

FOUR RARE INDIVIDUALS

Jones Worley dedicates this milestone celebration to the memory of four rare individuals who inspired positive change and progress by their visionary efforts to make the world a better place. Their impact on Jones Worley was transformative and came at critical times in the firm's evolution. Atlanta and the world are much better off because of the significant contributions of these four iconic leaders. By allowing Jones Worley to participate in their pursuits of excellence, our success became a chapter in their storied pasts, and we are forever grateful. With humbled spirits, we remember:

LYNN WALKER HUNTLEY, former president of the Southern Education Foundation, who with brilliance and passion gave Jones Worley numerous opportunities to make a difference not just in Atlanta, but the world. Because of her confidence and support, Jones Worley participated in global conferences and studies that will impact education forever;

MAYNARD HOLBROOK JACKSON JR., Atlanta's first African American mayor and champion of equal opportunity, who made Atlanta a city where minority-owned businesses can thrive and ensured that Hartsfield-Jackson Atlanta International Airport was an economic engine that fueled the growth of small businesses like Jones Worley;

HERMAN J. RUSSELL SR., owner of the largest African American-owned general contracting firm in Atlanta and the U.S., who entrusted Jones Worley with branding the 30th, 40th and 50th anniversaries of his family-owned businesses. When this trailblazing entrepreneur passed the gavel to his son, he called on Jones Worley to communicate the CEO transition. As Jones Worley helped him document his legacy he helped us build ours; and

DR. PEYTON WILLIAMS JR., one of the highest-ranking educators in Georgia who, in the depth of the recession, sought out Jones Worley to rebrand the look of The Boule Foundation's annual report. For the next five years, as executive secretary of the foundation, he graced Jones Worley with the opportunity to support his passion for mentoring young African Americans to further their education.

Success
IS LIKE A BUTTERFLY



A BIT OF HISTORY | 1990-2015



jonesworley.com





CELEBRATING 25 YEARS OF EXCELLENCE



Few companies last 25 years without good reason. With minimal initial investment but fully resolved to excel from day one, Jones Worley evolved from a regional boutique graphic design firm in the early 1990's to a world-class marketing communications firm that provides strategic branding, compelling messaging, creative campaign development, effective media outreach, public relations and wayfinding and sign design services. A relentless pursuit of excellence, a willingness to embrace challenges as opportunities to adapt and grow and a confident approach to meeting all clients' requirements beyond their expectations were the guiding principles that empowered the firm's growth and longevity.

AGL Resources. Jones Worley was selected to name, brand and launch the "Breeze" Card for the Metropolitan Atlanta Rapid Transit Authority (MARTA), a project that ranks as the first 100 percent transit smart card conversion in the U. S. Jones Worley also branded the Atlanta Streetcar, the city's first major transit project in 30 years. The firm led the way in strategically naming and branding six transformative initiatives for the Jacksonville Transportation Authority. Most recently, Jones Worley branded Aerotropolis Atlanta, which promotes the area around the world's busiest airport as desirable locations to live, work and play.

The Jones Worley story reached its first major turning point just three years after opening its doors in 1990, when the Atlanta-based, woman-owned firm was awarded a coveted contract to help plan and design "the look" of the 1996 Summer Olympic Games. With the eyes of the world looking on, Jones Worley collaborated with a Hartsfield-Jackson Atlanta International Airport design team on International Concourse E, which literally became the gateway for more than two million international attendees and Olympic athletes from a record 197 nations. Successful management of that high-profile project and winning multiple contracts on other Olympics-related projects earned the firm broader recognition and credibility as a tested and proven agency.

As Jones Worley celebrates its 25th anniversary, it continues to expand its impressive portfolio, which includes strategic partnerships and prime contracting opportunities with nearly 20 world-class airports and 15 transportation authorities in the U.S. The firm's creative communications initiatives help millions of people throughout America navigate busy airports, transit systems, hotels, hospitals, office complexes, entertainment and sports arenas, college campuses, public spaces and conference centers. Jones Worley projects have been critical to the success of education, safety, B2B, employee, customer and public outreach. With success comes responsibility, and Jones Worley has a longstanding reputation as a good corporate citizen helping clients develop their brands and communicate compelling messages using innovative, low-cost tactics. Jones Worley also helps non-profits build and sustain brands that inspire meaningful and positive change.

In the following years, Jones Worley was selected for a host of global-reaching legacy projects. The firm designed campus master plans and developed strategic messaging and collateral for Fortune 500 industry giants such as The Coca-Cola Company, AT&T, the Centers for Disease Control and Prevention, ING Foundation, Turner Broadcasting, the Federal Reserve Bank and

Today, Jones Worley remains a first choice for many clients because they trust the firm's experienced team of professionals to listen and understand project requirements while consistently delivering results on time and within budget.

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Success

IS LIKE A BUTTERFLY

From its inception in 1990 until 2001, Jones Worley enjoyed exceptional success as a young, dynamic design and marketing communications firm with fresh ideas and talented professionals. Propelled by branding and design contracts for the 1996 Summer Olympic Games, as well as a growing portfolio of wayfinding and sign design projects, Jones Worley's principals, Cynthia Jones Parks and Barry Worley, solved their growing space requirements by purchasing an elegant two-level studio in the heart of Atlanta's historic Midtown neighborhood. The location proved ideal for the firm's continued growth and expanding clientele.

However, after the tragic events of September 11, 2001, many global markets plunged, with ripple effects that lingered for nearly a decade. Economic uncertainty negatively impacted most business sectors including the marketing communications industry. Nationwide, public and private projects were postponed or terminated as lenders and investors withheld capital investments. Jones Worley felt the pinch.

In 2002, after buying out her friend and colleague, Barry Worley, Cynthia Jones Parks retained sole ownership of Jones Worley. Bankruptcies and bailouts made headlines and by late 2008, the U.S. was experiencing its worst recession in years. While others in her industry considered worst-case scenarios, Cynthia believed her faith would sustain her and the company. After prayers for direction, she realized she already owned the solution, the "it" that could reenergize her business and lift the spirits of her staff. As a result, the firm's circa 1910 Midtown studio became the first "it" – the catalyst for a turnaround. With vendor and manufacturer financing and personal investment, the dark and underused space on the lower level was transformed into a bright, contemporary studio and conference center with a loft aesthetic. Jones Worley used the renovated area to host large client design charrettes, industry receptions, non-profit board meetings and other corporate events.

Invigorated by that success while learning from the experience, Cynthia led her team through a period of discovery to determine what other assets – the other "its" – the firm might be overlooking. The answer was the experience, relationships and marketing platform gained from branding and launching the MARTA "Breeze" Card.



The subsequent marketing effort targeting that industry niche led to seven more transit fare collection marketing contracts. Jones Worley emerged from the recession with renewed confidence and promise for the firm's future.

The evolutionary dynamics of an enduring company often mirror similar transformative elements in nature. The butterfly became a symbol of the Jones Worley journey, as it reflects the four distinct stages of the firm's 25-year metamorphosis: *Knowledge, Celebration, Change and Resurgence*.

Throughout Jones Worley's studio, paintings of butterflies on office walls and hallways inspire a vision of hope, faith, beauty and revival.

KNOWLEDGE

The monarch butterfly's life cycle begins as an egg placed on a milkweed leaf where it can be nurtured and has the best chance of survival. Likewise, Jones Worley began when two talented designers fertile with the knowledge and skills nurtured by their families, teachers, employers and mentors gave birth to their dream of opening a business.



BUTTERFLY PAINTINGS – Acrylic on Canvas
Artist: Cynthia Jones Parks
PAGE 2: *Christmas Joy*, 24" x 48"
PAGE 3: *Top - Unfurling Glory*, 60" x 72", *Bottom - Rare*, 60" x 36"
Right - New Beginning, 48" x 60"

CELEBRATION

Larva represents the butterfly's stage of rapid eating as it grows. The 1990's were a period of growth for Jones Worley as the firm emerged from infancy to experience rapid growth in clients and national recognition. It was a time of celebration.

CHANGE

When the larval enters the pupa stage its look and shape change very quickly. So, too, with Jones Worley due to the challenges caused by the Great Recession. In order to survive, the firm had to reinvent itself quickly to meet the needs of a new business environment.



