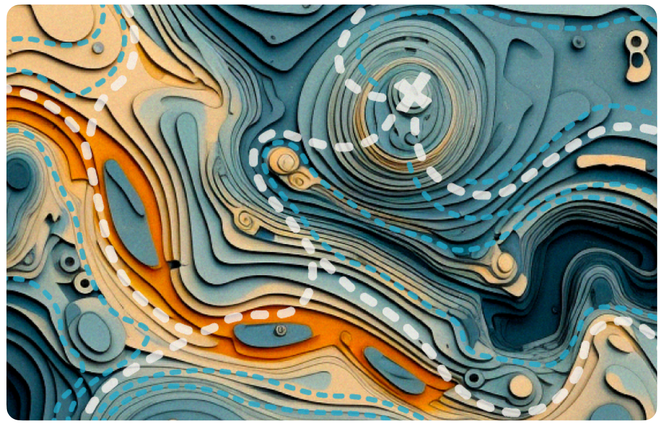
$2,800/month

Full-Service

STARTING AT:

$3,600/month

MOST POPULAR



Full-Service

Take on any project you want. With multiple design and development services included, you're free to adapt to changing demand.

STARTING AT:

$3,600/month

- ✔ 40 Hours / Month
- ✔ Bi-weekly Status Calls
- ✔ Unlimited Concurrent Projects
- ✔ 3-month Minimum Commitment

- ✔ Website Design
- ✔ Website Maintenance [1]
- ✔ Website Development [2]
- ✔ Content Implementation
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- ✔ AI Prompt Generation
- ✔ Illustration & Infographic Design
- ✔ Photo Sourcing & Editing
- ✔ Creative Direction
- ✔ Branding & Visual Identity Design
- ✔ Video Production [3]

Who does it work best for?

Our creative subscription is beneficial for entities of all sizes and industries that require ongoing or seasonal design and development support. Whether you're looking to completely outsource your design needs or looking to supplement an internal team, we can help ensure you're able to meet the demand for a variety of creative needs.

But really, what are the benefits?

With a CaaS subscription, you gain access to a multidisciplinary creative team, consistency across all creative requests, streamlined communication and project management, and the ability to scale resources as needed for a fraction of the cost of recruiting, hiring, managing, and retaining an in-house team.

What makes your model better?

That's an easy one: transparency. With Expedition, you know how many hours you are getting, you are meeting with your designers and developers multiple times a month to prioritize needs, and we'll always let you know how long we expect your requests to take so we can prioritize. It's that simple...

Could I build an entire website this way?

You absolutely could! Depending on the requirements, a website can take a significant number of hours so this might not be the best option however, there is no limitations on how you can use your subscription. Give us a call to explore this option!

Why not just hire full-time designers?

A Creative-as-a-Service subscription allows for a holistic approach to constant, temporary, or seasonal creative requests by providing access to a multidisciplinary creative team and eliminating the need and cost associated with hiring multiple in-house employees.

Why not just hire a full-time developer?

Both of our two subscription tiers that include development services feature very competitive hourly rates and access to multidisciplinary designers/developers that can always implement their quality designs on one our supported CMS platforms.

