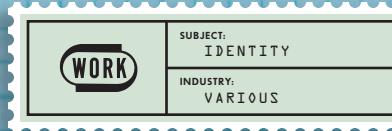


YOUR
LOGO
HERE



SUBJECT: INDENTITY

INDUSTRY: VARIOUS

FILE# WRK-17-001

PROBLEM/OPPORTUNITY:

When it comes to creating an identity for a client, we see our job as that of a tailor. We first ensure the new identity is a good fit and that it matches the personality of the client that will be wearing it. It also must be comfortable and timeless so it can be worn for years to come. But most importantly we strive to create an identity on which the client will proudly display their brand mark. To accomplish all this we bring the client into the process early and often to learn what they like and more importantly what they don't like.

After all, an identity is something a client invests in that should increase in value year after year.

COMMON REQUESTS:

1. New Brand needs a new mark
2. Refresh an old brand
3. Needs integrated identity system



WORK

Labs

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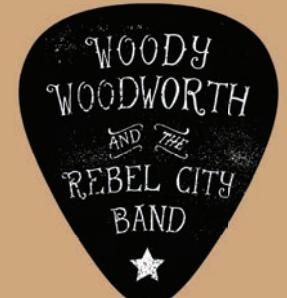
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WORK LABS APPROVED

Like

THE BIG THINKER'S

BRAINSTORMING & IDEA CO.™

From The Creators of Genius and Brilliance Comes Brilliance

2019 Monument Ave. Richmond Va. 23220 A Limited Liability Co. Established 2010 PH. (804) 358-9372 FX. (804) 355-2784

Dear fellow Big Thinker, I'm not wearing any jester's cap or mask today, but that is not my reason to be writing you today. It is because we have noticed the attention that we may be of service to you.

We're always dreaming up new ideas at WORK Labs, and we've decided to do something about it. We're launching our own company, The Big Thinker's Brainstorming and Idea Co.

Big Thinkers is a portfolio made up of WORK's ideas that we plan on bringing to market. We're putting the finishing touches on some products that can help make them even bigger. Some of our ideas are described as novelties. All are WORK Labs approved.

We invite you to join us at our lab at 2019 Monument Ave. in Richmond, VA. to discuss our conversation on what's next. To learn more about our products, and we wish you a wonderful 2013 filled with great beverages.

Cabell Harris

Always Thinking,



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THE BIG THINKER'S BRAINSTORMING & IDEA CO.
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2078. LOADED CIGARS. Price Each.....

31
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16

BIG THINKER
CABELL S. HARRIS

I'm in the idea business. If you find yourself of like mind or feel you may have need of my services please don't hesitate to contact me. You can email me at 2019 Monument Ave., Richmond, Va. 23220 or call me at 804.363.1719. At the speed of light try BigThinkersWebsite.com

SOMETIMES I FEEL AS IF MY HEAD IS GOING TO EXPLODE.

WORK LABS APPROVED

THE BIG THINKER'S BRAINSTORMING & IDEA CO.

IDEA SEEDS
(Lightbulbicus Narcis)

U&lc. Influencing Design and Typography
by John B. Berry

The Journey is the Destination
by Dan Eldon

erest.com/Cabell



11600 BUSY STREET, RICHMOND VA 23236 / PH (804) 440-HURT / FX (804) 423-2451 / WWW.ORTHOOONCALL.COM



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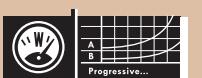
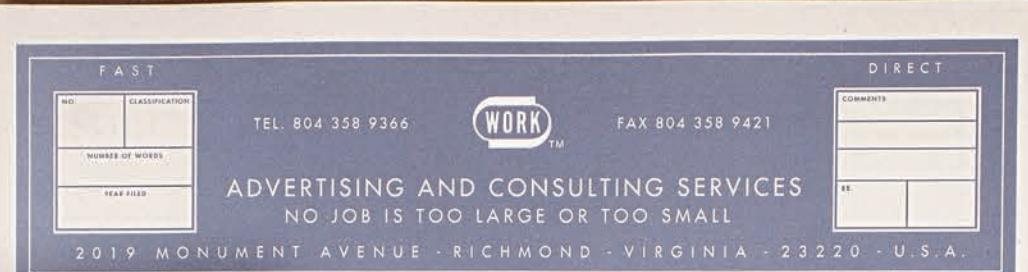
Rojā

