

# The Sage Mages™

2025 Purpose & Process

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Limited Deal



## ● The Sage Mage's Purpose

A Sage Mage will always create inclusive branding and marketing design that connects a company's ethical values to their customers accommodation needs.

### Photo Description:

Diverse customers choosing their favorite flavor of ice cream.

**Sage  
Mages™**  
inclusive design

# About Amy Pedid

After 10 years of working as an Art Director in retail marketing agencies and 12 years of nonprofit volunteering, Amy Pedid started her own LLC in 2020 to marry her joy of solving human-centered client problems, love for inclusive service and need for a freelancing schedule that could accommodate for a toddler.

Her sage abilities include branding, art direction, marketing and speaking on inclusive design. When needed, she can call upon a network of sage-selected freelancers to aid in projects. Contact her at [amypedid@thesagemages.com](mailto:amypedid@thesagemages.com) for project inquiries.



## Photo Description:

Amy Pedid, a woman in her 30s smiling at the camera. She has light brown hair and is smirking because she's about to laugh.

## Our Inclusive Commitments

### Inclusion & Ethical Design

Whether it's improving color contrast, assessing typography legibility, or crafting brand experiences that resonates with diverse audiences, we ensure responsible and ethical design choices. Branding should be a bridge, not a barrier.

### Purpose-Driven Creativity

Go beyond trends by focusing on functional and scalable solutions that align with your brand's mission and inclusive initiatives. We strategically recommend, celebrate and reward creative decisions that can foster loyalty and build authentic connections.

### Sustainable Strategies

We look to the future by reducing, reusing and recycling designs in a smart way to save time, money and to make it easier for client's to utilize what we create. This includes customizing instructions and providing alternative options to ensure the widest adoption.

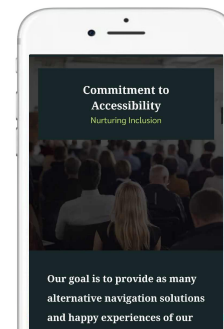
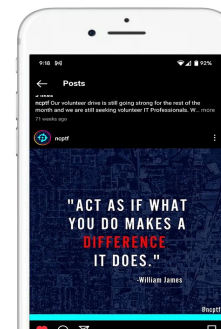
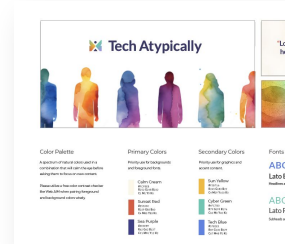
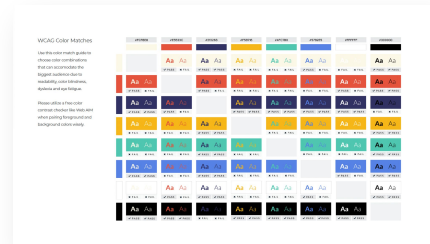
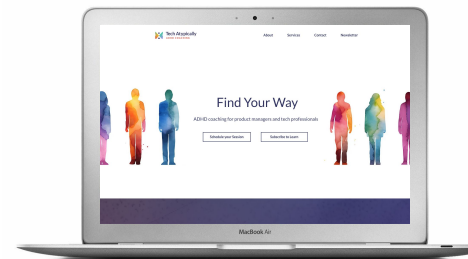




# (Sage) Knowledge

Over a decade of Fortune 500 advertising eComm agency experience and non-profit design volunteering has translated into impactful communication design for startups and small businesses.

- 10+ years of omnichannel marketing Art Direction experience
- 3 years of inclusive in-person and online campaign designs
- Wix Accessibility certified for small business web designs
- Experience accommodating for wide audience preferences
- Committed to Sustainable Creative Charter
- Successful past clients include inclusive nonprofits
- Inclusive Design Jam member
- AIGA board member and volunteer mentor



# (Mage) Skills

- Creative Brief Crafter
- Non-bias Brainstorm Facilitator
- Brand Accessibility Consultant
- Omnichannel Art Director
- Modular Brand Builder
- Website Designer
- Design Template Crafter
- Time Management Automator



**Midjourney**



OpenAI  
**ChatGPT 4.0**



**miro**



**PowerPoint**

**WIX**

*Canva*

# Freelance Network

- Copywriting
- Front-end Development
- Cybersecurity Support
- WCAG 2.2 Consultants
- Complex Website Accessibility
- Complex UX/UI Design
- Ai Training
- 3D Renders



**WCAG 2.2**



Welcome to the  
runZero Cafe at RSA

Welcome runZero Partners!

