Creative
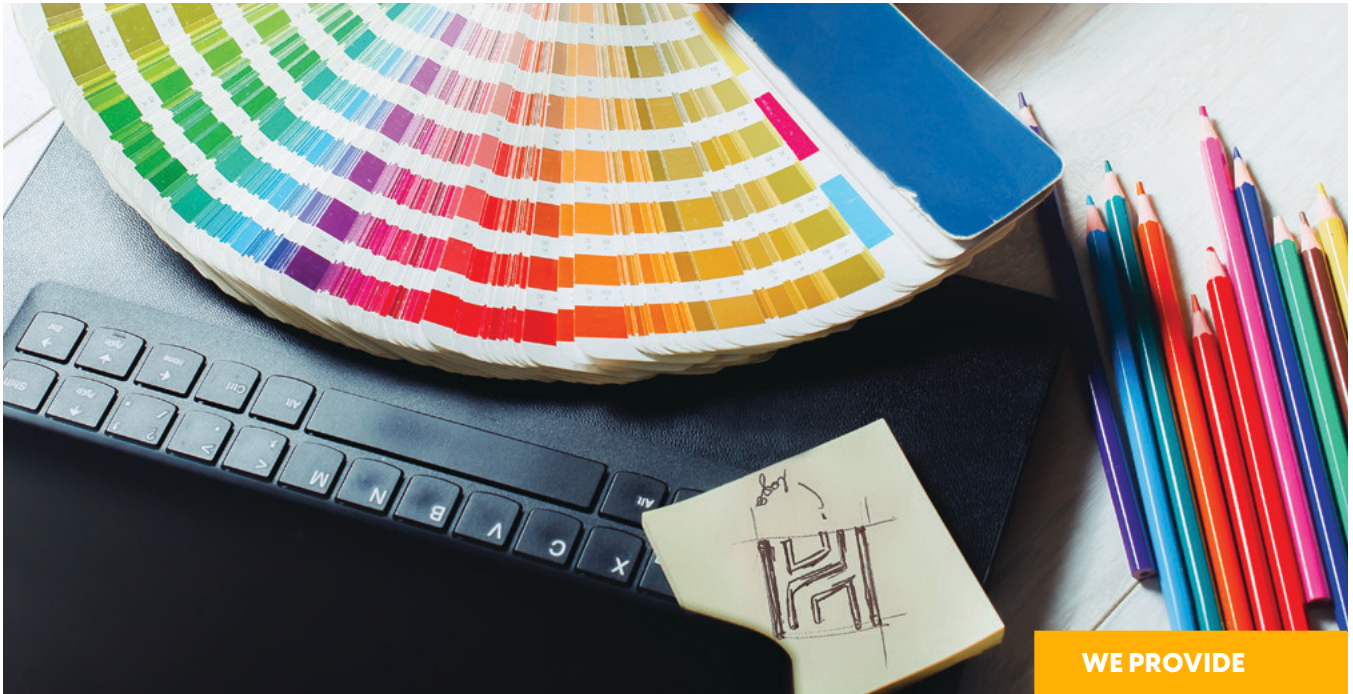
An innovative, strategic approach to your visual communications.

Powerful design can be a catalyst for change.

At Hatcher, we elevate the concept of design into a strategic tool to leverage. We integrate our design process with our design thinking framework, resulting in powerful solutions that reach across all mediums and create a competitive edge for your organization.

Our award-winning team has decades of experience designing solutions that market, brand, and position organizations, programs and campaigns. We are skilled at creating solutions that demystify complex information and make concepts and new ideas accessible to demographically diverse target audiences. Every solution is compelling, is actionable, and drives results.

With all projects, we use storytelling to develop clear, engaging, and effective audience-focused messaging and visuals to tell your story and connect with your audience. Through various types of graphic design, touchpoints, and channels, our design solutions help you address existing challenges, promote current benefits and successes to be leveraged, focus on unmet audience needs, change audience behaviors and attitudes, and showcase ideas and trends.

