

Distlicf
DISTRICT STUDIO

LEGENDS OF THE
BLUE CARPET

34TH SPIRIT OF ALLIANCE AWARDS

C O N C E P T

i d e a t o n

Bradford

Design Integration

2015 **Brand Design**

studiob3creative

676-612-8284

email; studiob.bradford@gmail.com

URL: <http://www.studiob3creative.com>



FB: <https://www.facebook.com/pages/Studiob3/104731049570283>



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

Brand Identity



A brand is the identity (look) of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.

Client Brand Identity
Case Studies available



**NUMARK Brand
Identity System**

**Official set of marks and
logotypes in this system:**

- Numark Vertical stack
- Numark Horizontal stack
- Numark One line Horizontal



**Official NUMARK
Colors and Color Breaks**



CMYK Process Color Builds
Energy Gold Ramp c 75 m 88 y 67 k 90
Grass Green c 75 m 0 y 100 k 0
NUMARK Blue c 85 m 50 y 0 k 0
Grey c 45 m 39 y 40 k 3

Sample color gradient ramp colors from
Illustrator vector master files.

**Optional Type treatments
for: white, CMYK, Solid Black,
Web or TV backgrounds**



**NUMARK
Vertical Stack**

Vertical Stacked Usage:
Business correspondence
(Corp. Business cards)
Building interior and exterior
signage.

Marketing applications:
Advertising, Conference
booth and company leave
behinds.



Stacked vert. 1 color application black and white



Stacked vert. 4 color application



Stacked vert. 4 color application 80%



Stacked vert. 4 color application 50%

**NUMARK Associates
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.

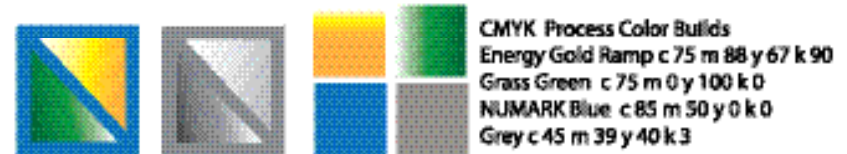
If there is ever a question on the usage of any mark, logotype or design element for:
NUMARK Associates, Inc

please contact:
Karen Hall, Manager
of Administration
Numark Associates, Inc.
1220 19th St. NW, Suite 500
Washington, DC 20036
Tel: 202-466-2700
Fax: 202-466-3669

The NUMARK 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



Usage versions Four Color, B/W,

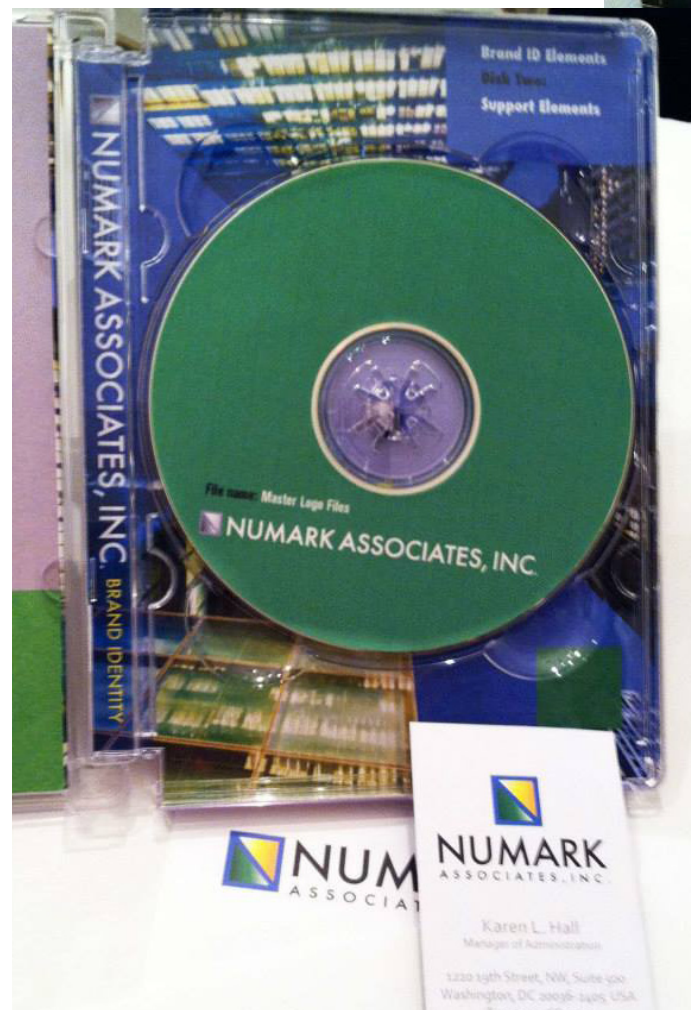


NUMARK signature is two times the x height of lower case character
Font Families: FUTURA Medium

**NUMARK
Horizontal Stack**

Client Final Identity System

Print Collateral



Sushine Sweetie Packaging design

Brand Specifics

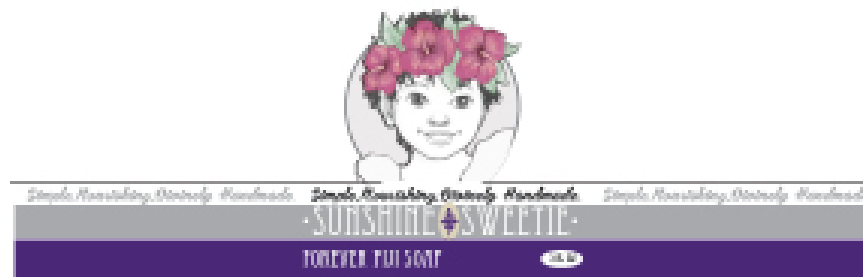
Packaging Examples



Vertical 2-4 color application cmyk process build



Horizontal 2-4 color application cmyk process build



Horizontal Tag 2-4 color application cmyk process build

Sushine Sweetie Brand Identity

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If there is ever a question on the usage of any mark, logotype or design element for: Sunshine Sweetie

please contact:

Carl H. Bradford
StudJob3
3738 Aldea Drive
Decatur, Ga. 30032

The Sunshine Sweetie 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 document's sole purpose is to identify, color breaks, and B/W usage.