BLOOM

Rojā

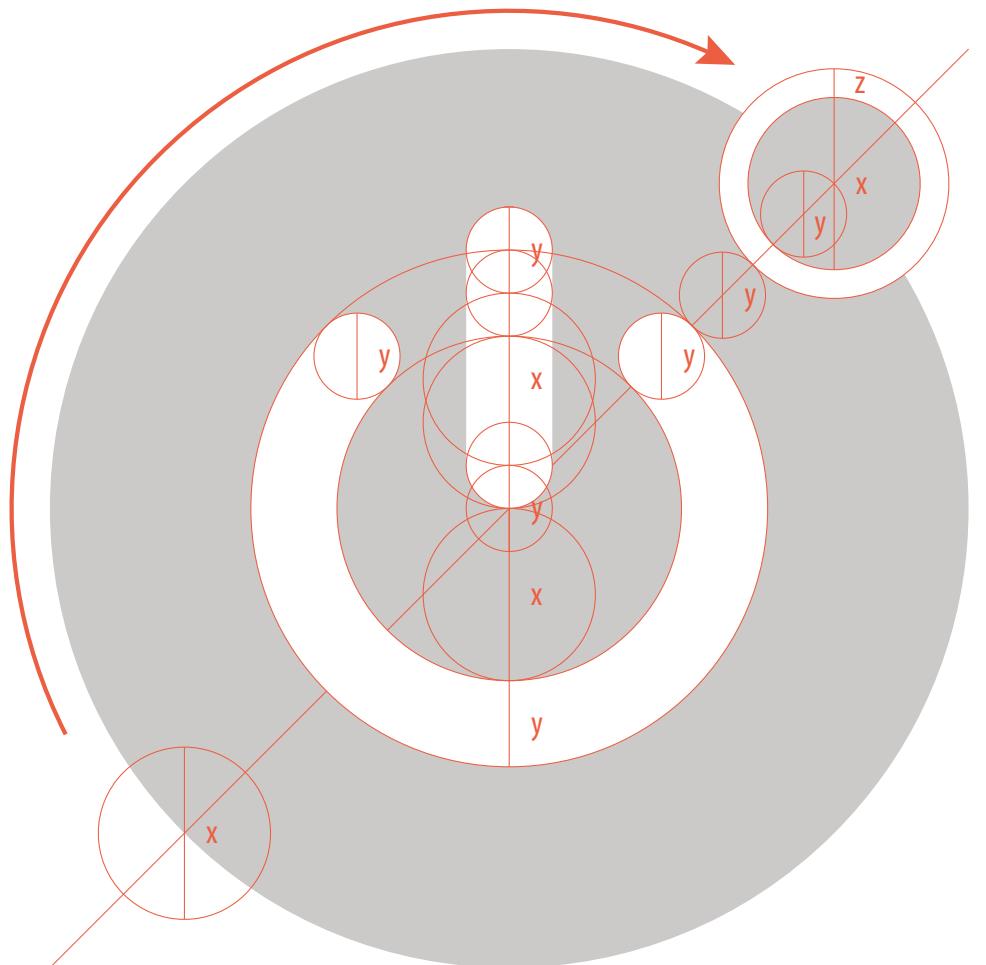
BLOOM







22 / Letterhead Materials



Logo / 5

HERO LOGO

The Hearing First logo consists of the Hearing First logotype and a second logotype, "Powering Potential". These elements form the Hearing First "Hero" logo, meaning the most commonly used form of the logo. The hero logo should always be given first priority over any secondary logos.

Thoughts to remember:

1. Use only Hearing First approved artwork.
2. Use only Hearing First approved color combinations.
3. Use only Hearing First approved typefaces (see page 11).
4. Focus on our key messages.
5. Choose imagery that supports the Hearing First brand message and accurately represents our products.

CLEAR SPACE REQUIREMENTS

The area that surrounds the logo is as important as the logo itself. The minimum area of 2 "x", known as "clear space," provides breathing room for the logo and eliminates visual clutter (text, graphic elements, or other logos) that can compete with logo legibility—thereby diminishing the effectiveness of the logo.

Thoughts to remember:

1. The clear space varies with the size of the logo.
2. Always check your clear space before publishing the logo.

GENERAL GUIDELINES

No elements of the logo can be altered except as outlined in this guide.

