A Concise Look at the Branding Archives
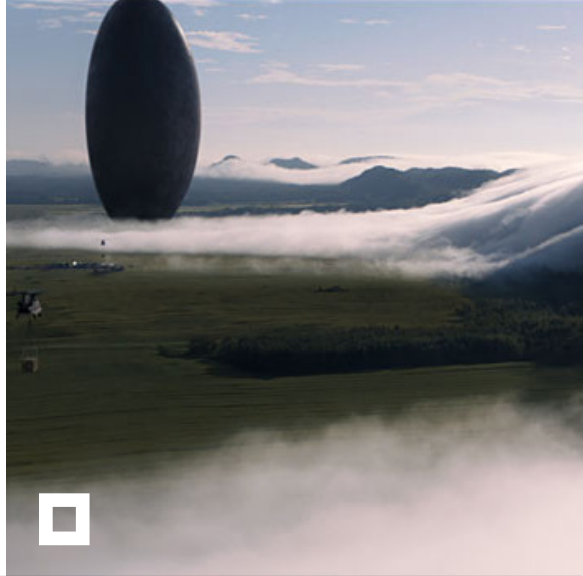
10

LOGOS

HARK

CLIENT
Center for Health & Learning

INDUSTRY
Education: Promoting Health & Safety

BRAND ATTRIBUTES
Colorful, Education, Transformative

Film
Finances

BRAND ATTRIBUTES
Bold, Modern, Minimal

CLIENT
Tribe

INDUSTRY
Health Care: Vision Care

BRAND ATTRIBUTES
Tribal, Unified, Visionary, Youthful

CLIENT
Forterro

INDUSTRY
Software: Financial services

BRAND ATTRIBUTES
Singularly Focused, Familied, International

CLIENT
Alogent

INDUSTRY
Bank Software Technology

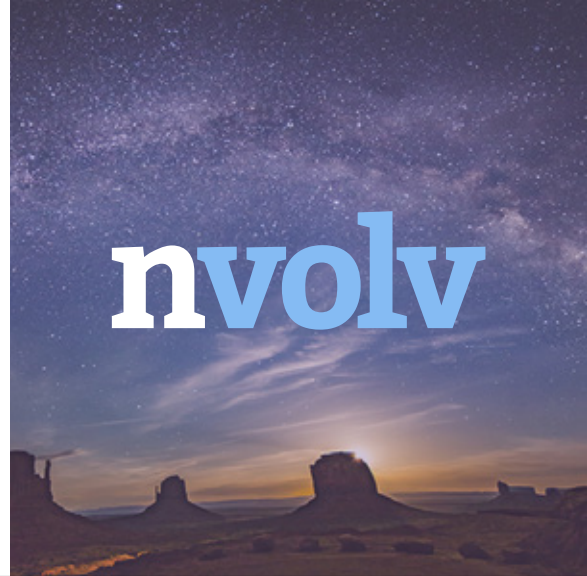**BRAND ATTRIBUTES**
Modern, Edgy, Bold

CLIENT
14th Chicken

INDUSTRY
Hotel: Bed and Breakfast

BRAND ATTRIBUTES
Whimsical, Handcrafted

CLIENT
Nvolv

INDUSTRY
Management Consulting

BRAND ATTRIBUTES
360, Game Changing, Modern, Successful

KAFINA

CLIENT
Kafina

INDUSTRY
Natural

BRAND ATTRIBUTES
Elegant, uplifting, goddess

CLIENT
Panama Hotel Group

INDUSTRY
Hospitality, Hotels

BRAND ATTRIBUTES
Relaxed, Cool, Comfortable, Easygoing
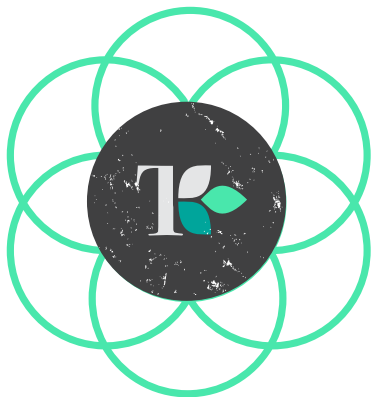
CLIENT
Mobbs Outdoor Products

