

Corporate and Brand Identity Programs

Daiwa Bank



Ziff-Davis Publishing Company



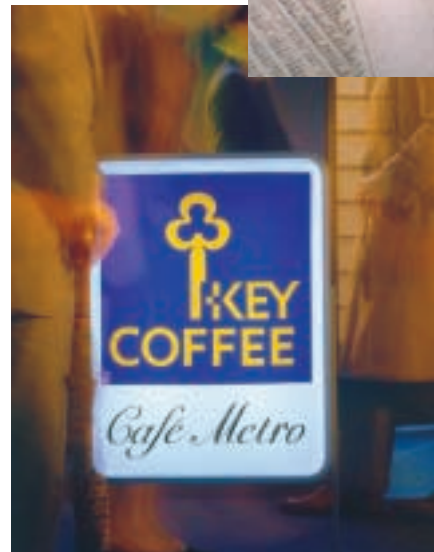
The BFGoodrich Company



Robert Plan Corporation



Yankelovich Partners, Inc.



Key Coffee

HLCGROUP

**Consultants in Marketing Communications,
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39 West 29th Street, 11th Floor
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In today's global market, the visual brand and corporate identity has become the single most important element in the dialogue between the enterprise and its customers. Therefore, it is extremely important to develop the appropriate identifier and an overall communications strategy. In updating an existing brand, extreme care should be taken to preserve the equity of a well known trademark.

Logos and Identifiers



Global Music Healing Institute



Sailfish Point



Asian American Center



PC Computing

Transparent Solutions



Cornerstore



Superior Scientific, Inc.

BAKER CAPITAL



Kyocera, Inc.



Heather Evans, Inc.



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A logo or identifier is the embodiment of an enterprise, a service, or a product. No only should it be appropriate, ideally, it should also be memorable. A well designed logo should work well in black and white as well as in full color. It should also lend itself to be reproduced in different media in a variety of sizes. Last but not least, it should also be timeless.

Annual Reports and Brochures

Pfizer Inc



Chase Manhattan Bank



Champion International Corporation



Genetics Institute, Inc.



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A successful annual report or brochure tells its story well through clear narratives, elucidating images and compelling graphics. It should also present the information logically and visually appealing. When appropriate, it should also have a dramatic cover to grab the reader's attention. Lastly, it should also be well detailed and reproduced.

Packaging and Miscellaneous

Key Coffee



Binary Arts



Champion International Corporation



Danskin

Genetics Institute, Inc.



Whatman



Robert Plan Corporation



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A good package, a good press folder or a good bank statement should above all be functional. However, it should also be visually appealing and interesting and entice you to open it. It should also have an unmistakable presence, so that it will not be easily ignored. In a series of related packaging, it is often desirable to have a strong related or unified look. For it would enhance the presence of the entire line.