

COVALENT LOGIC
SAMPLES OF WORK





ABOUT COVALENT LOGIC

Covalent Logic is an award-winning, full-service communications agency focused on the intersection of graphic design, web development and public relations. Founded in 2005, our agency passionately pursues meaningful results for our clients through diligent research, strategic development, creative ideas and thoughtful execution.

Led by Stafford Wood, the Covalent team comprises experts in graphic design, digital strategy, governmental relations, website development, crisis communications, messaging, branding and public relations. The firm has amassed more than 200 awards, including Adrians, Anvils, ADDYs, Bulldogs, Hermes, Lanterns, Magellans, MarComs, Quills, Stevies, Tellys, Thoths and VEMAs.

Based on her individual accomplishments, Wood sets the expectations high for her team. She is a Senior Practitioner from the Southern Public Relations Federation and has received Accreditation in Public Relations from the Public Relations Society of America. In 2019, she received three lifetime achievement awards, one each from the Public Relations Association of Louisiana — Baton Rouge, the American Advertising Federation — Baton Rouge and the Southern Public Relations Federation.

Covalent has planned and executed communications projects with Fortune 500 companies, global media relations efforts and revolutionary branding campaigns. Our clients include government entities, international corporations, educational institutions, nonprofits and regional businesses.

Covalent's team provides a level of project management and client service to ensure each project remains on schedule and on budget as well as expert consultation, innovative design and strong technical development throughout every phase.



What is Covalent Logic?

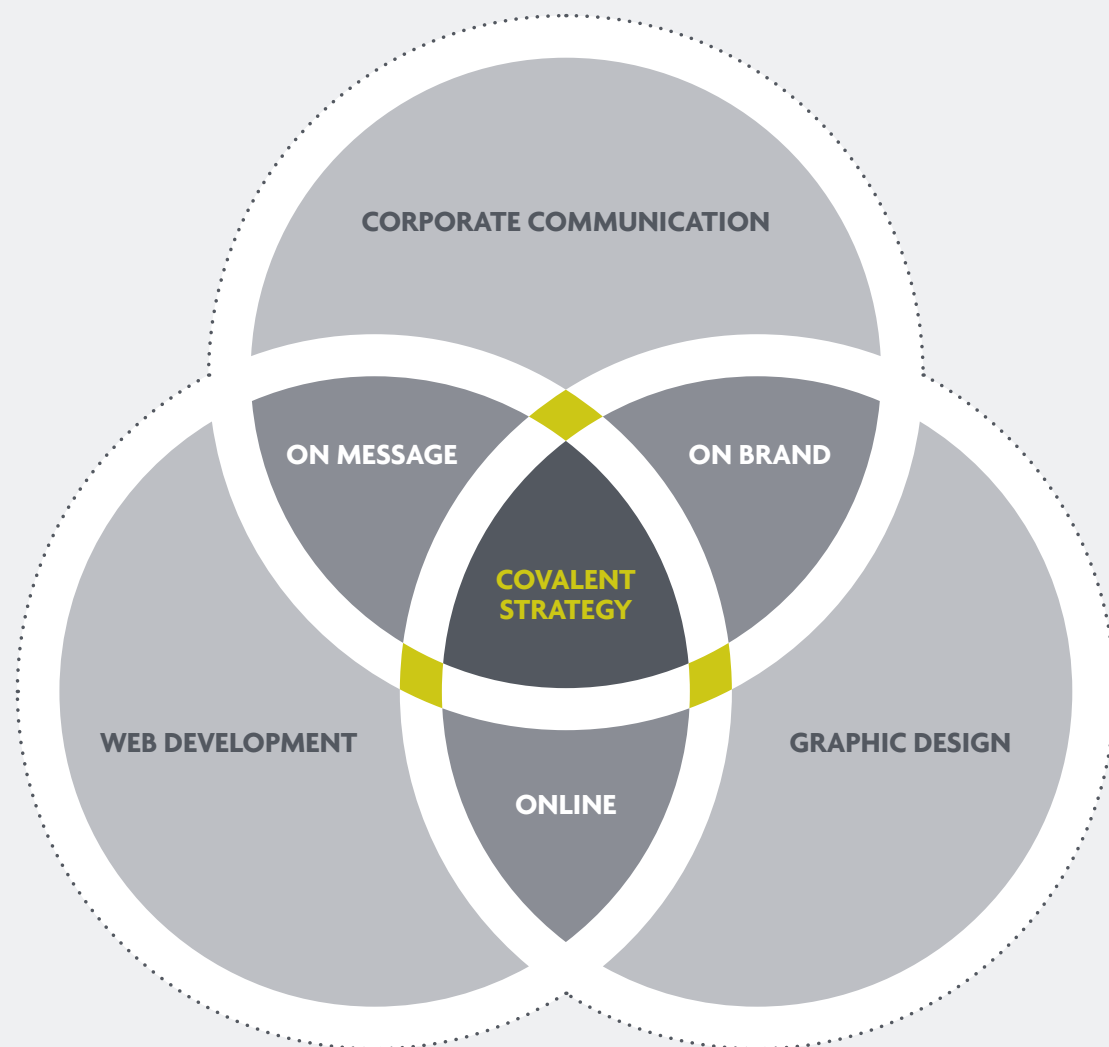
A covalent bond is a chemical bond where atoms share electron pairs. Because the atoms are bonded at two points, the resulting molecule is exceptionally stable.

The Logic is simple: **Strong communications strategy** and **solid visuals** form the basis of all exceptional work. Two heads are always better than one. Partnerships are invaluable.

How are we different from other agencies? Simply put, we don't "Save As." We come up with **unique solutions** with our clients to help solve their problems, design exceptional campaigns with partners to further the reach of their messages and strategize with our associates about the best way to tell a story.



WHAT OUR CLIENTS ARE SAYING



“Covalent Logic's custom CMS has been a great asset to the delivery of LDH Communications for over a decade. The staff is very knowledgeable of current trends and best practices. Support is outstanding. Downtime has been almost non-existent...they are very highly recommended.”

JEROME BOYD
Louisiana Department of Health



SERVICES

Corporate Communications

EMPLOYEE COMMUNICATIONS

Intranet

Designing and developing private, online communication systems that can spread complex messages throughout a large or small organization.

Newsletter

Writing, designing and distributing print or online company communications.

CONTENT CREATION

Writing & Editing

Drafting articles, blog posts, social media posts, website content and other copy to fuel content marketing efforts and support the brand's overall goals. Reviewing copy and content across campaigns to ensure grammatical correctness, consistent style and adherence to the brand's message.

