



From Exotic to Classic

THE L OF SCOTCH

WRITTEN BY: MIKE RAVEN

The Classic Malts Selection offers the world's finest collection of single malts.

Few adult beverages fit the cooler fall season than Scotch Whisky. Diversity abounds within the Classic Malts Selection representing whiskeys of uncompromised quality and an incomparable range of tastes. Each single malt brand in the Classic Malts Selection has consistently won the highest accolades and awards from single malt connoisseurs and international spirits competitions around the world, assuring hotel operators and restaurateurs they have made the right choice for their customers. The customers themselves will recognize the scotch's and know you have taken the time to allow them the choices they desire.

It seems everyone wants to bring the taste sensations of Scotch to the next level by pairing them with food...Scotch is the world's finest collection of single malts. Here are some pairing suggestions to elevate your Scotch experience.

Classic Malts Selection™ is the world's finest collection of single malts. All the major whisky flavor styles in the world are represented in this collection of whiskies offers consumers a wide variety of malt tastes - suitable for every palate.

Brand Design Food and Beverage Solutions

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LinkedIn : <http://www.linkedin.com/in/carlbradford3>

Food and Beverage Brad ID

From November 2006 - August 2008, I had the pleasure of being the lead creative source for one of Atlanta's leading Food and Beverage agencies.

IMI Agency is a 20 plus year, on and off premise marketing agency. Specializing in F&B beverage programs and marketing.

I continue to do consultant design work to this day and design and creative initiatives in the F&B industry.

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Brand and marketing solutions/proposals

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Brand Extension Media Kits

Marketing Business Collateral Print

Marketing Advertising

Event Signage

Hotel Beverage Program inserts

Red Bull Print and Product Design



IMI Agency Web positioning 2008

Web Revamp

Design direct the efforts of IMI's Agency's web presence.

Credits

Web developer Alex Rhone

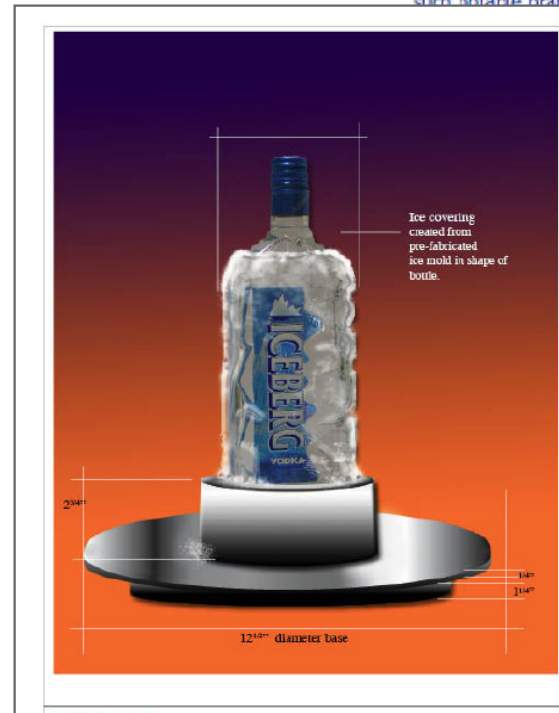


Admiral Imports

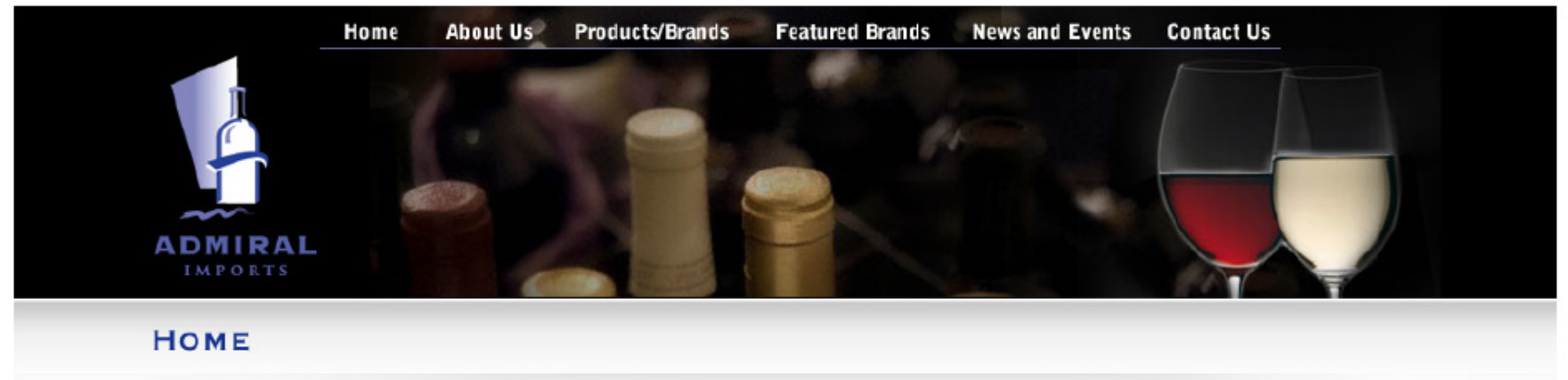
Web Revamp

Design direct the efforts of IMI's beverage distributor client. New web presence Max Media Vendor

