

what's new

Last Updated Monday, 16 August 2010

Watermark and Afton Mountain Vineyards featured in Albemarle Magazine!
We are mentioned for our EMMA award win in May. Thank you for featuring us!
[click here to download the article](#)

New Custom Wordpress site launched!

We were approached by Garnet to provide a custom designed, content-managed web site for their new client BR Foot and Ankle (BRFA). BRFA wanted to set themselves apart from other podiatrists by marketing their interest in sports injury without forgetting about their surgery, diabetic and other patients. The new look is edgier than what you are probably used to for podiatrists but will appeal to their target market, athletes. Thank you so much to Garnet Marketing and Blue Ridge Foot and Ankle for involving us in this fun project. We know a lot more about our feet now!

[Visit BRFA site](#)

[Visit our other custom designed websites](#)

Are you a International Spy? No? Then you might need a logo!

Check This Out and Find Out!

[Click here to check out the full graphic \(at a readable size\)](#)

We Do Branding.

A lot of times a project will start with a client's immediate need, be it a business card design or a full custom web site, but this initial project often starts to change or determine their brand. That's where it gets exciting, making the full brand come together, no matter which piece the potential customer touches first- be it an ad in the paper, on tv or googling their web site, it will all flow together and have a consistent message when we are done! From inception to completion, we can help you design how your business is perceived.

HOT (and busy) Summer in the City!

The temps are HOT and so is the work being done right now. We can't wait to share some new stuff with you including 4 new Wordpress web site launches in the next month or two, some logos and branding work and more! From home contractors to builders to podiatrists, we are now heading into a new luxury inn, golf and a some others we will keep a secret for now. Stay cool and we'll be in touch soon!

WELCOME to WES!

Introducing our awesome new designer... Wes Webb. You've seen his design work around and we are so excited to have him with us. A new flavor to the watermark pot... here it is in his words:

I am a JMU [Duuukes!] alum and a surfer originally from Virginia Beach who periodically DJs on the weekends in Charlottesville as DJ WesternFront. Still dealing with living this far inland, I split my time between my motorcycle and snowboard [when weather permits either] always searching for the latest storm off the Atlantic to kick up some surf, the next hot beat to dance to, a new winding country road, and the elusive east coast blizzard, all of which will probably show up in some way, shape, or form in the next project to come out of Watermark Design.

We look forward to sharing this new talent with our clients!

Woo Hoo! Watermark brings home 2 EMMA Awards!

Thank you to the City of Charlottesville for choosing us to design their ad campaign for summer camps (see advertising) which won the Print Advertising category and Afton Mountain Vineyards who won the big category of the night, Overall Marketing for their rebranding campaign (from logo to label to the web site , advertising, collateral and more)! What a fun event and what great clients!

WOW! What a crazy few months!

We are so lucky to have worked with tons of new and exciting clients recently and equally as lucky to have retained our relationships with our trusted and true clients who we love! We have several new custom designed Wordpress-managed Web sites coming up, so stay tuned for those! We have ads floating around VA and new brochures being printed for everyone from builders to schools to clean energy companies! We are doing software interface design and our first love, plenty of logos. We hope everyone is enjoying this incredible spring! Feel free to call us with any design and questions you may have!

Pretty COOL! FBML... custom facebook pages!

As Social Media becomes a necessary part of your marketing plan, think about carrying your branding across all mediums, including facebook and twitter! Custom Twitter backgrounds are pretty standard, but now you can customize your facebook page with FBML, an application included in Facebook. With a little coding, you can increase your graphic presence, customize where a visitor lands and pull in feeds from other social media sites. This is pretty cool as facebook grows even BIGGER! Check out our page and LIKE us!

Cville Niche Magazine features Watermark Design

We love Charlottesville and Charlottesville just gave us some love back! We were chosen for Cville Niche's 10 in 20ten article. We are honored to be placed with other amazing artists in the area. Thank you!

