

ELEVATE

— WITH DESIGN THAT REFLECTS THE HEART OF YOUR BRAND —

Who We Are

Sarit + State Creative Studio is a **collaboration** of design and technology professionals that take a **fresh, modern approach** to elevating brands.

We bring brands to life for businesses of all shapes and sizes ranging from startups to non-profits and Fortune 500 companies. We view our clients as partners in the design and marketing of innovative ideas.

Sarit + State is a woman-owned business led by Kari Cureton and David Trzeciak, who have worked together for seven years, bringing together two lives – one of design and one of technology. They are involved with every project – assuring that the Sarit + State standard is achieved on every project.

“

“KARI AND DAVID WERE A DELIGHT TO WORK WITH. SO PROFESSIONAL FROM START TO FINISH. THEY FORMULATED SEVERAL CREATIVE IDEAS, AND THEN SAW IT ALL THROUGH TO COMPLETION ON TIME AND WITHIN BUDGET.”

MELANIE LYTLE
RESTORATION WORKS INTERNATIONAL



Kari Cureton
DESIGNER
Years of Experience: 17



David Trzeciak
DEVELOPER
Years of Experience: 16



Maggie
EMPLOYEE OF
THE MONTH

Get Elevated

Climbing the highest peaks requires an experienced guide.
We are with you every step of the way, helping you avoid common pitfalls and steering you towards success.

Branding

- Brand Clarity
- Company Description
- Content Development
- Guidelines
- Logo Design
- Vision/Mission Statements

Design

- Advertisements
- Annual Reports
- Banners, Posters
- Book Covers
- Brochures/Marketing Pieces
- Email Marketing
- Illustrations
- Infographics
- Presentation Layout
- Proposal/SOQ Layout

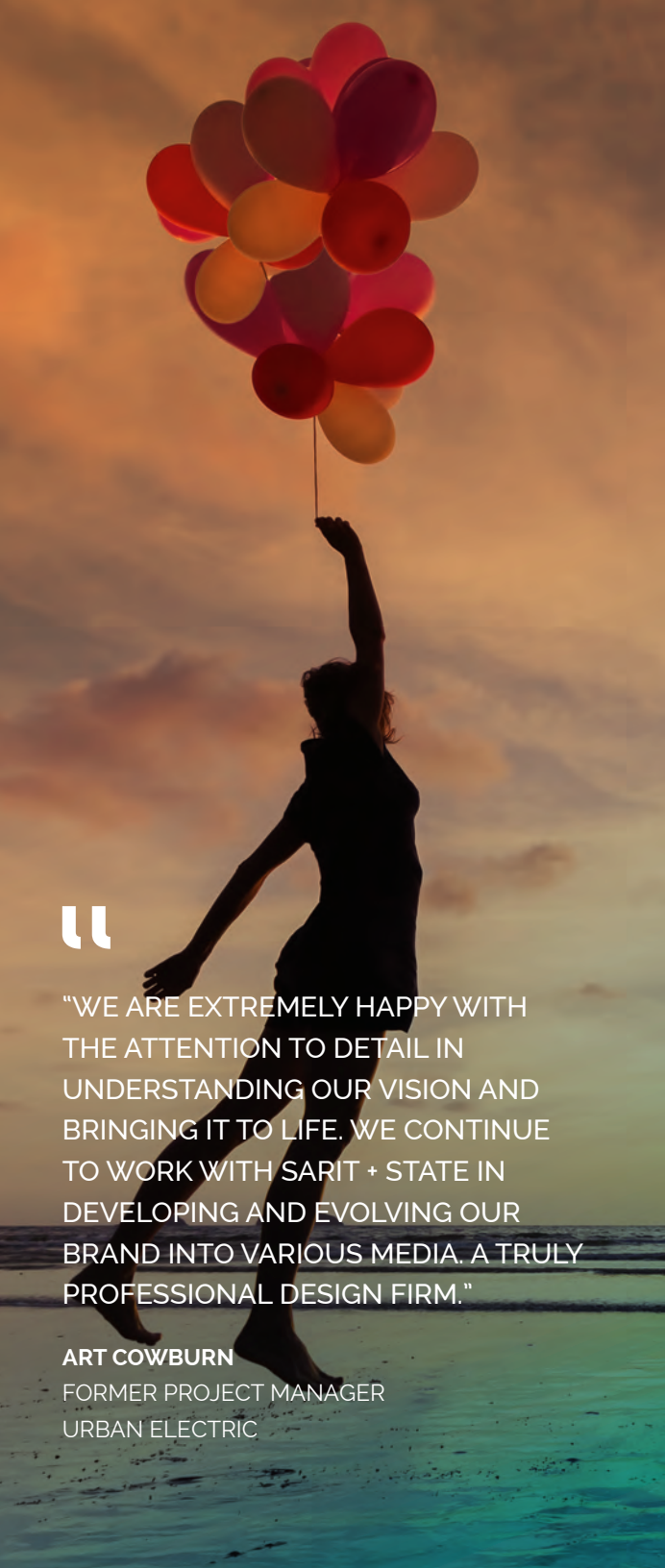
Websites

- Blogs
- Calendar Integration
- E-Commerce
- Hosting
- Image Galleries
- Multi-Vendor
- Project Galleries
- Portfolios
- Social Media Integration
- Wordpress Platform



“WORKING WITH SARIT + STATE HAS EXCEEDED OUR EXPECTATIONS. THEIR INNOVATIVE, FLEXIBLE AND ENTHUSIASTIC APPROACH HAS TAKEN OUR MARKETING TO THE NEXT LEVEL. WE COULDN'T BE HAPPIER!”