Product Design Bottle service for Iceberg Vodka



Admiral Imports is an Importer of fine wines and Spirits from around the world. Admiral Imports is the U.S. Importer of such notable brands as Iceberg Vodka, Barreiro Cachaca, Pig's Trough Whisky, Sheep Dip Malts, O2 Sparkling Tequila, La Terra Fina Cello Italian Wines, Villa's, Royal Oporto Ports, Espanha, Wines of Vinho Verde, Casa Rey Castle View Argentina Wines, Saccardi from Italy, from Israel, Le Sir, Robert Michelle and much, much more.



Editorial Beverage Advertising

Advertising design for inthemix magazine

Products SKYY Vodka and Dailey's mixers

IMI Agency 20th Anniversary logo



2008 SKYY Vodka Sex and The City Cocktails

CARRIE aka THE NEW GOSMO
 2 oz SKYY Vodka
 1 oz Triple Sec
 2 oz Mango Nectar
 1/2 oz freshly squeezed Lime Juice
 1/2 oz Simple Syrup
 Shake with ice and strain into a chilled martini glass. Garnish with

SAMANTHA
 2 1/2 oz SKYY Vodka
 1 1/2 oz Cabo Wabo Añejo Tequila
 1 oz Simple Syrup
 1 oz freshly squeezed Lime Juice
 Shake with ice and strain into a chilled martini glass. Rim glass with mixture of salt and small amount of white pepper.

CHARLOTTE
 2 oz SKYY Vodka
 1/2 oz Frangelico Hazelnut Liqueur
 1/2 oz Amaretto Almond Liqueur
 1/2 oz Godiva Dark Chocolate Liqueur
 1 oz Half and Half
 Shake with ice and strain into a chilled martini glass. Garnish with shaved Chocolate.

MIRANDA
 2 oz SKYY Vodka
 1/2 oz Campari
 2 oz Pomegranate Juice
 1 oz Triple Sec
 Squeeze of Lemon
 Shake with ice and strain into a chilled stemless flute. Garnish with a large Lemon twist.

MR. BIG
 4 oz Catty Sark
 2 oz Cinzano Rosso
 3 dashes of Peach Bitters
 Shake with ice and strain into an ice-filled rocks glass. Garnish with a peach slice.



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Black Forest Martini
 1 1/2 parts Seed Vodka
 1/2 part Chambord
 1/4 part Dailey's Chocolate Martini Mix
 Half & half
 Combine ingredients in a shaker with ice. Shake and strain into a chilled martini glass.

Apple Pie a la Mode
 1/2 part spiced rum
 1/4 part Butterscotch Schnapps
 1 part Apple Juice
 1 part Dailey's a la Mode Mix
 Combine ingredients in a shaker with ice. Shake vigorously and strain into a martini glass rimmed with cinnamon sugar.

Blueberry Cheesecake Freeze
 1 part Seed Blueberi
 1 part Crème de Cacao
 2 parts Dailey's Cheesecake Mix
 1 scoop Vanilla Ice Cream
 4 Frozen Blueberries
 1 tsp. Crushed Graham Crackers
 1/2 Cup Ice
 Combine ingredients in a blender. Blend until smooth, pour into glass and garnish with whipped cream and 3 frozen blueberries.

In the Mix Magazine

Brand Identity Standards

Masthead, headers, sectional and divisions were created and presented for this award winning design for the Food and Beverage industry clientele.

IMI Agency is a F&B marketing on and off premise beverage marketing company. Clients: DIAGEO, SKY Vodka, Red Bull, Intercontinental Hotels, Harrahs etc.

 the Mix[®]

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In the mix Magazine Brand Identity

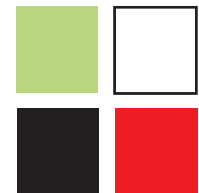
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iMiAgency
Creative Services
Carl H. Bradford III
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Woodsstock, Ga 30189
770.928.1980

iMiAgency/InThe Mix magazine identifier will be used for all new and future imi magazine applications. This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This document's sole purpose is to identify color breaks and B/W usage.

File formats:
Adobe Illustrator CS
Or pdf file



In the Mix Magazine



In the Mix Magazine

Brand Identity Standards Cover and interiors



TRAVEL JOURNAL INEVERYSSEUE



WRITTEN BY: HELEN DENFIELD BILLINGS

September 22, 2007 - Any time is a good time to visit Las Vegas

When I think of Vegas, images of howling around the roulette table with fans blowing chips and playing up all night clubbing may come to mind. Perhaps a late night show for good measure. Incredible people watching akin to a circus parade of acts.