File formats:

Adobe Illustrator CSS
Adobe Photoshop CSS
Or pdf files



**Sushine Sweetie
Packaging design**

Brand Specifics

Packaging Examples



SDMS 360
Strategic Diversity
Management Solutions

Brand Identity



SDMS 360 4 line Vertical Stack Brand Identity

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If there is ever a question on the usage of any mark, logotype or design element for: SDMS 360

please contact:

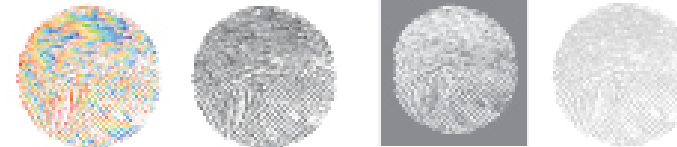
April R. Thomas
april.thomas@sdms360.com
www.sdms360.com
Phone: +1.404.594.3399

The SDMS 360 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



Usage versions Four Color, B/W, White over solid, and Ghosted 20% blk



SDMS signature is two times the x height of lower case character
Font Families: Berthold Akzidenz Grotesk Light/Bold Extended

SDMS 360
Strategic Diversity
Management Solutions

Brand Identity Mark



SDMS 360 Diversity Theme Print
Brand Identity Mark

Plunge all uses into diversity
 (diversity theme) - this identity
 mark is a key element of the brand
 identity. It is a key element of the
 brand identity. It is a key element of
 the brand identity. It is a key element
 of the brand identity. It is a key
 element of the brand identity. It is
 a key element of the brand identity.

When it comes to the
 concept of diversity, it is a key
 element of the brand identity.

Address contact:
 Apollon, Toronto
 apollon@sdms360.com
 www.sdms360.com
 Phone: +1 514 938 3045

The SDMS 360 Identity will
 be used for all internal and
 external applications.

This is a key element of the
 brand identity. It is a key element
 of the brand identity. It is a key
 element of the brand identity. It is
 a key element of the brand identity.

The Identity
 Apollon, Toronto
 Apollon@sdms360.com
 Or call 514



Image resolution: 300 DPI / 300 dots per inch / 300 dots per inch



SDMS 360x is a key element of the brand identity. It is a key element of the brand identity. It is a key element of the brand identity. It is a key element of the brand identity.

American Association for Access Equity and Diversity

Brand Solutions



American Association for Access Equity and Diversity
Four color application grey color build Sanserif text with spectrum globe



American Association for Access Equity and Diversity
Four color application grey color build Sanserif text with diversity cluster



American Association for Access Equity and Diversity
Four color application process black Sanserif text with spectrum globe



American Association for Access Equity and Diversity
Four color application process black Sanserif text with diversity cluster

AAAED 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:
American Association for Access Equity and Diversity

please contact:

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



The AAAED 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.

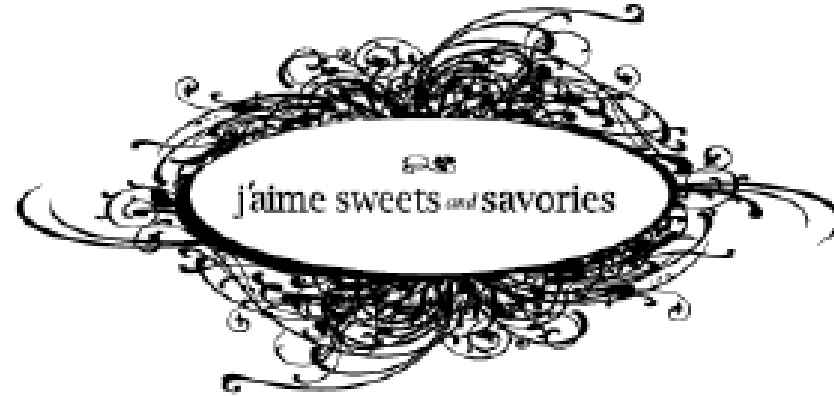
File formats:
Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files

Usage versions Four Color, B/W, White over solid, and Ghosted 30% bl



AAAED signature is two times the x height of lower case character
Font families: Bethold Akzidenz Grotesk Bold Extended and GRAWO Regular

Jaime's Sweets Brand Identity



Jaime's Sweets & Savories Brand Identity

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If there is ever a question on the usage of any mark, logotype or design element for:
My Friends Place Cafe please contact:

Studiob3
Creative Services
Carl H. Bradford III
1949 Normal Street
Decatur, Ga. 30032
404-396-9596

Jaime's Sweets & Savories identifier will be used for all new and future print 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 files



Jaime's Sweets
Product Packaging



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[®]

 the Mix[®]

 the Mix[®]

 the Mix[®]

 the Mix[®]

In the mix Magazine Brand Identity

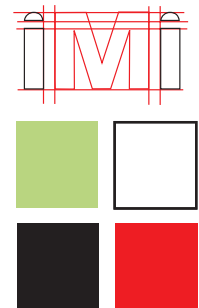
We urge all users of this document - those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity - to follow its guidelines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good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

