

# Agency Sampler CI

## Corporate Identity

For us, the best part of the process is the archeology of ideas – all the smart stuff you never see.

Let's face it, just about any professional agency can create a functional logo. Some of the world's most recognizable logos are actually painfully basic.

Think about the ones you encounter on a regular basis – Google, Coca-Cola, Jack in the Box, HBO, HP, IBM, Sony, and yes – I'm gonna say it, even Target Stores (after all – Hello... it is just a target). I'm not saying that there aren't clever logos out there. And, I'm not saying that logos aren't important. But, I am saying that once the basics of readability are addressed, the more important considerations of ownability, distinction and positioning are far more important than the graphic itself.

H&R Block is an excellent example. Back in 2000, they reinvented the company and in the process introduced their new identity. Can you remember the old logo? No – nobody can, because the new logo is now one

of the all-time greatest – it is the epitome of what a good logo should be. It is simple, uncomplicated and incredibly distinct. Yet, it is just a green block of color and classic Helvetica typeface. H&R Block now owns the color green, and more incredibly, they own the square shape. My point is, the logo in and of itself is nothing special – but the strategy, the execution, the roll-out, the positioning, and the branding that envelops the identity is absolutely brilliant. At Redbeard, we love creating beautiful and clever logos and you will see samples of our work here in this sampler. But what you can't see is the strategy, the skillful account management, the consensus building, the market research, the competitive analysis – all the important things that Redbeard does to create enduring distinction for our clients.

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"I've really enjoyed working with Redbeard. From our very first meeting I was impressed by their creativity and professionalism. They truly understood what our credit union brand represented and captured it perfectly. I would definitely recommend them."

Donna David  
Marketing Manager  
Mocse Credit Union

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## Logo Gallery Part One

Redbeard takes great pride in presenting a brief 2-part overview of our logo work. The logos assembled here are just a few of our favorites. We will present additional details on several of them further along in this sampler.



Corporate Image campaigns are often quite involved and usually they are not limited to just logo development. The process of discovery that we undertake starts with a simple executive survey which we use to assess the potential scope of the project and determine the need for more research. And every project is different, sometimes we make decisions based on intuition and experience. Other times, we need more research to help us move forward with confidence.



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## Logo Gallery Part Two

Regardless of the amount of preliminary research involved, one essential process is always included. At Redbeard, consensus building is an essential component of any successful branding or corporate identity project. We initiate procedures and administer activities designed to ignite our client's creative thought process and help them crystallize their thoughts. The consensus building exercises continue until... you guessed it, we reach consensus. Together we establish the overall direction and specific execution criteria required for the identity. This information is then published and approved so that it can then function as a reliable roadmap for success throughout the process.

In fact, we honestly believe that one of the most valuable corporate identity related services we provide is project and process management. But don't tell our art department, they will be heartbroken – I think they still believe in the Easter Bunny too.

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Client

## Maverick BBQ Restaurant & Lounge

Objective

The images assembled here and on the following page illustrate the evolution of ideas in the development of a new identity for Maverick BBQ Restaurant & Lounge. Maverick BBQ already had an excellent reputation for delivering great eats. The expansion of an upscale late-night cocktail lounge was the perfect excuse to update the eatery's identity.

Strategy

Classic imagery and symbolism was explored to capitalize on the BBQ joint's local flavor and authentic open pit BBQ cuisine. The proprietors wanted a contemporary look that was fresh, reflective of their Texas heritage, but not overly "western" in theme. Dozens of visual ideas were explored and reviewed as we honed-in on the perfect look.

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Client

## Maverick BBQ Restaurant & Lounge

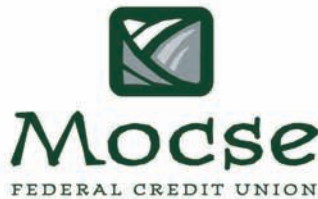
Solution

It wasn't long before a trend of desirable themes was identified. The abstract star graphic gave us just the right homage to their Texas style roots. The loose illustrated style of the star also hinted at the owner's maverick unfettered style of cooking. And the font treatments provided the perfect integration of western ruggedness that they were looking for. In the end, color treatments were selected to compliment the décor of the existing restaurant and the cocktail lounge expansion.

Branding Look & Feel followed and was extended into all touch points including signage, menus, stationary and advertising.

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#### Client

Mocse Credit Union

#### Objective

Despite Mocse Credit Union's success and good reputation, they had an identity crisis. The name, originally an acronym, had lost significance through mergers and growth beyond the initial member base of educators and the logo had become outdated and clumsy. Our goal was to re-vamp it without destroying their valuable brand equity. Redbeard set out to overhaul the brand identity to promote and reinforce the CU's heritage of community service and hometown style service.

#### Strategy

In the beginning a great deal of time was spent considering how to treat the name itself. Should it remain all caps, or was that part of the problem making the name look too much like an acronym versus the distinct name that had been used informally for years. Special consideration was also given to readability – people who were familiar with the brand often expressed confusion thinking the name was Moose or Mouse. Dispelling this misconception became a major criteria for the project.

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Mocse



Client

Mocse Credit Union



Solution

Redbeard established a strategy for maintaining the existing CU name – but stylizing it to read as a stand alone name versus an acronym. We set the CU name with an initial cap and crafted a monogram style logo that was inviting, friendly and warm. Then after much debate, the trademark “Mocse apple” icon was integrated in homage to the CU’s roots in education. The final logo features a colorful grid reminiscent of the comfort and security of a patchwork quilt.



The tagline “Bringing Service Home” has an interesting back-story. Believe it or not, this tagline was presented to the client during our initial bid to win the job. We felt a unique connection to this credit union and their rural market due to their proximity to our offices and our own rural roots, so we took it upon ourselves to create a video Brandscape. It combined still imagery, evocative homespun headlines, dynamic video editing techniques and the John Mellancamp classic “Small Town”. The final frame of the Brandscape presented the “Bringing Service Home” tagline, ushering in applause and nods of acceptance from the executive committee. Needless to say, we got the job.



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Client

## Damm Good Water

Objective

The Damm Brothers, John and Adam Damm (yes that's their real name) needed a branding identity that would help distinguish them in the highly competitive bottled water marketplace. These gregarious local entrepreneurs seemed to have it all – a very unique last name, a great local product, and an excellent reputation. All they needed now was a Damm Good Identity. Redbeard stepped in to help.

Strategy

Initial designs ran the gamut, leveraging familiar symbolism and incorporating stereotypical depictions of clarity and freshness. The result was a very vanilla approach – not especially distinct and well... ordinary. Not the kind of thing that was reflective of this duo's outgoing style and local notoriety. So, back to the drawing board we go.

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Client

## Damm Good Water

Solution



The idea had been in the back of our minds from the very beginning. Looking back, I guess it just took us a while to get up the nerve to ask the Damm Brothers if they would consider elevating themselves into the role of self-proclaimed water prophets. Actually becoming their own company's spokespersons (we like to think of them more as company mascots – but we sugar-coated it to help sell the concept). To our surprise, the Damm family was all for it. They were so into it that we collaborated on the ideas to help spice it up by adopting weather appropriate attire based on the product (casual camp style gear for the mountain spring bottled water, and snow gear for the block and cube ice products).



Now the boy's likenesses can be seen all over the region – from the 16 oz. sport bottle labels to the five gallon home delivery jugs. And, bigger than life on the delivery fleet vehicles and on the banners they stand behind when they donate their time and products in generous support of their local community. Local boys make good. Damm Good.



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