



Image is Everything

Brand Identity Development

www.mccartneymultimedia.com

322 Culver Blvd #124, Playa del Rey, CA 90293 USA
310 301 8166 xtn 221

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A Brief Introduction to Logos and Trademarks

A powerful logo is one of the most valuable assets a company can utilize to broaden its base and maximize its recognition. It is a vital and irreplaceable component in the success of a corporation. The practice of using symbols to claim ownership is not a modern invention. Logos exist in our environment for hundreds and thousands of years to facilitate identification. Romans used to stamp their bricks with the manufacturer's emblem, place of origin, as well as their intended destination. As time progressed the logos became more refined and stylized, offering them a touch of sophistication and distinctiveness.

Today's world is surrounded with an abundance of diverse icons and monograms, as well as countless forms and styles of logos and trademarks that consist of numerous shapes, symbols and color combinations.

Significant Traits, Characteristics and Qualities of Famous Logos



Logos have become progressively crucial in the corporate world as companies make strenuous efforts to distinguish themselves from one another in the worldwide arena. Famous logos have an appearance unlike that of other ordinary logos, as we may easily notice. They always stand out in a crowded marketplace due to their unique appearance. They are simple, legible, visually distinctive, cohesive, relevant and consistent.

A corporate identity is a vital element of a company's success and communication with the world. Some examples of famous company logos and popular brands that have created immensely strong corporate identities and revolutionized the advertising world include Nike, Coca-Cola, IBM, GE and McDonald's.

