

STRATEGY, DESIGN, AND DISCIPLINE. IN SERVICE OF THE MISSION.

Brand strategy, identity systems, and creative direction for organizations that need clarity, discipline, and design that performs.

/ 01. THE STUDIO

Edington Studios operates as an embedded creative partner, built to move fast, think in systems, and deliver work that holds up across every touchpoint. Founder-led, senior on every engagement, and structured to leave behind durable assets, not one-offs.

/ 02. CORE COMPETENCIES

- 01 BRAND STRATEGY AND POSITIONING
- 02 VISUAL IDENTITY AND BRAND SYSTEMS
- 03 PACKAGING AND PRODUCT DESIGN
- 04 WEB DESIGN AND DIGITAL EXPERIENCE
- 05 CAMPAIGN CREATIVE AND CONTENT DIRECTION
- 06 NAMING AND VERBAL IDENTITY

/ 03. DIFFERENTIATORS

Mission-driven brand experience.

I've built brands for companies with a clear purpose and something real to prove. I know how to translate complex value propositions into communication that actually moves people.

Founder-to-founder partnership.

15+ years across agency, in-house CMO and CD, and founder roles. I've sat in every seat and build accordingly.

Systems over one-offs.

Every engagement produces durable assets. Guidelines, tokens, and templates that scale beyond the initial deliverable.

Solo studio, senior-led.

No account layers, no junior handoffs. The person you hire is the person doing the work.

/ 04. PAST PERFORMANCE

FEDERAL · DEFENSE

U.S. COAST GUARD

IDENTITY · VOICE · APPAREL

Branded multiple Coast Guard units with distinct visual identities and voice. Founded Puddle Pirate, a Coast Guard-inspired apparel brand.

\$30K+

RAISED FOR THE
COAST GUARD
FOUNDATION

SPECIAL OPERATIONS

MCHN

NICK LAVERY · SPECIAL FORCES

Formed and branded multiple entities for disabled Green Beret Nick Lavery, including MCHN Readiness and Pineland University, a Special Forces training program.

6+

BRAND SYSTEMS
BUILT FROM THE
GROUND UP

CONSUMER · BEVERAGE

ISLAND BRANDS

CMO · CREATIVE DIRECTOR

Served as Creative Director and CMO during a crowdfunding raise, providing brand assets and creative direction that fueled growth.

\$5M+

CROWDFUNDING
RAISE DURING
TENURE

MEDICAL · B2B

CIRTEC MEDICAL

BRAND SYSTEM · STRATEGY

Built the brand design system and creative strategy that drove a measurable lift in audience engagement across owned channels.

300%

INCREASE IN SOCIAL
ENGAGEMENT

/ 05. CONTRACTING IDENTIFIERS

UEI **HVAJPX7E34T1**

CAGE **18RE5**

Edington Studios LLC
Pittsburgh, PA · Small business

Socioeconomic status
VOSB · SBA-certified small business · PA Small Business
+ VBE

/ 06. NAICS CODES

541430

Graphic design services
(primary)

541613

Marketing consulting services

541511

Custom computer programming
services

541810

Advertising agencies

/ 07. POINT OF CONTACT

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■ VOSB · USCG 2004-2008