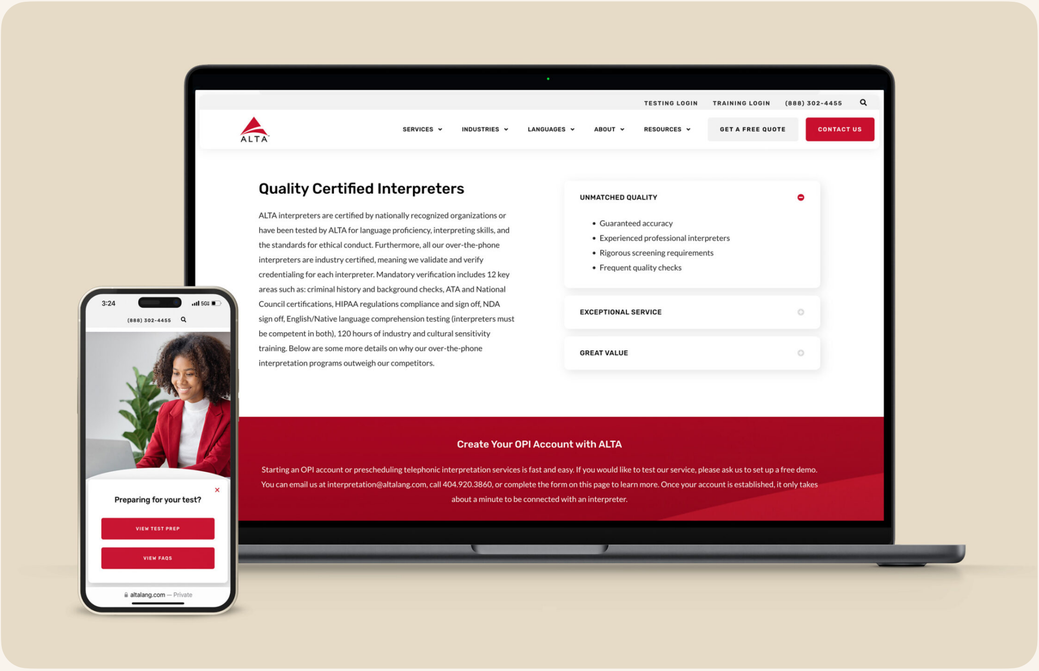
SECTION FOUR

Selected Case Studies

CASE STUDIES

ALTA Language Services

Creative Direction | Brand Development | Information Architecture | Content Optimization | Illustration & Infographics | Photo & Video | Web Design | Web Development

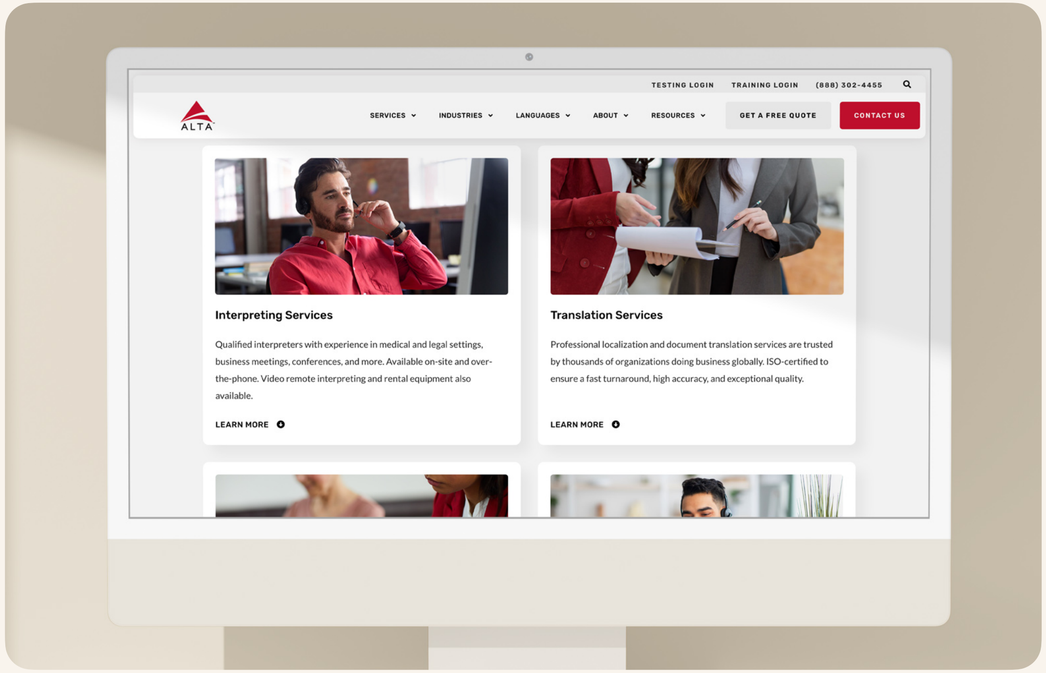


OVERVIEW

Industry-leading language interpretation, translation, testing, and training services.

