Re-Brand **Solutions** SDMS 360

Brand Identity Solutions

404-254-0496

email; studiob.bradford@gmail.com

URL: http://www.studiob3.info

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

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

studiob3creative

Brand Identity

A brand is the identity 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.

New and hopefully inspiring rebrand possibilities for **SDMS 360**

Project Contents Page

Section A

SDMS360

Examples of bodyText

Berthold Akzidenz Grotesk Type Family/Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

SDMS
Signature typography samples

-Great for signature lines

-Taglines

Berthold Akzidenz Grotesk Type Family/Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Tagline treatments utilizing Following Font Families

Berthold Akzidenz Grotesk Type Family/Medium Condensed italic

-Solving global complexities -
one challenge at a time.

b
3

SDMS360

Brand Identity

Business Collateral

Business Advertising Options

SDMS 360 Diversity Thumbprint

Corporate Mark

SDMS
Business Identity

-Single Corp Mark
-Used for decals, watermarks etc.

Diversity Thumb Print Mark B/W Version

Diversity Thumb Print Mark B/W Version 4color application

Diversity Thumb Print Mark B/W Version 4color application Large

SDMS 360 Diversity Thumb Print Brand Identity Mark

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: 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

Process Color Builds
Four Color ramp
Process Blk
Crimson C 24 M 100 Y 100 K 0
Warm Grey C 0 M 0 Y 0 K 55

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

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

SDMS
Business Identity

-Two Line Horizontal

-Used for Collateral, Signage, etc

Stacked Horizontal B/W grayscale application

Stacked Horizontal 4color application

Stacked Horizontal 4color application

SDMS 360 2 line Horizontal Stack Brand Identity

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SDMS
Business Identity

-Three Line Vertical

-Used for Collateral, Signage, etc

SDMS|360
Strategic Diversity Management Solutions

Stacked Horizontal B/W grayscale application

SDMS|360
Strategic Diversity Management Solutions

Stacked Horizontal 4color application

SDMS|360
Strategic Diversity Management Solutions

Stacked Horizontal 4color application

SDMS 360 3 line Vertcal Stack Brand Identity

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Warm Grey C 0 M 0 Y 0 K 55

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

SDMS|360x

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

**SDMS
Business Identity**

-Three Line Vertical

**-Used for Collateral, Signage,
Garment Fabrication**

SDMS
360

Strategic Diversity Management Solutions

Stacked Vertical B/W grayscale application

SDMS
360

Strategic Diversity Management Solutions

Stacked Vertical 4color application

SDMS
360

Strategic Diversity Management Solutions

Stacked Vertical 4color application

SDMS 360 4 line Vertical Stack Brand Identity

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SDMS|**360**x

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

SDMS
Business Identity

-Card Front Versions

SDMS
Strategic Diversity Management Solutions
360

April Thomas
Chief Executive Officer

1270 Caroline Street
Suite D120-434
Atlanta, Ga. 30307
www.sdms360.com

+ 404.309.2197

SDMS
360
Strategic Diversity Management Solutions

April Thomas
Chief Executive Officer

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Suite D120-434
Atlanta, Ga. 30307
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SDMS
Business Identity

-Card Backs

Solving global complexities -one challenge at a time.

Solving global *Complexities* - One challenge at a time

Solving global complexities -one challenge at a time.

Solving global complexities -one challenge at a time.

