For over 20 years, Woodward Communications has been dedicated to delivering graphic design and editorial services of the highest quality and for the best value to help our clients achieve their communications objectives.

We are a team of writers, editors, graphic designers, and communication specialists. Our team works closely with each client to effectively meet their communication goals while remaining sensitive to their budget.

We analyze each client’s target audience, collaborate with our clients to craft the right message, and then develop outreach materials or design a brand campaign to best communicate a client’s service, product, or research.

We turn dreams and ideas into tangible results. The result may be a single brochure, or it may be a broad campaign combining print and digital products with workshops and conferences to reinforce an important theme.

Our relationships with all of our clients are driven by our strong commitment to high standards of quality and integrity. We are proud of the longtime experience and professionalism we bring to our work.

To view examples of our work, please visit Woodward Communications’ portfolio at http://woodwardcom.com/our-work/
BRANDING AND STRATEGY

How do you create a brand in a manner that will gain widespread recognition, acceptance, and use?

We offer comprehensive branding services from discovery to design, testing, and implementation.

We can partner with you to develop a branding strategy that will effectively communicate your message. We work with our clients to determine what is most important about the product, service, or message that they want to promote and then we incorporate this into all aspects of brand communication.

Perception is key in any brand strategy, and we determine what, when, how, and to whom a product or service should be communicated to best facilitate effective messaging.

DIGITAL MEDIA

Woodward is experienced in developing digital content to support your marketing goals.

Whether developing a Web platform to house an existing publication or designing a new fully interactive digital document or microsite, we believe in designing responsive content that offers a convenient and engaging user experience.

Some of the digital solutions we can help deliver include:

- Websites
- Microsites
- Interactive Publications
- Responsive Design
- Presentations
- Social Media Content
- Video

COMMUNICATING RESEARCH

Woodward has the expertise to get into the guts of technical subject matter and simplify it in a way that can be easily communicated to both internal and external stakeholders, as well as to the general public.

Woodward has proven experience in taking complex technical subjects, understanding them, and packaging content for use by a variety of audiences. In a nutshell, we bring research to life.

We can provide on-site writing, editing, and administrative/database support to more effectively communicate research in a whole new capacity.

Some of the tools that we develop or implement when marketing research include:

- Conducting Focus Groups
- On-Site Communications Support
- Data Analysis
- Workshop Summary Reports
- Market Research
- Executive Summaries
- Database Searches
- Interviews
- Speeches
- Press Releases
- Presentations

Our writers and editors are thoroughly familiar with the Chicago Manual of Style, the Government Printing Office Style Manual, and the Turner–Fairbank Highway Research Center Communication Reference Guide and follow customers’ in-house style guides as well. We are also well-versed with ADA standards and Section-508 compliance for our government clients.

PUBLICATION SERVICES

We specialize in transforming complex subjects into easily understood prose. We can polish your own content or perform all of the research and writing for you.

As part of our editorial service, our writing and editing experts collaborate with our clients to create a variety of media tools that support specific outreach initiatives. Our skilled editorial staff offers a level of writing and editing customized to the client’s request.

We can provide a range of publications in print or digital form, including:

- Reports
- Books
- Manuals
- Digests
- Articles
- Newsletters
- “Takeaway” Materials
  - Brochures
  - Fact Sheets
  - Flyers
  - Primers

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