

Branding and Identity Design Samples



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INTEGRATED MARKETING GROUP



Collateral Branding Samples



CURES HELMET HEAD
BUELL HAT GIVEAWAY!

Go to www.buell.com
Pick Out Colors and Bring To The Nearest Participating Dealer For Your **FREE HAT!**

REV THE ENGINE!
Get Ready for Spring Riding!

BUELL Promotional Mailer



This is Not a Pass
VIP GRAND OPENING!
APRIL 6th, 2005

PARTY
6:30 PM to 8:30 PM

DOORS OPEN TO PUBLIC AT 9:00 PM!

Exciting Food & People!
Celebrating The Aeros Home Opening Weekend!
FIREWORKS! PRIZES! LIVE ENTERTAINMENT!

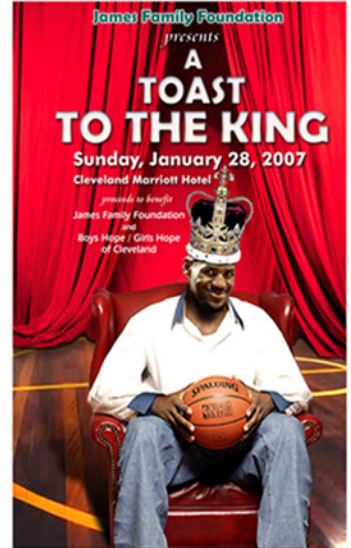
277 South Main Street • Rowletown Area • 208.274.9679



LEBRON'S CELEBRITY BILLIARDS TOURNAMENT

FRIDAY, JUNE 23 • 2006
7:00 PM - 9:00 PM

TANGIER
Banquets & Catering



James Family Foundation
presents
A TOAST TO THE KING
Sunday, January 28, 2007
Cleveland Marriott Hotel

presented by: James Family Foundation and Boys Hope / Girls Hope of Cleveland

DVD INSERT



Buell
AMERICAN MOTORCYCLES

OWN THE CORNERS

YOU'RE ON THE PATH TO SEEING THE WORLD DIFFERENTLY

COME IN AND SIGN-UP TO WIN!
VANSON LEATHER JACKET

\$599.00 Value
Later Before May 20th, 2005

SPECIAL FINANCING AVAILABLE NOW!
\$0 DOWN
0% INTEREST
0 PAYMENTS FOR 90 DAYS

NORTHEAST OHIO BUELL DEALERS

- Band of Broomhops**
4478 Boardman • Canfield, Ohio 44602
(330) 752-1819
- Bluebird Band**
7253 Summit Strip Ave. NW • North Canton, Ohio 44720
(330) 494-2453
- John Deere Band**
38451 Chester Rd. • Avon, Ohio 44011
(440) 934-5000
- South East Band**
27415 Aurora Rd. • Bedford Heights, Ohio 44146
(440) 439-5200
- Western Reserve Band**
392 Tyler Blvd. • Mentor, Ohio 44260
(440) 714-4000

www.buell.com



DETOUR
LIVES TRAGICALLY REROUTED BY DRUNK DRIVERS

Detour has been featured to give people a small glimpse into the pain, anger, suffering and loss caused by the carnage and chaos of drunk driving. Our hope is that drunk drivers and potential drunk drivers will take responsibility for the destruction caused by their actions and choose a better life.

Introduction: *My Name*
Victim Story 1: *The loss of a daughter*
Victim Story 2: *Losing half of my life*
Victim Story 3: *A family destroyed by drunk driving*
Victim Story 4: *The loss of a sister and daughter*
Victim Story 5: *My Prison*
Victim Story 6: *A woman's comeback plan*

The Mission of MADD is to save lives and prevent injuries through the education and prosecution of drunk drivers.

MADD



MADD
LIVES TRAGICALLY REROUTED BY DRUNK DRIVERS

DETOUR
LIVES TRAGICALLY REROUTED BY DRUNK DRIVERS

MADD
INTERVENTION AND REALIZATION PROGRAM



DETOUR
LIVES TRAGICALLY REROUTED BY DRUNK DRIVERS

MADD

DVD & PACKAGING



ANNUAL SNOWMOBILE OPEN HOUSE!
STOREWIDE SAVINGS!
On Everything For Your Snowmobile

YAMAHA **ARCTIC CAT**

OCTOBER 7th & 8th
INCREDIBLE DEALS!
On Arctic Cat & Yamaha Snowmobiles!

