

Capabilities Statement

Key Differentiators

- Through Apricot Branding, you receive a unique balance of both creative and strategic thinking that plays a crucial role in your success.
- You are guaranteed that you will never receive a template or generic solution. Everything is done through a deeper understanding of your unique situation, needs & goals with signature processes.
- Everything is done through a much deeper understanding of neurodesign and the psychology behind consumer behavior & decision making.
- We don't just serve clients, we also educate them and open their eyes to new perspectives through insightful consults, seminars, and blogs. The quality of the content is so great that it has also been used in colleges in both the USA and Canada.

Featured Clients

- The First Baptist Church of Highland Park
- The Maryland Black Chamber of Commerce
- Silicon Valley Community Media

Company Overview

Apricot Branding is an independent branding firm that is dedicated to helping small to mid-sized businesses to clarify their strategy and elevate their brands through creative direction, strategic insight and IT support.

Core Competencies

Brand Strategy & Consulting

Differentiation Strategy & Positioning
Research & Analysis
Strategic Consulting
Brand Naming

Brand Identity & Creative Direction

Marketing & Communications Design
Digital & Print Media Design
Visual Branding & Creative Direction

Web Solutions/Digital Marketing

Website Design, Development & Optimization
Social Media Marketing
Blogging & SEO
Email Marketing

Non-Fiction Publishing

Editing & Proofreading
Book Design & Formatting

Primary Industries Served

- Healthcare & Wellness
- Churches & Ministries
- Fashion & Accessories
- Luxury Lifestyle
- Financial Services
- Education
- Media/Publishing
- Non-Profit

NAICS Codes

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Point of Contact

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