RESURGENCE

Once an adult, the butterfly emerges ready to spread its wings. Likewise, Jones Worley emerged from the recession better than ever with a portfolio of transformational work, a talented and diverse staff, long-term contracts and repeat business from ongoing clients.



A BIT OF HISTORY | 1990-2015

Success

BUILD A BRAND THAT LASTS

Jones Worley has guided, branded and implemented more transit fare collection programs than any other marketing firm in North America. The firm also holds the distinction of winning a contract in Albany, New York to launch the first rollout of a dual smart card-mobile payment application in the U.S.

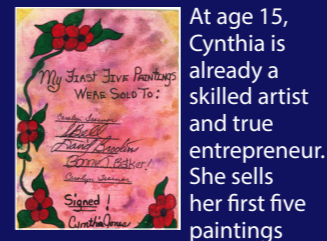
KNOWLEDGE

This early stage of the life cycle is about preparedness, building character and thirsting for knowledge.

BEFORE 1989 The choices and direction taken by Cynthia lay the foundation for what would become Jones Worley. Acquiring proper skills through experience and education are important, and having a practical understanding of the work and industry is critical.



Cynthia emulates qualities she admired in her parents. Her father, John Major Jones, possesses a creative spirit and gifted hands. He teaches her the benefit of hard work. Her mother, Betty Joyce Jones, teaches her the value of creating great moments, memories and experiences. Her mother dies at the age of 39.



At age 15, Cynthia is already a skilled artist and true entrepreneur. She sells her first five paintings and has the foresight to have each customer sign her hand-designed card acknowledging their purchase.



As a young girl, Cynthia is curious, talkative, spirited and determined to make a difference.



After graduating from Cedar Grove High School with honors, Cynthia attends Georgia State University (GSU) and graduates in 1984 with a Bachelors Degree in Visual Arts.



Cynthia's uncle, Dr. Major Jones, introduces her to Mayor Andrew Young, which leads to her being one of 50 young adults invited to serve on the Mayor's Commission on the Future of Atlanta.



At her first job out of college, Stevens & Wilkinson, Cynthia meets Barry Worley, a co-worker, who later freelances for her and subsequently becomes her business partner. She also meets Beverly Tyler, who becomes her business mentor and shows her the ropes at S&W. Not only does Tyler teach her how to survive in the workplace, she teaches Cynthia how to market a professional services business.



While attending GSU, Cynthia refines her talents as an artist and expands her interest in graphic design and communications.

HIGHLIGHTS

SKILLS + RELATIONSHIPS = A FORMULA FOR SUCCESS

Fresh out of college, Cynthia is hired at Stevens & Wilkinson, where she hones her graphic presentation and project management skills and learns company processes and procedures. During the recession of the mid-1980's, she is hired by Turner Associates, where she expands her marketing and presentation graphics skills and gains invaluable knowledge about the roles of politics and relationships in decision-making and how projects are awarded.

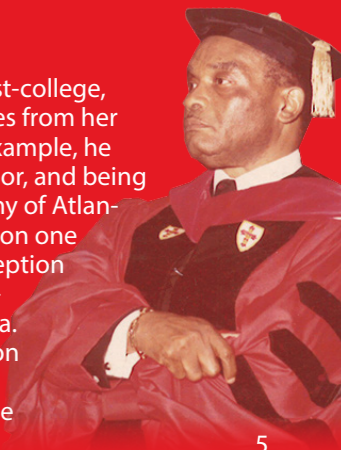
TURNING FAILURE INTO OPPORTUNITY

In the late 80's, at age 28, Cynthia resigns her job to become a freelancer and teams with three Buckhead businessmen to mount an innovative public-private health education program to display vital messages in facilities with large numbers of visitors. Because of the importance of the program, the group is given personal introductions to city, corporate, and healthcare influencers and funding to test the marketability. After three years, the initiative stalls and the group recognizes

that the idea is ahead of its time. Lessons learned show Cynthia how to pitch cutting-edge ideas and turn failures into opportunities. Meanwhile, her growing freelance business gives birth to Jones Worley.

FAMILY MENTORS MATTER

During her formative teen years and post-college, Cynthia learns fundamental life principles from her uncle and mentor, Dr. Major Jones. By example, he demonstrates the value of integrity, honor, and being a good citizen. He introduces her to many of Atlanta's civic, business and religious leaders; on one occasion, she accompanies him to a reception at Morehouse College and meets the renowned civil rights icon, Nelson Mandela. A decade later her firm has the distinction of branding an international conference on race and racism in South Africa, where Mandela is the guest of honor.



CELEBRATION

Jones Worley (JW) flutters with success during this period of extraordinary growth. The fledgling firm quickly builds a client base and a portfolio of successful projects. Revenues and reputation take flight.

1990-1993

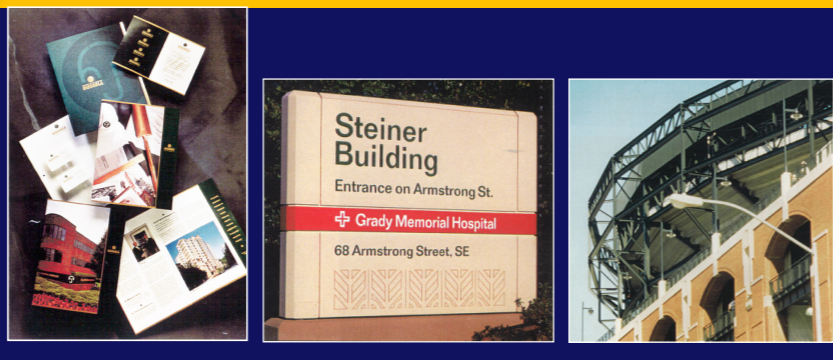
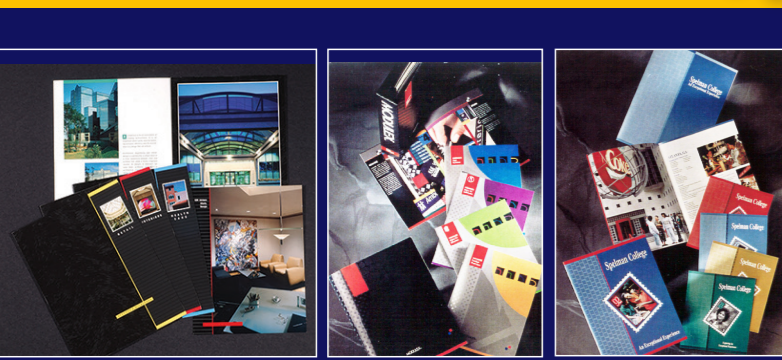
Jones Worley is co-founded in January of 1990 by Cynthia Jones and Barry Worley. Cynthia's previous employers become the firm's first two clients. In 1990, Atlanta is awarded the Centennial Olympic Games and Jones Worley sets its sights on playing a role in the success of the global event.

1994-1997

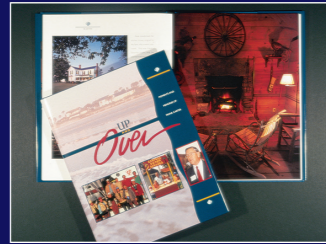
Jones Worley is fully engaged in planning the 1996 Summer Games, winning contracts for nearly 30 Olympic-related initiatives. The firm also wins a contract to provide support services to the Metro Atlanta Super Bowl XXIV Host Committee. Times are good for Jones Worley, the state and the region.

1998-2000

The Jones Worley name and reputation spreads to many companies in a variety of industry segments. The firm experiences significant growth and increases its work on economic development initiatives and their impact on communities.



Cynthia's primary responsibility is securing contracts and overseeing the marketing services for the firm. Many of JW's early projects are focused on presentation graphics and comprehensive logo and collateral design for institutions, non-profits and businesses. Also among JW's first clients are Spelman College, Modulex, Georgia Health Decisions and H. J. Russell & Company.



JW maintains repeat and long-term relationships with each of its clients.



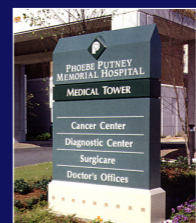
Barry Worley, an industrial designer, leads the firm's wayfinding and sign design practice in corporate, aviation and healthcare facilities. The firm is awarded its first Olympic-related contracts for the design of the countdown clocks over I-75/85 and the wayfinding for the Olympic Stadium. JW also provides wayfinding and design for Cynthia's place of birth, Grady Memorial Hospital – the largest renovation of its kind in the hospital's history.



