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SZN GROUP Services GUIDEBOOK

Your Partner In Creative Excellence

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www.szn.group



Stephen-Michael

Founder of The SZN Group

Why Work With Us

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Ever-Evolving Industry Knowledge

We stay ahead of the latest trends, tools, and technologies to deliver innovative solutions that keep your brand relevant and competitive.

Goal-Oriented

Your success is our priority. We focus on understanding your objectives and creating tailored strategies that deliver measurable results, helping you achieve your vision.

Eye for Excellence

Every detail matters. From design to execution, we strive for perfection in every project, ensuring your brand stands out with polished, professional, and impactful work.

Passionate About the Process

We love what we do, and it shows. Our dedication to creativity and collaboration ensures a seamless journey from concept to completion.

About The SZN Group

The SZN Group is a premier digital marketing agency based in the Washington, D.C., metro area, dedicated to transforming visions into reality through graphic design, web design, branding, and strategic consulting. We bring every season to life with creative solutions tailored to your unique needs.

Established as StephenSZN Media, Stephen-Michael founded the SZN Group in 2019 in Baltimore, Maryland. After three years immersed in journalism, campus leadership, photography, and graphic design at Morgan State University, Stephen-Michael took a bold step to pursue freelance work. This decision began the SZN Group—a business built on innovation, passion, and a commitment to excellence.

Since its inception, the SZN Group has made a significant impact, collaborating with clients and events across 19 states. Our designs have been featured on major media platforms and billboards and brought to life through merchandise. We've delivered compelling visuals for conferences, shaped the digital presence of political campaigns in Maryland, and left an indelible mark on countless projects.

Whether you're reimagining your brand, enhancing your online presence, or creating content that resonates, the SZN Group is your trusted partner in creative excellence.



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Communication Contact Points

SZN Group Days of Operation
Tuesday-Saturday



Maryland



www.szn.group



908-787-4441



contact@szn.group

The SZN Group operates Tuesday through Saturday. You are welcome to email us on Sundays and Mondays, and we will respond as soon as possible. However, core design work and other services are available only during our official days of operation.

Preferred Communication Methods

Project Requests or Questions: Email or Phone Call
Video Calls: Google Meet
Viewing Portfolio: Website

Our Current SERVICES

The SZN Group offers several flexible project styles to fit your needs:

- **One-Time Projects:** We complete a single service or project from start to finish.
- **Service Packages:** We bundle multiple service types together into a customized package.
- **Retainer Contracts:** We provide ongoing creative support over a set period of time.
- **Hourly Services:** We offer time-based services billed at an hourly rate. (Consulting and Web Maintenance Only)

Graphic Design



Branding & Logos



Website Design



Consulting



Graphic Design

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Want to make your visuals pop? Our graphic design services cover just about everything you need to stand out

Project Styles

One Time Projects
Service Packages
Retainer Contracts

Don't See A Service Listed?

Email us at contact@szn.group to see if we can fulfill your design request for a special project.

Recent Work



What We Offer

- **Digital/Social Media Graphics:** Perfect for boosting your online presence.
- **T-Shirt Designs:** Wear your brand with pride.
- **Projector Screen & LiveStream Slides:** Engage your audience with eye-catching slides.
- **LiveStream Lower Thirds:** Add a professional touch to your live broadcasts.
- **Outdoor Signage:** Bold, attention-grabbing signs for any occasion.
- **Banners (Stand Up & Wide):** Whether it's a trade show or a special event, we've got you covered.
- **Programs:** Stylish and informative, perfect for events.
- **Book Covers:** Captivate readers with a beautifully designed cover.
- **Postcards:** Reach out with style.
- **Album Covers:** Make your music as visually appealing as it sounds.

Branding

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Your brand deserves to shine, and we're here to make that happen!

Project Styles

One Time Projects
Service Packages

Don't See A Service Listed?

Email us at contact@szn.group to see if we can fulfill your design request for a special project.

What We Offer

- **Logo Design:** The face of your brand, designed to perfection.
- **Event Branding:** Make your event unforgettable with cohesive branding
- **Current Packages:**
 - Starter: A solid foundation for your brand.
 - Kickoff: Get your brand up and running.
 - All-Star: Take your brand to the next level.
 - Championship: The ultimate branding experience.

Recent Work



Web Design

We build websites that not only look good but work hard for you!

What We Offer

- **E-Commerce Websites:** Sell your products online with ease.
- **Non-Profit Websites:** Raise awareness and drive donations.
- **Legislative Websites:** Inform and engage your constituents.
- **Faith-Based Organizational Websites:** Share your mission with the world.
- **Brand Websites:** Showcase what makes your brand unique.
- **Website Maintenance (3, 6, or 12 Month Periods):** *Keep your site running smoothly with regular updates.*

Project Styles

Hourly Services
One-Time Project

Consulting

Need some expert advice? Our consulting services can help you strategize and execute with confidence!

What We Offer

- **Marketing Campaigns:** From concept to execution, we'll guide you every step of the way.
- **Media Ministry Development:** Build a strong, impactful media ministry.
- **Content Strategy:** Plan and create content that resonates.
- **Social Media Marketing:** Boost your presence and engage your audience.
- **Personal Branding:** Craft a personal brand that stands out.
- **Political Campaign Marketing:** Win hearts, minds, and votes.

Project Styles

Hourly Services
Service Packages

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HOW TO BOOK?

For new clients, go to the booking page on the SZN Group Website and fill out the booking form. You will be contacted after your submission.

CAN THE SZN GROUP COMPLETE WORK FROM OTHERS?

No, out of respect of the industry and other creatives; The SZN Group does not complete or update incomplete work from processes with other designers. All work will start from scratch for an intentional and custom feel for each client.

WHAT INDUSTRIES DO YOU SPECIALIZE IN?

While the SZN Group is flexible and open to working with a variety of clients, we primarily specialize in serving Non-Profits, Faith-Based Organizations, Legislators and Political Organizations, and Local Businesses.

CAN YOU CREATE A CUSTOM PACKAGES?

Yes! We can create a custom package tailored to your needs, based on the services currently offered by the SZN Group.

HOW DOES THE SZN GROUP TAKE PAYMENTS?

When paying online through the Honeybook invoice system, the SZN Group accepts Debit Cards, Credit Cards, ACH transfers, Apple Pay, and Google Pay. We do not accept Bitcoin, cryptocurrency, or any other currency outside of U.S. Dollars (USD).

Frequently Asked Questions

