



# disc over.

WINTER AND CONSTRUCTION DESIGN, L.L.C.

A CHICAGO COMMUNICATIONS STUDIO SPECIALIZING IN  
IDENTITY AND BRANDING FOR PRINT AND NEW MEDIA

# discovering.

WINTER AND CONSTRUCTION DESIGN, L.L.C. IS A BOUTIQUE COMMUNICATIONS STUDIO SPECIALIZING IN THE ART OF CREATING AND MAINTAINING A BRAND.

WE GIVE A VISUAL PRESENCE TO COMPANIES. SO THAT THEY'RE MORE THAN JUST A NAME. THEY'RE AN EXPERIENCE.

## listening.

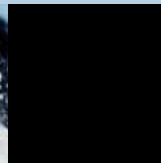
*It's the first part of any good relationship. Then ask questions.*

It begins by listening. Asking questions. Research. And while each project is unique, the goals are similar. To bring value to your company, your organization. To visually translate your services and products. To effect your bottom line. Sometimes it's as complex as creating a single mark that can convey your company's style and philosophy or it's getting a company on the web for the first time.

## working.

*The philosophy is simple: Look big and stay small.*

Our work is focused on building a brand and not just building something that looks good. We like design to be simple. Beautiful. Easy to understand. The work needs to tell a story. If it doesn't, then we haven't done our job. We ask clients, what do you want people to think when they think of your company? From there we create a brand that connects people to a product or service. winter and construction works just the way we always wanted a company to work. Simply.





## connecting.

*Words and pictures have told their stories.  
What tells yours?*

We have taken the lead creative role on branding and identity work as well as marketing initiatives for various companies and their affiliates such as AXA Advisors, Andersen Consulting, CDW, Fujitsu, Scott Foresman, Phillips, The Museum of Science and Industry, The ADL, Jewish Community Centers of Chicago, Lutheran Social Services of Illinois, BP, Hopsira, and Discover to name a few.

## creating.

*With the economic climate, the work hasn't changed, just the way we do it.*

Account managers, sales managers, creative directors, art directors, and more levels of input and critique than you could imagine can slow down the creative process to the point of inevitable frustration and missed or moved deadlines. Sound familiar? This can change when choosing to work with a smaller company. Today boutique studios are able to function the same way as larger agencies because of technology. Electronic approvals keep printing costs down as do smaller spaces and staff.

**WORK INCLUDES CREATING MARKETING CAMPAIGNS,  
IDENTITY DEVELOPMENT, STYLE GUIDES, BROCHURES, WEBSITES,  
ANNUAL REPORTS, DIRECT MAIL, POSTERS AND OTHER PRINT  
AND ONLINE COMMUNICATIONS.**

## contacting.

*It's the only way to start.*

winter and construction design is located on the north side of Chicago and works with clients throughout the county. To see a portfolio of work that includes case studies go to [www.winterandconstruction.com](http://www.winterandconstruction.com), call 773.368.6112 or email: [info@winterandconstruction.com](mailto:info@winterandconstruction.com).



A close-up photograph of two golden retriever puppies in a snowy environment. The puppy on the left is in the foreground, looking down, with snow on its face and fur. The puppy on the right is partially visible, looking towards the left. The background is a soft, out-of-focus white snow.

### **What's with the name?**

The name plays homage to the saying that in Chicago there are only two seasons: winter and construction. It's a nod to our roots and a way of looking at something differently. While most design studios are named after a founder, we chose to establish a brand that shows our creativity and sets us apart.

Disc  
Living.