

LOGOS

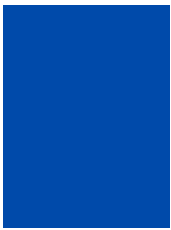


SilkWeb
CONSULTING & DEVELOPMENT



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COLOR PALLETE



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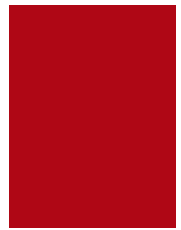
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TYPOGRAPHY

HEADINGS

Muller
31.5

SUB-HEADINGS

Muller
18

BODY

Muller
12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KEY BRAND IMAGES



BRAND VISION

Our mission is to improve learning outcomes through technology and make education accessible for all communities.

Our vision is accessible education for all learners, no matter where they live, their personal background, or their capability.

Our values of respect, equity, and improving lives lead us to build long-term relationships with our team members, our partners, our clients, and the faculty members we get to work with on projects. Our values have led SilkWeb to become a leader in working to improve accessibility in education through use of technology.

BRAND STORY

Who We Are

SilkWeb is an 8(a) certified woman and minority-owned company. SilkWeb Consulting and Development was founded in 2006 by entrepreneurs Laurel Silk and Michael Shaw with a plan to improve learning outcomes through technology and make education more accessible. Almost 15 years later, SilkWeb continues to meet those objectives and so much more under Ms. Silk's leadership. As a small, minority-owned business, SilkWeb treats all workers with respect and equity. Ms. Silk invests in each SilkWeb worker, illustrating the strength of a woman-owned and led business.

Respect and equity reaches beyond the SilkWeb team. Ms. Silk is Húnkpap̃ha Lakota and an enrolled member of the Standing Rock Sioux Tribe. She grew up in Arizona and lived in Whiteriver on the Fort Apache Indian Reservation and Phoenix. Being a minority-owned business, it's no wonder the company attracts workers with a passion for helping their communities. That passion is often fueled at work through SilkWeb's initiatives to advocate for and bring economic growth opportunities to Indian Country.

"When I started SilkWeb, I was focused on the business goals and not what it meant to be a woman-and-minority-owned business. I don't think those things were as celebrated then. Over the years, I've run the business in an honest and caring manner because that's who we are—who my team is. These amazing people have come together, and we all support each other to meet our goals. As a small business, it means really being there for each other on equal footing. That's how we continue to add great team members and meet our shared vision of improving learning outcomes and making education more accessible. SilkWeb is Small-Woman-AND-Minority owned, and I'm proud of my team and what we do here."

– Laurel Silk, CEO and Founder

AWARDS, CERTIFICATIONS, AND NOMINATIONS