If there is ever a question on the usage of any mark, logotype or design element for the Incentives Marketing Agency (Imi), please contact:

iMiAgency
Creative Services
Carl H. Bradford III
1196 Buckhead Crossing
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

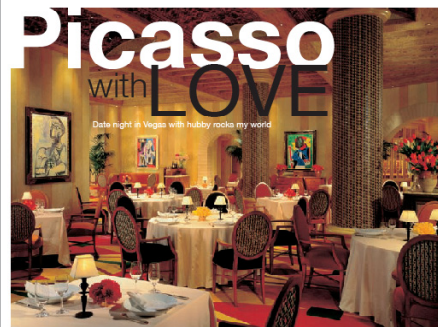


In the Mix Magazine

Brand Identity Standards Cover and interiors



TRAVEL JOURNAL IN EVERY ISSUE



WRITTEN BY HELEN BEMFIELD BILLINGS

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

When I think of Vegas, images of hovering around the roulette table with fun flowing drinks 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 busy, often hurried 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 grand show on nearby for adults.

Dinner at Picasso at our first hotel, The Palazzo was first up. We have enjoyed all the wonderful and beautiful properties every since and I prefer to have a safe spot in my heart for it. Picasso is a plethora of amazing lunch from which to choose in Vegas. Somewhere we never had time during our visit to find out what is one of the most beautiful and respected chefs in the country. Picasso is a six time recipient of the AAA 5 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.

The dining room is spectacularly enhanced with original art and cuisine by the legendary artist, Pablo Picasso. The lighting is lushly colored and the music is romantic and easy. Gregoire serves magnificent alcohol and the view of the lake at night is amazing with the fountain water show popping up every 15 minutes. Ladies and gentlemen were dressed to the nines in this evening which I found to be so relaxing.

Chief Julian Thomas (below)



IN THE MIX | www.inthemix.com

INDULGE

making spirits bright

WRITTEN BY TONY ABU-GANIM
PHOTOGRAPHER: BRUCE DORRAN BELL

hot buttered rum

Hot Buttered 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." Caribbeans would provide generous quantities to politicians in order to influence the vote. Today this cold weather warm-up is perhaps best enjoyed with friends sitting in front of a roaring fire, as this drink has been 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 compatible with layers of flavor and a perfect match for the rich, buttery base, 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 spiced rums... Panama makes perfect.

When cooler weather descends many of our guests here come to look forward to the season's first mug of our Hot Buttered Rum. I really love this drink, and particularly this recipe, which I have adapted over the years. The cooking process always reminds me of my father, who was a baker, and the many childhood memories of my family's holiday when I would be one to sample tempting warm treats.

Be sure to make a little extra batter - it will package nicely in an airtight container and makes a great holiday gift, along with a special bottle of rum or cointreau.

Extra-Age Cointreau
Manager of Marketing and Product Development at A&F Albany, always enjoy the rich, warm and hot water.

1. Add rum and hot water to the mug.
2. Stir in a small amount of 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.

Hot: It is best to make the batter in advance so the spices have an opportunity to mingle. Be sure to remove batter from refrigerator at least 1 hour prior to serving to allow it to soften.



Irish Beers of DIAGEO

Guinness Draught
Adapted since 1974, it's the powerful surge and swirl that gives GUINNESS® Draught beer its uniqueness. Lovingly poured around the world, GUINNESS® Draught is one of best-selling imported beers in the USA. A unique mix of nitrogen and carbon dioxide helps create GUINNESS® Draught's legend swirl that bubbles, surges and gradually separates into a black body and smooth creamy head. The son and heir of one Dublin's best physician PhD physicians. But all you need to focus on is the taste. With an initial milk and caramel flavor, GUINNESS® Draught finishes with a dry roasted bitterness. Enjoy.

Smithwick's Ale
Smithwick's is Ireland's number one ale. Its exceptional name, 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.

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 Mountain of Dundalk, Ireland.

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

TRIVIA: Guinness Draught is the only beer in the world to be brewed with a mix of TV, radio, outdoor and press advertising.

TRIVIA: When pronounced the name, the "W" is silent. In Ireland, it is generally pronounced as "Smithwick's", "Smithwick's", "Smithwick's" or "Smithwick's" (Wikipedia).

Due to popular demand, Smithwick's is now available in the USA and is available in 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 press advertising.

TRIVIA: When pronounced the name, the "W" is silent. In Ireland, it is generally pronounced as "Smithwick's", "Smithwick's", "Smithwick's" or "Smithwick's" (Wikipedia).

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

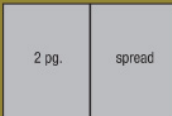
Winter Issue 2008

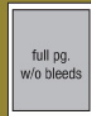
All Copy and Ads Due	Oct 13
To Design	Oct 27
Magazine Distribution Date	Dec 01

Mechanical specs

Glassware from Cardinal International

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

2 Page Spread w bleeds
 16"x10.5"  2 pg. spread

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

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.

WELCOME *Reception*

BEST IN BEVERAGES AND BAR BITES

Taste

Taste the TRENDS

The image shows two overlapping magazine covers. The top cover features the Beam logo in red script and the title 'White Smoked Fleur Manhattan' in white. Below the title, it lists ingredients: 'Jacob's Ghost Aged White Whiskey' and 'Fleur Elderflower stirred'. A man in a red shirt is shown shaking a cocktail shaker. The bottom cover features the Luxco logo in white with 'SPIRITED BRANDS' underneath. It lists 'Fleur Pearl Plum Vodka' and 'Fleur Tequila'. A man in a striped shirt is shown holding a drink. Both covers have a green top section and an orange bottom section with the word 'Taste' and 'TRENDS'.