My thoughts, however, recently drifted to the possibility of a Saturday night date night with my very bony, often harried husband. When I heard a Vegas trip was on tap for meetings on a Monday, the wheels began churning and in no time I had dreamt up the perfect date night for us in Sin City, the greatest show on earth for adults.

Dinner at Picasso at our first lunch. The Bellagio was first stop. We have stayed at the remarkable and beautiful property many times and I profess to have a soft spot in my heart for it despite a plethora of amazing hotels from which to choose in Vegas. Sometimes we even had dinner during our visit to the city of what is one of the most-visited and respected cities in the country. Picasso is a six-time recipient of the AAA Diamond Award as well as the annual Mobil 5 Star Award and Wine Spectator's "Grand Award". Its vibrant wine cellar is stocked with 1,400 bottles from the finest European vineyards.

Chief Julian Brennan (below)



The dining room is spectacularly enhanced with original art and cuisine by the legendary artist, Pablo Picasso. The lighting is carefully selected and the music is classic and easy. Cheesecake flows unopposed around and the view of the Mix at night is amazing with the fountain water show popping up every 15 minutes. Ladies and gentlemen was dressed to the nines on this evening which I found to be so refreshing.

INDULGENCE

making spirits bright

WRITTEN BY: TONY ABU-GANIM
Photographer: Ben Deaton-Holby

hot buttered rum

The Distilled Rum dates as far back as George Washington's time when according to the American Heritage Cookbook, the drink "found its way into domestic politics." Candidates would provide generous quantities to constituents in order to influence the vote. Today this cold weather warm-up in perhaps best enjoyed with friends sitting in front of a roaring fire, as this drink is best known to make the toes tingle and the heart merry. It is also ideal for larger gatherings or holiday celebrations since the batter can be made in quantity ahead of time.

My version features a 10 Cane rum which is complete with layers of flavor and a perfect match for the rich, buttery batter, although any one of the great rums on the market would do. Look for one that is aged, with lots of character. Or for a change try using one of the special rums... Flanigan makes good.

When cooler weather thousands upon of our guests have come to look forward to the season's first mug of our hot buttered Rum. I really love this drink, and particularly the recipe, to which I have stayed true for years. The combination almost always reminds me of my father, who was a baker, and the many childhood memories to our family's holiday when I would be one of the simple waiting waiters.

Be sure to make a little extra batter - it will probably stick to an airtight container and make a great holiday gift, along with a special bottle of rum of course.

Extra: Steve Green, Manager of Marketing and Brand Development at the Albany, shows up before you get to work.

1. Begin the batter with rum. 2. Add rum and other items. 3. Use egg whites. 4. Whip a traditional Tony's Hot Buttered Rum.

Tony's Hot Buttered Rum Batter

- 1 lb. Light brown sugar
- 1/2 lb. unsalted butter (softened)
- 2 teaspoons ground cinnamon
- 2 teaspoons ground nutmeg
- 1/2 teaspoon ground allspice
- 2 teaspoon vanilla extract

In a mixing bowl beat together softened butter, brown sugar, vanilla extract and spices until well combined. Refrigerate in an airtight reusable container for up to a month, or place in your freezer until ready to use.

To Make Tony's Hot Buttered Rum

In a pre-heated coffee mug combine 2 heaping tablespoons batter with 1 1/2 oz. 10 Cane Rum. Top with boiling water and stir well to mix. Serve with a spoon.

Hint: It is best to make the batter in advance so the spices have an opportunity to mingle. Be sure to store batter from refrigerator at least 6 hours prior to serving to allow it to soften.



Irish Beers of DIAGEO

Guinness Draught
Altered since 1958, it's the powerful surge and gentle that gives GUINNESS® Draught beer its uniqueness. Lovingly poured around the world, GUINNESS® Draught is one of the most-selling imported beers in the USA. A unique mix of nitrogen and carbon dioxide helps create GUINNESS® Draught's legend and that malleable, surge and gradually separates into a black body and smooth creamy head. The one and only of our lobbies has captured the hearts of many. But all you need to focus on is the taste. With an initial taste and canned flavor, GUINNESS® Draught finishes with a dry roasted bitterness. Enjoy.

Smithwick's Ale
Smithwick's is Ireland's number one ale. In exceptional taste, distinctive colour and purity of ingredients make it unique. Its rich, satisfying taste has earned it five gold medals in the famous World Selection Beer Tasting Competition. Due to popular demand, Smithwick's is now available in the USA and is available on draught in bars across the country. Diageo is supporting the unique position and potential of Smithwick's with a mix of TV, radio, outdoor and print advertising.

Harp Lager
Harp Lager is the best-selling premium Irish-import lager in the world today. This rich, golden, platinum-style lager, with a smooth refreshing, hoppy taste, is brewed the Irish way, using only the finest barley and pure spring water from the Cooley Mountains of Dundalk, Ireland.

TRIVIA: Harp Lager is the official "beer" of a Black & Tan.

TRIVIA: Guinness Draught is the only beer in the world that is brewed with a mix of nitrogen and carbon dioxide.

