



## OVERVIEW/ABOUT THE PRINCIPAL

Established in 2010, **Ripefruit Creative**, is a boutique **branding** and **design** studio that consistently develops campaign concepts and collateral that further your brands identity and **distinction** in the market. The creative director, Ebony Kenney, is a former corporate professional who has worked on training, marketing and testing materials since 2001. This woman owned business surpasses the industry standard for **professional** and **beautiful graphics** in order to successfully execute the primary function of design, which is **improvement of systems**.

### Ripefruit difference...

- A principal with over 6 years Market Research experience has organized and executed several impartial focus groups.
- Our size makes us fast and flexible. While we develop sound strategies for success our clients benefit from personalized attention, accessibility and competitive pricing.
- A sensitivity to diversity has afforded us the opportunity to work on community projects and those of a socially progressive nature.



Ebony Kenney, Creative Director

- BA, Notre Dame of MD University
- MA, UB Publication Design
- AIGA Colorblind Panelist, 2009
- CNCA Business Association Meeting
- "Themed Meetings" host and presenter



Chelsea Henery, Illustrator/Designer

- BA, Savanna College of Art and Design

#### NAICS CODES:

541430, 541490 DESIGN  
 541511 WEB DESIGN  
 541613 MARKETING CONSULTING  
 541810 ADVERTISING AGENCIES  
 541850 DISPLAY  
 541860 ADVERTISING CAMPAIGNS  
 541870 ADVERTISING MATERIAL DIRECT  
 541890 SPECIALTY DISTRIBUTION

#### PSC CODES:

R421, R422, R426,, R701, T001, U001

YEARS EXPERIENCE: 8+ | YEARS IN BUSINESS: 2

DUNS # 969997852

ORGANIZATION TYPE: SOLE-PROPRIETOR  
 HUB ZONE | WOMAN/MINORITY OWNED

**EBONY KENNEY**, CREATIVE DIRECTOR

2516 MADISON AVENUE | BALTIMORE, MD 21217

(410) 294-8956 | [WWW.RIPEFRUITCREATIVE.COM](http://WWW.RIPEFRUITCREATIVE.COM) | [INFO@RIPEFRUITCREATIVE.COM](mailto:INFO@RIPEFRUITCREATIVE.COM)



## SERVICES

- Branding Planning
- Logo Development
- Advertising Conceptualization
- Art Direction
- Infographics Development
- Annual Reports
- Newsletters
- Webmastering
- Web Planning
- Web Traffic/SEO
- Web Development (CSS/HTML)
- Content Management Systems\*  
(CMS– Joomla/Drupal/Wordpress)
- Social Media Planning and Development
- Collateral
- Identity Packages  
(logo, business cards, letterhead)
- Direct Mail
- Newsletters
- Display
- Brochures
- Self-Promotion/ Announcements/ Invites
- Photoshoot Organization

\* Since many clients prefer to manage their own websites, Ripefruit Creative develops many sites using open-source Drupal, Joomla or WordPress content management systems.





## PROCESS

1. **Research:** We work with the client to understand the market and what they have learned so far about their customer base. This is done through research, polling their audience or our in-house questionnaire.

2. **Proposal Approval:** Planning begins and forms into a proposal intended to satisfy client goals within its timeline and budget considerations.

3. **Concept Development:** Concepts are developed and in some cases tested against end-user reception.

Community Report 2007

forward.

Serve DC

Community Report 2007

**ATOSK Healthcare Services**

ATTENTION: SENIORS WITH LIMITED ABILITIES

ATOSK is a home care services organization serving older and young adults. We provide quality services, skilled, and certified nurses and Aides.

We intend to be accountable to our consumers, employees, and the governing body.

ATOSK Healthcare Services is licensed by the State of Maryland Department of Health and Mental Hygiene, Department of Aging, Living at Home (LAH) and Baltimore City Personal Health Care to provide the following services:

- In-Home Care
- Attendant Care
- Companion Care
- Personal Care
- Respite Care
- Skilled Nursing
- Family Trainings
- Live-In Care
- Private Duty Nursing

WHO CAN REFER:

- Individuals,
- Family Members,
- Department of Social Services Case Managers,
- Department of Aging - Waiver Case managers,
- Nursing homes social workers,
- Physicians,
- Other Service providers, and
- Other Healthcare facilities

410-321-6826 | 1055 Taylor Avenue, Suite 308

complete it and fax it to our agency on Monday between 9am - 5pm, Monday through Friday. We will make a phone referral or to request a packet.

ATOSK Healthcare responds to all referrals within 24 hours of receipt and has a registered nurse on call.