Click below to see the article:

<http://www.cvilleniche.com/>

WOW! Thank you! Marketing News features Watermark Design

We were just featured in the January issue for being one of reader's favorite twitterers! What an amazing list to be included on along with Mashable and Kodak and so many other distinguished marketing professionals! We are so honored. Thank you again for following!

Click below to see the article:

<http://cot.ag/dmErsR>

To Follow @watermarkdesign

VA Winery Goes BOLD

Afton Mountain Vineyards, a local vineyard and winery started with Watermark on their logo design which lead to their new labels. You can't miss them on the shelf so we wanted to make sure you paid just as much attention on the web. Their new site has a Wordpress CMS (meaning we designed the site and then laid it on top of Wordpress so they can easily update the site) and a bold custom design! Check them out at <http://www.aftonmountainvineyards.com!>

[Click here to check out more of our website designs.](#)

Advertising : Simple and Engaging.

We are excited to be working on an ad campaign for the City of Charlottesville. Check out the latest ad for Parks and Recreation! We believe in an ad campaign that is simple, to the point and grabs attention. Whether its ballet slippers or ads for X Lounge, we make sure your ad will get results. [Click here for more advertising.](#)

Watermark goes to WordPress

Congrats to the AV Company www.theavcompany.net on their slick, new custom designed Website, which uses WordPress as the content management system (CMS). This means they can easily log in and change their own content any time they like, keeping the site nice and fresh for Google (SEO).

We love to give back

Just a few of the recent pro bono designs we have done for Boys and Girls Club, the Big Warm Up and the Charlottesville Burn Camp...

Blue Ridge School gets FOCUSED!

We recently got the opportunity to visit the Blue Ridge School - not your typical all boys boarding school. In fact, we wanted to capture the unique atmosphere in these new direct mail pieces and follow up brochure. The campaign was

called 'focus' and communicates the importance of education, but also how the supportive environment, outdoor activities, and opportunities unique to this school, mold these boys into men. [click here for more collateral.](#)

Site launch for Meadowcreek Golf Course.

We were hired to design a site on a budget that made a beautiful public golf course look like a private country club experience. [click here to view web site.](#) A 'tweed' take on the traditional...

New site for the Building Management Co.

a new and innovative development firm here in charlottesville- very cool buildings and very cool people- check out the new site! [click here](#) for more of our web site designs.

Locallectual iphone app 'ilocavore' graphic design

We took the logo we had developed for locallectual and turned it into the icons needed to put the app on the itunes. We love to take a design across all applications from print to web and even to the iphone! These local ladies have put a lot of love into this project - support them by searching 'ilocavore' on itunes- there is even a free app!

The AV Company Event Invitation

Watermark had the opportunity to design an event invitation for The AV Company this past month following a recent rebranding of their logo, collateral and advertising after their acquisition of Modern Home Systems.

WE WON! "Marketing firms in region score at EMMA awards"

Watermark Design partnered with Magnifire Marketing to win the overall marketing category at the emma marketing awards last night for our old trail village overhaul! Yeah! Thank you to Magnifire for choosing us to do the design and thank you to Old Trail Village for allowing us this opportunity! [Click here to read more](#) .

New blood, new ideas.

We would like to welcome Amanda into

the watermark family. Amanda joins us from Ohio, previously having worked at the world-class design firm, FITCH. We look forward to introducing her to you and sharing her work as she settles in here.

This makes us smile...

"In case I haven't expressed it enough, I am SO PROUD to be rolling out my new business under your designs. You have NO idea what a difference it has made. My competitors were in disbelief that this was "ME". They thought I had joined some huge company! "Thank you" doesn't say enough!" - Becky Reid, Canopy Insurance

Thank you to all of our clients! We love you!

New Web site Launch! Thrive Magazine in Hampton Roads!