TRIVIA: Guinness Draught is the only beer in the world that is brewed with a mix of nitrogen and carbon dioxide.

In the Mix Magazine

Brand Extension Media Kit



Mediakit

INNOVATE. Innovative writing, design and photography
INDULGE. Indulge in a vibrant, active and healthy lifestyle...
EXPLORE. Explore the world of the hospitality business

In the Mix celebrates the social consumption of the world's finest wines, beers and spirits.



Advertising Fees

	1	x4
Full Page	6,000	5,000
2 Page Spread	10,000	7,500
Back Cov.	10,000	6,500
Inside Cov.	8,000	5,750
Inside Bk Cov.	8,000	5,500



Fees & scheduling 08

Due Dates and Delivery

Spring Issue 2008
 All Copy and Ads Due **Jan 14**
 To Design **Jan 28**
 Magazine Distribution Date **Mar 03**

Summer Issue 2008
 All Copy and Ads Due **Apr 17**
 To Design **May 01**
 Magazine Distribution Date **Jun 04**

Fall Issue 2008
 All Copy and Ads Due **Jul 16**
 To Design **Jul 30**
 Magazine Distribution Date **Sept 03**

Winter Issue 2008
 All Copy and Ads Due **Oct 13**
 To Design **Oct 27**
 Magazine Distribution Date **Dec 01**

Mechanical Specs



Glassware from Cardinal International

Ad Sizes:
Full Page w bleeds
 8"x10.5"

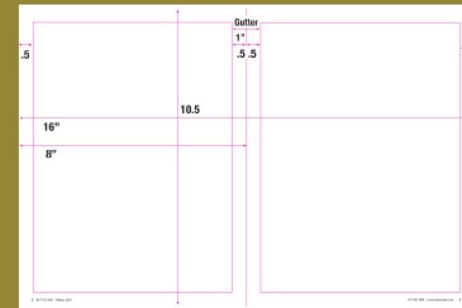
2 Page Spread w bleeds
 16"x10.5"

Full Page w/o bleeds
 7"x9.5"

PRODUCTION REQUIREMENTS:

Printing Process:
 Sheet Fed Litho

Trim Size:
 8 x10.5

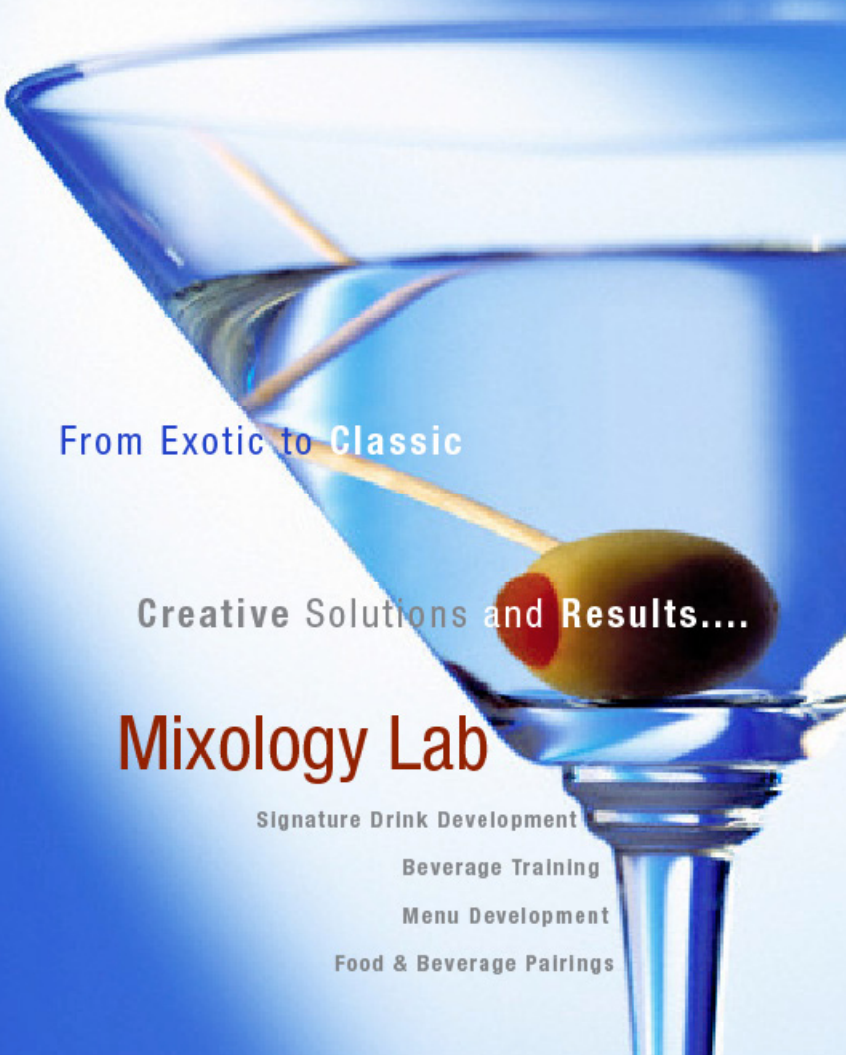


Full Spread Schematic:
 Diagram shows the following areas. Page interior and exterior dimensions, live copy areas, center gutters and page folios.