Curation

Researching and collecting relevant content from blogs and news sources to include in a brand's marketing efforts.

PUBLIC RELATIONS

Planning

Creating plans to help a company, brand or organization ensure clear messaging that meets its overall long-term communication goals.

Writing

Drafting press releases, talking points, Web posts, FAQs and fact sheets to help explain the company's message.

MEETINGS

Pre-Event Promotion + On-site Event Collateral

Developing themes and materials to ensure stakeholder excitement and attendance at events, including invitations, RSVP systems and microsites.

Designing and developing presentations, signage, handouts, gifts and other materials to make an event successful in achieving corporate goals.



SERVICES

Corporate Communications

CRISIS COMMUNICATIONS

Planning

Reviewing crisis communications and strategy plans for both manmade issues and natural disasters, including events such as data breaches or hurricanes, so a company covers all communication needs to various stakeholder audiences.

FOCUS GROUPS

Planning

Organizing focus groups to attract participants and ensure quality feedback about messages, designs, plans or strategies from people matching key targeted demographic.

Moderating

Leading focus group participants through discussions to spark thoughtful conversation about relevant topics.

Reporting + Analyzing

Recording, organizing and evaluating feedback from focus group sessions to develop key takeaways from the exercise.

STRATEGY SESSIONS

Planning & Moderation

Working with partners to develop agendas, activities and goals for group sessions to make the most of the participants' time and brainpower. Leading participants throughout the event to ensure work and discussion centers around the predetermined agenda and produces desired outcomes.

Discussion Materials

Creating agendas, presentations, forms and other documents to support the goals of strategy sessions.

Post-Session Reporting

Capturing relevant feedback and discussion points organizing information to compile a post-session report that highlights key takeaways.

PUBLIC PRESENTATIONS

Planning + Outreach

Designing public events to ensure maximum stakeholder participation, public education and clear communications.

Presentation Materials

Creating presentations, signage, exhibits and informational collateral to engage the event attendees and support the goals of a public outreach event.

Event Moderation + Speaking

Leading the presentation to stick to the predetermined agenda and moderating question and answer sessions to educate the audience, gather feedback and keep the tone professional.



SERVICES

Graphic Design

BRAND MANAGEMENT STRATEGY

Planning

Creating issue or event-specific plans to help a company, brand or organization ensure clear messaging that meets its overall long-term communication goals.

BRAND AUDIT

Evaluation

Assessing, cataloging and identifying successful brand attributes, messaging, color schemes and imagery in order to develop new materials or reduce inconsistency within a company's image

COMPETITIVE AUDIT

Researching

Identifying and assessing visual assets of competitors to develop a strategic visual advantage, useful during transitions and new product development.

CHANGE MANAGEMENT

Consulting

Managing business transitions internally and externally, through the strategic development of design and messaging as well as the solicitation of stakeholder input. Issuing clear communication visually and operationally.

LOGO DEVELOPMENT

Design

Developing visual identity through illustration and iconography used to represent a brand, company or product combined with the typography, color and layout that represent it in various combinations of content and usage case.

MESSAGING DEVELOPMENT

Strategy/Execution

Writing statements and choosing key terminology used as mission statements, vision statements, corporate attributes, taglines or other messaging. Can include drafting press releases, talking points, Web posts, FAQs and fact sheets to help illuminate the message.

BRAND STANDARDS

Identity Establishment

Developing standards for how images, logos, taglines and other brand attributes are used in different scenarios to ensure consistency and protect the brand's image and reputation.



SERVICES

Web Design

CAMPAIGN MICROSITE DESIGN/BUILD

Designing and developing smaller websites limited to a narrow purpose or time window that interact with and support the overall corporate site.

CONTENT MANAGEMENT SYSTEMS (CMS)

Integrating front-end design with our custom CMS, a web-based software application that allows users to build, maintain and modify a dynamic website. It is engineered to place ultimate control in a company's hands while providing a wide range of aesthetic and functional flexibility.

DIGITAL COMMUNICATION

Designing and executing custom email marketing newsletters, forms and other solutions to ensure the company's message is conveyed in an organized and attractive way.

INFORMATION ARCHITECTURE

Ensuring information is presented in an orderly fashion that makes sense for all website users.

WEBSITE MANAGEMENT ADMINISTRATION

Supporting the functions of a website, including updating content, making necessary design changes and managing the flow of site changes.

CORPORATE DESIGN

Creating a website that is both visually appealing and well organized and is able to meet the needs of an organization and its stakeholders.

INTRANETS + EXTRANETS

Business process and operations can be streamlined by user-customized content and secure access privileges.