ALTA's previous site didn't adequately represent the brand or the product. They had a good amount of content but no one was staying on their site to interactive with it. With low retention, poor organization, and less than ideal brand recognition, conversions were stagnant.

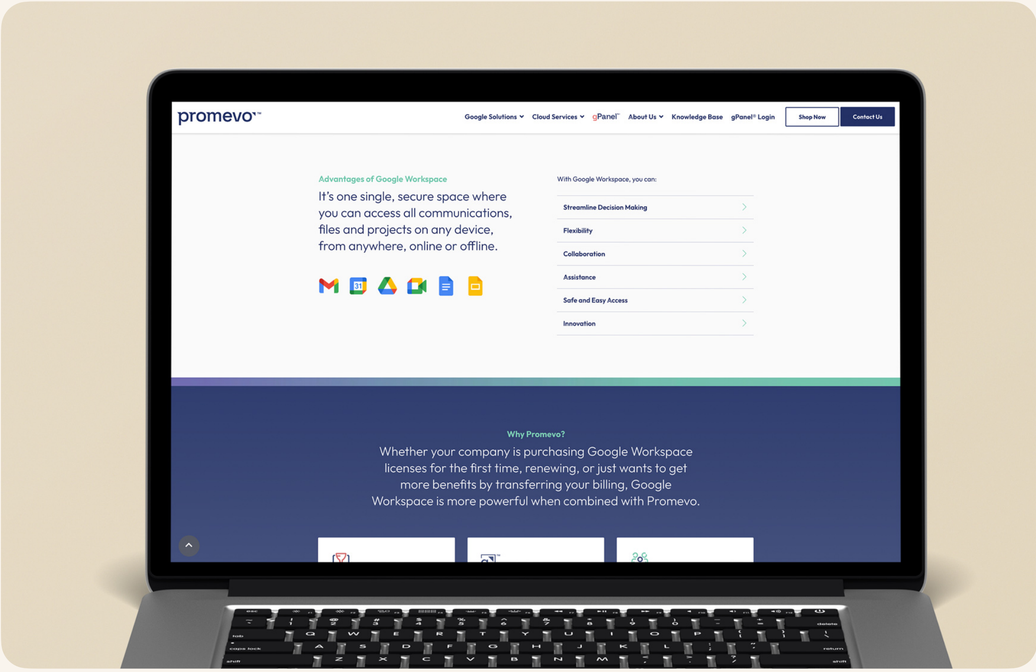
We helped ALTA develop consistent brand elements, source new imagery, and streamline their messaging to convey a unified and engaging experience to increase conversions. Learn more at madebyexpedition.com >



CASE STUDIES

Promevo

Creative Direction | Brand Development | Information Architecture | Content Optimization | Illustration & Infographics | Photo & Video | Web Design | Web Development