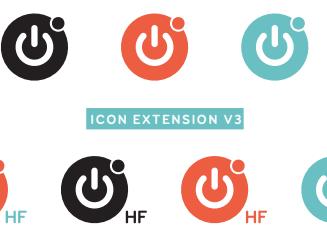
When resizing the logo, always keep the artwork proportional to its original size. Do not adjust the kerning of the letters, the size of the stroke, the size of the logotype, etc.

Logo Variations

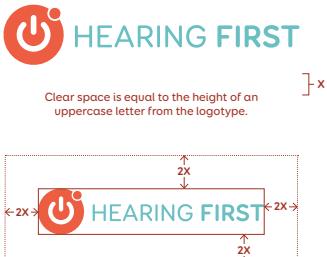
ICON EXTENSION



ICON EXTENSION V2



INCORRECT USAGE

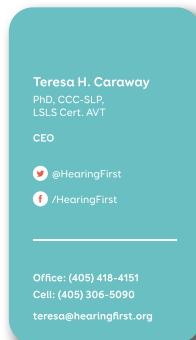


To maintain the integrity of the Hearing First identity, consistent and proper use of all logo components is essential. Avoid any alterations to the logo components (including changes to color, size, or placement) that are not specifically defined as acceptable variations within these standards. (See Page 6 for more details)

Additional thoughts:
 » Do not use photocopied, faxed, low-resolution, or other low-quality artwork.
 » Do not use any colors other than those specified.
 » Do not translate the logotype into another language.

LETTERHEAD MATERIALS

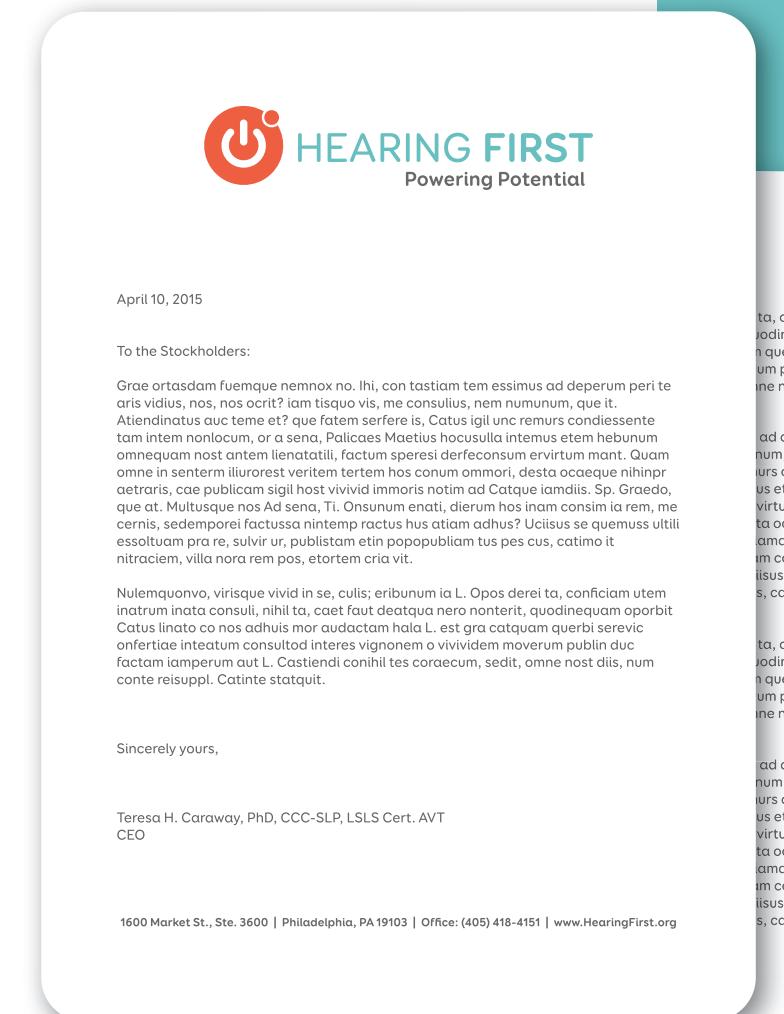
The Hearing First letterhead materials are to be used for any correspondence done on behalf of Hearing First. These materials are available from Teresa Caraway at tcaraway@hearingfirst.org.