A new magazine launching soon needed a content managed web site for added value to advertisers and for marketing their new publication. Thank you to Thrive for allowing us to work with you on this fun and energetic web design!

[click here to visit thrivehr.com](http://thrivehr.com)

New Web site Launch! Official Time USA

Official Time USA, selling luxury watch winders, commissioned watermark to create their new web site.

Simple, elegant and to the point. This was a single page site meant to be used as a sales piece to speak to on a phone call. Enjoy! www.OfficialTimeUSA.com

New site launch! Eye Response Technologies

Thank you to Eye Response for choosing us to redesign your Web site. This was such an amazing project to be involved in. Eye Response Technologies helps people with disabilities regain their everyday lives by using eye gaze technology. We feel so privileged to have met some of these people and are inspired by their zest for life despite the everyday hardships that come with these horrible diseases like ALS. So thank you for involving us in your business and your passion for helping people. [Click here to visit the new site .](#)

From Our Clients... (thank you!)

"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 and extremely talented graphic designer. I have recommended WD to several

friends, and all have been extremely satisfied."

Francesca Conte,
Charlottesville Running Company

"The team at Watermark Design is the BEST - I cannot give a higher recommendation. Their designs are beautiful, unique, and sensible; their customer service is always attentive and on-time! They make MY business successful!"

[click here for more testimonials.](#)

Need Video or a Commercial?

Watermark is now able to offer video production! Let our professional videographer develop your dreams! TV Commercials, Streaming video for your Web site, you name it. Call or email for samples.

Surfs Up! The New Wave In ADVERTISING...

Your business's

Web site isn't the only place you should be advertising on the Web! Social Networking on the Web is the new hot place to be for local businesses.

[Click here to check out our Facebook page:](#)

Call or E-mail us to learn more about using these tools to capture a new audience!

New Years Eve: Red and Bubbly

Watermark

just completed the branding for this year's new years eve bash at The X Lounge. To view other work we have done for The X Lounge, visit our [print and advertising portfolios](#).

What's new in December?

We

would like to thank Eye Response Technologies for choosing Watermark to rebrand their collateral for ERICA- an eye recognition system used by ALS patients for communication - so far including the brochure and tradeshow booth and soon, the Web site. It is an honor to be involved with a local company that does so much to help others. We will let you know when the site is up!

Another thank you to the Virginia Men's

Crew Team for choosing us to redesign their current Web site. It is

under construction right now, but visit our [portfolio](#) for a preview ! This project was a blast, including a cold morning on the water watching these amazing athletes train

Thank you.

As we head into 2009, we just wanted to say thank you to all of our clients that have made us who we are and have contributed to our success. For those of you that we do not know yet, we look forward to creating this same relationship with you. Happy holidays, the watermark team.

Holiday Wishes...

As the holidays approach, Watermark wishes everyone safe and happy holidays! We love working on the odd invite or HOLIDAY CARD

because of the creativity allowed in these fun projects. Last year we had a blast with a custom designed holiday card for The Event Company and invitations to several parties around town. Need a custom designed invite or card? Give us a call and lets do something different!

Helping to Promote Our Neighbors... Wild and Wonderful

We

love to promote Charlottesville, our home, but we also like to work with areas that we often visit. As avid outdoors-people, watermark is proud to help a Snowshoe, WV Real Estate company promote their area and their rentals with a new brochure, email templates and more! Keep an eye on our portfolio for these new West Virginia marketing materials!

New Web Site Launch!

Thank

you to RoseWood Village for allowing us to create their new Web site with a full Joomla content management system behind it! Watermark has been working with RoseWood to update their branding and on their ad campaigns leading up to the Grand Opening of their new second Charlottesville location at Hollymead Town Center on October 2.

[View selected ads from their campaign.](#)

[Click here to visit their new site!](#)

[Visit our Web portfolio.](#)

Advertising in Charlottesville.

