



2015 Migs Brand Design Update

studiob3creative

676-612-8284

email; studiob.bradford@gmail.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.

Project Contents Page

Section A

Brand Standards Usage suggestions 04 - 08

Business Communication Design 09 - 12

Section B

Team Apparel 14

Merchandise Tagging 15

Brass and Custom Stamping 16

Buttons and promotional items 17

Section C

Advertising Examples (Simulated) 18 - 24

Examples of the newer photographic stylings and examples of how to extend existing image inventory.

Section D

Signage Examples 25 - 26

Signage, office Identity and display examples.

Mrmigs.com
Single Color Application

mistermigs burgundy
with black Tagline.

3 sizes.



Dog Gear For Good!



Dog Gear For Good!



Dog Gear For Good!

Mistermigs LLC
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:
mistermigs.com

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

The mistermigs 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

				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



Font Families: Gotham Book, Med and Bold

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

Mrmigs.com
Two Color Application

mistermigs burgundy & black
 with tagline

3 sizes.



Mistermigs LLC
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:
 mistermigs.com

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

The mistermigs 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 CSS
 Adobe Photoshop CSS
 Or pdf files



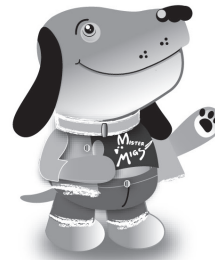
Dog Gear For Good	X	

Font Families: Gotham Book, Med and Bold

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

Mrmigs.com
Four Color Application

Migs mascot
 with tagline signature



mascot in
 b/w application



Dog Gear For Good!

Four Color application cmyk process build
 If Mascot and signature is used over dark bg signature drops out to white.

Mistermigs LLC
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:
 mistermigs.com

please contact:
 Karen Lynn
 President
 WOW In-Sync, Inc.
 2137 Flintstone Drive
 Suite E
 Tucker, GA 30084
 770-939-1100 ext 101Phone
 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.

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



Dog Gear For Good! x

Font Families **Gotham**

x height of mascot is = to four an 1/4 x height of lower case character.

Mrmigs.com
Four Color Application

Migs mascot with patch

with tagline signature



mascot in
b/w application



Dog Gear For Good!

Four Color application cmyk process build
If Mascot and signature is used over dark bg signature drops out to white.

**Mistermigs LLC
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:
mistermigs.com

please contact:
Karen Lynn
President
WOW In-Sync, Inc.
2137 Flintstone Drive
Suite E
Tucker, GA 30084
770-939-1100 ext 101Phone
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.

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



Dog Gear For Good! X

Font Families Gotham
x height of mascot is = to four an 1/4 x height of lower case character.

Mrmigs.com
Color Leather Texture
Application

- Red Leather
- Blue Leather and denim
- Brown Leather



Misttermigs.com
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:
 misttermigs.com

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

The misttermigs 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

				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



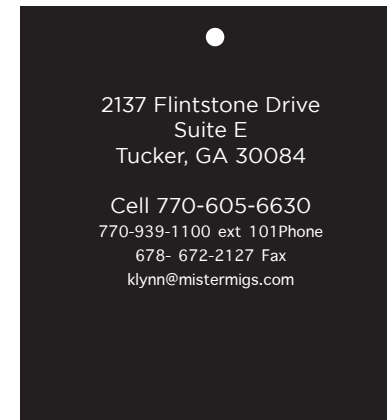
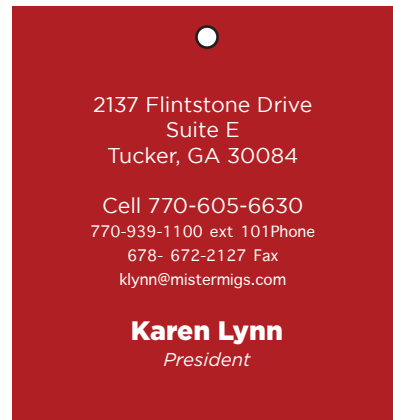
Font Families: Gotham Book, Med and Bold

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

Mrmigs.com
Two Color & Four Color Ap-
plication

Business card concepts
-Non traditional like tags

-Personal Card leave behinds
* if leaving product leave tag and #



Mrmigs.com
Four Color Application

Traditional Business
card concepts

Opposite page
Die-cut cards and letterhead



Dog Gear For Good!

Karen Lynn

President

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org



Dog Gear For Good!

Mary Justman

VP Marketing

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org



Dog Gear For Good!