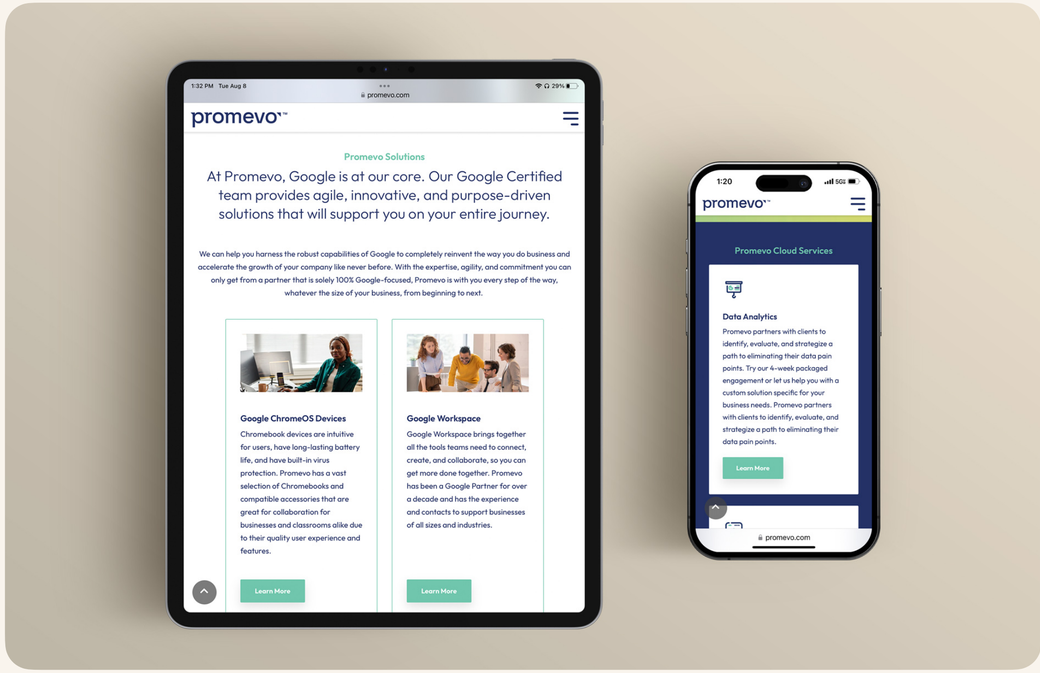


OVERVIEW

A Google Certified team providing purpose-driven solutions.

Promevo approached us at the tail-end of a rebrand in 2023. That rebrand looked to provide direction for the growing company as they were launching a propriety Google Workspace management solution and expanding other core services. Add a major move to Hubspot to the to-do list as well.

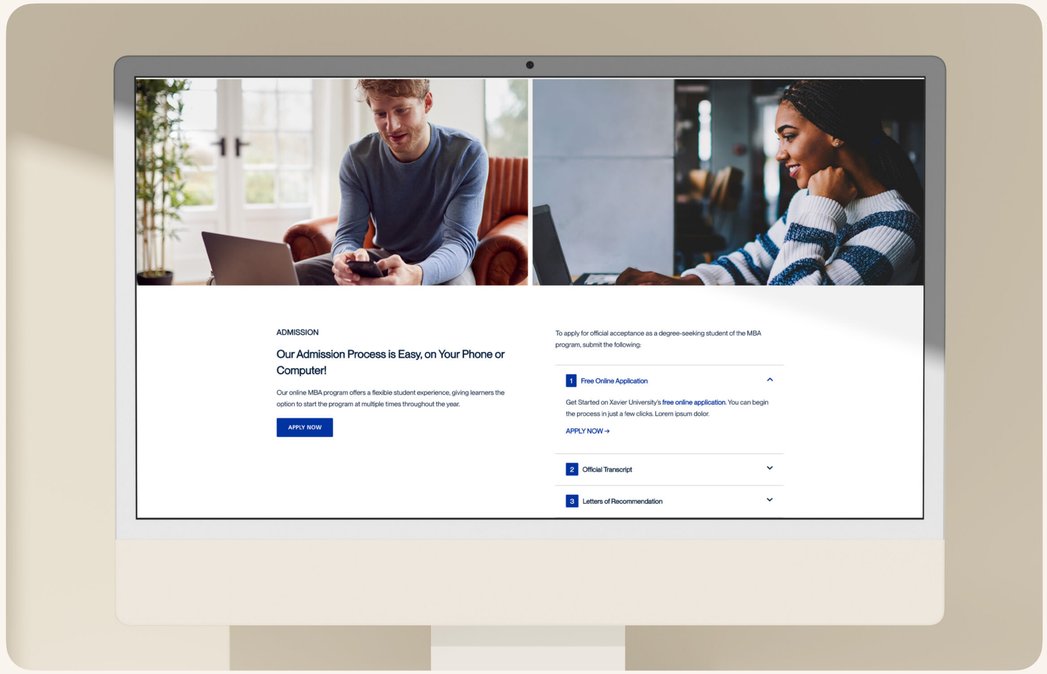
We worked with Promevo to further expand their rebrand efforts into the digital space with digital specific assets, icons, imagery, ad creative, and more. On top of brand development efforts, we help them streamline their content and organize it for users to better interact. Learn more at madebyexpedition.com >



CASE STUDIES

Xavier University

Creative Direction | Brand Development | Information Architecture | Content Optimization | Illustration & Infographics | Photo & Video | Web Design | Web Development



OVERVIEW

Nationally-recognized, private higher education.

