

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

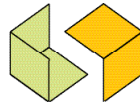


Client: *Focus Frame*

Business Sector: *software : seibel systems integrator*

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

Signia Ventures



SIGNIAVENTURES

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

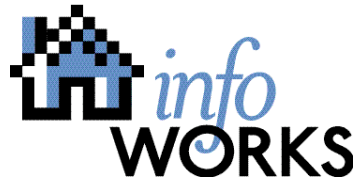


Client: *accompany*

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*