LESLIE WILSON
DIRECTOR, ECHECKUP TO GO
SAN DIEGO STATE UNIVERSITY



"WE ARE EXTREMELY HAPPY WITH THE ATTENTION TO DETAIL IN UNDERSTANDING OUR VISION AND BRINGING IT TO LIFE. WE CONTINUE TO WORK WITH SARIT + STATE IN DEVELOPING AND EVOLVING OUR BRAND INTO VARIOUS MEDIA. A TRULY PROFESSIONAL DESIGN FIRM."

ART COWBURN
FORMER PROJECT MANAGER
URBAN ELECTRIC

Achieving Elevation

We **collaborate** with our clients during the entire project; assuring the vision and brand is represented effectively. **Our process works** - achieving project goals while staying within budget.

1

COLLABORATE

Meet & Discuss
Review Goals
Ideas Blossom

2

STRATEGIZE

Assess & Organize
Establish Timeline
Solidify a Plan

3

DESIGN

Architect, Prioritize
Initiate Aesthetic
Incorporate Brand

4

DEVELOP

Give it life
Test, Validate
Deploy & Enjoy

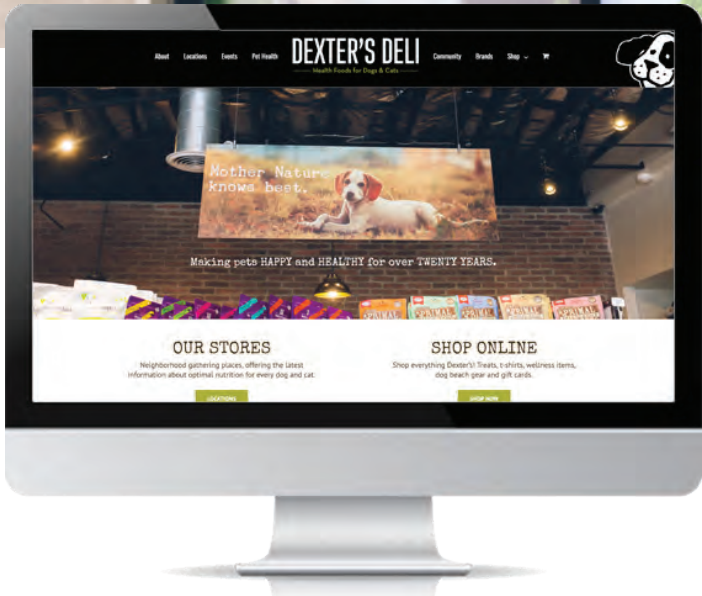
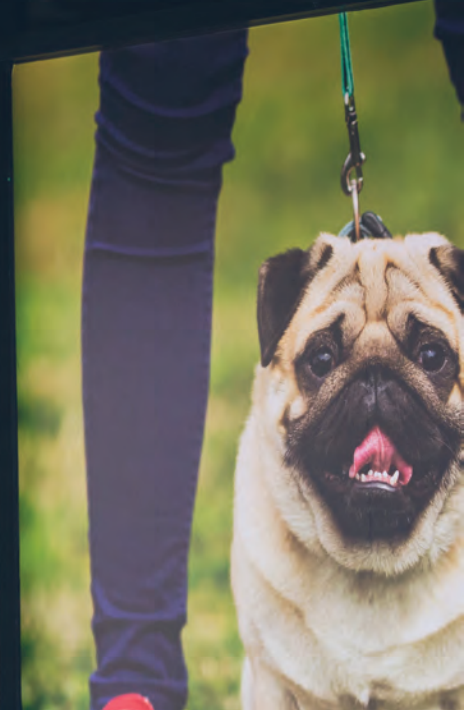
Our Work







Health Foods for DOGS & CATS



+ OUR WORK

 VIEW WEBSITE

SARIT
STAIÉ
CREATIVE STUDIO





ACUPUNCTURE
MOXA · HERBS

Root & Soul
ACUPUNCTURE · MOXA · HERBS



Implement behavioral change on your campus.

ALCOHOL

MARIJUANA

TOBACCO

SEXUAL VIOLENCE PREVENTION

PRACTITIONER PACKAGE

Balance your budget and campus wellness needs with our affordable and flexible programs. Use as a stand-alone or combine with your prevention and intervention efforts.

- ✓ All New Students
- ✓ Greek Life
- ✓ Athletics
- ✓ BASICS/SBIRT
- ✓ Judicial Mandate

echeckuptogo.com

Guide their path to success with our personalized intervention tools.

www.echeckuptogo.com

Recognized NASPA partner, leading behavioral change for student success.