INDUSTRY
CPG: Green Cleaning

BRAND ATTRIBUTES
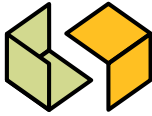Environmental, Mountains, Travel

CLIENT
Turn-Key

INDUSTRY
Marketing: Natural Products

BRAND ATTRIBUTES
Natural, Organic, Floral

CLIENT
Signia Ventures

INDUSTRY
Finance: Venture Capital

BRAND ATTRIBUTES
Connected, Adventurous, Out-of-the-Box

CLIENT
Pragmatic Technologies

INDUSTRY
High Tech: Services

BRAND ATTRIBUTES
Modern, Visual, Trusted, Broadcasting

CLIENT
College Street Collide

INDUSTRY
Street Fair

BRAND ATTRIBUTES
Illustrative,

CLIENT
MarketTools

INDUSTRY
Internet: Market Research

BRAND ATTRIBUTES
Financial, Technological, Revenue Enhancing
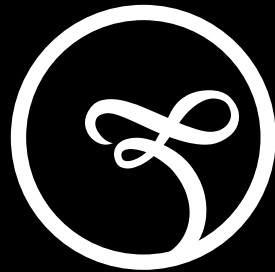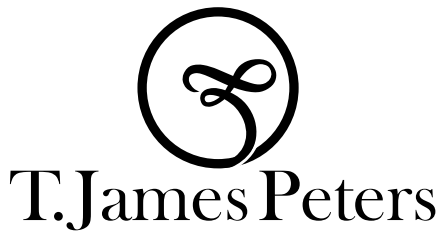
CLIENT
Community Barn Ventures

