

The Service Shop Marketing Agency

CREATIVE PORTFOLIO



LOGOS



Our strategy and creative teams seamlessly integrate a brand's color palette, typography, and essence to develop impactful logos that resonate with a Brand's target audience.



Squoze

At The Service Shop, we craft distinctive logos for brands and programs across industries. Over the past several years, we have created logos for corporate clients, higher education institutions, and consumer brands, including the annual Economic Inclusion Conference logo for Coppin State University and Squoze, a lemonade brand.



VISUAL IDENTITY



Branding + Packaging

The Service Shop Marketing Agency spearheaded the strategic development of the Bottle Design, Brand Communication, Brand Identity, and Visual Representation for Squoze lemonade in support of its launch.

Brand Identity

Our team led the brand communication, identity, and visual representation for the launch of Alpha Cash: a next-generation financial platform that lets unbanked and underserved customers deposit checks, pay bills, send money, and more without a traditional bank account.

Branding Strategy

Our team developed a data-driven marketing strategy for the Mayfield College of Engineering at Tarleton State University to significantly increase STEM enrollment among high school students. We created Brand Fundamentals, Key Messaging Mechanisms, and a unified messaging strategy to support the College's growth while seamlessly aligning with the university's visual identity.



PRINTED COMMUNICATIONS



Debit Card Carrier

We designed a card carrier to deliver the new co-branded Mastercard | Alpha Cash debit card to customers. The design incorporated the playful Alpha Bee mascot (illustrated by The Service Shop), secure card indentations, as well as key Alpha Cash benefits in English and Spanish.



Bilingual Event Branding

Our team developed printed materials to showcase a unique and impactful look & feel that aligns the conference with Coppin State University's visual language. To cater to the conference's diverse audience, all printed assets were bilingual, featuring English and Spanish messaging.



Retail One-Pagers

The Service Shop created co-branded one-pagers for Alpha Cash and Dollar General featuring the retailer's signature yellow and black palette and the new Alpha Cash kiosk to promote their prepaid debit card program.



PRINTED ASSETS



Retail Shipper

The Service Shop designed an eye-catching shipper display for Squoze, featuring bold branding, vibrant fruit imagery, and a refreshing design to showcase the Brand's "Lemonade Reimagined" campaign to life.



Financial Kiosk

Our team designed a financial kiosk for Alpha Cash. The kiosk delivers a user-friendly experience for financial transactions while creating strong visual impact at retail locations like Dollar General.



DIGITAL MARKETING



Social Media Strategy

The Service Shop crafted a comprehensive and engaging strategy and implementation calendar for Coppin State University's economic inclusion annual conference. This effort maximized the conference's reach, appeal, and ultimately, registrations.

Relaunch Campaign

To support the introduction and expansion of Squoze, we created a complete social media toolkit including custom videos, static posts, design templates with guidelines, and content strategies for planning and scheduling high-engagement content. The campaign received the prestigious international Gold Muse Creative Award.

Webinar Training

Our team delivered a Social Media Marketing Webinar for restaurant owners in Prince George's County, MD. The session equipped participants with practical strategies tailored to the restaurant industry. Attendees gained valuable insights and actionable tools to build effective digital campaigns, boost customer engagement, attract new business, and increase profitability.

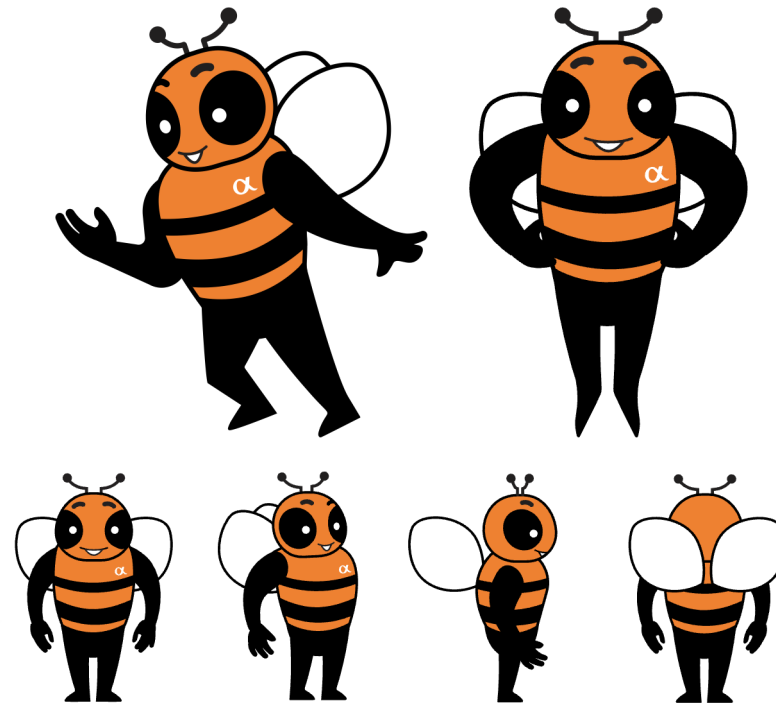


ILLUSTRATIONS



Environmental Campaign

The Service Shop designed and brought to life Oaky, a unique tree mascot created to engage young Marylanders and inspire community participation in the state's ambitious 5 Million Trees initiative across Maryland by 2031.