**SDMS
Business Identity**

–Letterhead/Envelope

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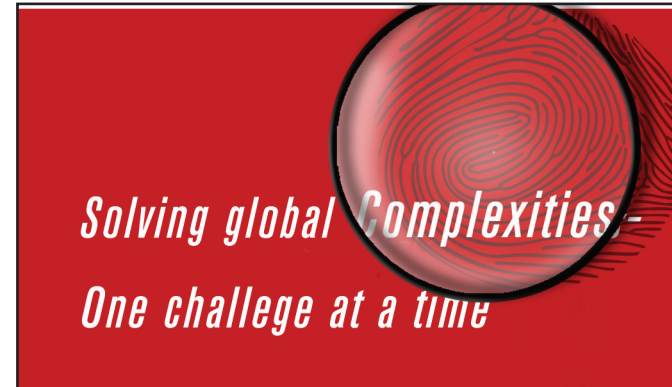
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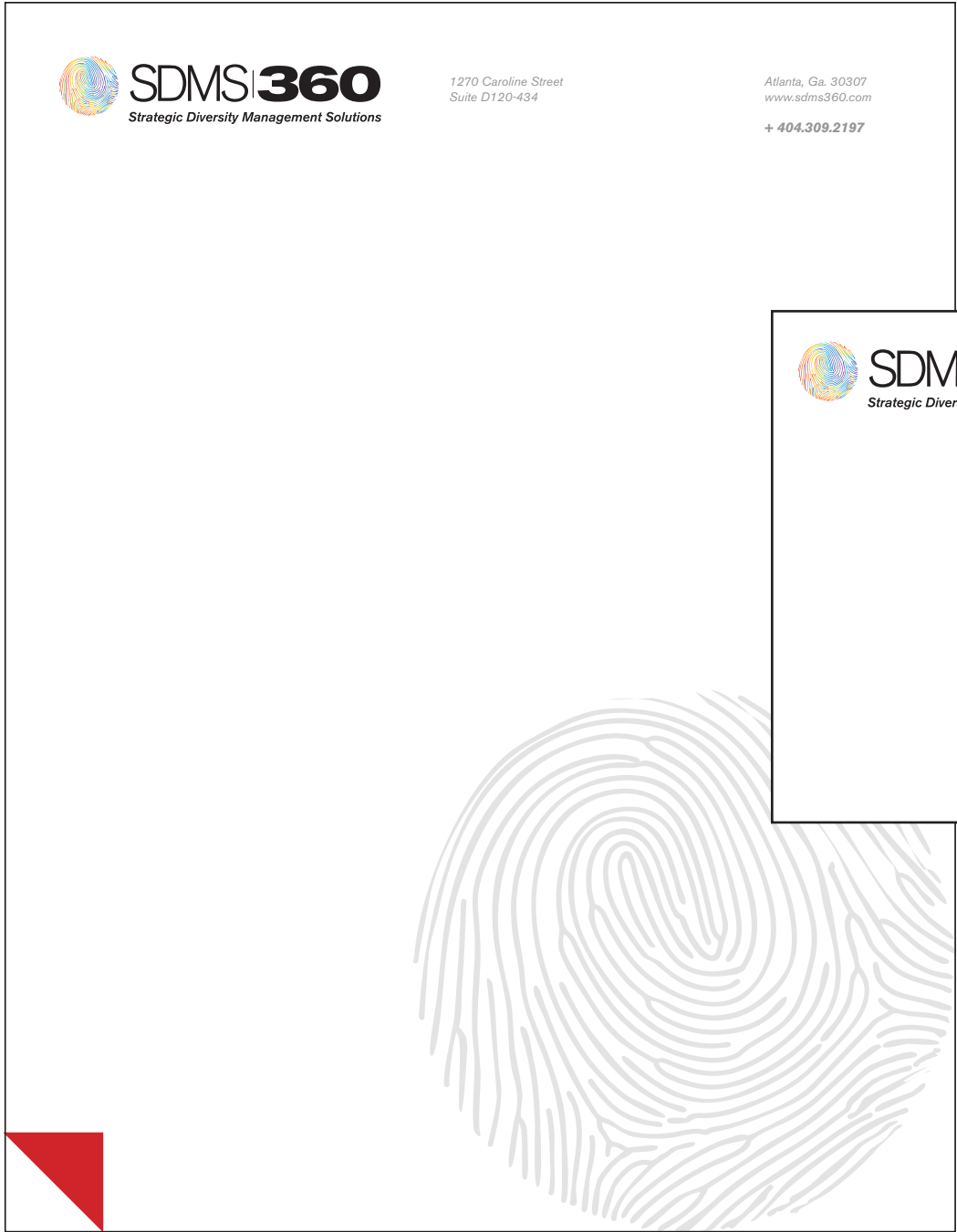
SDMS
Business Identity

–Letterhead/Second Sheet and back

Solving global complexities-one challenge at a time.

SDMS
Business Identity

-Portfolio Folder
-9x12 w/4" pocket
-Bus card diecut

SDMS**360**
Strategic Diversity Management Solutions
Solving global complexities-one challenge at a time.

Solving global complexities -one challenge at a time.

b3

SDMS
Business Inserts

-Leave behind Advertising

-Digital Advertising

DIVERSITY STRATEGY

DIVERSITY MANAGEMENT

DIVERSITY SOLUTIONS

Solving global complexities
-one challenge at a time.

Solving global complexities
-one challenge at a time.

Solving global complexities
-one challenge at a time.

SDMS|360
Strategic Diversity Management Solutions

SDMS|360
Strategic Diversity Management Solutions

SDMS|360
Strategic Diversity Management Solutions

b3