INDUSTRY
Consulting: Business Management

BRAND ATTRIBUTES
Rustic

T.James Peters

CLIENT
T. James Peters

INDUSTRY
Personal Monogram

BRAND ATTRIBUTES
Typographic, Classic

CLIENT
Vermont.org

INDUSTRY
Association: Marketing Promotion

BRAND ATTRIBUTES
Colorful, Education, Transformative

CLIENT
Sumitomo Chemical

INDUSTRY
Disease Prevention

BRAND ATTRIBUTES
International, Health, Red-Cross, Safe

CLIENT

Northern Shade

INDUSTRY

Business Trades: Construction

BRAND ATTRIBUTES

Cool, Light, Airy, Modern

UMAMI
N O O D L E   B A R

CLIENT
Umami

INDUSTRY
Food: Restaurants

BRAND ATTRIBUTES
The 5th Sense, Refined, High End

CLIENT
Concurrent Real Time

INDUSTRY
Motion Simulation Software

BRAND ATTRIBUTES
Modern, Bold, Dimension

CLIENT
Fatletter Interactive

INDUSTRY
Software: Email Services

BRAND ATTRIBUTES
Playful, Animated, Permeable, Character

CLIENT
4Fini

INDUSTRY
Entertainment

BRAND ATTRIBUTES
Hand-Lettered, Brush, Organic

CLIENT
Optivo Software

INDUSTRY
Internet: Software

BRAND ATTRIBUTES
Flexible, Professional, Precise, Modern

CLIENT
Altius Learning

INDUSTRY
Financial Services: Education

BRAND ATTRIBUTES
Game-Changing, Leaders, Competitive

CLIENT
Global Classroom

INDUSTRY
Internet: Education

BRAND ATTRIBUTES
International, Disruptive, Tech-Savvy

CLIENT
Blaylock

INDUSTRY
Manufacturing, Fabrication

BRAND ATTRIBUTES
American-Built, Skilled, Capable

CLIENT
JRA

INDUSTRY
Consulting: Financial Services

BRAND ATTRIBUTES
Simple, Clean

CLIENT
Soho Provisions

INDUSTRY
Retail: Organic Food

BRAND ATTRIBUTES
International, Alchemy, Spice, Old

gredio

CLIENT
Gredio

INDUSTRY
Internet: Food Service

BRAND ATTRIBUTES
Specific, Measured, Tech-Focused

CLIENT
Chocolate Thunder Security

INDUSTRY
Concert Safety

BRAND ATTRIBUTES
Grunge, Textural, Typographic

HealthNET
SYSTEMS CONSULTING INC

CLIENT
Healthnet Consulting

INDUSTRY
Healthcare: Consulting

BRAND ATTRIBUTES
Healthy, Large, Capable, Trusted

CLIENT
Indago Labs

INDUSTRY
Science, Software

BRAND ATTRIBUTES
Specific, Scientific, Woodsy
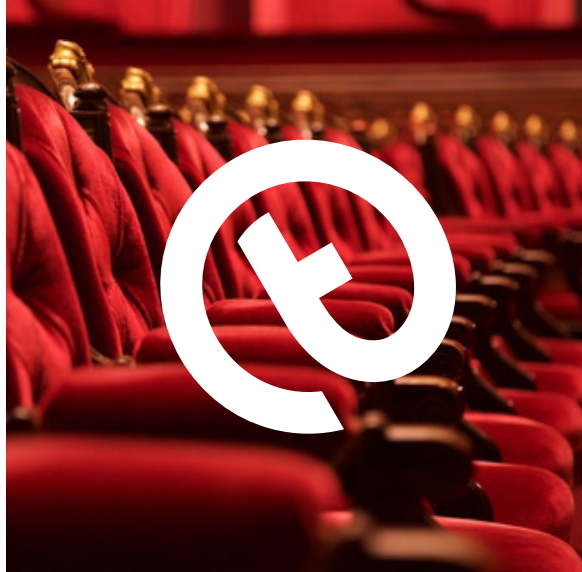
CLIENT
Theater Engine