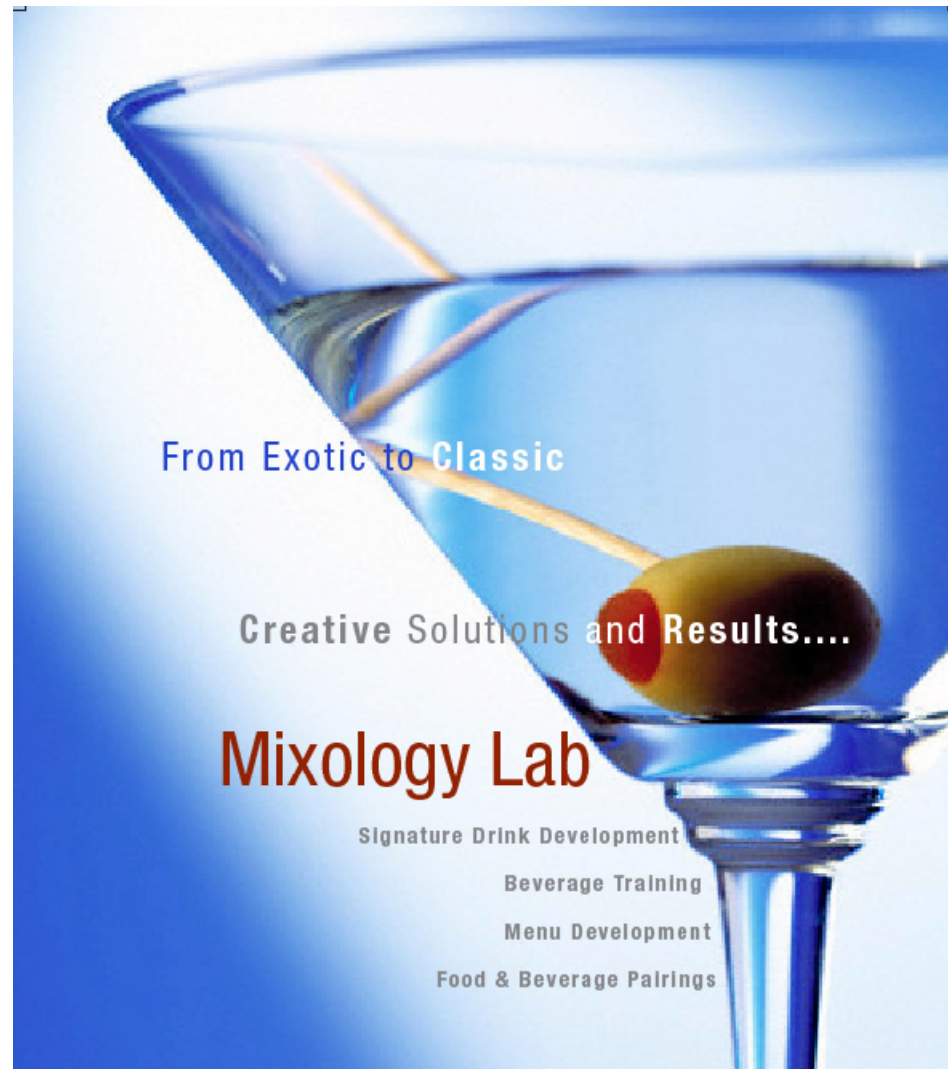
Beam
White Smoked Fleur Manhattan
Jacob's Ghost Aged White Whiskey
and Fleur Elderflower stirred
perfection with
Smoked Bitters.

LUXCO
SPIRITED BRANDS
Fleur Pearl Plum Vodka
Fleur Tequila
fresh
hint of spice.

PHILIP RAIMONDO
DAVID COMMER

Taste
TRENDS

Marketing Business Collateral
Print Advertising



From Exotic to Classic

Creative Solutions and Results....

Mixology Lab

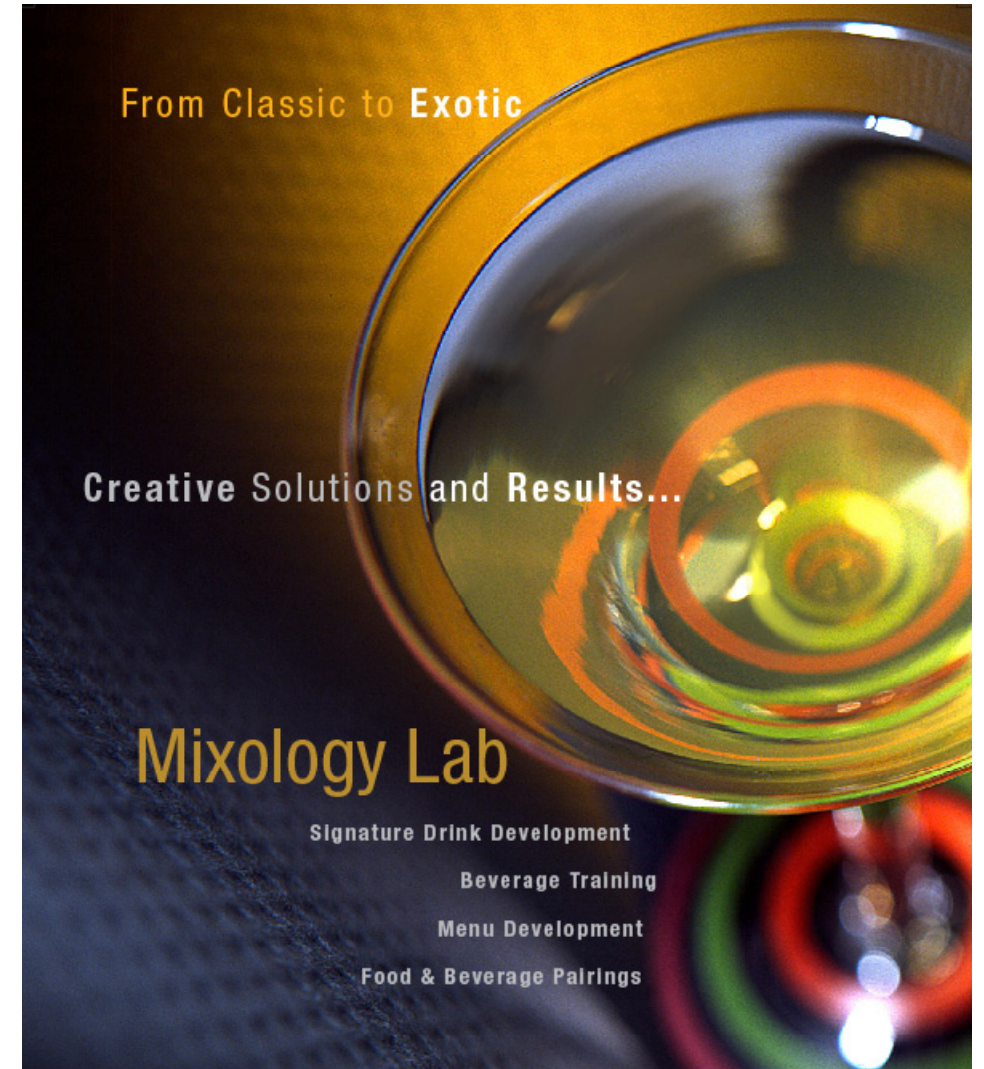
Signature Drink Development
Beverage Training
Menu Development
Food & Beverage Pairings