JW grows its portfolio in other markets, working in Washington D.C., Florida, Ohio, South and North Carolina, Texas and Louisiana. The firm also expands its client base to include developers, state governments, corporations and entities promoting community.



JW engages in streetscape initiatives and is hired to provide creative services for the Trumpet Awards gala aired in 185 countries. The agency completes its first full implementation of a transit center, is hired to design a mural at the Cincinnati airport, and is selected for the Olympic "look" team.



JW expands its aviation portfolio to include one of the largest carriers – Delta Air Lines. The principals of JW purchase a house structure in Midtown for their office studio.

HIGHLIGHTS

PRESENTATIONS OPEN DOORS

Companies associated with Cynthia's previous employers call on Jones Worley to provide marketing services and in its first year, the firm manages more than 170 assignments focused primarily on presentation graphics. Through those collaborations, Jones Worley learns firsthand the client's business, understands project scope and networks with project teams, providing the firm with exceptional marketing intelligence and opening the door to new opportunities.

BRANDING STARTUPS

Cynthia's colleagues and previous co-workers seek her out for help with starting their own businesses. In a short time, Jones Worley becomes the go-to branding agency for startup companies. During this period, the firm brands



more than 20 startup entities including architectural, engineering and interior design firms, as well as program managers, banks, investment managers, non-profits, manufacturers and international consultants.

ADVOCATING CHANGE

Inspired and encouraged by her uncle, Dr. Major Jones, Cynthia advocates and speaks publicly about business inclusiveness for women and minorities. Known for her passion, Cynthia is often called on to brand commemorative events for Civil Rights icons and community leaders including Rev. Joseph and Evelyn Lowery, Andrew Young, Benjamin Hooks, Rev. Jesse Jackson, Xernona Clayton, and Rev. Dr. Barbara King.

STUDYING RACE & RACISM

The Southern Education Foundation partners with Jones Worley to create communications targeted at thought leaders and policy makers impacting education.



Jones Worley designs the landmark report for SEF commemorating the 50th Anniversary of Brown vs. the Board of Education. Jones Worley is also engaged to brand SEF's most sweeping initiative, *Beyond Racism*, for an international conference in Cape Town, South Africa. The SEF reports represent the first in-depth, comparative study of race and racism in three nations – Brazil, South Africa and the United States. President Nelson Mandela was the honored guest.

BUILDING COMMUNITIES

Hosting the Games spurs economic development in Georgia and the region. Jones Worley supports public and private-sector efforts to build quality communities. The firm assists in streetscape beautification initiatives and supports DeKalb's launch of its International Village and Corridor. Jones Worley also works with five design teams involved in implementing BellSouth's transit-oriented development plan while concurrently working in Charlotte on the Gateway Village mixed-used project.

LEADING THE WAY

Jones Worley emerges as wayfinding and sign design experts. The firm's hybrid portfolio includes seven healthcare facilities, eight convention and performing arts centers, and eight stadiums including Atlanta's crown jewel, the Olympic Stadium. Jones Worley becomes the only African American-owned agency in the history of the Games providing wayfinding for six Olympic stadiums.

CHANGE In this uncertain stage in the Jones Worley life cycle, rapid changes in the local and global economy dampen spirits and endanger the firm's financial stability.

2001-2003 Jones Worley continues to enjoy revenue streams from existing projects but sees fewer requests for proposals for new work. The company experiences a decline in projects from 170 assignments to roughly 81.

2004-2007 Jones Worley clients are hit hard by a sluggish economy, and some are forced out of business. Projects are awarded but often without being green-lighted to move forward. The firm completes existing contracts, but new ones are rare.

2008-2010 Facing a decline in revenues, Jones Worley takes corrective measures. To remain relevant to clients and reenergize staff, the firm makes a bold transition from a focus on design to strategic consulting, and it initiates a renovation to refresh its studio. Transportation projects on hold for three to five years are activated as a result of the economic stimulus package.

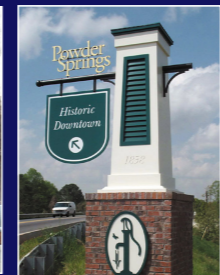


Supporting Fortune 500 corporations with employee communications and branding the inauguration of Atlanta's first African American female mayor, Shirley Franklin, keeps JW's work highly visible. JW is honored to design and coordinate the printing of 6,000 programs for the homegoing services for Mayor Maynard H. Jackson Jr. Cynthia buys Barry Worley's shares in JW in June 2002. Later that month, she marries Kenneth W. Parks, becoming Cynthia Jones Parks.



Aviation and state and federal projects continue to allow JW to team with larger consulting, architectural and engineering firms for contracts.

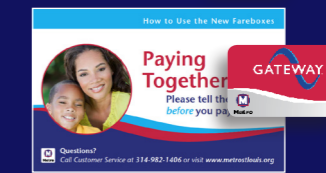
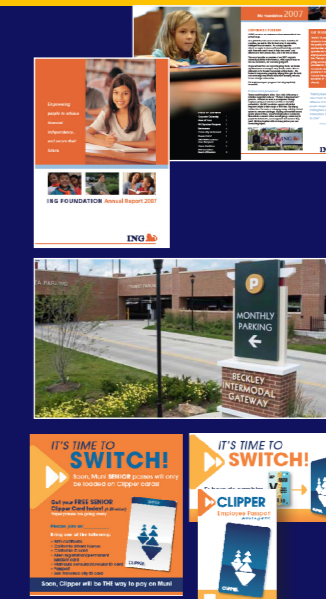
JW is firmly positioned to attract corporations celebrating milestones. H.J. Russell asks the firm to brand yet another anniversary – its 50th. JW brands the retirement of Coca-Cola Enterprises Chairman Summerfield Johnson with collateral that is sent to more than 70,000 of its global employees.



At just the right time come lingering contracts to develop master plans for large event spaces, restaurants, resorts, schools and city streetscapes, as well as on-call contracts to provide wayfinding at airports in Atlanta, Tampa and Birmingham.



JW is hired to name and brand MARTA's transit card in just ten weeks. The successful naming, branding and launch of this system lays the foundation for future transit fare collection marketing for the firm.



JW creates a niche for developing annual reports for foundations, community improvement districts and corporations.



JW begins working with more clients who need integrated communications services. Concessions International engaged JW to brand its 30th anniversary and Pemberton Café.



HIGHLIGHTS

WAYFINDING FOR HEALTH

Jones Worley helps design patient-friendly environments for local, national and global healthcare organizations such as Grady Hospital, Kettering Memorial Hospital and Johns Hopkins Hospital. For more than seven years, the firm serves as a wayfinding consultant for five design teams implementing the Centers for Disease Control and Prevention's (CDC) 10-year Master Plan to replace decayed laboratories with state-of-the-art facilities.

EMPOWERING GEORGIA'S WORKFORCE

To address Georgia's massive job losses and a decade of uncertainty, the new commissioner rebrands the Georgia Department of Labor (GDOL) by improving its image and outreach to stakeholders and customizing its services for job seekers and employers.



The GDOL engages Jones Worley to revamp the agency's communications, launch the Beacon Newsletter and brand its nationally recognized program, GeorgiaWork\$. Most significantly, Jones Worley brands the transformation of Georgia's 53 Unemployment Offices to full service Career Centers.

REFOCUSING THE FIRM'S EFFORTS

Jones Worley capitalizes on its impressive body of transportation work, which includes launching the nation's first 100 percent transit smart card conversion and design work on the Atlanta airport car rental facility, CONRAC. In a strategic move to reinvent the organization, Jones Worley launches an aggressive transportation marketing campaign and quickly secures contracts with four major transit authorities in the U.S.

MAKING A DIFFERENCE

Jones Worley provides branding expertise to national and international foundations and non-profits focused on education, improving the lives of children and recognizing the accomplishments of people who impact positive change.



The firm provides strategic communications and development of annual reports and special events collateral for a wide spectrum of organizations and foundations including SEF, SCLC, the Rainbow PUSH Coalition, YWCA, YMCA, Trumpet Awards, The Boule, The Coca-Cola Company and ING.

