

a concise look at our Branding Experience.

# Logo.04

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*Coolsign*



**Client:** *Coolsign Digital Media Networks*

**Business Sector:** *hardware : digital Ad networks*

**Brand Attribute Goals:** *high technology, precision, networked, and active, animatable, "portrait screen"*

*Optivo*



**Client:** *Optivo Software*

**Business Sector:** *internet : active pricing*

**Brand Attribute Goals:** *flexible, professional, precise, modern*

*Focus Frame*

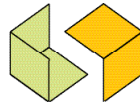


**Client:** *Focus Frame*

**Business Sector:** *software : seibel systems integrator*

**Brand Attribute Goals:** *focused, modern, personal, capable*

*Signia Ventures*



**SIGNIA**VENTURES

**Client:** *signia ventures*

**Business Sector:** *venture capital*

**Brand Attribute Goals:** *connected, out of the box solutions, adventurous, birthing*

*RadAr Multimedia*



**Client:** *RadAr Multimedia Productions*

**Business Sector:** *Media : Video*

**Brand Attribute Goals:** *capable, creative, large*

*Ayob and Peery*



**Client:** *Ayob and Peery Mechanical Contractors*

**Business Sector:** *Building : HVAC*

**Brand Attribute Goals:** *personal, strong, reliable, professional*

*Zoic*



**Client:** *zoic clothing*

**Business Sector:** *fashion : active wear*

**Brand Attribute Goals:** *playful, youth, colorful, gen y, gen x*



*ZoloTrips*



**Client:** *zolo trips travel*

**Business Sector:** *travel : adventure*

**Brand Attribute Goals:** *worldwide and worldly, the elegant era of travel,*

*Adomo*



**Client:** *adomo*

**Business Sector:** *software : home networking*

**Brand Attribute Goals:** *clean, european, homey, technical, trustworthy*

*Hiya*



**Client:** *Hiya Networks*

**Business Sector:** *hardware: wireless routers*

**Brand Attribute Goals:** *connected, colorful-eye catching, "in your face"*

*Online Partners*



**Client:** *Online Partners*

**Business Sector:** *internet : community*

**Brand Attribute Goals:** *encompassing, open, community, human*

*San Francisco Artists Guild*



**Client:** *SF Artists Guild*

**Business Sector:** *Trade Association : The Arts*

**Brand Attribute Goals:** *creative, SF Based, artistic, local, professional, eclectic*

*Soho Provisions*



**Client:** *soho provisions*

**Business Sector:** *retail : organic foods*

**Brand Attribute Goals:** *international, alchemy, spice, old world*

*Green Light Solar*



**Client:** *greenlight solar*

**Business Sector:** *retail and consulting : solar install*

**Brand Attribute Goals:** *professional, sunny, friendly yet professional.*

*Looksmart*

**LôôkSmart™**

**Client:** *LookSmart Search Engines*

**Business Sector:** *internet : search engines*

**Brand Attribute Goals:** *finding not searching, intelligent, simple, clean*



*Fatletter*



**Fatletter**

**Client:** *fatletter interactive*

**Business Sector:** *software : email services*

**Brand Attribute Goals:** *playful, animated, colorful, permeable, character,*

*McCue Systems*



**Client:** *McCue Systems*

**Business Sector:** *Software : leasing*

**Brand Attribute Goals:** *solid, established,  
built for the long haul.*

*Image Pump*



**Client:** *Image Pump*

**Business Sector:** *software : services*

**Brand Attribute Goals:** *visible, compression, magnified, productive*

SPINS



**Client:** *Spence Information Services*

**Business Sector:** *services : market research*

**Brand Attribute Goals:** *professional, infomative, organic*

*Mindshare*



**Client:** *Mindshare*

**Business Sector:** *high tech : temp agency*

**Brand Attribute Goals:** *reliable, a force, future thinking, international*

*Intelligent Markets*



**Client:** *Intelligent Markets*

**Business Sector:** *Finance : software*

**Brand Attribute Goals:** *solid, rooted in history yet forward thinking, stable, trustworthy, technical*

*Accompany*

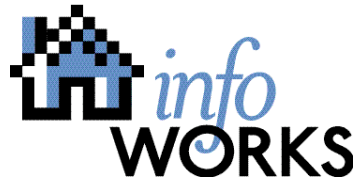