OUR SERVICES



IDENTITY



WEB DESIGN



PRINT



PUBLIC RELATIONS



STRATEGY



VIDEO



COPYWRITING



SOCIAL



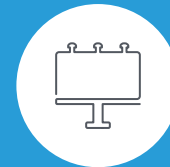
DIGITAL



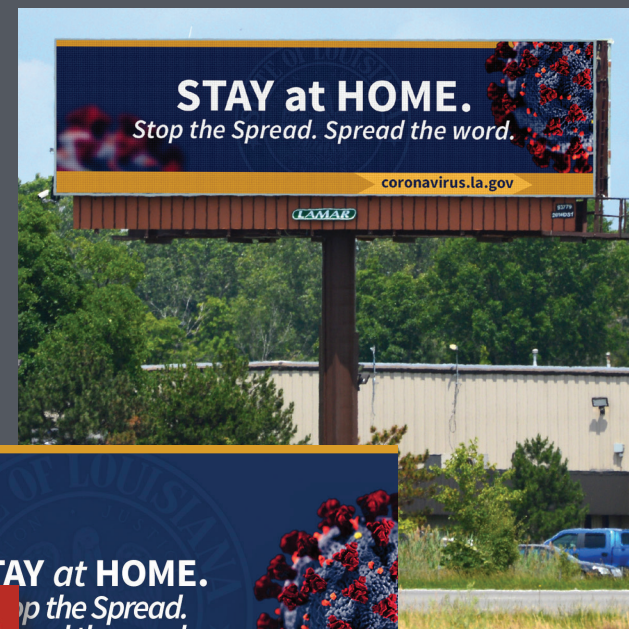
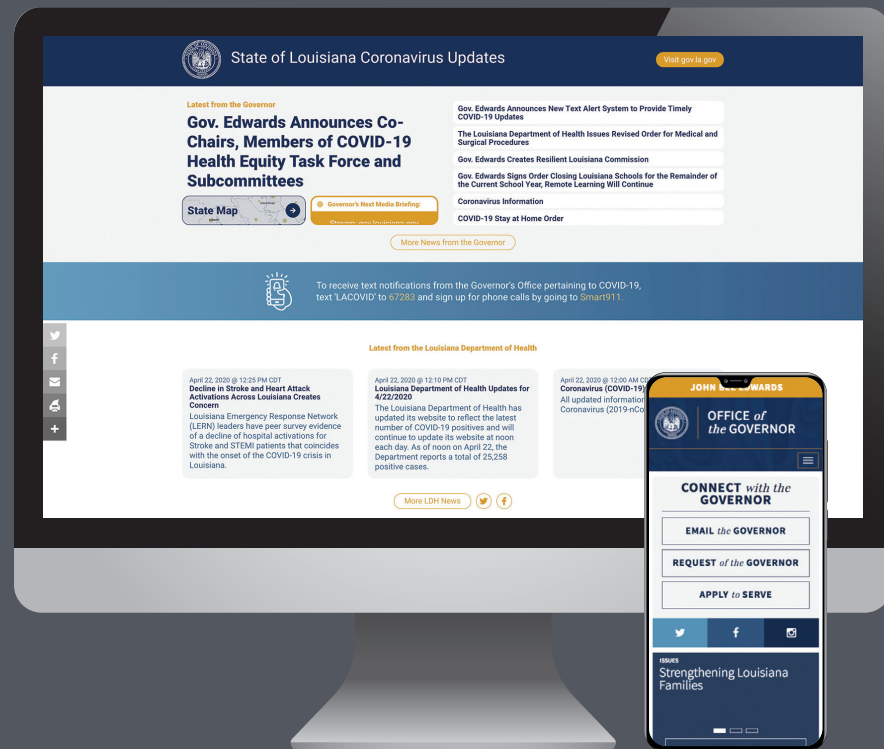
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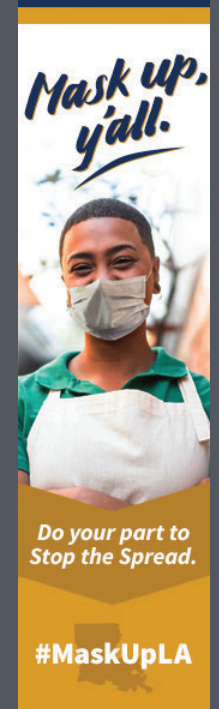
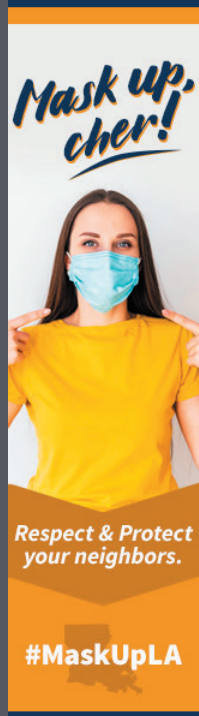


PHOTO

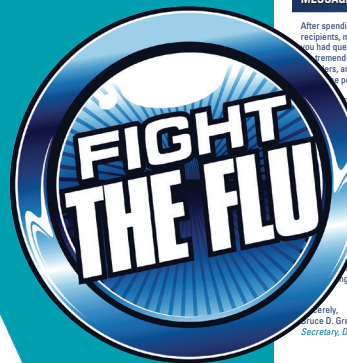


OUTDOOR









DEPARTMENT OF HEALTH AND HOSPITALS

LOUISIANA DEPARTMENT OF HEALTH

Making MEDICAID Better

For your FAMILY. For your HEALTH. For our STATE.

MESSAGE FROM DHH SECRETARY BRUCE D. GREENSTEIN

After spending the past several weeks traveling the state and listening to concerns from recipients, medical providers, health advocates, and other stakeholders, I realized many of you had questions about our plan to transform Louisiana's Medicaid program. I understand the tremendous impact the state's health coverage system has on our residents and medical providers, and it is obvious we must begin managing patients' care to offer a higher quality of care to the people we serve.

As we move toward transforming Medicaid, we want feedback on how we can provide a more predictable path, which we know produces poor health outcomes. We need everyone's input and solutions to create an effective method of delivering stronger, quality health care. My approach is to engage as many people as possible in a collaborative way, as each of us plays a role in shaping the future of Medicaid.

As we begin the dialogue about transforming Medicaid, we are spending the coming weeks in every region of the state. The schedule for those regional meetings is at www.makingmedicaidbetter.com. Please visit this site for details about the meetings.

Significant changes that we firmly believe will improve the lives of Louisiana residents are imperative that we approach these changes together, and I look forward to a dialogue.

If you have specific questions you would like us to address about our plans for transforming care, please contact me at bruce@dhs.gov.

Sincerely,
Bruce D. Greenstein
Secretary, DHH

FEATURED QUESTION

Q: How will managing care for Medicaid enrollees be an improvement over the current fee-for-service system?

A: We know the current fee-for-service system is not sustainable, and it does not lead to good health outcomes. Too often, our state is ranked at the bottom of national health indicator lists, and we must change the status quo. We need health care that takes care of our patients, emphasizing preventive treatment and focusing on quality rather than quantity of procedures. Managing care is better than not managing care, and Louisiana must look at how we can do this effectively. More than 41 other states have adopted a system for managing care for Medicaid enrollees, and over and over again, this strategy has proven to produce better health outcomes at lower costs. In fact, our neighbor, Mississippi, is launching its Medicaid managed care plan in January. Fee-for-service does not allow for incentives for either the recipient or the provider. Managing care allows us to build those incentives into the system and build a healthier Louisiana.

HELPING RECIPIENTS

FACT: Forty-four percent of children in Medicaid with asthma visited an emergency room last year. Asthma is a manageable disease, and the right coordination of care will prevent many unnecessary ER visits. See more facts about helping recipients at www.MakingMedicaidBetter.com.

Making Medicaid Better Regional Forums

The Department of Health and Hospitals will host forums around the state in November and December to discuss the proposed plan for transforming Medicaid. Stakeholders and other interested parties are invited to attend, ask questions and make suggestions about this proposal for managing care for Medicaid enrollees. DHH will provide a live video feed from the forums as technology permits for those who are unable to attend in person. Visit www.makingmedicaidbetter.com for details on regional forums.