IMI Advertising Design

Marketing Business Collateral Print

Event Signage Flavor Experience
Newport Beach



From Exotic to Classic

Creative Solutions and Results....

Mixology Lab


Signature Drink Development
Beverage Training
Menu Development
Food & Beverage Pairings

imi | brings it all together

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Chicago
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Bloomington, IL, 60108
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f 630.351.1968

www.imiagency.com
*Building Better
Beverage Business*



From Classic to Exotic

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Mixology Lab

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www.imiagency.com
*Building Better
Beverage Business*

WELCOME *Reception*

BEST IN BEVERAGES AND BAR BITES

Taste

Taste the TRENDS

The image shows two overlapping magazine covers. The top cover is for 'Beam' and features a man in a red shirt shaking a cocktail shaker. The bottom cover is for 'Luxco' and features a man in a striped shirt holding a drink. Both covers have a green top section and an orange bottom section.

Beam
White Smoked Fleur Manhattan
Jacob's Ghost Aged White Whiskey
and Fleur Elderflower stirred
perfection with
oked Bitters.

luxco
SPIRITED BRANDS
ing Pearl Plum Vodka
do Tequila
, fresh
hint of spice.

ST PHILIP RAIMONDO

DAVID COMMER

Taste

TRENDS

Beverage Program Design

Indigo/Coppola Wines Hotel Brand Design

Sip & Savor.

Our featured wines by Francis Ford Coppola Winery, Rosso Red Blend and Votre Santé Chardonnay, can be enjoyed on their own or paired with one of our local menu offerings.

Votre Santé, which means "to your health", is a Chardonnay crafted in the French tradition using Burgundian winemaking techniques, making it food friendly and light on the palate.

Rosso is a medium-bodied blend of Zinfandel, Syrah, Cabernet Sauvignon and Petite Sirah that pairs well with a wide variety of dishes. Expect a velvety smooth texture with juicy red fruit flavors and lively spice nuances.

Francis Ford Coppola Winery keeps it local through a partnership with neighboring grape growers who employ sustainable farming practices.



— Please enjoy responsibly. —

The Hotel Indigo® brand announces the Sip & Savor promotion.

World Class Beverage Program Partner

The Hotel Indigo brand has partnered with one of our outstanding beverage companies for this promotion. Francis Ford Coppola Winery is excited to feature Votre Santé Chardonnay and Coppola Rosso & Bianco "Rosso" Red Blend for this promotion!

Promotion Details

Dates:
October 1, 2013 – December 31, 2013

Featured Brands:
Votre Santé Chardonnay
Coppola Rosso & Bianco
"Rosso" Red Blend

Kit Items:
Table tent inserts and coasters

Execution

1. Notify staff of promotion and educate them on featured beverage brands.
2. Train bar staff on new featured brands.
3. Place inserts into metal table tents and place in the restaurant and bar.
4. Use coasters in bar during promotion period.
5. Have fun!



Training and Education

Staff can use the below information to help educate themselves and sell the featured wines.

Votre Santé Chardonnay

Votre Santé wines pay tribute to Francis's paternal grandmother, Maria Zasa, who began a family tradition of toasting "a votre santé," meaning, "to your health," each time she raised a glass.

Votre Santé Chardonnay is crafted using a split fermentation technique, in which half of the fruit is fermented in oak and half is fermented in stainless steel. This method produces a moderate level of richness and nuance from the wood so the wine has body and character, but it also preserves the juicy, fruit quality and good balance.

The Chardonnay is crafted in a food-friendly style that has a moderate level of natural acidity. A small percentage of the wine undergoes malolactic fermentation to create a luscious mouthfeel. The Votre Santé Chardonnay boasts a beautiful perfume of spiced pears, pineapple and vanilla crème. This lightly textured, elegant wine delivers the ideal balance of sweet and zesty, with flavors of ripe juicy peaches, Meyer lemon, and a hint of vanilla.

Co

Ros
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anc

Attention

F&B Director or GM

Seasonal Beverage Material Enclosed

Sip & Savor.

Votre Santé Chardonnay

Votre Santé, which means "to your health", is a Chardonnay crafted in the French tradition using Burgundian winemaking techniques, making it food friendly and light on the palate.

— Please enjoy responsibly. —



In the Mix Magazine Editorial Design

Classic Malts Editorial

DIAGEO Product Advertising

THE DIVERSE WORLD OF SCOTCH WHISKY

WRITTEN BY: MIKE RAVEN

The Classic Malts Selection offers the world's finest collection of single malts.

