2015 Migs Brand Design Update

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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.

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

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Signage, office Identity and display examples.

Mrmigs.com
Font Families and Usage

Body Text
Gotham Family

Tagline text
Permanent Marker

Examples of bodyText

Gotham Book (OTF)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Medium Book (OTF)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Condensed Book (OTF)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Examples of bodyText for Taglines

Permanent Marker
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Mrmigs.com
Single Color tagline
Application

DOG GEAR FOR GOOD! .

One Line and Two Line
with and with out mark.

Applications Suggestions
Apparel Tees, uniforms

Advertising and promotional
applications.

MISTER MIGS
DOG GEAR FOR GOOD!

MISTER MIGS
DOG GEAR FOR GOOD!

MISTER MIGS
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 guidlines 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: Permanent Marker Font

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

Mrmigs.com
Single Color tagline
Application

DOG GEAR FOR GOOD! .

One Line and Two Line
with and with out mark.

Applications Suggestions
Apparel Tees, uniforms

Advertising and promotional
applications.

DOG GEAR
FOR GOOD!

Two Line application

DOG GEAR FOR GOOD!

One Line application

Mister Migs DOG GEAR
FOR GOOD!

Two Line application with migs mark

Mister Migs DOG GEAR FOR GOOD!

One Line application with migs mark

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Black c 0 m 0 y 0 k 100

Font Families: Permanent Marker Font

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

Mrmigs.com
Single Color Application

mistermigs burgundy
with black Tagline.

3 sizes.

Applications Suggestions
Business Communication

Advertising/ Editorial and
promotional applications.

Dog Gear For Good!

Dog Gear For Good!

Dog Gear For Good!

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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.

Applications Suggestions
Business Communication

Advertising/ Editorial and
promotional applications.

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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: Permanent Marker

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

Applications Suggestions
Business Communication

Advertising/ Editorial and
promotional applications.

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.

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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

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

Applications Suggestions
Business Communication

Advertising/ Editorial and promotional applications.

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.

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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

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

Applications Suggestions
Business Communication

Advertising/ Editorial and promotional applications.

Signage

Mistermigs LLC
Brand Identity

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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

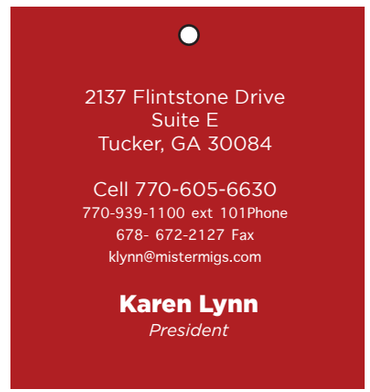
Font Families: Gotham Book, Med and Bold

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

Mrmigs.com
Two Color & Four Color Application

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.

Front Marker tagline usage

Opposite page
Die-cut cards and letterhead

Mister Migs
Dog Gear For Good!

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Mrmigs.com
Four Color Application

Custom die-cut cards

Following Page page
Letterhead package

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Mister Migs
Dog Gear For Good!

2137 Flintstone
Suite E

Mister Migs
Dog Gear For Good!

2137 Flintstone Drive Suite E, Tucker, GA 30084

Section Contents Page

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Team Apparel	17
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Team Apparel

Brand Specifics

Discovery Team and
Staff Tees.

Marker tagline Usage
Three options:

-Mark and tagline front

-Mark on Front tag on back

-Mark and tag on front
(small on pocket)

Merchandise Tagging

Brand Specifics

Migs, Migrubbies tags

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) 22 - 27

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 rustict photographic stylings.

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with new rustict photographic stylings.

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with exhisting photographic inventory.

Advertising Examples

Brand Specifics

Single color application on different textures

Brand alignment with exhisting photographic inventory.

Advertising Examples

Brand Specifics

Four color tag application on print psa announcements

Brand alignment with existing photographic inventory.

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.

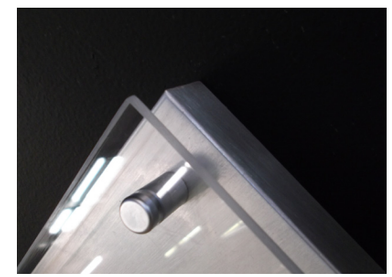
Dog Gear For Good!

Section Contents Page

Section D

Signage Examples 28 - 29

Signage, office Identity and display examples.

Floating Lexan
Signage Examples

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