# Infinity Partner Breakfast

Creating New Services Revenue  
Streams with runZero

TUESDAY APRIL 25 | 8AM to 9:30AM



runZero  
Cafe

at RSA

View more inclusive designs at [thesagemages.com](https://thesagemages.com)

Services

# Brand Identities

Rawi Nanakul, an Inclusive Performance Coach, needed a logo and guide to reflect his unique coaching style and accommodate for his diverse neurodivergent clients.

After a strategy session, mood board ideation and client feedback session we chose a legible and friendly typeface, high contrast color combinations and value-driven design examples Rawi could use in the future for templates. The style of watercolor was a consistent design choice that could be made easily with stock as well as complicated with custom designed marketing pieces.

Thanks to Ai-generated art we saved hours of time scouring for stock examples and moodboard pieces. We were also able to adhere to WCAG guides for brand colors which saved hours of website development time.

After launching the brand, his retainer client list grew more than expected. This success fueled further collaboration, branching into social media strategy and website design. Explore his evolving journey at [www.techatypically.com](http://www.techatypically.com)



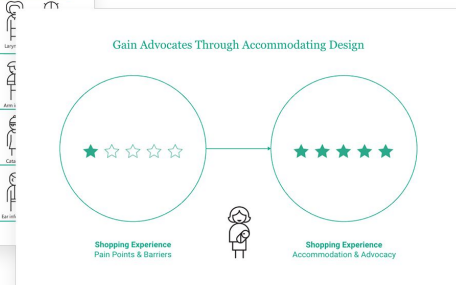
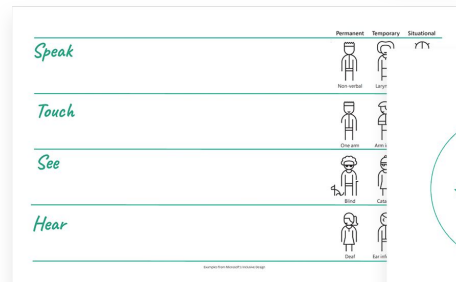
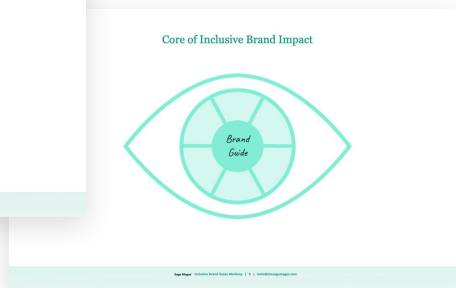
## Services

# Brand Accessibility Audits

At The Sage Mages, we offer brand accessibility audits designed to help teams build more inclusive, effective brands whether you're a nonprofit, a growing company, or a curious creative.

Delivered through [public workshops](#), private company trainings, or discounted nonprofit sessions, our audits use a 6-Lens Framework to evaluate your brand identity across six key areas: tone of voice, logo clarity, font legibility, color contrast, communication mediums, and user experience design. Each audit uncovers practical, human-centered opportunities to make your brand more accessible to people of all abilities—because inclusive branding isn't a trend, it's a responsibility.

Our process is designed to generate measurable ROI by identifying low-lift improvements with high impact—boosting engagement, expanding reach, and reducing legal risk. This audit can instantly support your company's annual accessibility and DEI goals, providing a ready-to-implement initiative that instantly accommodates for your diverse audience.



## Photo Description:

Four image examples from the "Seeing Differently" Brand Accessibility Audit Workshop. Includes a prompt to build the ROI story through listing the multiple touchpoints that accessibility impacts internally and for your audiences' accommodation needs.