Few adult beverages fit the cooler fall season than Scotch Whisky. Diversity abounds within the Classic Malts Selection representing whiskeys of uncompromised quality and an incomparable range of tastes. Each single malt brand in the Classic Malts Selection has consistently won the highest accolades and awards from single malt connoisseurs and international spirits competitions around the world, assuring hotel operators and restaurateurs they have made the right choice for their customers. The customers themselves will recognize the scotch's and know you have taken the time to allow them the choices they desire.

Today it seems everyone wants to bring the taste sensations of beverages to the next level by pairing them with food...Scotch is no different. Here are some pairing suggestions to elevate your scotch experience.

The Classic Malts Selection™ is the world's finest collection of single malts, representing all the major whisky flavor styles in Scotland. This unique portfolio of whiskeys offers consumers an unparalleled range of single malt tastes – suitable for every palate, from the novice to the expert.



Nothing brings out the flavor of a good steak like scotch! The finest cuts deserve to be paired with Oban®. The smooth, soft palate of Oban helps to define the mouth watering, delicious taste of the finest beef with distinction and class.

58 IN THE MIX | Fall 2007



Glenkinchie® is often enjoyed as an accompaniment to chicken dishes. With its slightly sweet yet fresh, late summer fruits and harvest flavors, and young wood and malted barley palate, its no wonder chicken with Glenkinchie is a combination worthy of distinction.



As far as tender succulent meats go, veal is at the top. When cooked correctly, this meat both cuts and melts in your mouth like butter. It may take an accomplished cook to prepare it just right, but that's a lot easier when it's complimented with Dalwhinnie® 15 year old Scotch Whisky. The complicated yet delicate taste and mouth feel of Dalwhinnie fits perfectly as an accompaniment to this fine meat.

Dalwhinnie The Distillers Edition goes particularly well with crème brulee and chocolate desserts, especially if served chilled. With its rich, longer than usual honey finish with hints of sweet oak, it is the perfect compliment to a dessert of such class.



Poached or grilled tuna are a great match to the clean fresh flavors of Talisker. With its distinctive floral and grassy aspects combined with tuna's ocean fresh characteristics this is a combination that cannot be improved upon.



Lamb shanks together with Lagavulin® are truly a delicacy for the ages. Lamb's distinctive tastes and smells offer a better combination with Lagavulin's complex, dry, smokey and big body taste. With sweetness at first, turning to darker smoke (coal) at the close, it is a taste combination that cannot be beat!

Red Stripe Lager

Imported from Jamaica

Quality Ingredients

▶ **Red Stripe's superior taste** is created with the finest quality Hops from the Yakima Valley in the USA, choice European Malt, water from the Liguanea alluvium aquifer, superbly brewed with care. It's moderate in body, bitterness, hop aroma and flavor, has a low butterscotch flavor, full bodied and has a smooth post palate sensation.

▶ **One of the fastest growing and most recognized beers in restaurants and bars all around the country!** "Don't just live. LIVE RED!"

Awards

Red Stripe is one of the most 'decorated' brands in the Diageo portfolio. The beer has won numerous awards in many acclaimed brew tasting events, primarily at the annual Monde Selection. Red Stripe won its 11th. Gold medal in 2003. Only a handful of beers have received so many awards at this prestigious event.



Crown Royal Cask No. 16
THE NEWEST CROWN JEWEL.
BRILLIANTLY BLACK
CASK N°16™

Eye/Nose – Pour a glass of Cask No. 16 and the first thing you notice is its deep goldenrod color. Hold it up and it appears to capture all the light in the room. Pass it under your nose and breathe in its initial nutty aroma followed by hints of dried fruit and spice.

Mouth Feel – Take a sip of Cask No. 16. A cooling sensation passes across your tongue followed by sweet flavors and then a slight astringency. There is a complete absence of any bitter tastes. Altogether the whisky is dry and pleasant. The feel is medium to full.

Taste – The flavor of Cask No. 16 starts sweet. There are tastes of creamy scotch, vanilla, almond, and dried pleasant richness comes through in palate and a spiciness appears to

– The finish is what No. 16 from any is where the shines. The finish is an oak all the are the



Food and Beverage Editorial

Anheuser-Busch

Anheuser-Busch, Inc. PREMIUM *Glassware*

Anheuser-Busch is proud to present our Premium Glassware program and the revolutionary way to get them through www.abglassware.com. It features a collection of our finest branded glassware crafted to complement our leading draught beers.

There is something irresistible about the sight of a perfectly poured draught beer, the mouth watering anticipation of its cold, fresh and pure flavor. Enhance your customers experience by offering their draught in our premium branded glassware. Premium glassware enhances every aspect of the draught experience. Each beer is paired specifically with the right type of glass to complement it in terms of style, taste profile and amount of foam. They not only serve as a "badge" for the loyal drinker, making a statement about their preferences, but they will accentuate the flavor, aroma and make the experience more enjoyable. The eye appeal will also entice other consumers to sample and create incremental trial and positively affect your sales volume.

Your customers will notice and reward you with their loyalty.



Food and Beverage Collateral

Red Bull

Direct photo-shoot also stand-in Direct
Caterer table scape 2 locations

Credits

Collateral design Sellier Design
Daemon Baizan photographer.