imi | brings it all together

Atlanta
1196 Buckhead Crossing
Woodstock, GA. 30189
p 770.928.1980
f 770.517.8849

Chicago
333 East Lake Street
Suite 135
Bloomington, IL. 60108
p 630.351.1967
f 630.351.1968

www.imiagency.com
*Building Better
Beverage Business*



From Classic to Exotic

Creative Solutions and Results....

Mixology Lab

Signature Drink Development
Beverage Training
Menu Development
Food & Beverage Pairings

imi | brings it all together

Atlanta
1196 Buckhead Crossing
Woodstock, GA. 30189
p 770.928.1980
f 770.517.8849

Chicago
333 East Lake Street
Suite 135
Bloomington, IL. 60108
p 630.351.1967
f 630.351.1968

www.imiagency.com
*Building Better
Beverage Business*

Food and Beverage

Print Advertising

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.



**Food and Beverage Product Design
Red Bull**

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



Mr. Migs

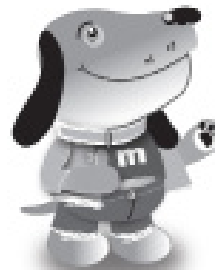
Rebrand mistermigs re-fresh
and new logotype signature



Full and reduced size full color
mascot vector art.



reduced size B/W mascot vector art.



mistermigs.com

4 color application cmyk process build

If mascot and signature is used as masthead over dark background
type will drop out in white

Mistermigs.com Brand Identity

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If there is ever a question on the usage of any mark, logotype or design element for:
mistermigs.com

please contact:
Karen Lynn
President
WOW In-Sync, Inc.
2137 Flintstone Drive
Suite E
Tucker, GA 30084
770-939-1100 ext 101 Phone
678-672-2127 Fax
klynn@wowinsync.org



Process Color Builds
Migs Red c 21 m 100 y 100 k 13
Grey c 0 m 0 y 0 k 45
White c 0 m 0 y 0 k 0
Black c 0 m 0 y 0 k 100

The mistermigs Identifier will be used for all new and future marketing applications.

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File formats:

Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files



mistermigs.com x

Font Families: Gill Sans MT Bold Arial Black Regular

x height of mascot is = to one and one half x height of lower case characters.

Re Brand

All marketing &
Business collateral

Press kit

Counter Cards

Seriously Cool Dog Gear...

mistermigs.com

2137 Flintstone Drive
Suite E
Tucker, GA 30084
770-939-1100 ext 101 ph
678-672-2127 fx
klynn@wowinsync.org

mistermigs.com is an entrepreneur/owner community initiative of
WOW In-Sync, Inc., a 501(c)3 non-profit organization.