INDUSTRY
Internet: Performing Arts

BRAND ATTRIBUTES
Metropolitian, Playful, NYC

CLIENT

BeneCard Health

INDUSTRY

Healthcare: Insurance

BRAND ATTRIBUTES

Health, Transformative

ZOLO TRIPS

ZOLO TRIPS

CLIENT
Zolo Trips Travel

INDUSTRY
Travel: Adventure

BRAND ATTRIBUTES
Worldwide, Worldly, Elegant

BRIMSTONE

CLIENT
Brimstone Consulting Group

INDUSTRY
Consulting, Business

BRAND ATTRIBUTES
Elegant, Calm

CLIENT
Justgive.org

INDUSTRY
Internet: Charitable Giving

BRAND ATTRIBUTES
Generous, Animated, Youthful, Fun

CLIENT
San Francisco Artists Guild

INDUSTRY
Trade Association: The Arts

BRAND ATTRIBUTES
Creative, Artistic, Local, Eclectic, SF Based

CLIENT
USAopoly

INDUSTRY
Entertainment: Gaming

BRAND ATTRIBUTES
American, Fun, Youthful

CLIENT
Eyeball.com

INDUSTRY
Software: Video Chat

BRAND ATTRIBUTES
Playful, Futuristic, Catchy

CLIENT
Coolsign Digital Media Networks

INDUSTRY
Hardware: Digital Ad Networks

BRAND ATTRIBUTES
High Tech, Precision, Network, Active

CLIENT
Zoic Cycling Clothing

INDUSTRY
Fashion: Active Clothing

BRAND ATTRIBUTES
Playful, Youthful, GenX, Badge

CLIENT
Focus Frame

INDUSTRY
Software: Seibel Systems Integrator

BRAND ATTRIBUTES
Focused, Modern, Capable, Personal

CLIENT
Miller Freeman Publishing

INDUSTRY
Services: Tradeshows

BRAND ATTRIBUTES
High Tech, Webby, Comfortable, "The" Meeting Place

CLIENT
E2open

INDUSTRY
Software: Supply Chain

BRAND ATTRIBUTES
Corporate, Dynamic, Evolution

GREENLIGHT
S O L A R

CLIENT
Greenlight Solar

INDUSTRY
Retail and Consulting: Solar Install

BRAND ATTRIBUTES
Professional, Sunny, Friendly Yet Professional

velosel

CLIENT
Velosel Software

INDUSTRY
Software: Supply Chain Management

BRAND ATTRIBUTES
Fluid, Technological, Precise, Feedback, Loop

CLIENT
Image Pump

INDUSTRY
Software: Services

BRAND ATTRIBUTES
Visible, Compression, Magnified, Productive

SHAMAN
Good Medicine For Technology

CLIENT
Shaman Technology

INDUSTRY
Software: Network Protection

BRAND ATTRIBUTES
Authentic, Rustic, Healing

CLIENT
Intanda

INDUSTRY
Software: Supply Chain Management

BRAND ATTRIBUTES
Linked, Meeting Point, Complex to Simple

CLIENT
Pozé Vermont Fine Catering

INDUSTRY
Food Service: Catering

BRAND ATTRIBUTES
High-end, Fine, Modern

ccTHRIVE

CLIENT
ccThrive

INDUSTRY
Medical: Recovery

BRAND ATTRIBUTES
Growth, Progress, Recovery

CLIENT
Insights 20/20

INDUSTRY
Consulting: Market Research

BRAND ATTRIBUTES
Bold, Transparent

MOTIVATE

Redefining Weight Management

CLIENT
Motivate

INDUSTRY
Fitness: Weight Management

BRAND ATTRIBUTES
Growth, Milestone, Building

RESOLUTE™
RACING

CLIENT
Resolute Racing

INDUSTRY
Manufacturing: Athletic Equipment

BRAND ATTRIBUTES
Durable, Strong, Aerodynamic

onlinepartners

CLIENT
Online Partners

INDUSTRY
Internet: Community

BRAND ATTRIBUTES
Encompassing, Open, Community, Human

LôôkSmart™

CLIENT
LookSmart Search Engine

INDUSTRY
Internet: Search Engines

BRAND ATTRIBUTES
Finding Not Searching, Intelligent, Simple

CLIENT
Hiya Networks

INDUSTRY
Hardware: Wireless Routers

BRAND ATTRIBUTES
Connected, Colorful, Eye-Catching

CLIENT
Pure Wellness

INDUSTRY
Healthcare: Software

BRAND ATTRIBUTES
Light, Active, Positive

HIGH PERFORMANCE
COMPOSITES **LTD**
INNOVATION IS OUR BOND

CLIENT
High Performance Composites LTD

INDUSTRY
Technology, Industrial Composite, Materials

BRAND ATTRIBUTES
Bonded, Woven, Infinity

CLIENT
Adomo

INDUSTRY
Consumer Electric: Home Networking

BRAND ATTRIBUTES
Clean, European, Homey, Technical, Trustworthy

IntelligentMarkets

CLIENT
Intelligent Markets

INDUSTRY
Finanace: Software

BRAND ATTRIBUTES
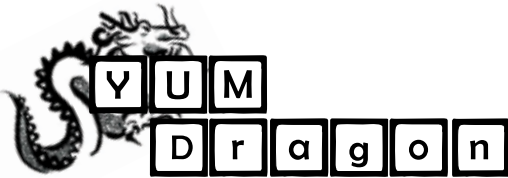Solid, Historical, Forward Thinking, Trustworthy

SUNRISE LOOP ADVISORS

CLIENT

Sunrise Loop Advisors

INDUSTRY

Financial Services

BRAND ATTRIBUTES

Day Breakers, Visual, Modern, Eclipsing

CLIENT
Yum Dragon

INDUSTRY
Food Services: CPG Brand

BRAND ATTRIBUTES
Delicious, Fierce, Asian

CLIENT
Halloween Costume Association

INDUSTRY
Entertainment: Costuming

BRAND ATTRIBUTES
Hand rendered, spooky

YOU FIRST

CLIENT
YouFirst

INDUSTRY
Healthcare

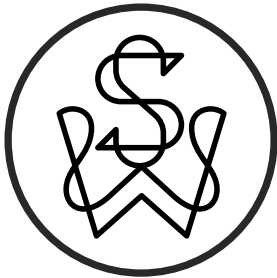**BRAND ATTRIBUTES**
Modern, bold, simplistic

CLIENT
@Hand Mobile

INDUSTRY
Hardware: Mobile Computing

BRAND ATTRIBUTES
Tactile, Mobile, Friendly

CLIENT
SSW Law Group

INDUSTRY
Law offices

BRAND ATTRIBUTES
Clean, professional, sleek

CLIENT
802 Smiles Network

INDUSTRY
Health Care: Dental Health

BRAND ATTRIBUTES
Playful, connectivity, friendly

CLIENT
Gallagher Flynn & Company

INDUSTRY
Finance: Accounting Solutions

BRAND ATTRIBUTES
Elegant, banking, linear