Contact Information
Name
Address
Phone Number
website

Red Bull Energy Break
Have an extraordinary meeting

Food and Beverage Collateral

Red Bull

Direct photo-shoot products also stand-in Direct Caterer table scape 2 locations

Credits
Collateral design Sellier Design
Daemon Baizan photographer.



promotional items

Promo Name

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Promo Name

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Promo Name

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Food and Beverage Product Design
Red Bull

Product Design leave behind for Red Bull's Energy Break Campaign.

Credits
C Bradford/IMI Agency



Client Brand Identity

CORE Children of Restaurant Employees

My Friends Place Cafe

Stake Enterprise Precious Braswell MD

CKL IT Services

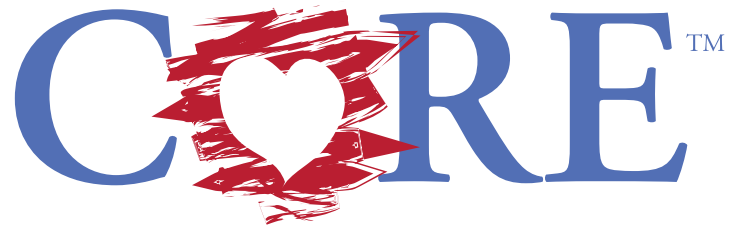
Jaimes Sweets and Savories

HomBox

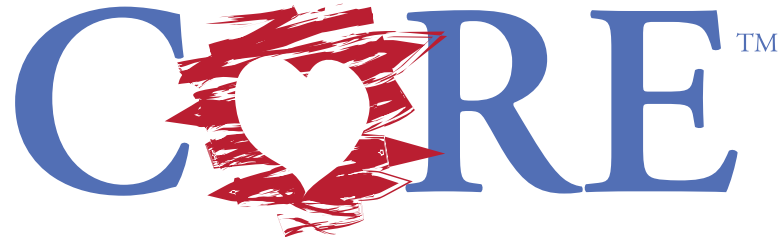
The District Studio

HJMorton and Associates

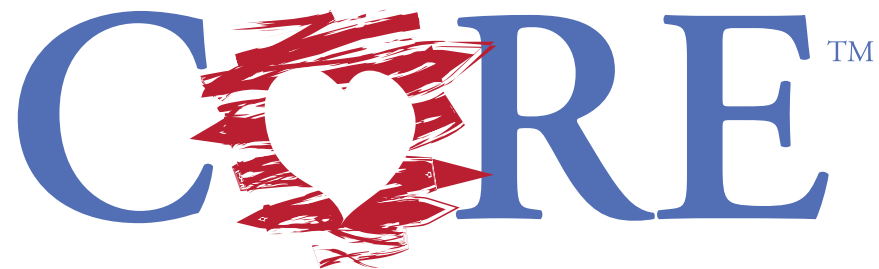




Children of Restaurant Employees



Children of Restaurant Employees



Children of Restaurant Employees

Core Brand Identity

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iMi Agency
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The CORE Organization identifier will be used for all new and future applications.

This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CS3
Or pdf files



Children of Restaurant Employees

Blue Ligature

C 74
M 57
Y 1
K 0

Red Ligature

C 18
M 100
Y 86
K 9



my•Friends place Cafe

my•Friends place Bakery



My Friends Place Cafe Brand Identity

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My Friends Place Cafe please contact:

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404-396-9596

The My Friends Place Cafe identifier will be used for all new and future imi magazine applications. This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CS
Or pdf files



[j'aime sweets *and* savories]

[j'aime sweets *and* savories]

1 color application black and white

[j'aime sweets *and* savories]

2-4 color application cmyk process build

[j'aime sweets *and* savories]

2 color application Pantone #430c + Pantone #506c

j'aime sweets & savories Brand Identity

We urge all users of this document—those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity—to follow its guidelines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good judgement and use of color breaks.

If there is ever a question on the usage of any mark, logotype or design element for:
J'aime

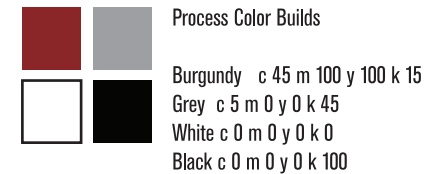
please contact:
Carl H. Bradford
Studiob3
3738 Aldea Drive
Decatur, Ga. 30032
404-254-0496

The j'aime sweets & savories identifier will be used for all new and future marketing applications.