## Services

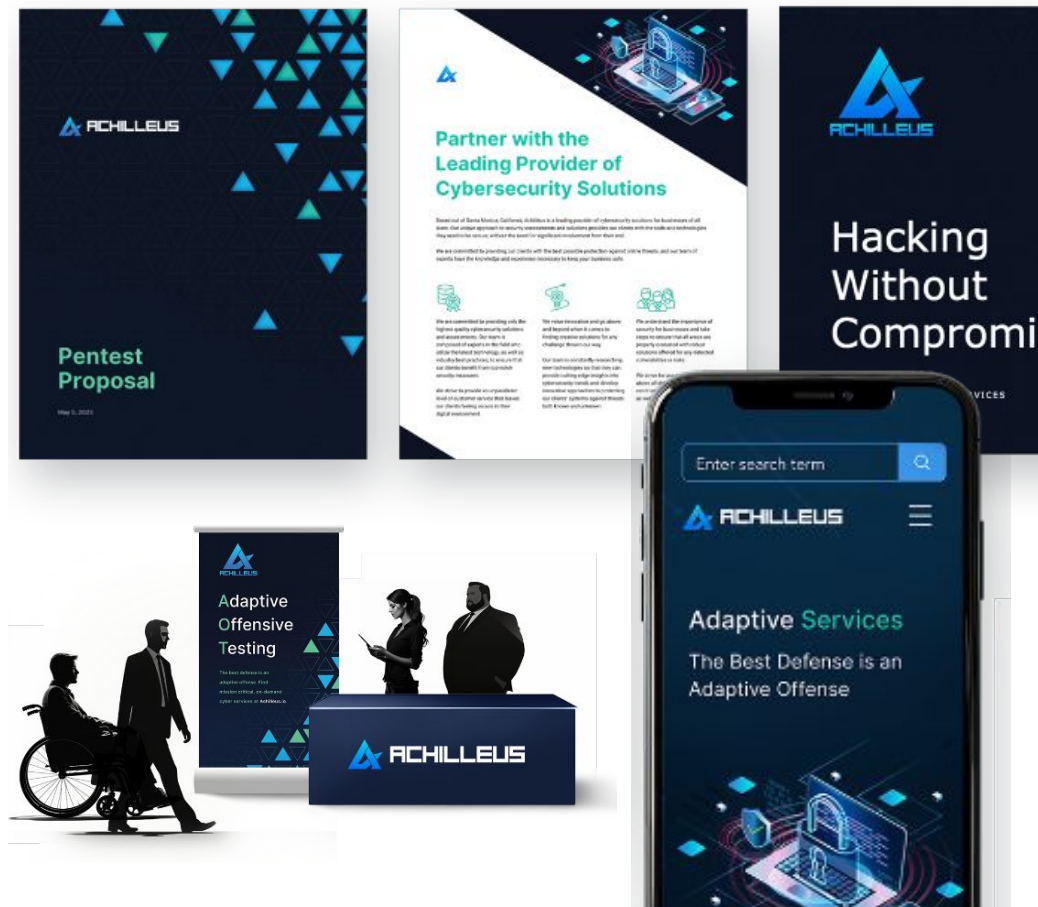
# Campaign Designs

The “status quo” marketing content and campaigns barely embrace inclusive design strategies even though it is key in a customer’s decision making.

Clarity and accommodating comfort are top of mind when curating a customer’s journey through marketing collateral. We design highly legible wayfinding for conference booths as well as memorable and digestible reports.

## Photo Description:

A variety of branded marketing materials ranging from presentation designs to reports to conference signage. All for a innovative cyber security company.