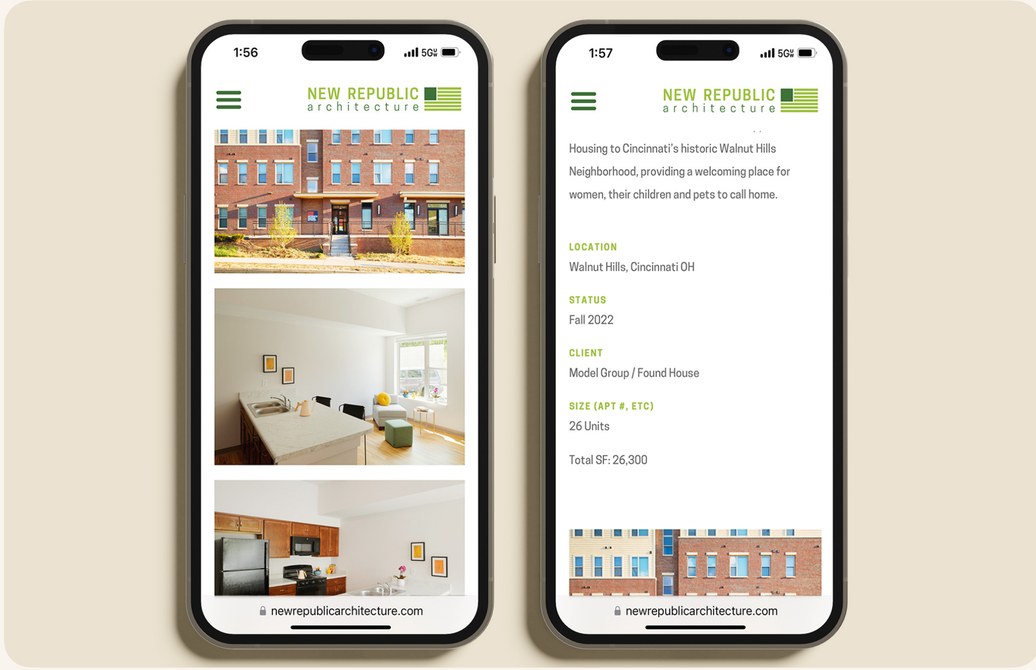
Over the last few years, Xavier have been intentionally growing and adding online programs to compete in the arena of online education. In 2023, Xavier decided they needed more flexibility, options for customization, and increased functionality online. They had outgrown their existing CMS and wanted to reimagine their digital image in relation to all Xavier was offering.

We worked with Xavier to provide a visual identity and digital experience unique to their online programs that didn't stray too far from the Xavier spirit, but would communicate to a different and broader audience. Learn more at madebyexpedition.com >

CASE STUDIES

New Republic Architecture

Creative Direction | Brand Development | Information Architecture | Content Optimization | Web Design | Web Development