Rosemary Hopper

Product Designer

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org

Mrmigs.com
Four Color Application

Custom die-cut cards

Following Page page
Letterhead package



Karen Lynn
President

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org



Mary Justman
VP Marketing

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org



Rosemary Hopper
Product Designer

2137 Flintstone Drive
Suite E
Tucker, GA 30084

Cell 770-605-6630
770-939-1100 ext 101Phone
678- 672-2127 Fax
klynn@wowinsync.org



2137 Flintstone Drive Suite E
Tucker, GA 30084
770-939-1100 ext 101Phone
678- 672-2127 Fax



2137 Flintstone
Suite E



Dog Gear For Good!

2137 Flintstone Drive Suite E, Tucker, GA 30084

Section Contents Page

Section B

Team Apparel	14
Merchandise Tagging	15
Brass and Custom Stamping	16
Buttons and promotional items	17

Team Apparel

Brand Specifics

Discovery Team and
Staff Tees



Merchandise Tagging

Brand Specifics

Migs, Migrubbies tags



Fray Happens

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Care

orem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s

Safety First

orem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s

Disclaimer

orem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s



Customized Metal Apparel

Brand Specifics

mistermigs stamped buttons



Team Promotional items

Brand Specifics

Buttons, Travel and coffee mugs
dog dishes, etc.



Section Contents Page

Section C

Advertising Examples (Simulated) 18 - 24

Examples of the newer photographic stylings and examples of how to extend existing image inventory.

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with new rustic photographic stylings.

A photograph of a woman with short brown hair, wearing a blue button-down shirt, a dark vest, black pants, and red boots, sitting on a tan suitcase. Two small dogs are sitting on the suitcase next to her. The background is a rustic brick wall with a window. The overall aesthetic is rustic and warm.

Karen Lynn
CEO/mistermigs.com

Our Story is simple we help people succeed
my text of the printing and typesetting industry.
Lorem Ipsum has been the industry's
standard dummy text ever since the 1500s when
an unknown printer took a galley of type and

mistermigs.com
Dog Gear for Good

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with new rustic photographic stylings.

An advertisement for mistermigs.com. The background is a rustic stone wall. In the top left corner, there is a small version of the Mister Migs logo on a paper bag. The main text reads "mistermigs.com" in a bold, white, sans-serif font, followed by "Dog Gear for Good" in a smaller font. Below this is a paragraph of Lorem Ipsum text. The image shows three women and two dogs. One woman is holding a small dog, and another is holding a larger dog. The overall aesthetic is rustic and warm.

mistermigs.com
Dog Gear for Good

Lorem Ipsum is simply du
 mmy text of the printing and
 typesetting industry.
 Lorem Ipsum has been
 the industry's
 standard dummy text
 ever since the 1500s,
 when an unknown
 printer took a galley
 of type and
 scrambled it to
 make a type
 specimen book.
 It has survived
 not only five
 centuries, but also
 the leap into
 electronic t
 ypesetting,
 remaining esse
 ntially unchanged.
 It was popular
 ised in the 1960s
 with
 the release

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with existing photographic inventory.



Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with existing photographic inventory.



Dog Gear For Good!

We RESCUE old Denim the extra soft, worn and comfy kind that has the character of the good, the bad and the ugly. Then we tear it apart... ummm we mean RECYCLE it to be something new. The old Denim is REMADE by taking the best of the worst and making it into Seriously

Cool products for you and your dog. When you select the Migrubbie™ that's just right, rest assured it's One-of-a-Kind.



Advertising Examples

Brand Specifics

Four color tag application on print psa announcements

Brand alignment with existing photographic inventory.



Dog Gear For Good!

We **RESCUE** old Denim the extra soft, worn and comfy kind that has the character of the good, the bad and the ugly. Then we tear it apart... ummm we mean **RECYCLE** it to be something new. The old Denim is

REMADE by taking the best of the worst and making it into Seriously and the ugly. Then we tear it apart... ummm we mean **RECYCLE** it to be something new. The old Denim is

REMADE by taking the best of the worst and making it into Seriously Cool products for you and your dog. When you select the Migrubbie™ that's just right, rest assured it's One-of-a-Kind.



Advertising Examples

Brand Specifics

Package inserts or psa

Brand alignment with existing photographic inventory.



When you purchase a Migrubbie™...

or other hand-made product from mistermigs LLC you are helping us provide mentoring and employment opportunities for young adults with autism, developmental disabilities and others with barriers to employment. In turn we pay forward our time and resources to support other community outreach organizations in need.

Dog Gear For Good!



Section Contents Page

Section D

Signage Examples 25 - 26

Signage, office Identity and display examples.

Floating Lexan Signage Examples

Brand Extension through full
color fabrication on Lexan
signage and float mounted
displays