Forums are scheduled in different regions on the following dates:

- November 17, Wednesday**
Capital region
- December 7, Tuesday**
Northwest Louisiana region
- December 8, Wednesday**
Northwest Louisiana region
- December 9, Thursday**
Lafayette area region
- December 10, Friday**
Central Louisiana region
- December 13, Monday**
Greater New Orleans region
- December 13, Monday**
Florida Parishes/Northeast region
- December 14, Tuesday**
Lake Charles region
- December 15, Wednesday**
Houma/Thibodaux region

Contact Us

Your feedback is important to us as we move forward in improving Louisiana's Medicaid program. For more answers to your questions or sign up for our weekly newsletter, please visit www.makingmedicaidbetter.com. E-mail: coordinatedcarenetworks@dhs.gov or call toll-free 1-888-342-6207 if you have additional questions.

DEPARTMENT OF HEALTH AND HOSPITALS
628 N. 4th Street | Baton Rouge, LA 70802
p: 1-888-342-6207 | t: (225) 389-8008

- There will be two CCN models, one that pays a per-member, per-month fee instead of billing as treatment occurs, and another that pays fee-for-service but offers opportunities for medical providers to share in cost savings.
- CCNs cannot pay providers less than the current Medicaid rates, unless the providers agree to a lower rate.
- Providers may receive financial incentives for meeting certain standards of patient care such as better disease management and annual wellness screenings.

What Do I Need to Do?

- The Department of Health and Hospitals will begin implementing CCNs in early 2011, first in the Baton Rouge, Houma/Thibodaux and Northshore regions. Medical providers in these regions must enroll with a CCN to treat Medicaid recipients when the changes take effect.
- The state health department is currently hosting informational meetings for providers in these regions. Please visit www.MakingMedicaidBetter.com to learn more about the CCNs and how to enroll, or to see a schedule of upcoming provider meetings.
- For providers in other regions of the state: the Department of Health and Hospitals will phase these areas in later and will provide more information as those regions transition to CCN care.

For more answers to your questions, please visit www.makingmedicaidbetter.com, call 1-888-342-6207, or e-mail coordinatedcarenetworks@dhs.gov.

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YOUTH LINK:

YOUR FOSTER CARE JOURNEY

Your Guide To The Child Welfare System In Louisiana And Your Link To A Better Future

YOUTH LINK WAS MADE JUST FOR YOU

A lot of things can happen to a child, and sometimes it's hard to know what to do. Youth Link is a guide to help you understand the foster care system in Louisiana and how it can help you get a better future. It's a place where you can learn about your rights and responsibilities, and how to get the most out of your foster care experience.

THE BASICS

What is foster care?

Foster care is a place where a child lives who cannot live with their biological family. The care can be for a short time, or it can be for a long time. It's a place where a child can learn about the world and how to get a better future.

Why am I here?

There are many reasons why a child might be in foster care. Sometimes a child's family is not able to take care of them, or the child might be in danger. Sometimes a child's family is not able to take care of them, or the child might be in danger.

It's important to know that you are not alone. There are many people who care about you and want to help you get a better future. You can learn about your rights and responsibilities, and how to get the most out of your foster care experience.

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RIGHTS & RESPONSIBILITIES

What are my rights while I am in foster care?

As a child in foster care, you have the right to know:

- Why you are in foster care
- What will happen to you
- Why you are not able to live with your brothers and sisters if you can't
- What is happening with your parents, brothers and sisters
- How DCFS will help you plan for your future
- The rules about when your caretaker can look at your things
- Why you cannot have some things
- All services and programs that can help you when you leave foster care, like educational training vouchers, Medicaid and others

As a child in foster care, you have the right to:

- Good care and treatment that meets your needs
- Live in a safe and healthy place where you won't get hurt
- Be by yourself when you want to be alone
- Be told the rules for the place where you live
- Be told by your case manager about the place where you will live before you go there
- Take your things with you if you move
- Be treated fairly
- Have your case manager try to find a home where you and your brothers and sisters can be together, unless it isn't safe for you to do so
- Visit with your family, unless the court says it's not safe
- Visit with other people like your teachers, people from your church and friends
- Speak and be spoken to in your own language
- Have DCFS protect your rights

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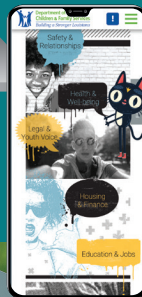
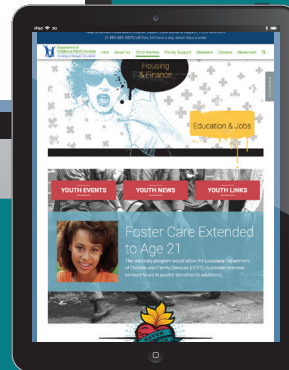
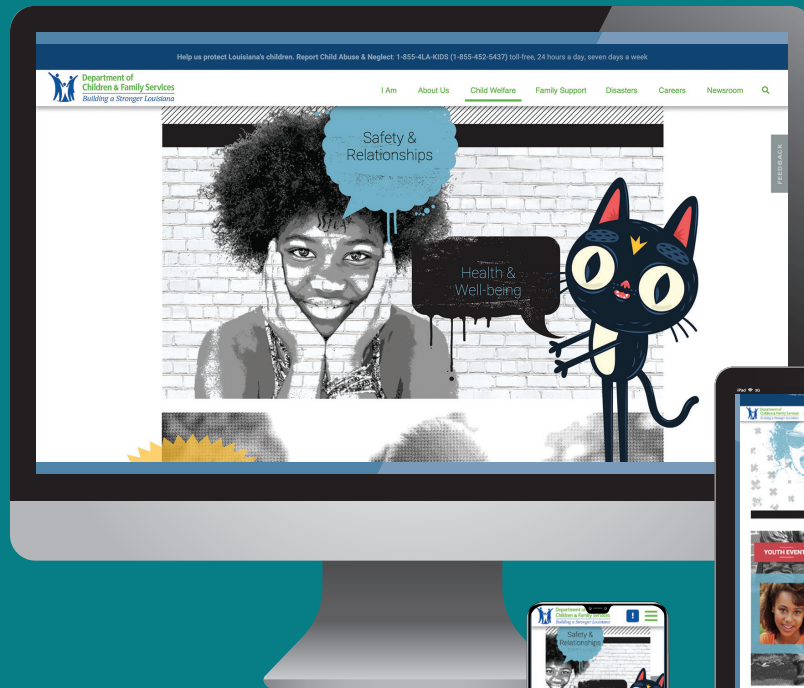
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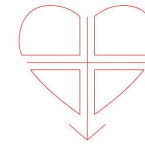
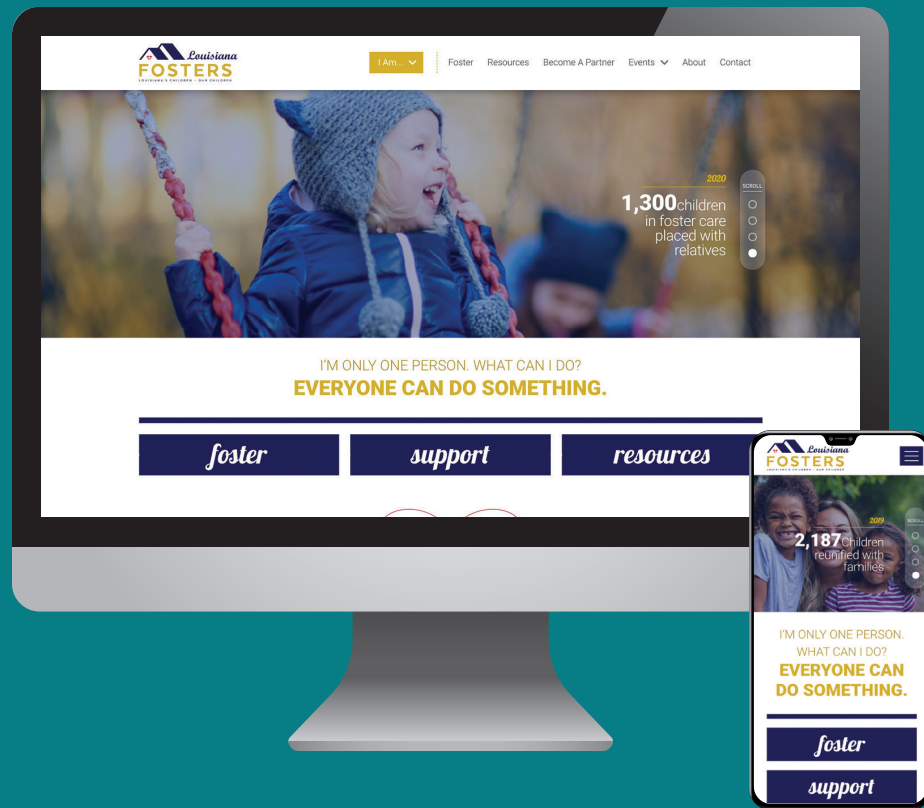
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LOUISIANA DEPARTMENT OF CHILDREN & FAMILY SERVICES