mistermigs.com

mistermigs.com
Seriously Cool Dog Gear

Karen Lynn
President

2137 Flintstone Drive
Suite E
Tucker, GA 30084

770-939-1100 ext 101 ph
678-672-2127 fx
klynn@wowinsync.org

mistermigs.com
Seriously Cool Dog Gear

Mistermigs Discovery Program
Digital and print collateral Leave behinds

Email blast and digital collateral assets

**Your Purchase
Makes a Difference!**

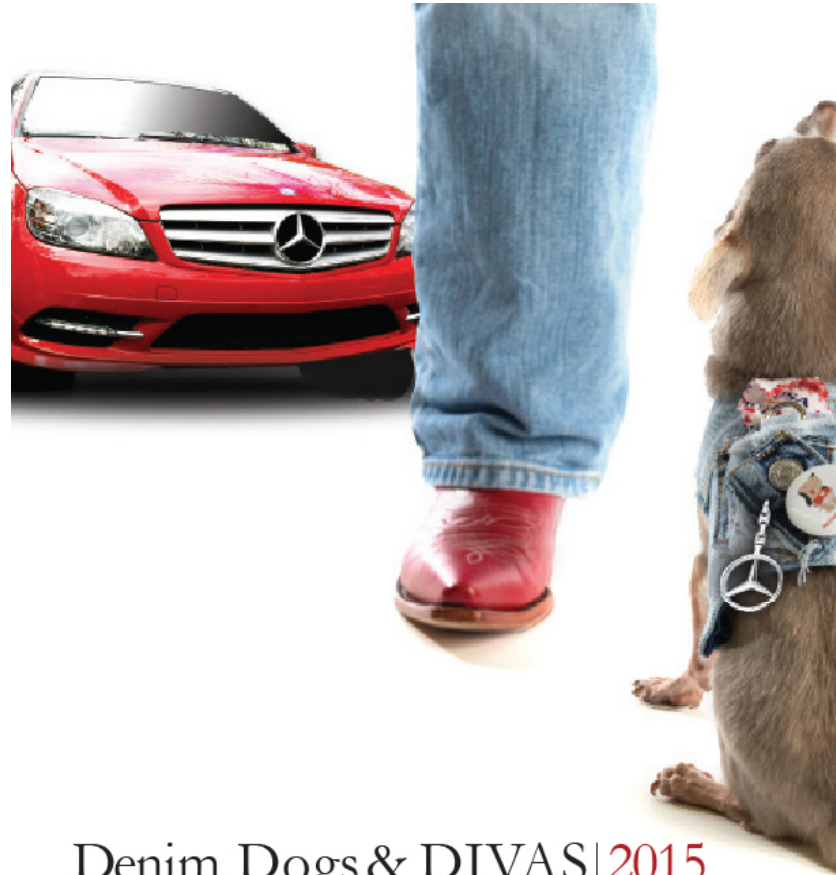
When you purchase any handmade product from **Mistermigs.com**, you are helping us provide mentoring and employment opportunities for young adults with barriers to employment.

mistermigs.com

Discovery
Teams

mistermigs.com

Mistermigs & Mercedes Benz
Partnership Program



Denim, Dogs & DIVAS | 2015



Karen Lynn
Founder President Mistermigs.com

About Us

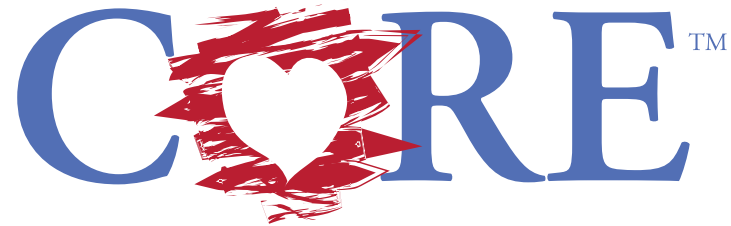
Seriously Cool Dog Gear for Seriously Cool Dogs is

MisterMigs.com is a manufacturing and retail distribution company providing seriously cool dog gear for seriously cool dogs. Supporting a green initiative, MisterMigs.com uses recycled denim as the core material for all its product designs. Based in Tucker, Georgia (part of metro Atlanta), MisterMigs.com is an open-community entrepreneurial initiative of Wow In-Sync, Inc., (www.wowinsync.org) a 501 (c) (3) organization providing real-life work and community experience to marginalized youth. Through their experiences at MisterMigs.com, these youth gain an understanding of what is expected of them in business, helping them overcome barriers to mainstream employment and empower them to pursue their passions in career and life.

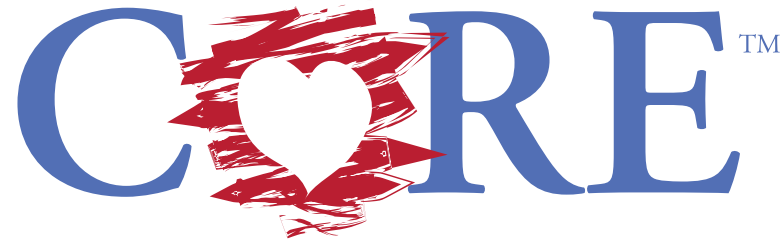
For more information, visit www.mistermigs.com. **Founder and President Karen Lynn** has spent much of her 30 year career as an entrepreneur, mentoring young adults with special needs, helping them be the best they can be. Karen combined her passion for dogs and needle arts in launching Mister Migs.com, a business initiative that embraces teamwork, creativity, entrepreneurship and community involvement. Karen and her husband Tim live with their Scottish Terrier Sadie Lynn, and their four rescued chi chis; MiMee, Miss Datsy, Louey, and the real Mister Migs.

Brand Identity

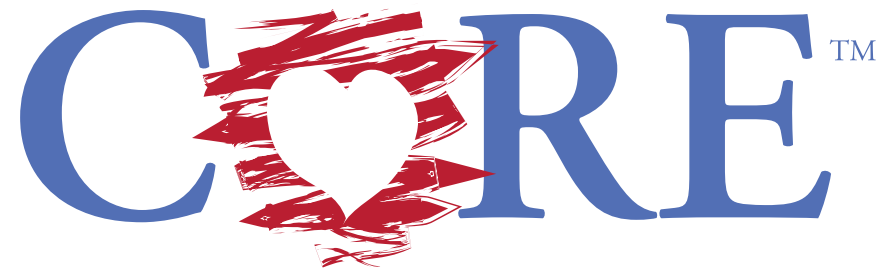
**Children of Restaurant
Employees**



Children of Restaurant Employees



Children of Restaurant Employees



Children of Restaurant Employees

**Core
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: CORE or IMI the Incentives Marketing Agency please contact:

iMi Agency
1196 Buckhead Crossing
Woodsstock, Ga. 30189
770.928.1388

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



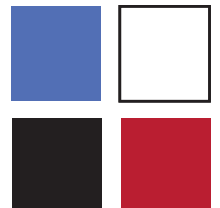
Children of Restaurant Employees

Blue Ligature

C 74
M 57
Y 1
K 0

Red Ligature

C 18
M 100
Y 86
K 9



Brand Identity

OB/GYN Midwife Associates



Full size black and whit version



Full size four color process version



Secondary horizontal versions w/logo

**OB/GYN & Midwife
Associates
Brand Identity**

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If there is ever a question on the usage of any mark, logotype or design element for: OB/GYN&Midwife Associates please contact:

Studiob3
Creative Services
Carl H. Bradford III
Aldea Drive
Decatur, Ga. 30032
404-254-0496

OB/GYN&Midwifes 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



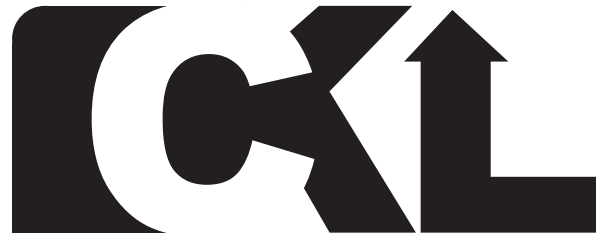
- (A.) Baskerville Semibold & Bold
- (B.) Brickham Script Pro Semibold
- (C.) Baskerville Semibold
- (D.) Baskerville Semibold



Plum 58c 77m 0y 0k
Grey 58c 0m 0y 74k
Black 58c 0m 0y 100k
Golderod 11c 55m 100y 1k

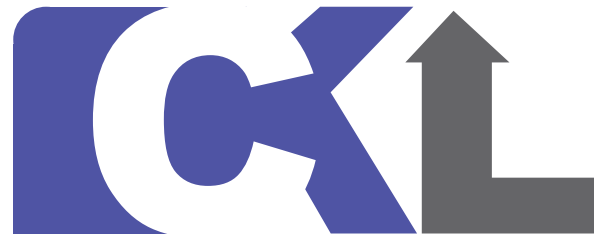
Brand Identity

CKL IT Services



CKL IT SERVICES

Full size black and whit version



CKL IT SERVICES

Full size four color process version



Secondary horizontal versions w/logo

CKL IT SERVICES

Secondary all typography horizontal versions w/o logo

**CKL IT Services
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: Ultimate Source please contact:

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

CKL identifier will be used for all new brand identity applications. This specifications document is used to guide our consistent efforts in collateral, advertising, promotional, broadcast and web applications. This documents sole purpose is to identify, color breaks, and B/W and CMYK usage.

File formats:
Adobe Illustrator CS5
Or pdf files

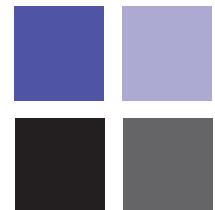


(A.) Berthold Akzidenz Grotesk Extra bld. Cond. Ital.

(B.) Berthold Akzidenz Grotesk Med Cond. Ital

Tagline typography specifics

79.61c 76.475m 0y 0k



Brand Identity

Home Box

**Home Shopping and
Retail Services**



HOMEBOX

1 color application black and white



HOMEBOX

2-4 color application cmyk process build



2-4 color application cmyk process build linear treatment

**HOMEBOX
Brand Identity**

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

please contact:

Carl H. Bradford
Studiob3
3738 Aldea Drive
Decatur, Ga. 30032
studiob.bradford@gmail.com

HomeBox identifier will be used for all new and future marketing applications.

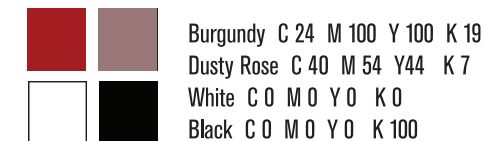
This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files

Pantone Four Color Process Build



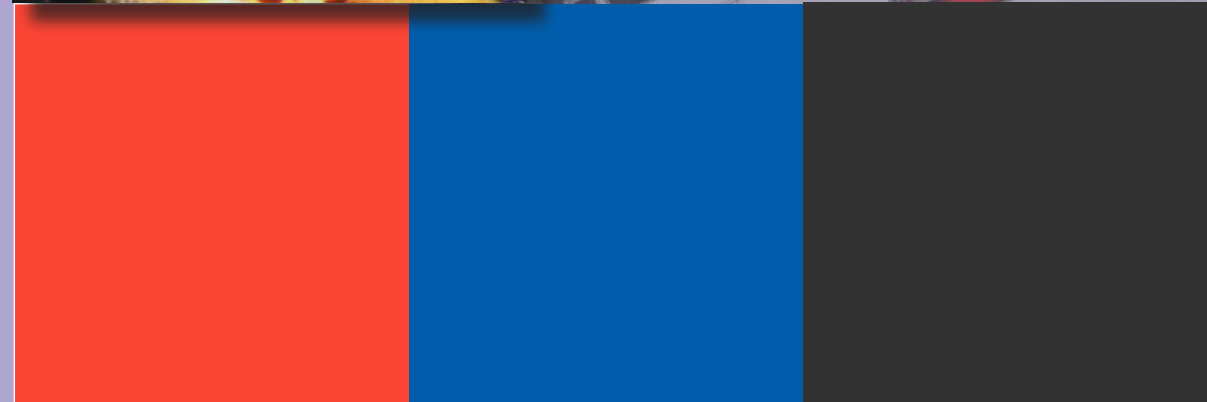
Pantone Color Alternatives



HOMEBOX

x height of secondary line is = to one lower case character

CNN Sports Illustrated



Promax BDA
Silver and Bronze
Team Awards

1996 Broadcast Design Excellence,
Show Opens, Promotional show
Opens and Bumps.

Gold, Silver and Bronze
Team Awards

1997 Broadcast Design Excellence,
Show Opens, Promotional show
Opens and Bumps.

CNN/ CNNSI
Brand Standards and Extension

Signage concept CNN Design
Brand extension with layered acrylic and neon signage design for the CNN design



**CNN
Set Design Execution**

CNN Sports Illustrated Design
Our on air set design and design scenics began the war between CNN and the original ESPN marketing push.