Fintech Launch

Our team conducted research to identify the most effective mascot for the Alpha Cash brand. Drawing on these insights, we created Alpha Bee: a friendly, hardworking bee character that humanizes the brand and makes financial services feel approachable, energetic, and trustworthy.

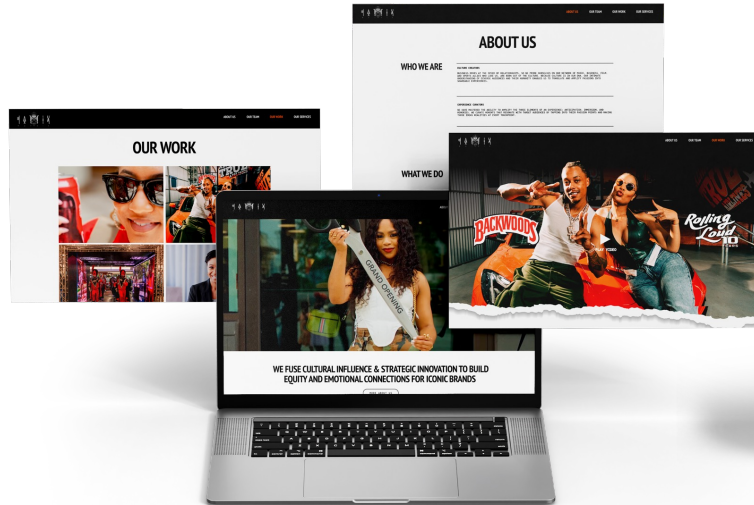


Sports Graphics

Our team designed unique and dynamic illustrated visuals for the US Elite Basketball brand, capturing the energy, spirit, and essence of the program.



WEB DESIGN



Creative Agency

The Service Shop designed and developed a new website for Matrix MKTG that reflects the agency's innovative approach to experiential marketing. The new website is visually appealing, easy to navigate, and effectively showcases Matrix MKTG's award-winning work.



Higher Education

Our team led the strategic branding and marketing direction for Tarleton State University's Division of Health Sciences. As part of the digital asset transformation, our team designed a modern, intuitive website that simplifies navigation across multiple schools and drives higher visitor engagement.



Consumer-Packaged Goods

We designed a user-friendly, visually appealing website for Squeeze. The site showcases engaging content and e-commerce capabilities to enhance user experience and drive conversions.



EVENT MANAGEMENT



Event Production

Members of The Service Shop produced and managed the Gubernatorial Candidate forum for Democratic candidates for Maryland Governor at Coppin State University.

Our team was responsible for all aspects of the event production and execution, including A/V equipment, live streaming, crowd ushering, and creative design.



Brand Activation

As part of a multifaceted program for Blu, a vape brand for adult consumers aged 21+, members of our team produced over 50 small and large events, including activations at select high-visibility festivals..



VIDEO PRODUCTION



Oaky Explainer Videos

The Service Shop created a series of animated videos featuring Oaky, a relatable tree mascot. The videos were designed to resonate with Maryland residents and inspire them to take part in the 5 Million Trees initiative. This integrated campaign earned the prestigious international Gold Muse Creative Award.



Promotional Video

Members of our team created an impactful promotional video for Atlanta Birth Center to raise awareness among key stakeholders, including donors, clients, government agencies, and healthcare partners.



Brand Experience

Members of The Service Shop produced an event recap video for Blu, a vape brand for adult consumers aged 21+. The recap video showcases a Blu brand activation in Miami, an immersive and emotional experience that connected with consumers on an emotional level.



PRESENTATION DESIGN



Corporate Presentations

Our team designed a series of visually appealing and informative presentations for Coppin State University for a variety of audiences, including internal teams, the external stakeholders, and potential sponsors.



Strategic Planning

The Service Shop supported Squoze's regional and national expansion through brand development and strategic planning. We leveraged data-driven insights to position the brand for sustainable growth. To optimize marketing and distribution efforts, we created a county-level spatial sales map to help the brand make smarter, more targeted decisions.



REPORTS & BROCHURES



Guides & Resources

To increase public engagement and participation in Maryland's Department of the Environment ambitious 5 Million Trees initiative, The Service Shop developed a complete range of printed marketing materials, such as informational flyers, factsheets, and tree registration instructions in English and Spanish.

Editorial Assets

The Service Shop creates visually appealing and user-friendly editorial assets such as program information and brochures for a variety of clients. Examples include a range of impactful marketing materials to ensure consistent and professional communication for the Mayfield College of Engineering at Tarleton State University.

Capabilities Statements

Our team creates clear, concise, and persuasive capabilities statements for small businesses to help them communicate their value proposition and services to potential clients to win new clients and grow their businesses.





Let's Get After It!

THE SERVICE
SHOP

The Modern Marketing Solution

info@serviceshopagency.com | www.serviceshopagency.com

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