ATTRACTIONS MAKE MEMORIES

Jones Worley continues to provide wayfinding and sign design expertise for stadiums, convention and performing arts centers in major cities. Beyond that, the firm also provides services that improve visitor experiences at other high-profile attractions such as The World of Coca-Cola, the Center for Civil and Human Rights, Marriott and Springhill Suites hotels, Champions Restaurant, Sandestin Resorts, Colorado Sports Bar and Pemberton Place Café.

RESURGENCE

After more than two decades of providing exceptional performance and nurturing client relationships, Jones Worley metamorphoses into a leader in strategic branding, marketing and wayfinding consulting.

2011-2012

Jones Worley reactivates all of the projects put on hold during the recession's peak. Just two years after Congress approves President Obama's stimulus package, the firm is engaged in more than 16 active transportation projects. Steady growth in the transportation sector strengthens the firm's financial stability.



With the launch of transit fare collections at MARTA, Muni, SFRTA, St. Louis, Sacramento, Pittsburgh and Albany, NY, JW demonstrates the strength of the firm's strategic planning and consulting, as well as its ability to develop large-scale campaigns to educate the public.



Recognized as a transportation marketing expert, JW is asked to brand - in just 90 days - the Atlanta Streetcar, the city's first major transit initiative in 30 years.



JW has worked on nearly 20 campuses on capital and on-call services, working with local architects and facility departments. The firm experiences an increase in wayfinding activity on K-8 campuses and a greater level of targeted communications at colleges and universities.

2013-2014

Jones Worley successfully transitions from project contracts to long-term consulting contracts with three-, five- and ten-year terms. Broadening the firm's contract duration and priming more of its contracts strengthens the firm's competitiveness. Revival is in the air.



In less than six months, JW strategically plans, brands and launches six transformative initiatives. The Jacksonville Transportation Authority's vision and leadership represent the category of overhaul on the horizon for other peer authorities.

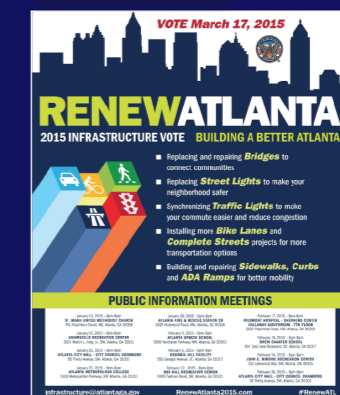


JW continues to support the families of civic and business leaders with the development of legacy collateral honoring their loved ones.

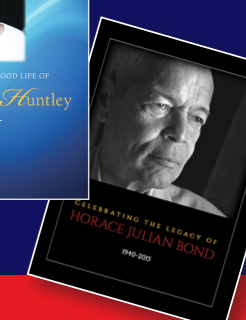
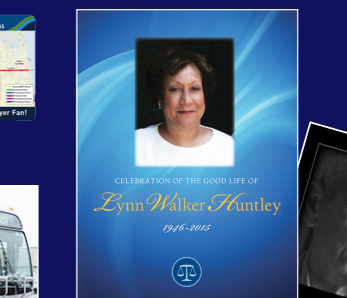


2015-BEYOND

Jones Worley is engaged in long-term contracts and the future looks bright. As a proven industry expert in key market sectors, the firm will continue to build on its strong reputation for excellence and dedicated service to clients.



JW also successfully integrates consulting, strategic communications and wayfinding services to secure long-term contracts at airports, transit authorities and in the private sector.



HIGHLIGHTS

TRANSPORTATION EXPERTS

As the economy slowly recovers, Jones Worley continues to win contracts in the transportation industry. Having now worked with more than 25 authorities, the firm experiences striking success in providing both branding and wayfinding services while growing its aviation and transit portfolios.

EDUCATION COUNTS

Jones Worley understands the relationships between learning and a quality campus environment. Well-planned messaging and facilitating easy access to campus amenities improve students' experiences and enrich the institution's image. Jones Worley brands initiatives and programs and provides wayfinding services for campus master plans,



site and building identification, health centers, performing arts centers, and science and classroom buildings for nearly 20 school campuses from kindergarten through college.

THE CONVENER

While in her mid-twenties, Cynthia had the distinction of being one of 50 up-and-coming aspiring leaders assembled by Mayor Andrew Young to serve on the Mayor's Commission on the Future of Atlanta in preparation for the city's Bicentennial. To celebrate the Commission's 20th anniversary, Cynthia reconvenes the group of business and civic leaders to engage in dialogue with both Mayor Young and Mayor Kasim Reed about the city's progress and future.

VISION & LEGACY

Jones Worley's very first airport project in 1992 was to provide wayfinding for the design of Concourse E at Hartsfield-Jackson Atlanta International Airport. Twenty years later, the firm continues to serve on multiple planning and design teams working on the airport's Master Plan Program. The economic impact the airport continues to have on the region and small businesses such as Jones Worley is the fruit of the vision of two Atlanta mayors, William B. Hartsfield and Maynard H. Jackson Jr. Today, Mayor Kasim Reed continues that legacy.

EXECUTIVE POSITIONING

Providing communications consulting for private and public-sector executives requires informed perspectives and confidentiality. Jones Worley broadens its consulting services by branding retirements and inaugurations for corporate presidents, CEO's, mayors, and governors.

Top executives turn to the firm to develop campaigns for transformative initiatives, raise awareness through effective media and public relations, write speeches and talking points, create presentations and document accomplishments.

GLOBAL BRANDS

Atlanta's position as an international city ripe with Fortune 500 and 1000 company headquarters opens doors for Jones Worley. Building on its strong reputation for excellence and on-time performance, the firm develops United Way campaigns, annual reports, community and employee outreach initiatives, B2B communications and wayfinding for industry giants such as Coca-Cola Enterprises, The Coca-Cola Company, Home Depot, Georgia Power, AGL Resources, Delta Air Lines and Turner Entertainment.





A BIT OF HISTORY | 1990-1997

Success

BRANDING A GLOBAL EVENT

Jones Worley has the distinction of being the only female-owned agency selected out of 490 firms to be on the six-member team commissioned to brand and design the "look" of the Centennial Olympic Games.



As Atlanta prepares to celebrate the 20th anniversary of the Games, Jones Worley reflects on the enormous impact this single event played in the history of the firm. On September 18, 1990, just eight months after Jones Worley opened for business, Atlanta was named host city

having helped many of them develop presentation graphics while at her first two jobs out of college. In 1991, they called on her to help them package their Games' proposals, assuring her firm's involvement when they won. Jones Worley served on more than 40 teams and was awarded nearly 30 contracts. These strategic relationships have sustained the agency through the years of adversity and prosperous growth.

for the 1996 Summer Olympic Games. Like most Atlantans, the firm's principals were excited about the opportunity and eager to be involved somehow. Little did they know the integral role they would play in the early planning and design of the world's most spectacular sporting event.

Branding a Global Event: Branding the Games provided Jones Worley with experience as a small business performing on a world stage. The firm's participation and team collaboration on this momentous event became a crash course in researching local, national and global trends that impact big-brand identity and it prepared the firm for managing future large, multifaceted initiatives.

Jones Worley's early involvement in the pre-planning stage continued when it was selected by the Atlanta Committee for the Olympic Games (ACOG) to be part of the prestigious six-member design team charged with branding The Look of the Games. The "Look" contract was just one of nearly 30 Olympic-related contract opportunities Jones Worley enjoyed – from stadium and streetscape wayfinding to design and coordination of the famous Olympic Countdown Clocks suspended over I-75/85. Jones Worley still proudly displays in its Midtown studio memorabilia from the Games including an official Olympic poster and torch, venue graphics and banners of the Quilt of Leaves.

Building a Body of Work: In just four years, the Games' fast-track construction enabled Jones Worley to build dynamic portfolios as wayfinding and sign design consultants in the stadium and streetscape industries. In preparation for the event, Olympic organizers built approximately \$600 million in venues and facilities. Jones Worley was awarded the wayfinding and sign design for six Olympic stadiums. This body of work enabled Jones Worley to pursue and successfully win seven other stadium projects. Jones Worley managed the wayfinding and sign design for the streetscapes along the city's major thoroughfares by enlivening them with branded banners and pedestrian graphics and signage. This body of work enabled the firm to pursue and win contracts to help other cities brand their streets, communities, parks and roadways.