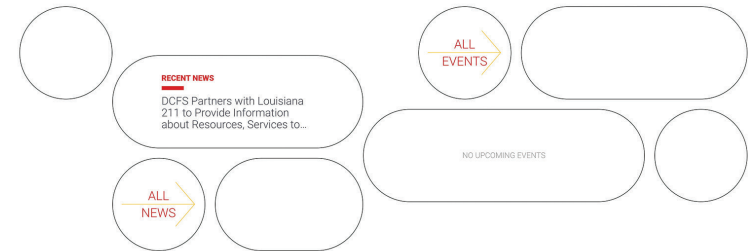
Our Mission

Mobilize, encourage and inspire faith, nonprofit, business and service communities to partner with government to bolster the support for foster children and their caregivers in Louisiana.

COMMUNITY PARTNERS

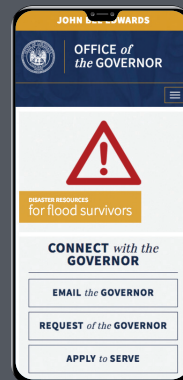
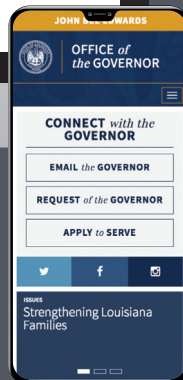


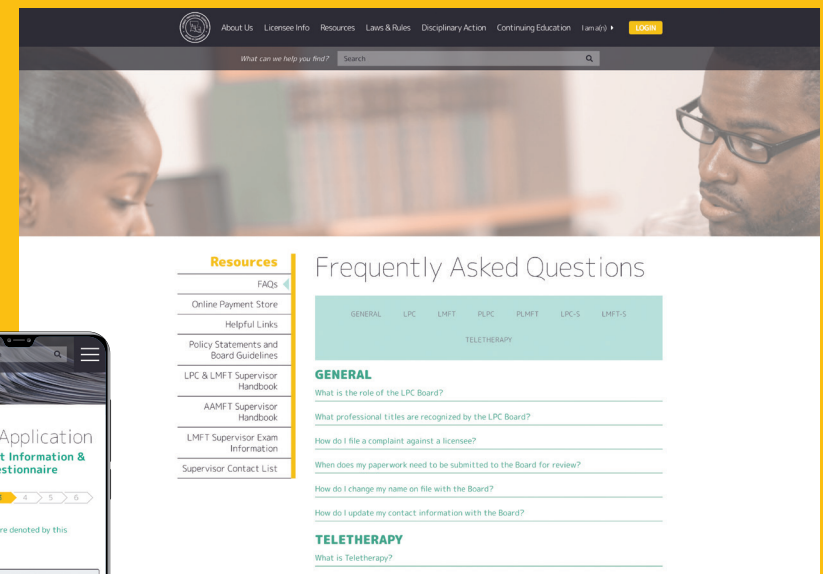
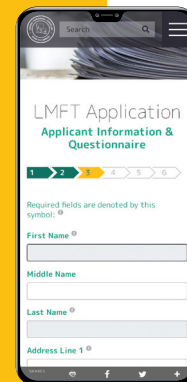
Find an Organization Near You