**Client:** *accompany*

**Business Sector:** *software : email services*

**Brand Attribute Goals:** *playful, animated, colorful, permeable, human*

*Info Works*



**Client:** *infoworks*

**Business Sector:** *software : database mortgage tools*

**Brand Attribute Goals:** *stable, homey, reliable*



*Just Give*



**Client:** *just give.org*

**Business Sector:** *internet : charitable giving*

**Brand Attribute Goals:** *generous, animated, youthful, fun*

*World Build*



**Client:** *World Build*

**Business Sector:** *Consulting : Environmental*

**Brand Attribute Goals:** *worldwide, green, recyclable, fire, water, earth, and air*

*Velosel*



**Client:** *velosel software*

**Business Sector:** *software : supply chain management*

**Brand Attribute Goals:** *fluid, technological, precise, feedback loop*

*Pulsent*



**Client:** *Pulsent*

**Business Sector:** *technology :: hardware*

**Brand Attribute Goals:** *striking, new, visual, future, bright*

*Shaman*



**SHAMAN**  
*Good Medicine For Technology*

**Client:** *shaman technology*

**Business Sector:** *software : network protection*

**Brand Attribute Goals:** *authentic, rustic, healing,*

*Verge Software*



**Client:** *verge software*

**Business Sector:** *software : consulting*

**Brand Attribute Goals:** *concentric, next generation,  
worldwide*

*Intanda*



**Client:** *intanda*

**Business Sector:** *software : email services*

**Brand Attribute Goals:** *linked together, making the complex simple, meeting point*

*ten north*



**Client:** *ten north*

**Business Sector:** *software : supply chain*

**Brand Attribute Goals:** *global, 3d*



*i Qualify*



**Client:** *iQualify Mortgage*

**Business Sector:** *internet : mortgage website*

**Brand Attribute Goals:** *home, computer, thrifty, trustworthy*

## *Market Tools*



**Client:** *markettools*

**Business Sector:** *software : market research*

**Brand Attribute Goals:** *financial, technological, revenue enhancing*

*Trisyn Group*



**Client:** *The Trisyn Group*

**Business Sector:** *software : financial services*

**Brand Attribute Goals:** *solid, secure, big, trustworthy, a blend of finance and software.*

*Ambrosia Event Management*



**Client:** *Ambrosia Event management*

**Business Sector:** *software :*

**Brand Attribute Goals:**

*Ipsilon*



**Client:** *Ipsilon*

**Business Sector:** *Hardware : IP Routers*

**Brand Attribute Goals:**

*Web design and development*



**Client:** *Miller Freeman*

**Business Sector:** *Trade Show*

**Brand Attribute Goals:** *the apex of web conferences, quirky.*

*intrax*

**Intrax**  
**CULTURAL EXCHANGE**  
*connecting people and cultures*

**Client:** *Intrax , the rebranding of the world study group*

**Business Sector:** *services : cultural exchange*

**Brand Attribute Goals:** *worldwide/global, the conduit of knowledge*

*Stockpoint*



**Client:** *stockpoint*

**Business Sector:** *software : financial services*

**Brand Attribute Goals:** *direct, targeted, precise, financial*



*Software Development*



**Client:** *Miller Freeman Publishing*

**Business Sector:** *serices : tradeshow*s

**Brand Attribute Goals:** *high techy, webby, "the" meeting place, comfortable.*

*Metrix Marketing*



**Client:** *metrix marketing*

**Business Sector:** *services : marketing services*

**Brand Attribute Goals:** *been around a long time (anti-startup), professional, easy to work with*

*Evant*



**Client:** *Evant*

**Business Sector:** *services : events*

**Brand Attribute Goals:** *making sense from chaos, grouping,*

*Eyeball*



**Client:** *Eyeball dot com*

**Business Sector:** *software : video chat*

**Brand Attribute Goals:** *playful, futuristic, catchy.*

*Mauswerks*



**Client:** *maus werks*

**Business Sector:** *Consulting : Information Technology*

**Brand Attribute Goals:** *technical, precise, one-to-one.*

*mob shop*



**Client:** *mobshop*

**Business Sector:** *supply chain management*

**Brand Attribute Goals:** *community, unification, human, "anti mob", personal*