Jones Worley's Olympic experience transformed the young company into a world-class organization and produced several lasting legacies that included:

Mastering Strategic Teaming: Cynthia was no stranger to the architectural and engineering teams pursuing Olympic contracts,

Receiving National and International Exposure: Local, national and international media coverage spotlighted Jones Worley as a small business with world-class expertise and capabilities.

Jones Worley benefitted from the Olympic experience in ways that reverberated before, during and after the Games. From procurement to project completion and demanding deadlines, Jones Worley proved it had mastered the critical concept of getting it right the first time. The Games proved to be a game-changer for Atlanta and the region and provided a world-class opportunity that laid the foundation for Jones Worley's success for years to come.



ATLANTA: AN OLYMPIAN CITY

Athens, Greece, where the modern Olympic movement began in 1896, seemed to be a shoo-in for the Centennial Games. When the International Olympic Committee (IOC) announced in 1990 that Atlanta won the bid, the work of preparing for the Games began that included six years of road improvements,

new construction and renovations to ready Atlanta and Georgia for 17 days of the world's premier sports event. Olympic organizers constructed \$600 million in venues and facilities that became part of Atlanta's Olympic legacy. The Games contributed an estimated \$5 billion to Georgia's economy.

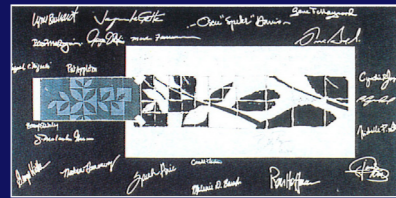


Design team to shape Games' image

ACOG chooses 6 firms to provide the look of '96

The Atlanta Olympic committee has selected six design firms to provide the look of the 1996 Olympic Games. The firms are responsible for the visual identity of the Games, including the design of the Olympic rings, the Atlanta 1996 logo, and the design of the Olympic venues and facilities. The design team includes Jones Worley, which is responsible for the design of the Olympic rings and the Atlanta 1996 logo.

The design team will develop a visual identity for the Atlanta 1996 Olympic Games. This includes the design of the Olympic rings, the Atlanta 1996 logo, and the design of the Olympic venues and facilities. The design team will also be responsible for the design of the Olympic rings and the Atlanta 1996 logo.



HIGHLIGHTS

PRE-OLYMPIC PLANNING

Immediately after Atlanta is awarded the Games, Jones Worley is called on to design a special edition segment for *Forbes* magazine featuring Atlanta as an Olympian City. Successfully completing that time-sensitive request leads to participation in numerous pre-Olympic planning and proposal efforts to position organizations pursuing Olympic opportunities. For example, Jones Worley works closely with the Atlanta University Center (AUC) to package its consortium of institutions as a venue site for the Games, and the AUC proves

successful as an Olympic venue site. The Atlanta Committee for the Olympic Games' (ACOG) commitment to support the Center provides more than \$50 million in infrastructure development.



THE LOOK OF THE GAMES

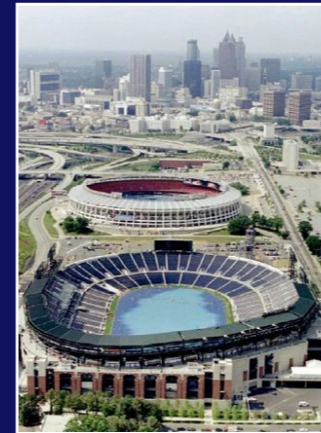
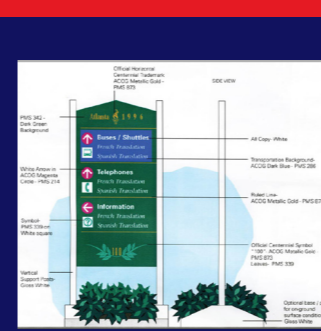
Jones Worley is selected from more than 490 design firms by ACOG to be a part of the six-member team to brand The Look of the Games. The Look of the Games is a design program undertaken by every Olympic Games organizing committee to create a visual identity for the Games of each Olympiad. This team develops the iconic Quilt of Leaves theme that can still be seen today.

THE APPLICATION OF THE LOOK OF THE GAMES

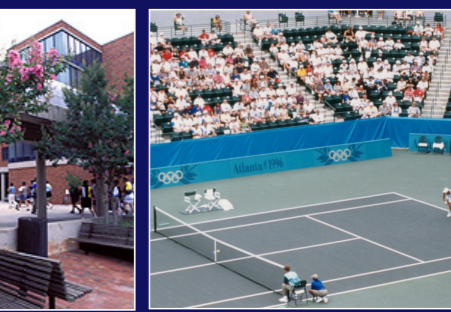
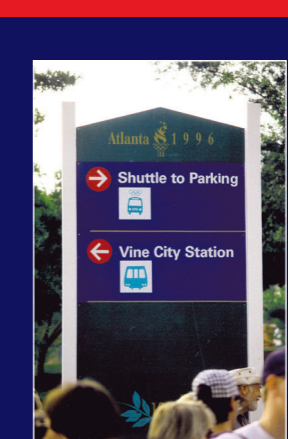
Working with ACOG, Jones Worley contributes to the refinement of The Look of the Games kit using thematic elements for visual enhancement at Olympic facilities, and the firm participates in applying the Look to venues. Jones Worley contributes to the design of banners, fence coverings, landmark elements, tent graphics and the design for sports fields-of-play complexes.

OLYMPIC VENUE & SIGN SYSTEM STANDARDS

For ACOG, Jones Worley develops sign system appearance standards to guide implementation of thousands of wayfinding signs at various venues including the Sponsor Village and the Olympic Village. The firm researches appropriate materials and techniques for wayfinding of spectators and other facility users



while assisting in the procurement of prototypes. The \$197 million Olympic Village built in downtown Atlanta for thousands of international athletes and coaches during the Games was then converted into permanent student housing with 2,700 beds for Georgia Tech and 2,000 beds for Georgia State.



SIX OLYMPIC STADIUMS & SPORTS ARENAS

Over 40 local and national design firms invite Jones Worley to be part of their respective teams pursuing Olympic venue contracts. Six of the teams are successfully awarded contracts. As a sub consultant, Jones Worley plans and designs the interior and exterior sign systems for the Olympic Stadium and the Aquatic, Field Hockey, Softball, Tennis and Equestrian stadiums. Project responsibilities include ongoing communications with project owners and multi-disciplinary teams of architects, engineers, and other design professionals. Turner Field, the former Olympic Stadium, is the most visible sports venue left from the Games and was always designed with baseball in mind. The 1,400-acre Georgia International Horse Park in Conyers, the largest Olympic venue, which hosted equestrian, pentathlon and mountain biking events, continues to hold equestrian competitions. The site also hosts car shows, concerts and festivals.



CODA PEDESTRIAN GRAPHICS/SIGNAGE PROGRAM

As part of the city's efforts to create a friendly pedestrian and visitor environment before, during, and after the Games, the Corporation for Olympic Development in Atlanta (CODA) hires Jones Worley to provide graphic design services for

the development of public information panels with maps to visitor amenities, historical information and community events.



H I G H L I G H T S

CODA STREETSCAPES

The City of Atlanta and Central Atlanta Progress host an international competition for the urban redevelopment of Peachtree Street and Auburn Avenue. The winning firms – one from Boston and one from Birmingham – both ask Jones Worley to join their teams and provide graphic design services. The firm is also engaged to plan and design graphics for the International Boulevard Streetscape and to provide project management for the streetscape identity and signage programs for permanent street signs and banners – all part of a coordinated effort to enliven major streets and enhance Atlanta's positive identity to visitors.

AN OFFICIAL OLYMPIC POSTER

Jones Worley designs an official 22"x 34" poster for ACOG's Poster Program featuring the theme of the Centennial.



The firm executes the design in a style that incorporates graphic elements relating the ancient Olympic Games to the City of Atlanta.

OLYMPIC COUNTDOWN CLOCKS

When confronted with a very important and time-sensitive project, ACOG calls on Jones Worley to design and coordinate the installation of two Olympic Countdown Clocks over the I-75/85 Connector in downtown Atlanta. The deadline is to be operational by the 1000th day (October 1993) before the Games begin. With only 10 weeks to complete the assignment, Jones Worley aggressively coordinates the design and approvals with public and quasi-public agencies including ACOG, the City of Atlanta, MARTA, project engineers, a timing display consultant, and the sign manufacturer.

