

why watermark?

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reliability. communication. results.

it's simple:

- we dont lock you in, we want you to stay out of satisfaction, not neccessity.
- we are available when you need us.
- we do darn good design & development!

Watermark is dedicated to you, the client, and promises to listen and communicate to obtain the optimal and memorable end result that you desire. Our process allows you to relax while we deliver a high-end product at competitive cost. We will put you at ease with personalized, one on one service and have you coming back to Watermark Design.

Testimonials:

"When the Charlottesville Business Innovation Council (CBIC) wanted to have the best for our Gala Awards Dinner we went to Watermark Design. What we got was tremendous creativity and a professional high-tech look for our Awards Powerpoint and our slide show of sponsors. Watermark made us look very good which was essential considering that we were honoring technology companies and had the best and the brightest of the business community attending I could not recommend Darcey and her team at Watermark any higher!"

Michelle Prosser, Co-chair and Emcee, CBIC Awards Gala, and President of Energy Focus Coaching and Consulting

"I knew I needed a logo, and I knew I was going to get it locally done...what I didn't know was that I would be not just delighted with the outcome, but the process, too. With their studied, on-target assessment of me, my needs and my business gave me a logo and look that can support me for years to come as I continue to grow my brand identity. What I also got, unexpectedly, was subtle advice and suggestions about other parts of my business, too. Great ideas that I implemented right away and saw immediate results.

Watermark Design is a tremendous resource (and local!) for image and business-perfecting ideas and executions. I recommend them highly to anyone looking for top design and a great approach, both personally and professionally. "

Deborah Rutter,
Realtor

"I have worked with Darcey on numerous projects, both personal and professional, print and web. Darcey has an intuitive sense of what I am looking for, even when I have a hard time articulating my vision. She is a pleasure to work with and has a great eye!"

Locallectual.com

"I am so pleased to have found Watermark! After choosing them to redesign my existing website, my business has grown significantly. It is not uncommon, when meeting with a potential customer for the first time, for a bride to comment that my website was a determining factor in their initiating the contact. As a businessman, I have been exceptionally pleased with Darcey and her staff. She is professional in every regard...artistic with her designs and ideas, communication lines are always open, she listens well, and she is quick to respond to my occasional email or phone call. I could not recommend Watermark more highly."

David Jones,
Professional Photographer

"I have been working with Darcey at Watermark Design for over 4 years now, through our businesses, bad to the Bone Endurance Sports and Charlottesville Running Company. In Watermark Design, I found an invaluable marketing resource. Our businesses have highly benefited from Watermark Design full service of graphic and website design.

Darcey has also been incredibly helpful in learning how to manage our website, and she has allowed us to take control of it."

In Watermark Design, I found a professional, full service and an extremely talented graphic designer. I have recommended WD to several friends, and all have been extremely satisfied."

Francesca Conte,
Charlottesville Running Company

"Watermark Design is hands down one of the up and coming web design firms in Virginia! Darcey Ohlin is extremely talented! All we had to do was just ask her to 'do her thing' and she came up with a beautiful 'look' for Corner House Gallery. We've had nothing but compliments for the website."

- Linda Boudreaux Montgomery, Owner, Corner House Gallery

"I have worked with Watermark Design over the last several years on everything from custom invitations, full collateral development and ad campaigns to our recent full website re-design. Darcey is not only extremely talented at the graphic and web design aspect but fully understands the larger picture of our marketing efforts and always works towards that goal while making very helpful suggestions along the way.

Having worked on other collateral and website redesigns in the past, the most impressive thing about Watermark is how easy and stress free the process was. With almost no effort on our part the site is exactly what we envisioned and perfectly represents the image that we wanted to portray to our clients. Also, Watermark has helped to increase our visibility to potential clients by providing invaluable website statistics and by monitoring and constantly working to improve our position in search engines. They also assist with our new blog and e-mail advertising campaign which has been very successful in many aspects.

In order to accomplish our goals in all areas of our business we are constantly looking for partners who "get it" and Watermark certainly does. I wouldn't recommend anyone but Watermark Design to anyone needing graphic design, web design, or marketing assistance for their business or personal needs."

-Jessica Sheffield, CMP, the event company

"A big thanks regarding my logo: Deciding to do a logo was but step one. Everything thereafter was a learning experience. From the first iteration, which was roundly derided, to the next, done locally in Charlottesville, and finally to the assistance graciously provided by the person who designed my theme, this effort was a community effort.

Pat mentioned the other day that newer, hyper-local real estate bloggers aren't "linking out well;" those of us who have been doing this for a little while understand the value in participating in the blogging community. You get back what you put in.

So - Thank you to watermark design in Charlottesville and Brian Gardner for the theme, and everyone who offered input on and offline."

-Jim Duncan, RealCentralVA.com

who is watermark?

Watermark has been in existence in the Charlottesville, Virginia area for 5 years now serving a diverse client base including bed and breakfasts, event companies and foundations, but until recently, it has been our little secret. Now we want to be your little secret!

Located in the heart of downtown Charlottesville, Virginia, Watermark's designers have the background and creativity to turn around the best design that is unique to you, the client. We want to help you create YOUR watermark, the mark you are remembered by. Your watermark begins with your logo design. Do you have a mark that distinguishes you from other similar businesses, but says everything about you in one glance?

From there we move on to your collateral, the materials you communicate to the outside world with... business cards, letterhead and envelopes. Next, your brochure, catalog or maybe just a flyer; whatever it is that you hand someone wanting more information about your business. In today's world, no business is competitive without a web site. Whether you just need an informational site offering your business's information, or you need a whole online store, you can't afford not to be there when someone is searching for you.

Watermark would like to help you look like the first-class business that you are.