## Services

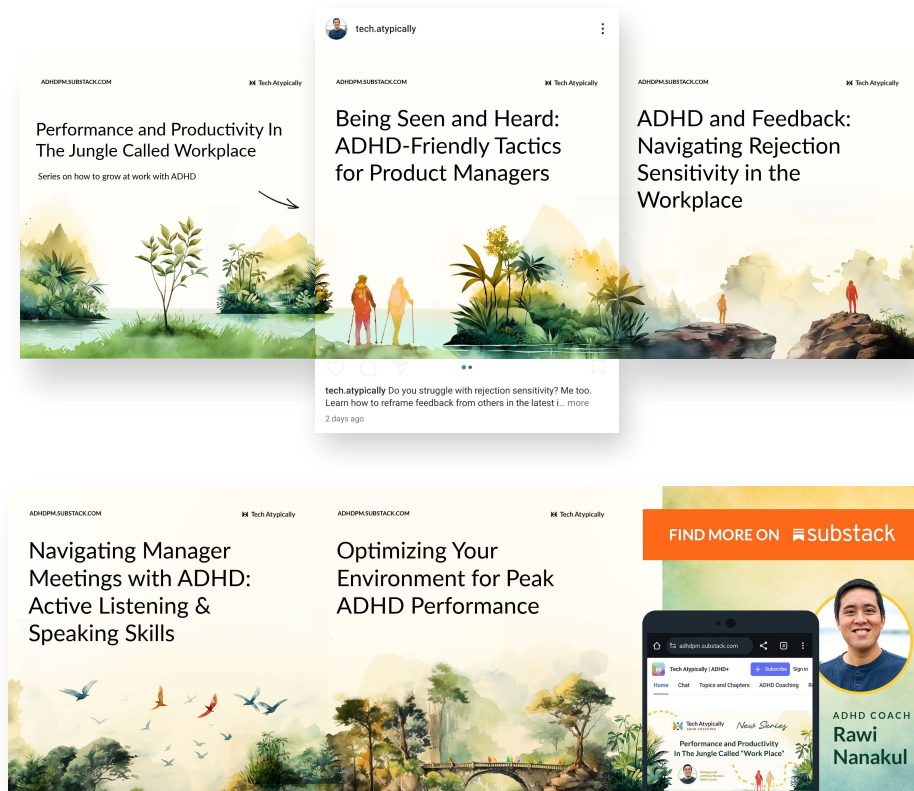
# Social Templates

Rawi Nanakul, an Inclusive Performance Coach, needed to bring his successfully new brand communication into his Substack marketing funnel. We recommended a social media template design that could be cropped and repurposed for Substack sized thumbnails as well as email share outs and LinkedIn posts.

Prepping the design dimensions before execution, gave us the opportunity to save time when implementing. After launching the brand, his retainer client list grew more than expected. This success fueled further collaboration, branching into social media strategy and website design. Explore his evolving journey at [www.techatypically.com](http://www.techatypically.com)

### Photo Description:

Social media post images from Tech Atypically, ADHD Coaching. Watercolor art style, content priority and color contrast combinations based on WCAG and design examples with instructions on how to recreate.



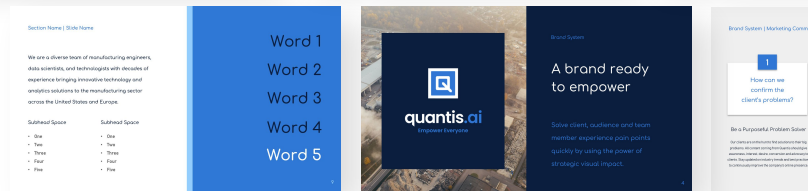
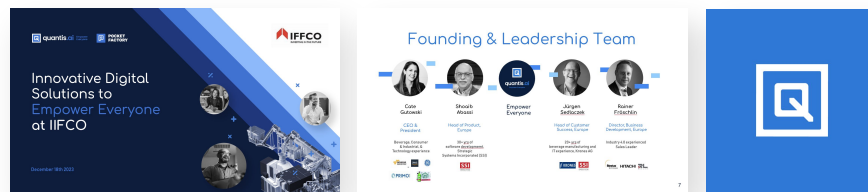
## Services

# Presentation Templates

Quantis is a team of manufacturing engineers, data scientists, and technologists who use expertise to enable manufacturers with modern tools to streamline their companies.

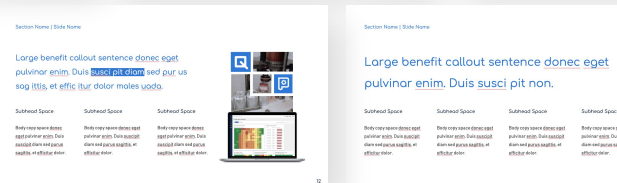
A newly formed company on their way to unicorn startup status, their CEO Cate entrusted Amy to solve for pain points the team was facing when trying to quickly create proposal decks, conference takeaway flyers, employee onboarding content and client presentations.

In a month sprint, there was over 6 hours of strategy sessions and 60 PowerPoint template slides created and approved.



## Photo Description:

Some of the over 60 designed PowerPoint slides for Quantis. They were custom created to accommodate for future PowerPoint template users who needed client and internal employee communication solutions.