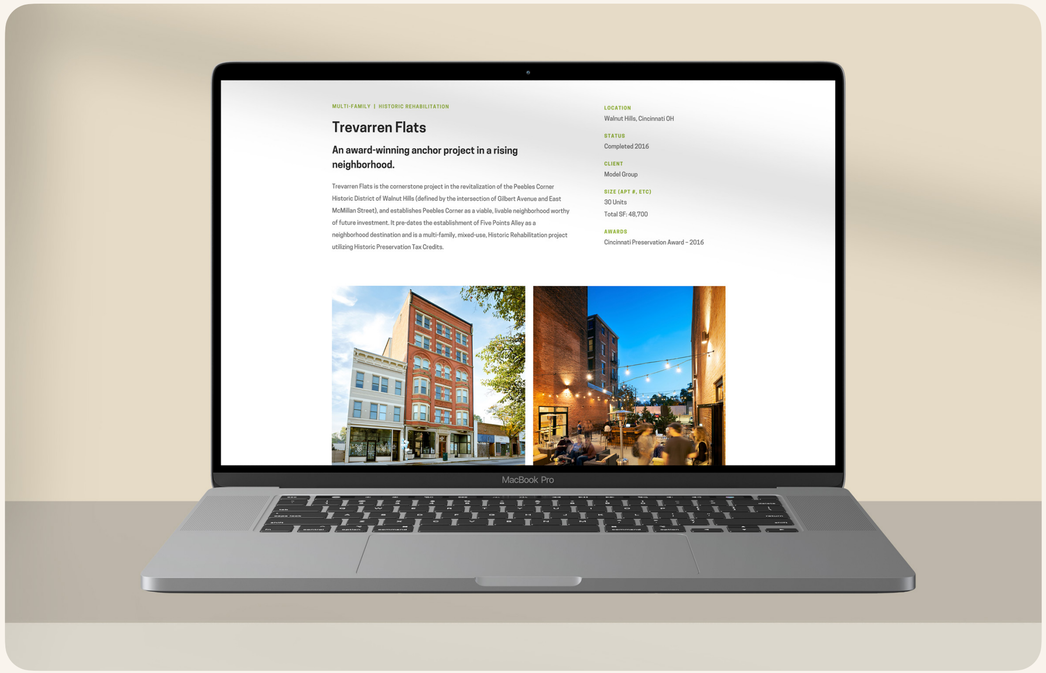


OVERVIEW

Spaces for people to live, grow and thrive.

New Republic needed more flexibility, options for customization, and increased functionality. They had outgrown their existing CMS and wanted to reimagine their digital image and ability through the process of a website redesign.

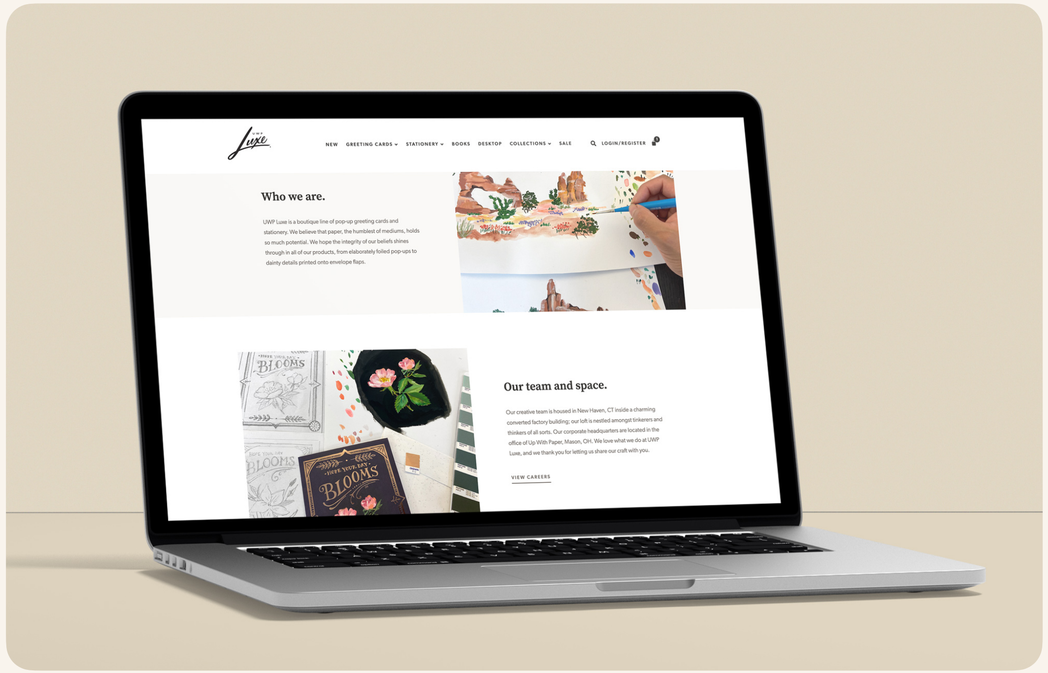
Through collaboration and consideration of existing design efforts, we established a direction that would compliment ongoing brand changes while provided an updated aesthetic that could compliment the unique spaces they were creating. Learn more at madebyexpedition.com >