ANNUAL SNOWMOBILE OPEN HOUSE!

FRIDAY, OCTOBER 7th • 9 am to 7 pm
SATURDAY, OCTOBER 8th • 9 am to 5 pm

★ **20% OFF!** All Snow-Cycle Parts! Snowmobile Clothing, Accessories, Oil, Snow-Spurs, Pugs & Slides.
★ **Up To 50% OFF All Carry Over Clothing & Accessories!**
★ **Snacks & Beverages Provided!**

CONDOSPORTSCENTER.COM
4216 E. Ridgely St. (L.I.N.)
Mt. Pleasant, MI (989) 772-5513

Collateral Branding Samples

National City Proudly Presents...

RIDE FOR THE RED

SUNDAY, SEPTEMBER 17

PARADE STYLE RIDE • \$20 A RIDER / \$10 A PASSENGER PRE-REGISTERED DAY OF EVENT • \$20 / \$20

8 SATELLITE STARTING LOCATIONS
The Galaxy (Wadsworth) • Liberty Harley-Davidson (Cuyahoga Falls Ave.)
The Main Street Saloon (Akron) • Liberty Harley-Davidson North (Boston Mts.)
The Pub (Kent) • Walton Manor (Walton Hills) • Red Cross Chapter (Akron)
Century Harley-Davidson (Medina)

Our starting group leaves the Red Cross Chapter building at 8:00 PM and joins up with other satellite groups at Liberty Harley-Davidson North beginning our 1.5 hour parade ride through the scenic Cuyahoga Valley

Ending Party at Blossom Music Center

FREE T-SHIRTS TO THE FIRST 1,000 REGISTERED!
FOOD, DOOR PRIZES, RAFFLES, AUCTIONS & LIVE ENTERTAINMENT FOLLOWING THE RIDE!

LIVE AUCTION FEATURING:
Charlie Daniels Autographed Guitar • White Water Rafting Trips • Sky Diving Packages
Concert Tickets • Goodyear Blimp Ride • Red & Breakfast Packages
Dueling Motorcycle Trips • And So Much More!

REGISTER TODAY!
Call Jackie Z. at 330.535.2351 or visit www.summitcounty.redcross.org

Non-Profit
Promotional Posters
And Event Images

Kids
FISHING DERBY

SPRINGFIELD TWP. POLICE

2006

DARE POKER RUN

AUGUST 24th 2008
www.dare-ohio.com

you are cordially invited

SECOND ANNUAL ALL STAR BRUNCH

Sunday, February 20, 2005

HOTEL TEATRO
DENVER'S ONLY LUXURY BOUTIQUE HOTEL
10:00 AM ~ 1:00 PM

RSVP
CARMEN WILSON
(503) 789-7593

SUMMIT COUNTY D.A.R.E. ASSOCIATION

D.A.R.E. 2006 POKER RUN

THE EXCHANGE
BUY • SELL • TRADE

40 Years Of The Beatles In America

FOREVER FAB!

Featuring:
Hard Day's Night
Saturday, February 7th
8:00 pm • \$16 in advance

Tickets available at the Civic Theatre, EJ Thomas Hall, ticketmaster.com, or Charge-by-Phone at (330) 945-9400
www.akroncivic.com

SMOOTH JAZZ Holiday

Cool Down In The Summer Heat

Saturday, August 7

NAJEE
PIECES OF A DREAM
HORNS & THINGS
FORECAST
RUSSELL THOMPSON
& FREE AGENT

bernafon
Innovative Hearing Solutions

Look Who We Partnered With

H-D SALES CO. & SUMMERFEST 2005

Saturday & Sunday • July 2nd & July 3rd

SATURDAY
Cruise In First Sea Supply The Queen's
BALLOON GIG CREATION

SUNDAY
HARLEY DAVIDSON FASHION SHOW
Hosted by Harley-Davidson Sales Co.
at The Harley-Davidson Building
10:00 AM - 5:30 PM

Summerfest 2005

LOCK 3 LIVE!

FIRST ENERGY STAGE

Tickets on sale now at the Civic Theatre Box Office and all Ticketmaster locations, charge-by-phone at 330/945-9400
Cash only when gates open half hour before showtime www.lock3live.com