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Brand Examples

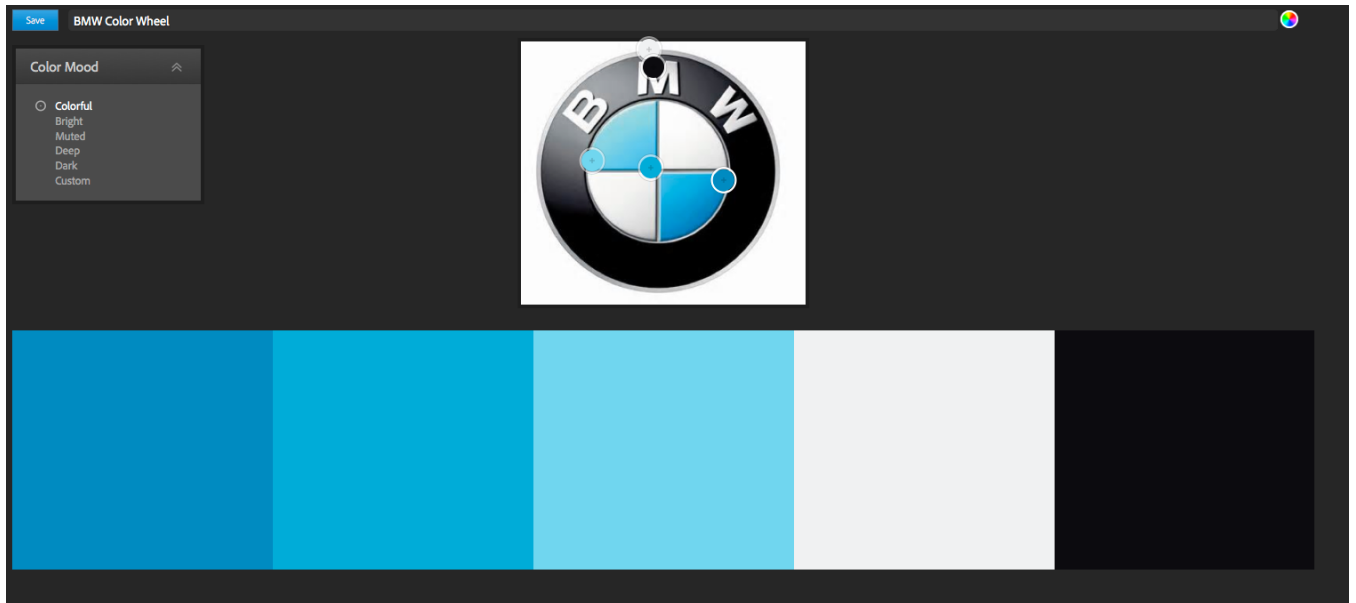


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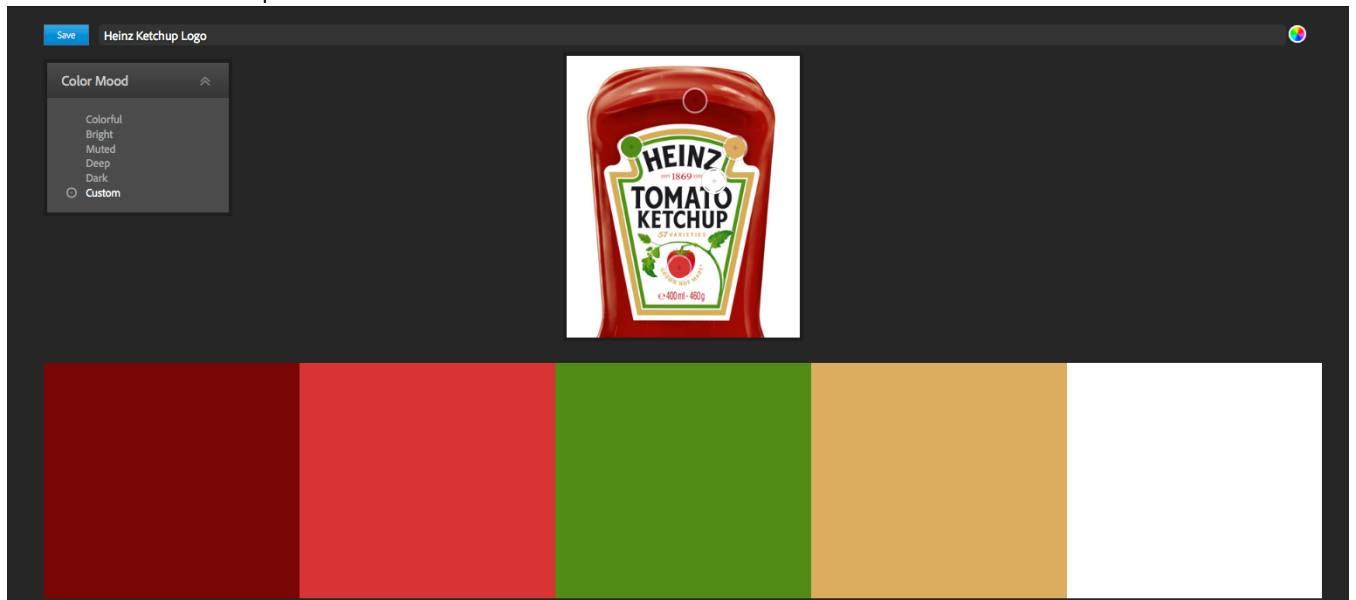
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Color Wheel Examples : BMW



Color Wheel Examples : Heinz



Corporate Identity Services

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At McCartney, we cannot stress enough the importance of a meaningful logo and consistency of design, colors and style are all invaluable in today's competitive market. Your logo makes the first impression – and you never get a second chance to make a first impression!

Think of how quickly you identify with FedEx, Apple, Coca Cola, Windows and others when you see their logo. Think of how the subliminal arrow in the FEDEX logo signifies “moving forward”.



Did you know?

Most companies have no clearly defined corporate color wheel and are inconsistent in their presentations to the public.

Give your company the professional edge by organizing your identity in a consistent and standardized manner like the Fortune 100 companies do.

Hint!

Sit down and review all your sales literature, marketing materials, letterhead, business cards and website. Are they consistent? Do they portray a clear corporate identity, which will be remembered? If not, then give us a call at 310 -301-8166 xtn 221 to set up an appointment today.

Brand Evolution:

The Future of Your Brand

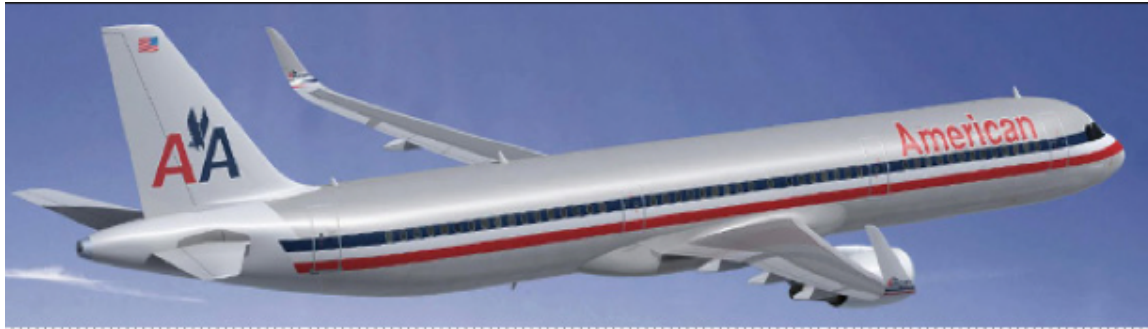
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Whether you are starting out, or need a brand refresh, we will work with you to consider the “journey” and brand extensions that your company may take on in the future.