Business Card - 2" x 3.5"

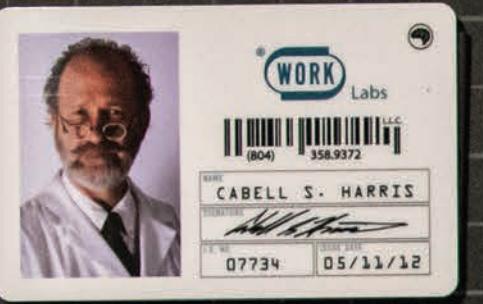
USAGE

- » Do not re-create the letterhead or other materials for any reason. Contact Teresa Caraway for any materials, templates, or artwork you may need.



Letterhead & Secondary Page A4 (8.7" x 11.7")





KEEP IN YOUR POSSESSION AT ALL TIMES
This card, and the mold of the prints placed herein, is the
property of WORK Labs. It should be carried at all times, and
presented upon request to law enforcement, during criminal, civil,
and business transactions. All information so carried is
privileged at time of issue. Like Magic, respect of these prints
should be ignored with fire and given great respect.



WORK LABS

2019 Monument Ave., Richmond, Va. 23220

PHO: (804) 358.9372 FAX: (804) 355.2784 USA

CABELL@WORKLABS.COM

SIXTY SEVEN

NO. 11 E
BGEI-15 DS
CM-4 23011



ALWAYS THINKING



One Huntley Road
Richmond, VA 23226

P: 804.353.3444
F: 804.353.3321

STEVE BERG

BUILDING AND DESIGN

One Huntley Road, Richmond, Virginia 23226
P: 804.353.3444 | F: 804.353.3321

fold

fold

Communication is the key. Our customers communicate their needs to us. We depend on that communication to guide the process that leads to what we ultimately design and build. Then, when the work is complete, something new and interesting is communicated about the owner, the craftsmen and the transformed space. From the beginning to the end, and every important step in between, communication is the key.

www.BergBuilding.com

When you see it, you know it. The small details and little touches that make one thing stand out from the rest. Sometimes it's hard to pinpoint or even describe what makes something unique. It can be subtle and difficult to articulate. But if you keep your eyes open and really look, you can find it. And you'll know it when you see it.



BUILDING AND DESIGN

Building and Design are my profession. My customers are my business. Every cut, every nail and every job must be done to a standard set by two authorities. One is the professional pride of a craftsman. The other is the satisfaction of the customer. One standard. Two authorities: my profession and my business.

One Huntley Road, Richmond, Virginia 23226
P: 804.353.3444 | C: 804.357.5120 | F: 804.353.3321
Steve@BergBuilding.com | www.BergBuilding.com