ACOG PARTNER/ SPONSOR RECOGNITION

Coordinating with ACOG's creative services staff and Atlanta Centennial Olympic Properties (ACOP), Jones Worley designs a system of recognition for the corporations supporting the

Games. This includes venue recognition signs, venue fence coverings and transit bus applications.



EEOP REPORT

Jones Worley is asked to design a report for ACOG highlighting the success of the committee's Equal Employment Opportunity Program (EEOP). This 175-page report is used in the private sector as a teaching tool with case studies and performance comparisons with planned distribution in Africa and Australia. As a vendor to ACOG, Jones Worley serves as a featured case study of an Atlanta Olympic success story.

OLYMPIC MUSEUM EXHIBIT

For yet another time-sensitive assignment, ACOG contracts with Jones Worley to design and update an exhibit representing Atlanta's Olympic efforts at the Olympic



Museum operated by the International Olympic Committee (IOC) in Lausanne, Switzerland. The design includes the existing Centennial Torch logo mark, Atlanta's distinct skyline, renderings of planned Olympic venues, The Look of the Games Quilt of Leaves design motif and pictograms executed in carved glass.

STADIUM SIGNAGE RETROFITS

At the conclusion of the Games, Jones Worley is hired to plan the phase-out of all temporary signage used in stadium venues and installation of permanent signage required to transform the venues to legacy facilities in their respective communities.



A BIT OF HISTORY | 1996-2015

Success
BUILT ON A SOLID FOUNDATION

Jones Worley's success was built on a solid foundation of principles that value the physical environment, building talent, faith, and commitment. As a result, the firm's physical and moral construction has remained strong during good times and bad.

723 PIEDMONT AVENUE



In September 1996, just six years after Jones Worley opened and shortly after the Summer Olympics ended, the principals of Jones Worley searched for new office space and found a two-level studio in the heart of Atlanta's historic Midtown neighborhood. It was love at first sight. As designers familiar with real estate development, the partners instantly recognized the property's value and long-term potential.

The purchase of 723 Piedmont Avenue provided considerably more space than the firm's previous four locations in the Buckhead area. The circa 1910 building also provided a classic environment that matched the character and spirit of the company. Adding to its character and charm was the building's rich history in the fight against lung disease.

In the early 1900's, the National Association for the Study and Prevention of Tuberculosis was formed by a group of doctors and concerned citizens to fight what was then the most feared disease in the world because it struck young and old, rich and poor alike. The organization later became the American Lung Association, but its mission continued to be the prevention of lung disease through research, education and advocacy.



The Association introduced Christmas Seals in 1907 to promote the battle against tuberculosis. The memorable campaign was the first "direct mail" fundraiser, and it became an enduring symbol of the power of volunteers to battle disease. Today, the campaign helps the Lung Association wage war against asthma, lung cancer, influenza, tobacco use, air pollution and more.

Like the National Association, the American Lung Association of Georgia had several name changes. A charter was granted to the Atlanta Anti-Tuberculosis

and Visiting Nurse Association in 1913. The charter was renewed in 1933 under the name of the Atlanta Tuberculosis Association. Sometime between 1913 and 1933, the Georgia Association purchased 723 Piedmont.

For more than 50 years, the American Lung Association of Georgia used the Piedmont Avenue office for tuberculosis screenings and educational seminars. The street level offices were used as examination rooms, and the lower level was used for offices and seminars. The Association's outreach and direct mail campaigns generated such a high volume of mail the address was given its own postal zip code 30365, which Jones Worley inherited for a short time.

Jones Worley occupied the building on December 14, 1996, after implementing a major renovation, taking great care to preserve the character of the original structure and many of its classic architectural features.



Throughout the years, Jones Worley has embraced the caring spirit of the former occupants and draws inspiration from them to build its own meaningful legacy in that same space. Indeed, the firm has become a sustainable business that provides a creative environment for employees, award-winning campaign development, strategic planning and messaging and positive change.

A fusion of style and elegance, Studio 723, as it is fondly referred to, is also used to host strategic brainstorming sessions and design charrettes for clients, training for corporate team building, board meetings for non-profits, and receptions for industry and trade associations. The firm practices community and business goodwill by hosting small business networking events, wellness breakfasts, Toastmasters meetings, and paint parties to inspire creativity in the young and not-so-young.

Jones Worley's presence in Midtown has also contributed to the more than \$4.5 billion in new investment in the area since 1997, which includes 6.2 million square feet of office space, more than 7,600 residential units, 656,000 square feet of retail outlets, and more than 1,300 hotel rooms.



Circa
1933-
1995



Purchased by
Jones Worley in
1996



Furniture, Credenza & Chandeliers

When the building was purchased, a lot of furniture was left behind including file cabinets, desks, tables and chairs. JW used many of the red vinyl chairs in the breakroom; other more stylish chairs left were reupholstered and used in the reception area. The chandeliers were removed and a custom credenza retrofitted in the conference room to replace the existing cabinetry. JW has since hung new and modern chandeliers on the upper and lower levels.



Entrance

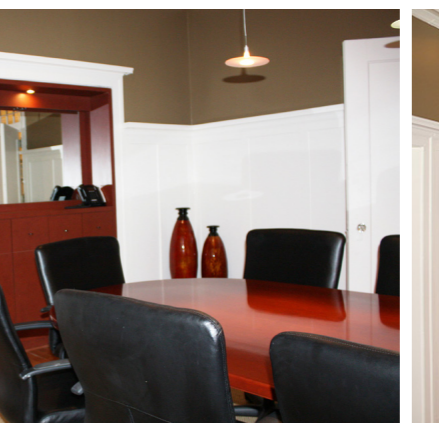
To be accessible to all visitors, the three steps and stoops at the entrance of the building were replaced with a ramp and wrought iron rails. Existing pavers were reused to maintain the building's original look. All five original planters are still in use today.



Renovated
1996-
2008



Renovated
2009-
2015



1933-1995



Circa 1960 Photos

The Association left behind historical black-and-white photos for Jones Worley's use that highlight the important work it conducted in the building.

Spiral & Iron Staircases

No changes were made to the interior spiral staircase leading to the lower level. Major upgrades were made to the back entrance's wrought iron stairs to bring them up to code.



1996



1996-2008

Doors, Molding & Lights

All windows, doors, and ceiling and wall moldings were kept in their original state. Light fixtures in each of the offices were painted and reused.



Bricks & Iron

Uncovered behind plaster and drop ceilings in the lower studio were 11 brick columns and 14-foot-high brick ceilings. The face of the cast iron furnace now serves as artwork over the foyer chest.



2009-2015





A BIT OF HISTORY | 1990-2015

Success
INNOVATION, CREATIVITY & EXCELLENT SERVICE

Jones Worley's 25-year journey has taken it from a small design firm to its position today as a leader in strategic branding and marketing communications services. The success of the firm can be attributed to the professional skills and individual talents of its creative services team.



THE TEAM



Soon after she graduated from college, Cynthia Jones Parks envisioned owning a business centered on her passion for design and visual communications. She recognized a need in her area of expertise for a minority and female-owned agency and

was confident that with the right combination of skills and talent, she could seize the opportunity. Her friend and colleague, Barry Worley, shared her vision and in 1990, with a minimal investment of \$1,000 (her interest was \$650 and his \$350), they founded Jones Worley Design, Inc.

Cynthia brought to the business proven skills in graphics and marketing communications, as well as a broad network of colleagues and potential clients she had developed at her previous positions in the architectural design industry. Barry's talents as an industrial designer with a focus on wayfinding and sign design services strengthened the partnership.

Atlanta, circa 1990, was a prime location for such a dynamic partnership. City leaders and many corporations were encouraging inclusiveness in their procurement processes; diverse joint ventures were favored; and the economic stimulus triggered by the Summer Games created a robust economy in Georgia. After a thriving, 12-year partnership with Barry, Cynthia purchased his shares in June 2002 and became sole owner.

She retained the recognizable Jones Worley corporate brand and continued her association with her former partner, who collaborates with the firm on projects and initiatives.

In the mid 2000's, Jones Worley dropped the word design from its name as it expanded its focus to strategic communications. Under Cynthia's leadership as president and chief executive officer, the firm has earned a national reputation for providing high-impact branding, sound marketing communications strategies, including media, public relations, and comprehensive wayfinding and creative design services for projects of all scopes and sizes.