Be

on the lookout for new advertising campaigns from Watermark for local real estate developers and developments and check back to our portfolio often to view recent work. We are excited to be able to help shape the way the Charlottesville community and beyond will perceive these businesses. [Click here to view our advertising portfolio.](#)

F7 Engineers.com Launches!

Thank you to F Seven Engineering

for entrusting us with your new Joomla Web site. F7 needed a content-managed Web site that could promote their new engineering work and secure some warm bodies to fill their quickly growing business. [Click here to view our sites.](#)

Watermark Turns One Year Old!

This

May Watermark celebrated one year as a fulltime Charlottesville graphic design and Web design firm! Thank you so much to those that supported us, including clients old and new, friends and family.

Summertimmmmeeee...

As the weather heats up, so are things at Watermark! We have been working on a lot of advertising design in recent months, as well as logos and Web site designs. Rosewood Village is opening a new location in Charlottesville at Hollymead Town Center, and so they hired Watermark to help with marketing their new location with ad design, a new Web site, help with branding and more. Check back to see their new Web site around August!

New launches:

Be on the lookout for new identities that watermark has created, including Locallectual.com. We just completed the logo for this local venture. See 'identity' to view the new logo design. Update: Locallectual is now live. You can catch them at the Earth Day show in NY or just visit them online at Locallectual.com! Also under 'identity' you will find Greener Oil. Greener Oil Company was looking for a quick Web site to claim their stake on the Web. We created a small HTML site to get them up and running, as well as a new logo design.

Thank you to these local companies for trusting watermark with your visual reputation.

What's new for spring?

Watermark has been working on a flurry of projects, from media kits for a large corporation to logos for small businesses in Charlottesville. We just finished helping JMK Photography, out of Midlothian, VA (Richmond), launch their Web site at www.JMKphotography.com. To view JMK's new logo, please visit 'identity' in our portfolio. We are in the process of wrapping up several Web sites, collateral packages and logos, so please check back to see what is new in the coming month. We are ready for spring and can't wait until we can leave the cottage door wide open for your visit!

Boys and Girls Club BIG GIG

We are honored to be producing the invitation materials for this year's BIG GIG annual fundraiser for the Boys and Girls Club of Charlottesville/Albemarle. Visit 'PRINT' in our portfolio to see the custom invitation and save the date.

JMK Photography Identity & Web site

This

Richmond-based sports photography studio hired Watermark to design their new identity and help them create a new presence on the Web. We actually ended up creating 3 logos to represent the different sports they photograph as well as giving them the versatility of using one or all of the logos together, separate or anyway they see fit.

Child Alert System.com

Do you have children? Are you prepared if they go missing? You may want to check out this web site.

www.ChildAlertSystem.com

Watermark was hired to design this Joomla-based Web site from design to development. Once logged in, we created custom applications that allow you to store your child's important information-accessible from anywhere with an internet connection. AND should your child go missing, we have an email and text message alert system with 2 levels. The online version is live and soon to come will be USBs that you can carry with you which will connect to the web site to synchronize your information.

UPDATE:

Since completing this Web site, we have also begun development on Phase 2 of this site..the custom software development so that a local user with a USB keychain can choose how much information they want to store online. This web application will sync up to the web site and back down locally. We are very excited to launch this product in late March!

Charlottesville Graphic Design in late February...

It has been a month of mixed projects, from ad design for a vacation rental agency to PowerPoint template design for Pharmaceutical companies. We have just started a logo design for a very exciting Web site that will launch in Charlottesville & nationwide around late March in it's beta version...stay tuned for more information on that! We are wrapping up several Web sites and logos and will list them in our portfolio soon. Thanks for reading! Check out our forums for discussion on Charlottesville Web Design and Graphic Design!

HELLLLOOOOO Puerto Rico!

Allen Design is one of our well-respected partners in the Web-design industry. Once a Charlottesville firm, they are now serving all those tan people in Puerto Rico. Should you reside in Puerto Rico and need top notch design, give them a call! One of their recent projects seems to be taking off - a guide to their area. [Click here to take a look !](#)

Get MOVING Charlottesville!