Check Out the Latest Version. Start Your 30-Day Free Trial www.echeckuptogo.com

The eCHECKUP TO GO Programs are affordable and flexible. Implement as a stand-alone program or combine with your prevention and intervention efforts.

- ✓ All New Students
- ✓ Greek Life
- ✓ Athletics
- ✓ BASICS/SBIRT
- ✓ Judicial Mandate

Give them the tools they need to succeed.

Online Interventions for Behavioral Change

Alcohol, Marijuana, Sexual Violence Prevention, Tobacco, Practitioner Package

Try Our Free 30-Day Trial echeckuptogo.com

SAN DIEGO STATE UNIVERSITY
Research Foundation
Science ♦ Service ♦ Solutions

Your Marketing Resource Guide
 Tools to Activate eCHECKUP TO GO On Your Campus

How to Use the Toolkit

Each section of the eCHECKUP TO GO Marketing Toolkit is easily accessed using the color-coded navigation buttons located on the right.

- Essential Tools**: This general reference section that outlines basic core pieces of our tool, strategy and messaging with your brand's communication when creating your marketing materials.
- Get Started**: Process and planning are key to any marketing success. To help you get started we have included a calendar tool and outlined a communications planning guide to set your program launch and ensure audience engagement on your campus.
- Creative Resources**: To help streamline your marketing efforts, we have created templates for advertising and eCHECKUP TO GO assets for download. We also have downloadable graphics for your marketing materials, email, and social media.
- Programs**: The programs section is broken down by program category and each category contains program specific marketing examples, templates, and promotional ideas for your use.

What's Inside

This is your table of contents, a quick reference guide of the four main sections. Click on the page numbers, icons or hover to go to the location of interest.

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This section contains program specific marketing examples. To learn more about our programs please visit echeckuptogo.com

Alcohol: Additional Campaigns: Promotional Rewards

TIPS FOR SUCCESS

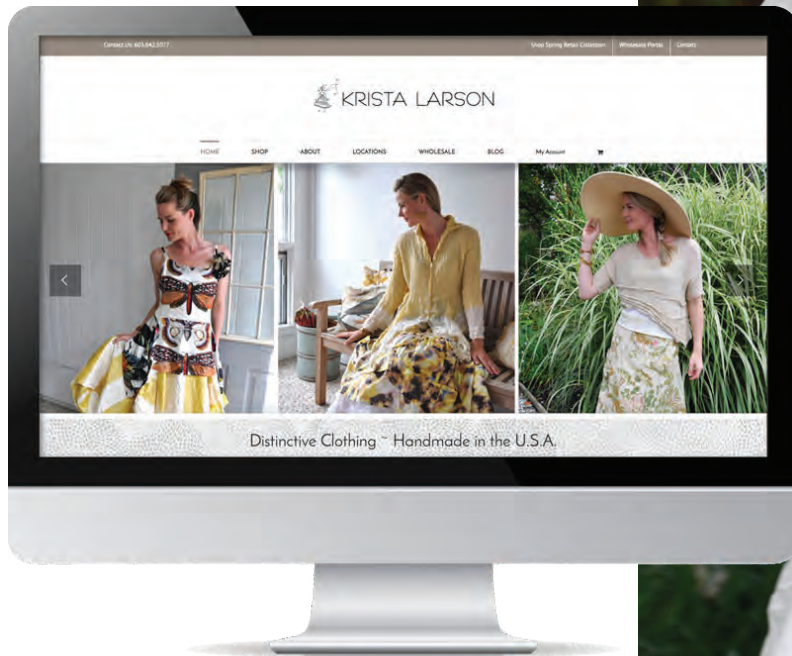
- ✓ Advise promotions to your campus to ensure participation
- ✓ Create beautiful graphics for rewards and use the promotion for a specific type frame
- ✓ Participants will need to print out their certificate of completion and bring to bookstore for reward
- ✓ Place your reward tags and cards in collection



"SARIT + STATE DID A WONDERFUL JOB ON MY WEBSITE. THEY CREATED A VISUALLY STUNNING, PRACTICAL AND VERY USER-FRIENDLY SITE WHICH HAS INCREASED MY ONLINE SALES BY 200%! THEY WORKED IN A TIMELY MANNER, KEPT ON SCHEDULE, WERE PROFESSIONAL AND VERY EASY TO WORK WITH. I HAD SUCH AN ENJOYABLE EXPERIENCE THAT IT IS EXPECTED I WILL BE USING THEM AGAIN."

KRISTA LARSON

OWNER, KRISTA LARSON DESIGNS



 VIEW WEBSITE



URBAN ELECTRIC
SAFETY & QUALITY FIRST

Burnett's
* SECRET RAVINE *
Farm



Burnett's
* SECRET RAVINE *
Farm

HOURS OF OPERATION
Friday - Sunday
9am - 4pm
Or by Appointment

*
2740 Mace Road
Camino, CA 95709
530.303.3875



the forestry group
TREE CARE SERVICES



LET'S GET ELEVATED

1910 State Street, Ste. 114, San Diego, CA 92101
619.318.3454 | kari@saritstate.com | saritstate.com