WE PROVIDE

- Marketing and advertising
- Illustration and iconography
- Environmental design
- Infographics and data visualization
- Motion graphics
- Branding and brand evaluation
- Photography
- Publication and package design
- Digital and social media graphics
- UX/Website design and development

CONTACT US

info@thehatchergroup.com

Maryland 529
Creative Marketing

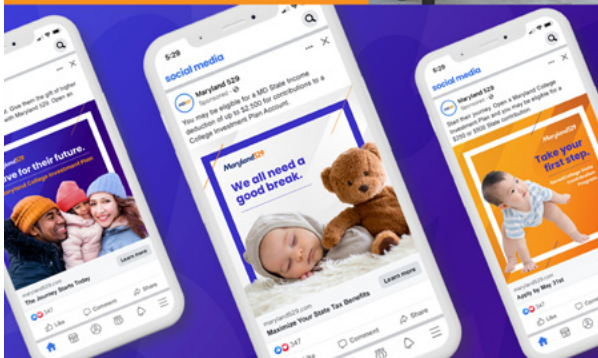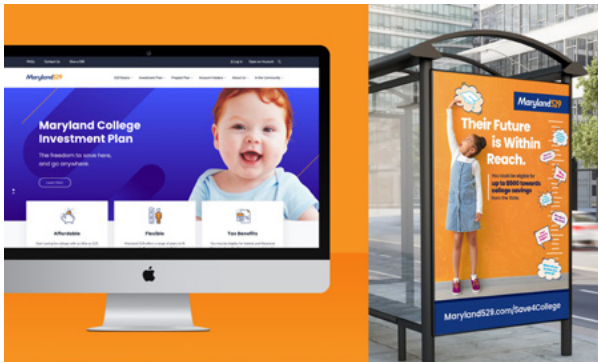**Congressional Black Caucus Foundation**
Rebranding

Creative solutions with value.

Great design tells a story, showcases solutions, inspires people, and identifies actions that create real change. We bring consistent delivery of high-quality design and stunning visuals. We have the years of experience and the depth and breadth of a talented team to deliver comprehensive design development and theory-based design direction. Additionally, we know how to leverage social responsibility, cultural relevance, technology, brand vision, and audience needs into a design. We also have extensive expertise in project management and production and can make format suggestions, advise on paper selection, and produce any solution developed.
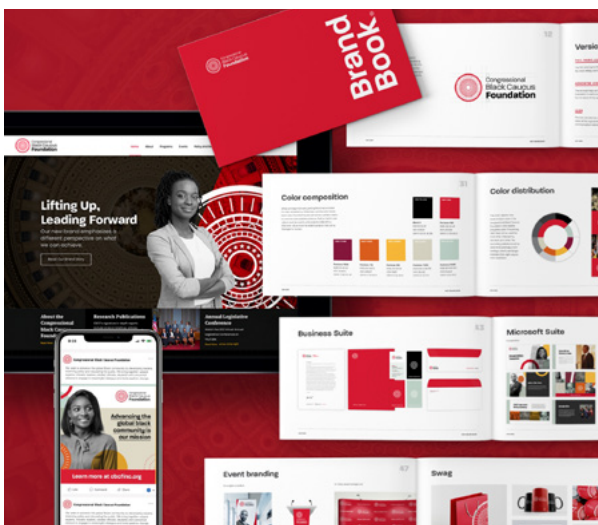
Hatcher has worked with diverse audiences for more than 20 years and we create products that promote trust and prioritize audience engagement. Our diverse design team brings their own perspectives, experiences, and ideas to each project, producing inspired and inclusive solutions.

The team.

Our award-winning team includes multifaceted art directors, graphic designers, product designers, and illustrators. Our design team has been recognized in many industry-leading awards, blogs, and publications, including Vox, Digital Design Awards, GD USA Graphic Design Awards, Art Director's Club, EXCEL Publication Awards, HOW Design Award, PR Nonprofit Award, AIGA Fellows Awards, and American Advertising Awards.

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