## Services

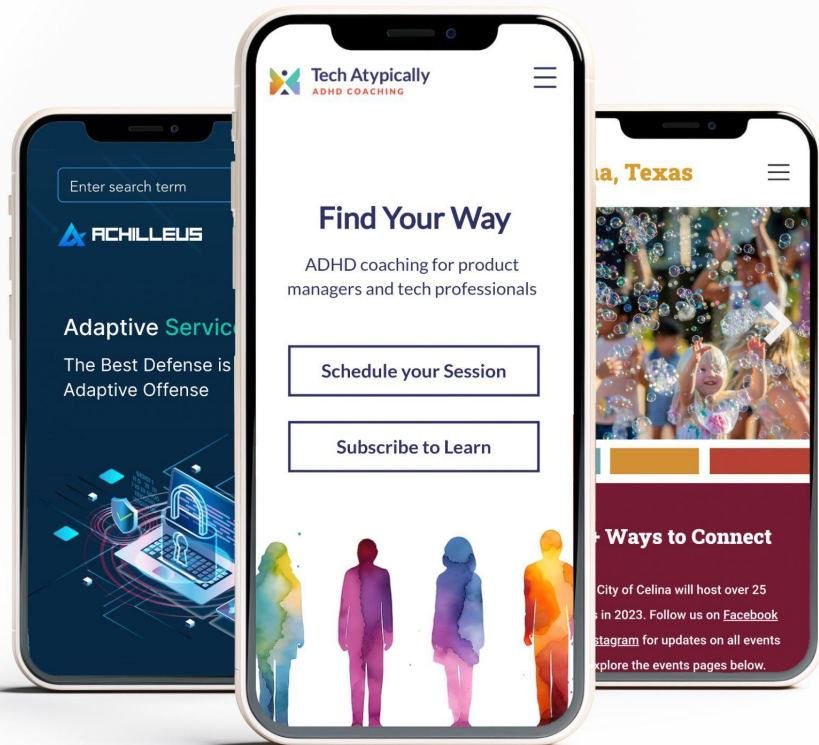
# Small Business Sites

We are happy to create sites for solopreneurs and small businesses looking to reflect their values into their customers unique needs.

By embedding Ux and Ui with best practice standards of equitable user journeys, we have found solutions for a wide range of human-centered clients including cyber security, manufacturing, coaching, independent media, retail and tourism.

### Photo Description:

Three differently designed Wix sites to showcase the range of design solutions The Sage Mages is capable of. Sites include a [cyber security site](#), [ADHD Coaching site](#) and a [tourism site](#).



# Demystifying Inclusive Design

## Functional over Frivolous

Proven to last with instructions and examples that can be understood by all levels of creative experience.

## Sustainable & Scalable

A consciously crafted design can easily support and scale your brands mission. We evaluate printed sources for sustainability as well as make sure final design assets can be repurposed .

## Consulting Included

We don't leave you high and dry after we send final files. Hours are scoped to make sure you are confident using your new assets.

## Photo Description:

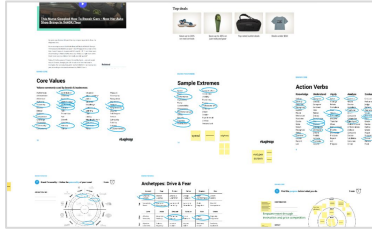
Science beaker with floating magical clock inside.



“Great understanding of our go to market strategy and  
vibe. Super timely. Stoked to have met and continue  
working with Amy at The Sage Mages.”

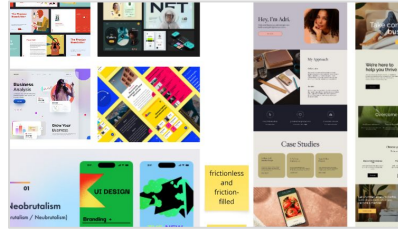
**Matt at Avertere**

## Our Inclusive Services



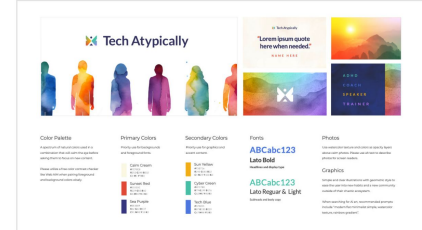
### Strategy

Brainstorming based on research, insights and inclusion best practices best fit for you. Includes creative brief with deliverable list and timeline.



### Direction

Inclusive campaign style options with a range of execution examples that carefully craft a visual story for your brand. Includes expertise and ownership of both designs for future use.



### Design

We craft timeless assets, in your chosen platform, with inclusive instructions and final layered files included.

# Next Steps

1

*Fill out our [creative brief intake form](#) to assess project needs and accommodations.*

2

*Schedule a free 30 minute intro meeting via [Honeybook](#) or email [hello@thesagemages.com](mailto:hello@thesagemages.com).*

3

*Send feedback and approve creative brief.*

4

*Both parties signs contract and client is invited to the client portal.*

5

*Start the project based on the creative brief timeline.*



# The **Sage Mages™**

Thank You