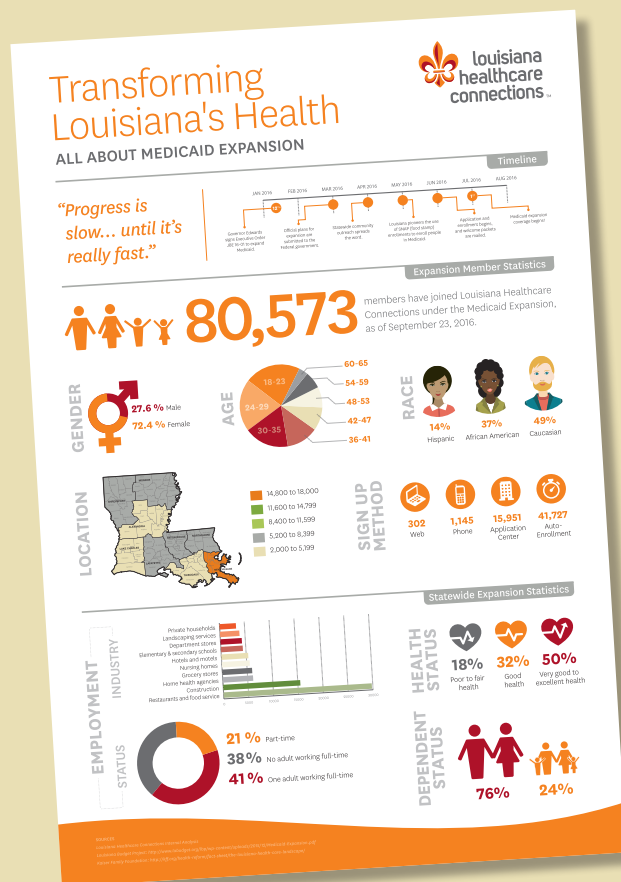


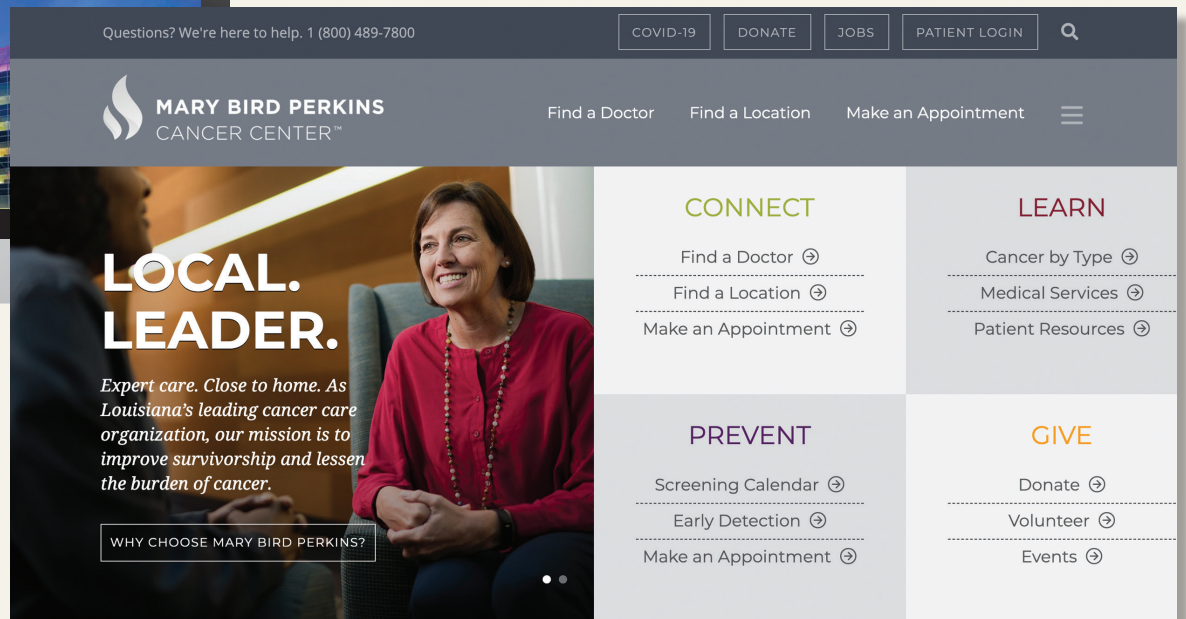
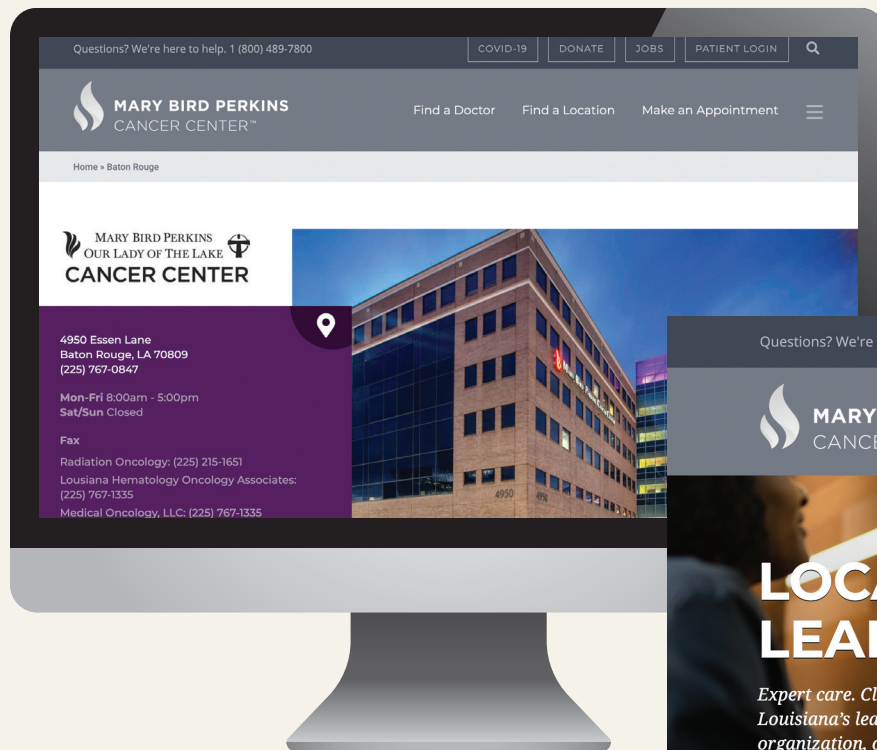
Louisiana's children
our children