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Before and After

Branding Evolution*
& Corporate Identity Development
Case Studies

**see separate document*

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METICULOUS SPIRITS DEVELOPMENT PROCESS

Stage 1



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Final Stage



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Starting Point:

An auto maintenance client came to us with this name and “logo”.

We undertook both the Branding Evolution AND a Corporate Identity development phases with this client.



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The Evolution:



 **The Car Care Company**
— YOU'RE GOOD TO GO.



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The Results:



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An Olive Oil company came to us with no brand name and consequently no logo. We performed our (separate) brand evolution and naming exercise and came up with “Virgoliva” for the oil products and “Agoraganic” for the marketplace based organic food products.

Logo evolution consisted of:



Virgoliva
Extra Virgin Olive Oil



Virgoliva
Extra Virgin Olive Oil

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VIRGOLIVA
EXTRA VIRGIN OLIVE OIL
— DELIGHTFUL —

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Final Chosen Logo:



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Starter Package \$1,999

- 10 samples
- 3 revisions to chosen logo
- Choose from 10 different custom designed logo samples
- 4 colors
- Your initial variations will be ready in 5 -10 business days after we receive payment
- We will modify and change your chosen design 3 times free of charge
- Once you approve the final design, your logo Kit will be sent to you by email with optimized files for the WEB: (*.GIF 72dpi, *.JPEG 150dpi,), vector resizable files for printing (*.ai, *.cdr)
- Includes all worldwide reproduction rights for www, e-Marketing, stationery and company marketing materials

Additional extras available:

Product labels

UPC Bar Codes



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Silver Package \$2,499

- 15 samples
- 5 revisions to chosen logo
- Choose from 15 different custom designed logo samples
- 6 colors
- Your initial variations will be ready in 5 -7 business days after we receive payment
- After getting an approval for your final design, your logo Kit will be zipped and sent to you by email along with optimized files for the WEB: (*.GIF 72dpi, *.JPEG 150dpi), vector resizable files for printing (*.ai, *.cdr), high-resolution image (*.TIFF 300dpi), and (*.EPS) files in Pantone, RGB and black/white colors.
- Includes all worldwide reproduction rights for www, e-Marketing, stationery and company marketing materials
- For an additional \$59 we will send your package on CD by FedEx



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Gold Package \$3,399

- 20 samples
- 8 revisions
- Choose from 20 different custom designed logo samples
- 3 product labels to your specs
- 3 UPC Bar Codes
- Unlimited colors
- Your initial variations will be ready in 5 business days after we receive payment
- If for some reason, we did not match your chosen style in the initial drafts, we will give you 1 free redraw session with a completely new logo variation
- Stationery print ready layout and design
- This package includes the same features as the Silver Package with additional stationery work plus 2 more layouts (total of 8)
- You will get your business cards, envelope and letterhead layout design in Adobe Illustrator format
- Includes all worldwide reproduction rights for www, e-Marketing, stationery and company marketing materials
- For an additional \$59 we will send your package on CD by FedEx



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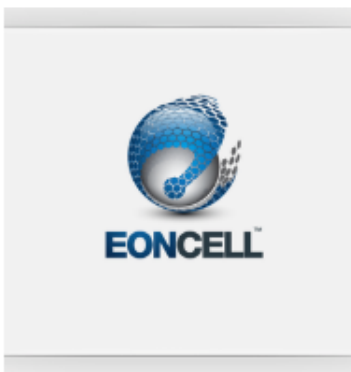
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Platinum Package \$4,999

- 50 samples
- 10 revisions
- Choose from 50 different custom designed logo samples
- 5 product labels to your specs
- 5 UPC Bar Codes
- If logo is vector, video animation of your logo for YouTube movies/commercials
- Unlimited colors
- Your initial variations will be ready in 5 business days after we receive payment
- If for some reason, we did not match your chosen style in the initial drafts, we will give you 2 free redraw sessions with completely new logo variations
- Stationery print ready layout and design
- Camera Ready Art
- Includes all worldwide reproduction rights for www, e-Marketing, merchandise, premiums, advertising, broadcast, stationery and company marketing materials
- The Platinum Package is our complete package that includes your logo design with stationery and ready-to-print Camera Ready Artwork
- It includes the same features as the Silver Package and the Gold Package, plus you receive Camera Ready Artwork
- This price also includes free shipping in USA by FedEx express and all your files on CD



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