This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:

Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files



2 color application Pantone #430c + Pantone #506c

[j'aime sweets *and* savories]

Logo signature: Lucida Bright Regular and italic

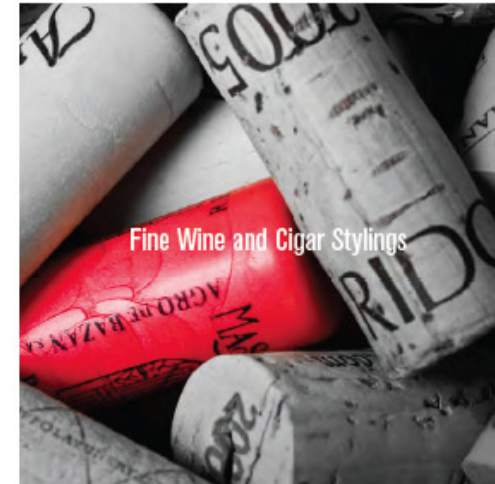
Marcus Ryan Photography

Marcus began his Food and Beverage initiatives with inthemix Magazine. Has continued his work and has continued to be a feature with the magazine.



Marcus Ryan Photography
770-883-9274
PO Box 451386
Atlanta, GA 31145
info@marcusryanphotography.com

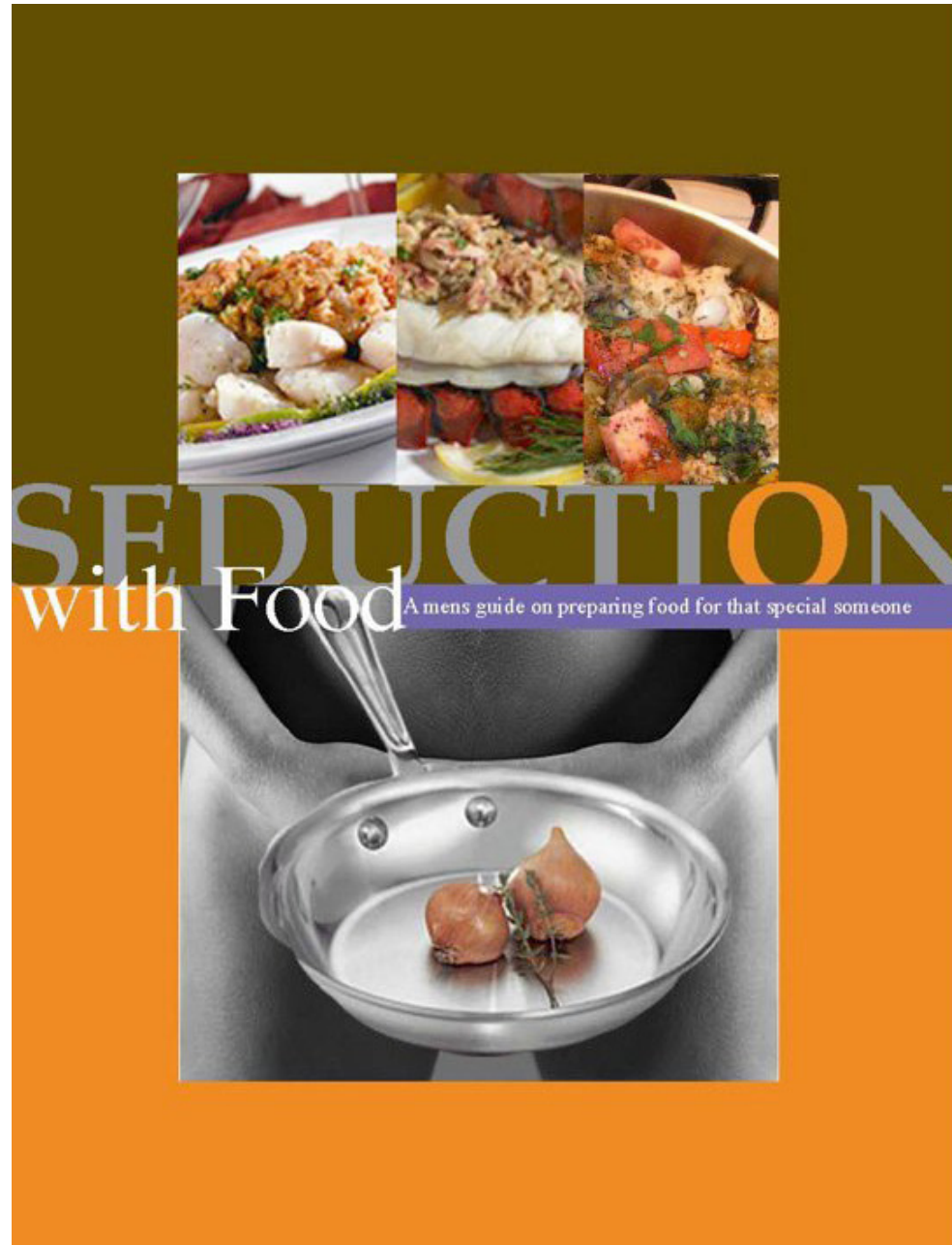
Marcus Ryan Photography



www.marcusryanphotography.com

Cook Book project

Colaborative effort in cookbook design concept with Jaime's swets and savories, Studiob3 for the benefit of Cooking 4 the Cause.



Jaime's Sweets

Food site and Blog re-vamp

[j'aime sweets *and* savories]

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some sweets and savories have a secret that makes all the difference...