Jones Worley's success is a reflection of the talent, skill, personality and experience of its creative team. As growth occurred, the firm became a fertile training ground for many of Atlanta's industry professionals by providing them high-profile projects



to add to their career portfolios. Through the years, the firm offered interns a learning environment and opportunity to grow their skills and professional acumen; and today, Jones Worley celebrates its role in advancing college students from internships to full-time employment.

M A N A G E M E N T



Cynthia Jones Parks
Founder, President & CEO

Her leadership skills and expertise at enhancing global brands and building relationships are key to the firm's success.



Shawn Lingle
VP, Strategic Communications

When clients want to launch innovative campaigns or change customer behaviors, she gets the job done.



Letitia Benjamin
VP, Business Services & Accounting

She's behind the scenes making sure Jones Worley is fiscally fit and clients receive timely service.



Alma Hill
VP, Media & Public Relations

An award-winning writer, she helps clients find their voice and communicate messages that are creative and effective.



Alejandra Thomas
VP, Environmental Graphic Design

She's an expert at designing solutions to help people navigate busy, complex environments.



PROJECT EXPERIENCE

MARKETING COMMUNICATIONS

Annual Reports

Atlanta Life Financial Group
Atlanta Neighborhood Development Partnership
The Boule Foundation
The Coca-Cola Foundation
Grady Health System
Gwinnett Village Community Improvement District
ING Foundation
Southern Education Foundation

Branding

Atlanta Aerotropolis, *Brand Identity*
Atlanta Streetcar, *Logo, Collateral, & Car Design*
Good Works International, *Corporate Identity*
Hartsfield-Jackson Atlanta International Airport, *Naming Strategy*
H.J. Russell & Company, *Corporate Identity*
Jacksonville Transportation Authority, *Six Strategic Initiatives*
MARTA, *Mentor Protégé Program Brand Identity*
Medical Design International, *Corporate Identity*
RL Brown & Associates, *Corporate Identity*

Business-to-Business Communications

Alston & Bird, *Marketing Collateral*
Concessions International, *Corporate Brochure*
Corporate Environments, *Marketing Collateral*
Danka Business Systems, *Marketing Collateral*
Hanscomb & Associates, *Marketing Collateral*
The Portman Companies, *Marketing Brochure*
Stevens & Wilkinson, Inc., *Marketing Collateral*
THW Design, *Marketing Collateral*
Turner & Associates, *Marketing Collateral*

Signature Events

Ambassador Andrew Young, *69th Birthday Celebration*
The Anti-Defamation League, *International Leadership Award*
Atlanta Braves Wives' Club, *Cook Book*
Birmingham-Jefferson County Transit Authority, *Legislative Roundtable*
Coca-Cola Enterprises, *Summerfield Johnston Jr., CEO Retirement*
Coca-Cola Enterprises, *Henry A. Schimberg President Retirement*
Concessions International, *30th Anniversary Collateral*
Coretta Scott King, *Tribute*
Frank Carter, *"Up and Over" Family Memoir*
Governor Roy Barnes, *Inauguration Collateral*
H.J. Russell & Company, *40th & 50th Anniversary Collateral*
Rev. Jesse Jackson, *63rd Birthday Celebration*
Rev. Joseph Lowery, *80th Birthday Celebration*
Mayor Shirley Franklin, *Inauguration Collateral*
Morehouse School of Medicine, *Event Collateral*
Southern Christian Leadership Conference, *Event Collateral*
Super Bowl XXXIV, *Corporate Hospitality Collateral*
Trumpet Awards Foundation, *Gala Collateral*
Xerona Clayton, *75th Birthday Celebration*
YWCA of Greater Atlanta, *19th Annual Salute to Women Collateral*

Community Outreach/Education Campaigns

City of Atlanta, *2015 Bond Referendum Campaign Collateral*
Georgia Governor's Office of Highway Safety, *Zero Tolerance Campaign*
Georgia Health Decisions, *Georgians Speak Out Campaign*
Interdenominational Theological Center, *HIV & Substance Abuse Prevention Collateral*
MARTA, *Clifton Corridor Initiative Strategic Communications*

Customer Education/Outreach Campaigns

Centers for Disease Control and Prevention, *Promoting Diversity*
The Coca-Cola Company, *Supplier Diversity Collateral*

Coca-Cola Enterprises, *Close to Home*
Coca-Cola Enterprises, *Your Power to Choose - Fitness, Health, Fun*
Georgia Department of Labor, *Building A World-Class Workforce*
The Home Depot, *Star-Supplier Diversity Collateral*

Economic Development Communications

DeKalb Chamber of Commerce, *Destination DeKalb Collateral*
DeKalb Chamber of Commerce, *Issues & Beyond Brochure*
DeKalb Chamber of Commerce, *International Corridor /Village Collateral*
Fulton County Economic Development Division, *Outreach Collateral*
Gwinnett Village CID, *Marketing Collateral*
Hartsfield-Jackson Atlanta International Airport, *Sky Magazine Ad*

Employee Communications/Outreach

The Coca-Cola Company, *United Way Campaign*
Coca-Cola Enterprises, *"Unite" Campaign*
Coca-Cola Enterprises, *Solutions Campaign*
Georgia Merit System, *Employee Benefits Program*

Media/Public Relations

Delta Air Lines, *Community & Business Leader Audit*
Hartsfield-Jackson Atlanta International Airport, *Media Audit*
H.J. Russell & Company, *CEO Transition*
TRX, *Media Audit*
Partnership for Southern Equity, *Media & Public Relations*
Jacksonville Transportation Authority, *Media & Public Relations*
The Conference of Minority Transportation Officials, *Media & Public Relations*

Transit Fare Collection Branding & Implementation

Capital District Transportation Authority (CDTA), *Navigator Fare Collection*
Metropolitan Atlanta Rapid Transit Authority (MARTA), *Breeze Fare Collection*
Metro-St. Louis, *Gateway Fare Collection*
Port Authority of Allegheny County, *Connect Card Fare Collection*
Sacramento Area Council of Governments (SACOG), *Connect Card Fare Collection*
San Francisco Municipal Transportation Agency (SFMTA/Muni), *Clipper Card Fare Collection*
South Florida Regional Transportation Authority (SFRTA), *Tri-Rail Easy Card Fare Collection*

WAYFINDING & SIGNAGE DESIGN

Convention and Civic Centers

Augusta Convention Center, *GA*
Columbia Metropolitan Convention Center, *SC*
Columbus Civic Center, *GA*
Georgia World Congress Center, *GA*
Greater Fort Lauderdale Broward County Convention Center, *FL*
Greater Richmond Convention Center, *VA*
Palm Beach County Convention Center, *FL*
Savannah International Trade and Convention Center, *GA*
The Washington Convention Center, *Washington, DC*

Corporate and Government Offices

AGL Resources, *Atlanta, GA*
BellSouth Atlanta Metro Plan, *Atlanta, GA*
Centers for Disease Control and Prevention Headquarters, *Atlanta, GA*
The Coca-Cola Learning Center, *Atlanta, GA*
Coca-Cola, *Workplace 2020, Atlanta, GA*
Federal Reserve Bank of Atlanta, *GA*
Gateway Village, *Charlotte, NC*
General Motors Call Centers, *Tampa, FL; Portland, OR; Austin, TX*
Georgia 400 Center, *Alpharetta, GA*
Georgia Department of Labor, *Atlanta, GA*
Sugarloaf Corporate Center, *Duluth, GA*
Turner Entertainment Headquarters, *Atlanta, GA*
U.S. Army Reserve Command Headquarters, *Atlanta, GA*
U.S. Federal Courthouse, *Savannah, GA*

PROJECT EXPERIENCE



Faith Facilities

Church of the Apostles, *Atlanta, GA*
Greek Orthodox Cathedral Hellenic Center, *Atlanta, GA*
Roswell Street Baptist Church, *Marietta, GA*