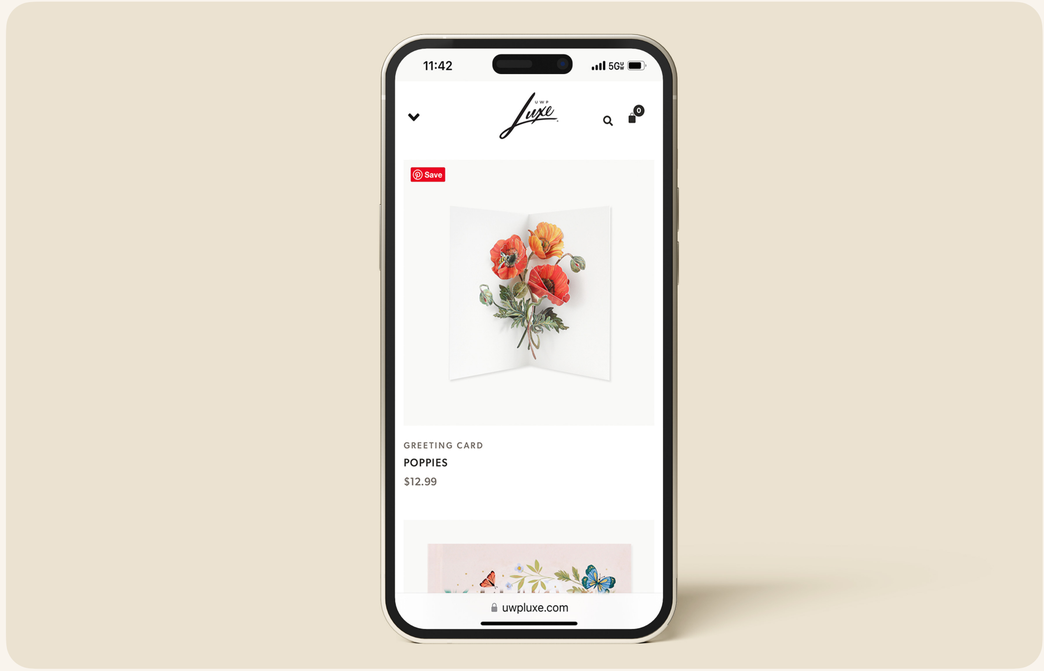


CASE STUDIES

UWP Luxe

Creative Direction | Brand Development | Information Architecture | Content Optimization | Web Design | Web Development





OVERVIEW

The original pop-up company.

In order to sell products and fulfill orders, Up With Paper had to manage those processes independently of each other. Their previous website was not only outdated visually, but also didn't interact with their inventory management system. They were looking to improve the processes while updating their site to better represent the brand.

We worked with Up With Paper to determine the desired workflow and built around that. The result of the new site is a greatly improved selling process for Up With Paper which gives them more time to create a better buying experience for customers. Learn more at madebyexpedition.com >

DIGITAL DESIGN &
CREATIVE-AS-A-SERVICE

SECTION FIVE

Next Steps

We're thankful for your interest in Expedition and we look forward to continuing the conversation to explore the possibilities of the journey. Provided below are the best ways to get a hold of us:

WEB: MADEBYEXPEDITION.COM
EMAIL: HI@MADEBYEXPEDITION.COM
PHONE: 937-903-4265
SCHEDULE A MEETING: VIEW BASE CAMP TIMESLOTS

151 W 4TH STREET, SUITE 225
CINCINNATI, OH 45202