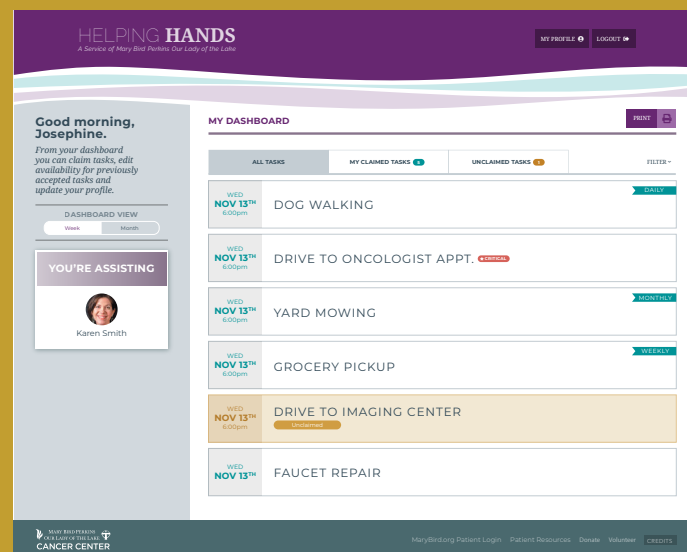


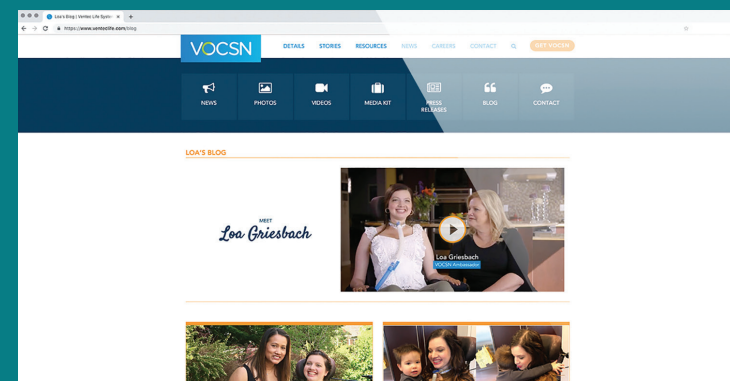
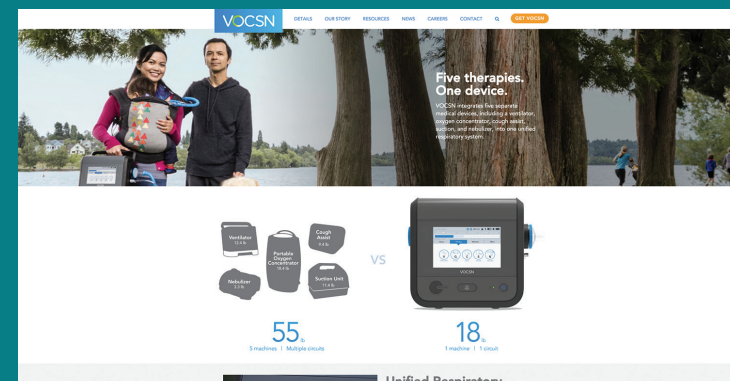
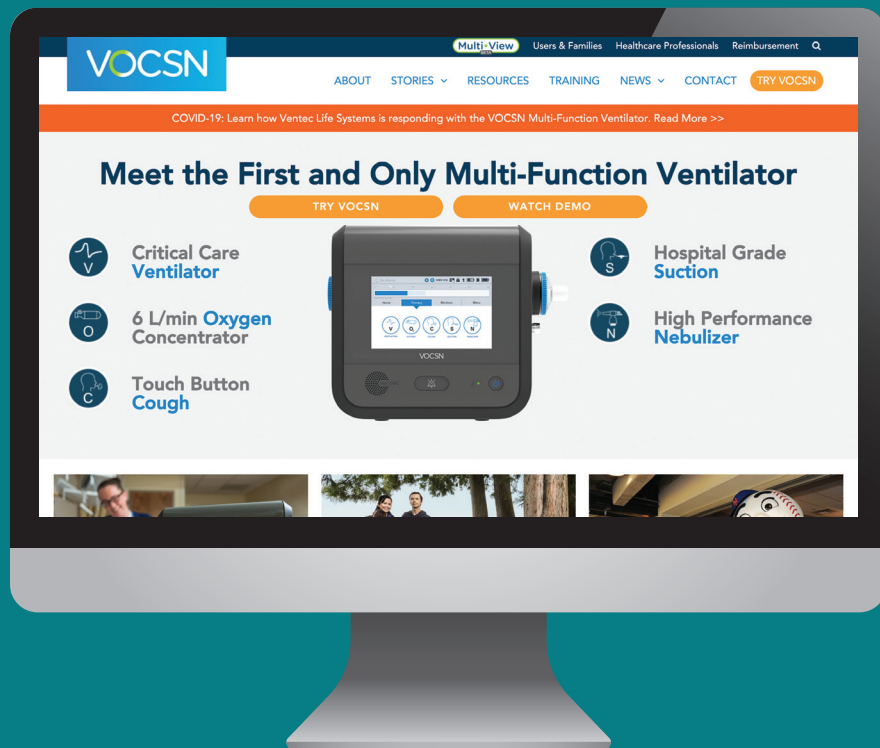




MARY BIRD PERKINS CANCER CENTER

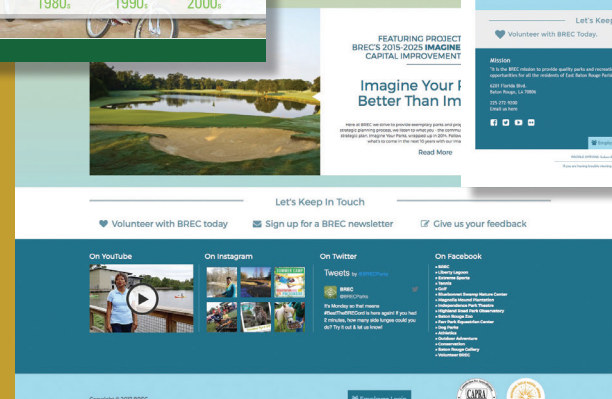
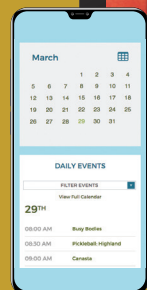