Healthcare/Research Facilities

Aflac Cancer Center at Children's Healthcare of Atlanta, *GA*
Charles F. Kettering Memorial Hospital, *Kettering, OH*
Children's Healthcare of Atlanta at Egleston, *GA*
Children's Healthcare of Atlanta at Scottish Rite, *GA*
DeKalb Medical Center, *Decatur, GA*
Grady Memorial Hospital, *Atlanta, GA*
Greenville Memorial Medical Center, *SC*
Memorial Health, *Savannah, GA*
Phoebe Putney Memorial Hospital, *Albany, GA*
The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, *Baltimore, MD*

Hospitality & Attractions

Atlanta Airport Marriott Gateway, *GA*
Champions Restaurant, *Atlanta, GA*
Colorado Sports Bar, *Denver International Airport, CO*
Hyatt Regency McCormick Place, *Chicago, IL*
National Center for Civil and Human Rights, *Atlanta, GA*
Pemberton Café, *Atlanta, GA*
Sandestin Resort, *Destin, FL*
SpringHill Suites, *Atlanta Airport Gateway, Atlanta, GA*
World of Coca-Cola, *Atlanta, GA*

Performing Arts Centers

Crown Center, *Fayetteville, NC*
Cobb Energy Centre for the Performing Arts, *Atlanta, GA*
Greensboro Performing Arts Center, *SC*
ImaginOn, *Charlotte, NC*
River Center for the Performing Arts, *Columbus, GA*
Spelman College Performing Arts Center, *Atlanta, GA*
Steven Tanger Center for Performing Arts, *Greensboro, NC*

Public Spaces

Atlanta Streetscapes, *GA*
Central Atlanta Progress, *GA*
Chattahoochee RiverWalk, *Columbus, GA*
City of Powder Springs, *GA*
Fairlie-Poplar Historic District, *Atlanta, GA*
Georgia World Congress Center Trailblazing, *Atlanta, GA*
City of Sandy Springs, *Atlanta, GA*
Turner Lake Park, *Covington, GA*

Schools/Libraries

Armstrong Atlantic State University Science Building, *Savannah, GA*
Camille Olivia Hanks Cosby Academic Center/Spelman College, *Atlanta, GA*
Coon Building/Georgia Institute of Technology, *Atlanta, GA*
Deerwood Center/Florida Community College at Jacksonville, *FL*
Dillard University/Bond Program Exhibit, *New Orleans, LA*
Georgia Institute of Technology, *Atlanta, GA*
Georgia Southern University Dining Halls, *Statesboro, GA*
Georgia State University, Science Park Addition, *Atlanta, GA*
Godley Station K-8 School, *Pooler, GA*
Helen M. Aderhold Learning Center/Georgia State University, *Atlanta, GA*
Hesse K-8 School, *Savannah, GA*
Jacksonville Public Library System, *FL*
May Howard Elementary School, *Savannah, GA*
Morehouse College, *Atlanta, GA*
Spencer Elementary School, *Savannah, GA*
UNC Chapel Hill, Genomics Science Building, *NC*
University of Arkansas at Little Rock, *AR*
University Health Center at University of Georgia, *Athens, GA*
Woodruff Library, *Atlanta, GA*

Sports & Event Venues

Alltel Arena, *North Little Rock, AR*
Baseball Grounds of Jacksonville, *FL*
Centennial Olympic Stadium (Turner Field), *Atlanta, GA*
Cumberland County Coliseum, *Fayetteville, NC*
Georgia Institute of Technology, *Atlanta, GA*
Georgia International Horse Park, *Conyers, GA*
Golden Park/ South Commons Complex, *Columbus, GA*
Independence Stadium, *Shreveport, LA*
Jacksonville Veterans Memorial Arena, *FL*
Olympic Aquatic Center Georgia Institute of Technology, *Atlanta, GA*
Olympic Equestrian Center, *Conyers, GA*
Olympic Field Hockey Stadium/Morris Brown Field, *Atlanta, GA*
Olympic Tennis Center/Stone Mountain Park, *Atlanta, GA*
Papa John's Cardinal Stadium, *Louisville, KY*
The Richmond Coliseum, *VA*
United Spirit Arena, *Lubbock, TX*

Transportation

Airports

Austin-Bergstrom International Airport, *TX*
Birmingham International Airport, *AL*
Blue Grass Airport, *Lexington, KY*
Charleston International Airport, *SC*
Cincinnati-Northern Kentucky International Airport, *KY*
Columbia Metropolitan Airport, *SC*
Dallas-Fort Worth International Airport, *TX*
Fort Lauderdale/Hollywood International Airport, *FL*
Gulfport-Biloxi International Airport, *MS*
Hartsfield-Jackson Atlanta International Airport, *GA*
Jackson-Evers International Airport, *MS*
Jacksonville International Airport and System, *FL*
JFK International Airport, *NY*
Knoxville International Airport, *TN*
McGhee Tyson Airport, *TN*
LaGuardia Airport, *NY*
Los Angeles International Airport, *CA*
Savannah International Airport, *GA*
Tampa International Airport, *FL*

Transit

Beckley Intermodal Gateway, *WV*
Birmingham Intermodal Facility, *AL*
Charlotte Transportation Center, *NC*
Joe Murray Rivers, Jr. Intermodal Transit Center, *Savannah, GA*
Chatham Area Transit Central Station, *Savannah, GA*
FAST Multi-Modal Facility, *Fayetteville, NC*
Jacksonville Transportation Authority, *FL*
MARTA Streetcar Station, *Atlanta, GA*
Pioneer Valley Transit Authority Operations & Maintenance Facility, *MA*
Potomac-Rappahannock Transportation Commission, *VA*
South Florida Regional Transportation Authority (SFRTA), *FL*

Associations

The team at Jones Worley is committed to continuing education. The firm's staff is active in trade associations that support our respective disciplines including the American Public Transportation Association (APTA), the Conference of Minority Transportation Officials (COMTO), Women in Transportation (WITS), the Georgia Transit Association (GTA), International Council of Shopping Centers (ICSC), the Public Relations Society of America (PRSA), the Society of Marketing Professional Services (SMPS), the American Institute of Graphic Arts (AIGA), and the Society of Environmental Graphic Design (SEGD).

A SPECIAL THANKS



No one stands alone and no business succeeds without the support and encouragement of others. As I look back over the past 25 years, I am humbled by every person, every project and every opportunity presented to Jones Worley. Each one played a part in helping the business thrive and survive in times of prosperity and uncertainty. Each successful project further reinforced our firm's legacy. We have been privileged to help our clients successfully reach their goals and build their own professional and corporate legacies.

Without repeat business from longstanding clients, we would not enjoy the reputation they helped us build. Having opportunities to form strategic partnerships with our peers and being entrusted

with high-profile, time-sensitive tasks where we had only one chance to get it right enabled Jones Worley to raise the bar and set the standard for what has become our motto: *Large agency expertise with small agency attention to customer service.*

To those organizations that provided Jones Worley with once-in-a-lifetime opportunities, to the business and government leaders committed to inclusive procurement processes and to our loyal clients and friends with whom we have developed strong relationships over the years, I extend my heartfelt thanks to you on behalf of Jones Worley. Without you, there would be no us.

As we look to the future with great optimism, we pledge to continue to provide impeccable service from a dedicated team of professionals who stand ready to go above and beyond client expectations while we groom the next generation of strategists, communications experts and designers to follow their dreams.

Thank you,



Success is Like a Butterfly, 20" x 24" acrylic on canvas. Artist: Cynthia Jones Parks
Commissioned by Jones Worley to celebrate its 25th Anniversary

A. Epstein • AECOM • AGL Resources • AIRMI • Albany Transit System • Alfonso Architects • Alston & Bird • Altamira • Alvarez & Marsal • America's Favorite Chicken • AMSCO • APEX • ARCADIS • Armstrong Atlantic State University • AT&T • Atlanta Aviation Associates • Atlanta Braves Wives Club • Atlanta Committee for the Olympic Games • Atlanta Life Insurance Company • Atlanta Neighborhood Development Partnership • Atlanta Regional Commission • Atlanta Stadium Design Team • Atlanta University Center • B&E Jackson • Baker Barrios Architects • Beers Construction • BellSouth Corporation • BenchMark Management • Bergmann Associates • Bigelow Advertising • Birmingham-Jefferson County Transit Authority • Booz Allen Hamilton • The Boule Foundation • Boys & Girls Clubs of America • Broward County Aviation Department • Brown Office Systems • BSA LifeStructures • BT&A Architects • Bussey Florist & Gifts • C.D. 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