Hey Charlottesville- check out Gill & Francesca's (Charlottesville Running Co.) new project with 106.1 the corner. Get Moving Charlottesville is the new radio program to get all of us off the couch and out into our beautiful area. Watermark was lucky enough to create the logo for this cool new program. Click 'Portfolio' to see the new old rock poster-inspired logo!

Happy Holidays!

We hope that you are enjoying a safe & fun holiday. We have been busy creating new identities, sites and more. The latest projects include the new logo and web site headers for Bad to the Bone Endurance Sports, part of Charlottesville Running Company. Thank you to Gill and Francesca. Visit 'view results' to see the new logo! We have also created a new logo for their Canine Run Series!

Don't

forget to send a holiday card! We recently completed several custom designed holiday party invitations and cards. We love creating unique cards that say something special about our clients.

Search Engine Optimization.

What

have we been up to? Lots of new directions. Recent projects include Search Engine Optimization (SEO) for existing web sites, designing the front end of sites to be built out by partners in development, and several Joomla sites including content management systems. If you already have a great Web site, but are just looking to improve upon the ranking, give us a call!

Watermark was awarded the

opportunity to design a new identity system for MicroAire's Plastic Surgery division. So far, we have created their logo, tradeshow signage and their new folder, to hold redesigned marketing materials. We look forward to presenting this new identity at an upcoming tradeshow. To take a sneak peek, go to 'view results' above.

Logos galore.

Check out 'view results' to see our latest creations. High Meadows Vineyard Inn is a unique B&B located in Scottsville. From the moment you pull up to the pink front door, you know this is going to be a different experience. Visit them here .

Their wine is even for sale in Harris Teeter, look for the pinot noir. Canopy Insurance also entrusted Watermark with their identity. Canopy was looking for a '2.0' look to differentiate them from other insurance agencies. We will also be doing their Web site redesign.

NEW SITE LAUNCHES!

A big thank you to The Event Company and David Jones Photography for entrusting their site redesign to Watermark. We really enjoyed creating a visual experience for brides, planners and party hosts alike with their galleries.

The Event Company is your local resource for imaginative food, creative cocktails, meticulous planning and seamless execution. David Jones provides Charlottesville with top of the line, beautiful photography at reasonable cost to local brides, families and anyone else looking to capture the moment.

Congratulations to the Dinsmore House Bed & Breakfast, celebrating their anniversary with the launch of their new Web site, www.DinsmoreHouse.com. Dinsmore is a boutique bed and breakfast with unique furnishings and a true historic Charlottesville past, located right in the heart of the city, next to UVA. Thank you to the innkeepers, Ryan and Denise, for choosing watermark.

Watermark recently had the opportunity design a logo for the new plastic surgery division of Microaire. Stay tuned for this and other designs for Microaire.

RealCentralVA.com has just revealed their new logo, designed by Watermark. Check out Jim Duncan's real estate blog, discussing our current market here in Charlottesville and the surrounding areas. Thanks Jim!

We are excited to announce the launch of Corner House Gallery's new Web site! Corner House Gallery was looking for a classy web design to match their historic home and original paintings in time for their feature article in the June/July issue of Albemarle Magazine. Congratulations to Corner House and thank you for including Watermark Design in the process.

Check out our 'results' to view two new logos for First Tracts Real Estate on Snowshoe Mountain, WV, and We Got Greens, a new eatery coming to Charlottesville's corner area soon!

Watermark is excited to announce that we are redesigning Orange County, VA's tourism Web site. The new web design will be launched near the end of the month. Visit the new landing page at www.VisitOrangeVirginia.com.

Watermark Design's new location is NOW OPEN! We are located in the Glass Building on Second St., Charlottesville, VA. We look forward to serving Charlottesville's graphic design needs.