

channel communications, llc

news release

401 washington avenue
suite 205
towson, md 20815
p 410.296.0697
f 410.296.0963

For Immediate Release

Contact: Cory Farrugia
410-296-0697

Beacon Associates, Inc. selects Channel Communications for new Brand Look and Feel.

BALTIMORE, MD, January, 15, 2011 – Channel Communications announced today that it has been selected by Beacon Associates, Inc. to provide brand support as the company prepares to transition from being an 8(a) small business to a successful large government and commercial contractor. The scope of the work is a full brand overhaul to include: client interviews, competitive review, new logo, brand look and feel, website and collateral.

The primary reason for selecting Channel was the agency's process and experience in developing strong brand platforms for companies looking to re-invigorate their message. Beacon is preparing for the company's next phase and they needed a corporate look and feel that could compete with the likes of other large consulting firms. "Channel gave us a new look and feel that is progressive and professional and has allowed us to better compete in both the government and private sector space," said Mason Holloway, Principal Consultant of Beacon's Performance Group.

Beacon Associates, Inc. is a woman-owned, certified 8(a) company which partners with government and private sector companies to help them achieve their desired outcomes by providing workforce, organizational and operations solutions. Beacon helps their clients' organizations train their employees to maximize human performance, develop systems, and run day-to-day administrative duties.

With offices in Washington, D.C. and Baltimore, MD, The Channel team provides a full range of integrated services, which include branding, marketing and advertising, direct marketing, corporate communications, broadcast and interactive media.

-30