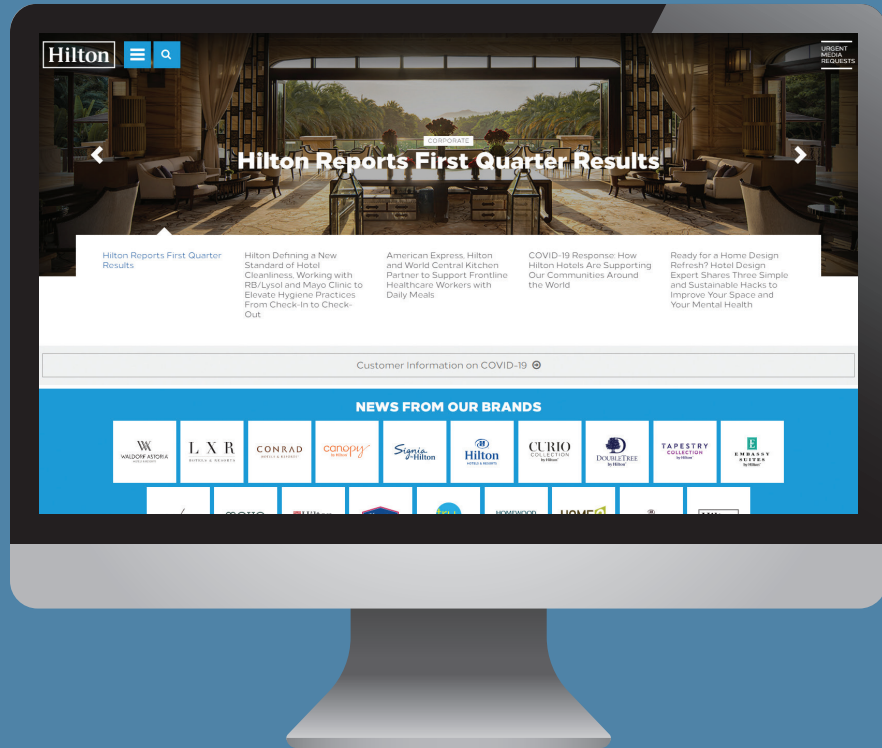




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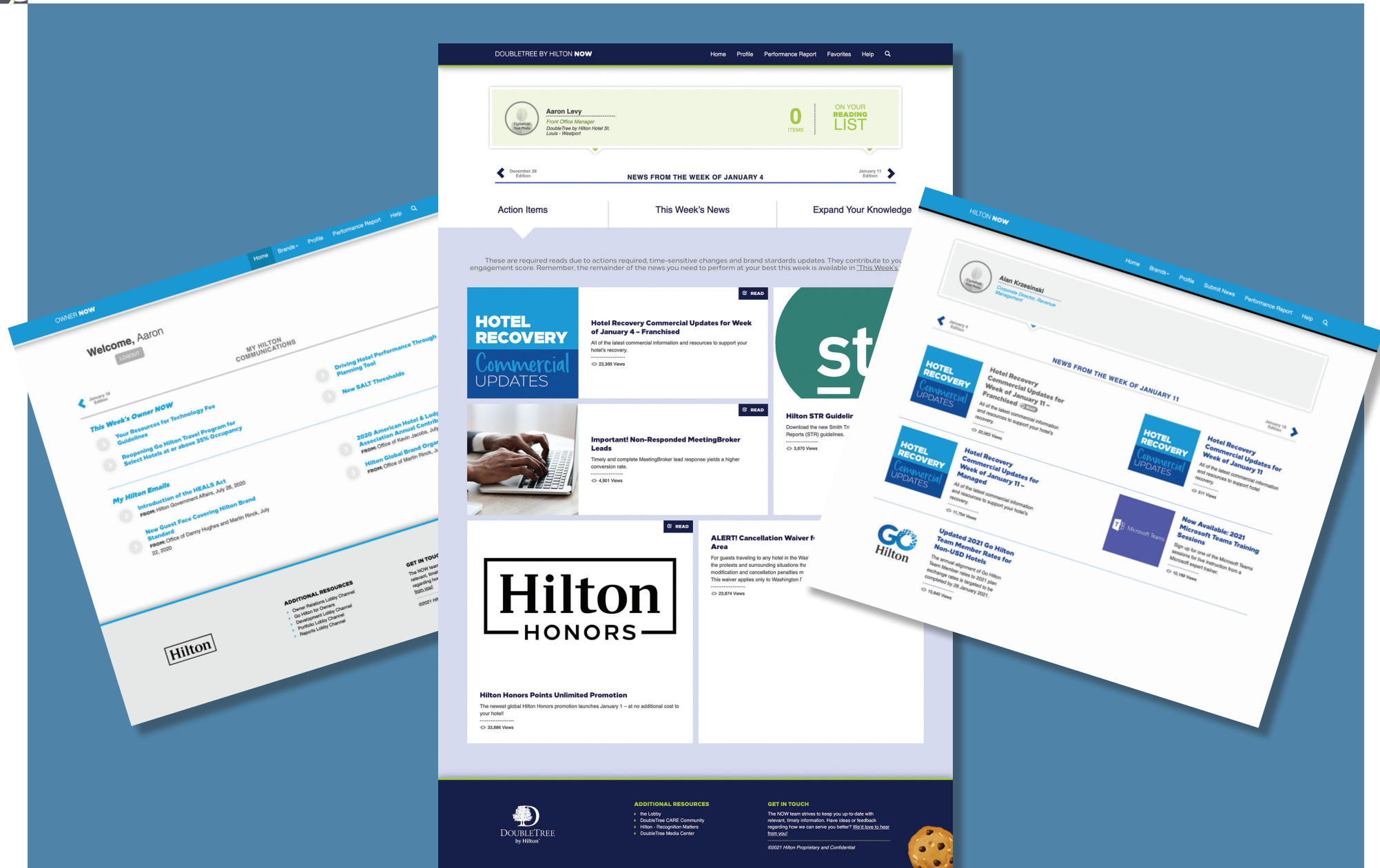






HILTON | NOW Internal Communication Channel







Why Hilton Beat Everyone Else at Facebook

March 12, 2013 at 9:02 AM | by ASchecter

Just a little while ago, we went on a rant about hotel Facebook pages, and what the fuss is all about. Many of you piped up, with one commenter noting "the whole Facebook marketing angle is over-hyped."

Another pointed out that often times, the "social strategy is coming from a global [headquarters] that is unaware of local trends."

Which might actually be a clue as to why **Hilton** has managed to beat all the other brands at the Facebook game.

Yesterday, Hilton announced they were the **first ever hotel brand to reach one million "likes"** on Facebook. For those of you who abstain from the Facebook (stay strong!), that statement probably reads gibberish. But we're guessing the rest of you are just as curious as we are to find out exactly how Hilton managed to pull off such a feat.

For starters, it helps that Hilton is one of the largest hotel chains in the entire world, with over 550 properties under the flagship "Hilton" brand in 78 countries and six continents.

But there's more to it than that. Commenting on the milestone "like," Hilton explained that its strategy "was based on the goal of **increasing global engagement of qualified fans in target demographics.**" In other words, they were after j... old likes: they figured out where their biggest audiences were (and what language they spoke), and concentrated their digital campaign on those areas in part...

This explains why the USA, Egypt, India, Mexico, the UK and Argentina were only the brand's key markets, but also the ones who ended up liking the Hilton the most.

We're sure other hotel brands will be taking notes after hearing about Hilton's success.





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