Talent desk A Control next to the design department.

Layered Wall elements in the design department
(abstract athletic field with aluminum rods and brushed metal accents)



The Weather Channel



Promax BSA

**Gold, Silver and Bronze
Team Awards**

**2005 Broadcast Design Excellence,
Show Opens, Promotional show
Opens and Bumps.**

**Gold, Silver and Bronze
Team Awards**

**2004 Broadcast Design Excellence,
Show Opens, Promotional show
Opens and Bumps.**

**Gold, Silver and Bronze
Team Awards**

**2001 - 2002 - 2003 Broadcast
Design Excellence, Show Opens,
Promotional show Opens and
Bumps.**

The Weather Channel

Brand Extension Image Branding
Creative image

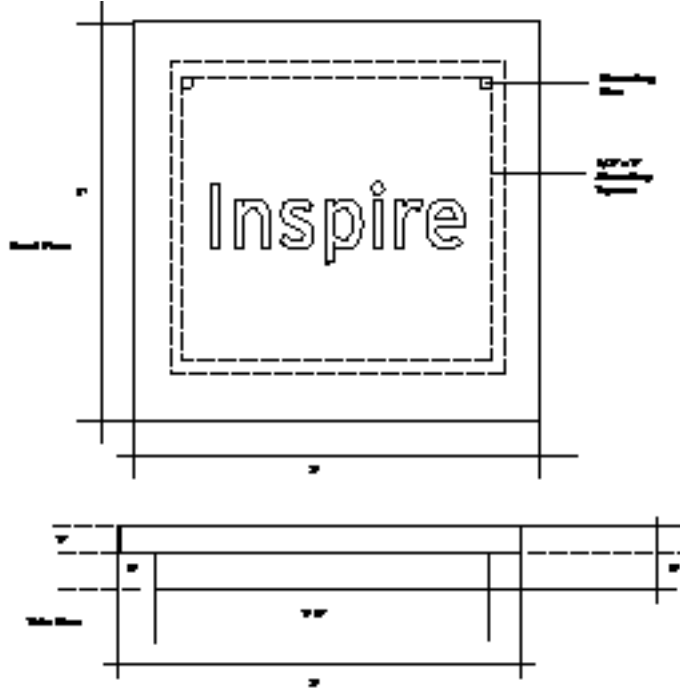


The Weather Channel

Brand Extension Signage

TWC Marketing Creative was tasked to implement corporate strategies and interior and exterior signage concepts.







Weekend Outlook Set



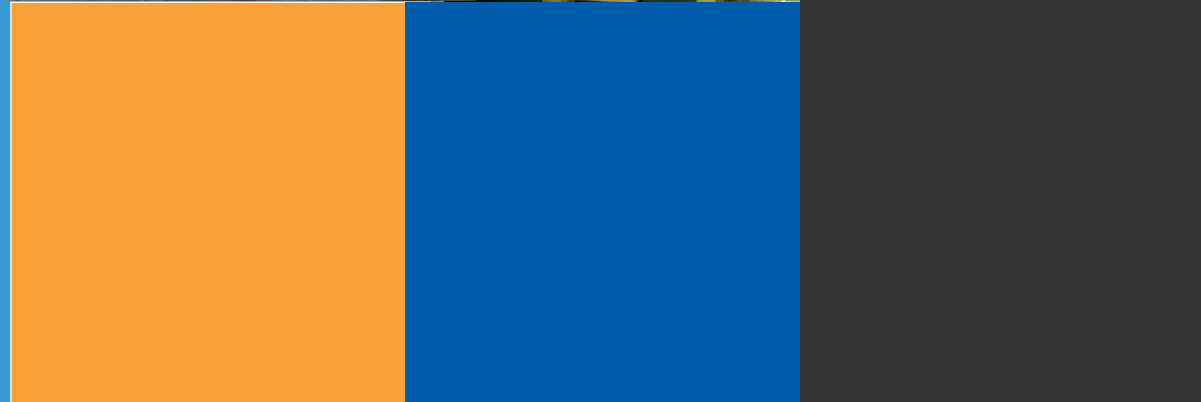
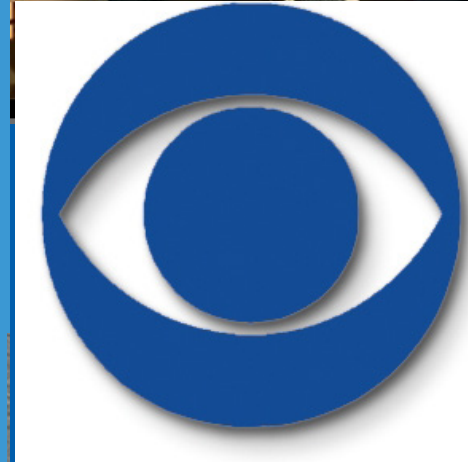
**Weekend Outlook Set
Dressed**



CBS Evening News

CBS Creative Set Scenics Consultant

On Location Audio Tech



CBS Evening News

Brand Extension Product Design
CBS ATL Network Biltmore location.

Location and dayparted set scenic
install. Install and alter shipped ele-
ments front back shooting location

Dress, and frame shot with Lead
Camm operator for on air personality.

Mark Strassman



ON Location CBS Audio Tech Support

On Deck White House Press Pool

Sunday Morning Drone Story

Crusie Shp Coverage

Sunday Morning Sink Hole Story

Sanford Re-election Coverage