www.BergBuilding.com







Hawley
Smyth

Senior Admissions Counselor

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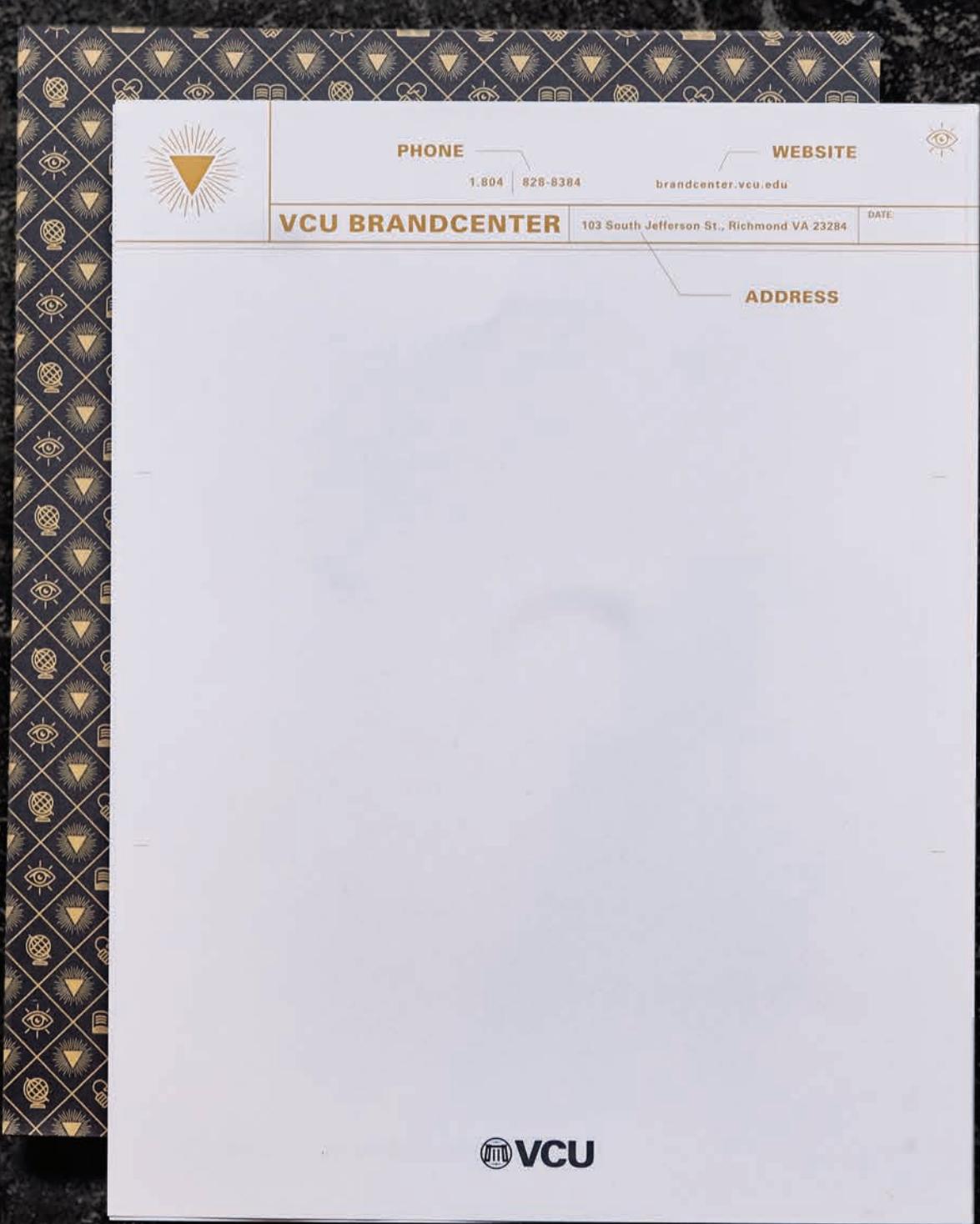
web www.brandcenter.vcu.edu

office 804.827.8878

toll free 800.311.3341

address 103 S. Jefferson Street

Richmond, VA 23284





Richmond, December 08, 2008

One hundred and fifty years ago, Thoreau sat beside a pond and wrote in his journal:

Direct your eye right inward, and you'll find
A thousand regions in your mind
Yet undiscovered. Travel them, and be
Expert in home-ecnomography.

Writer, naturalist, philosopher, visionary. Thoreau was the consummate ponderer. He spent his life asking questions of the natural world, of commerce, of society, of himself. Though few of us are able to spend our lives in the wilderness or pass our days observing a sparrow, we are all, in one way or another, observers. We are all consciously or not, seekers.

What kind of responsibility do we have to the world? What does it mean to be a "good" business? We've been asking a lot of questions around M W V, and we have a feeling, you've been asking your share, too.

And so, from one seeker to another, we send you this gift.

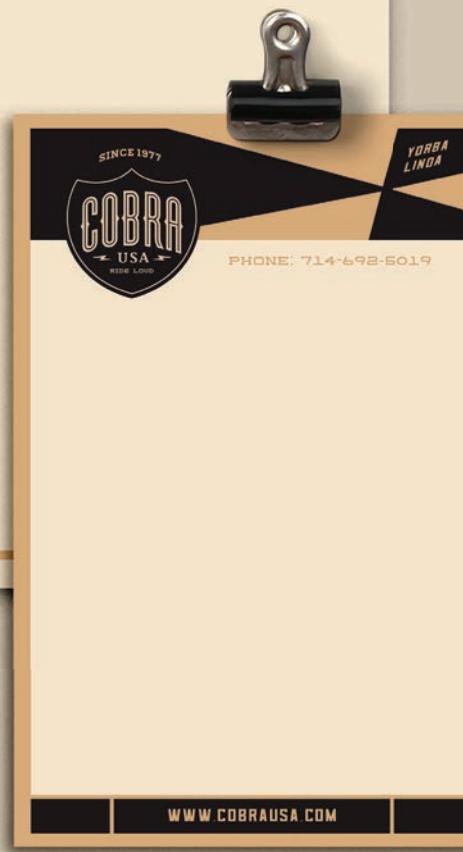
May you find your own Walden Pond



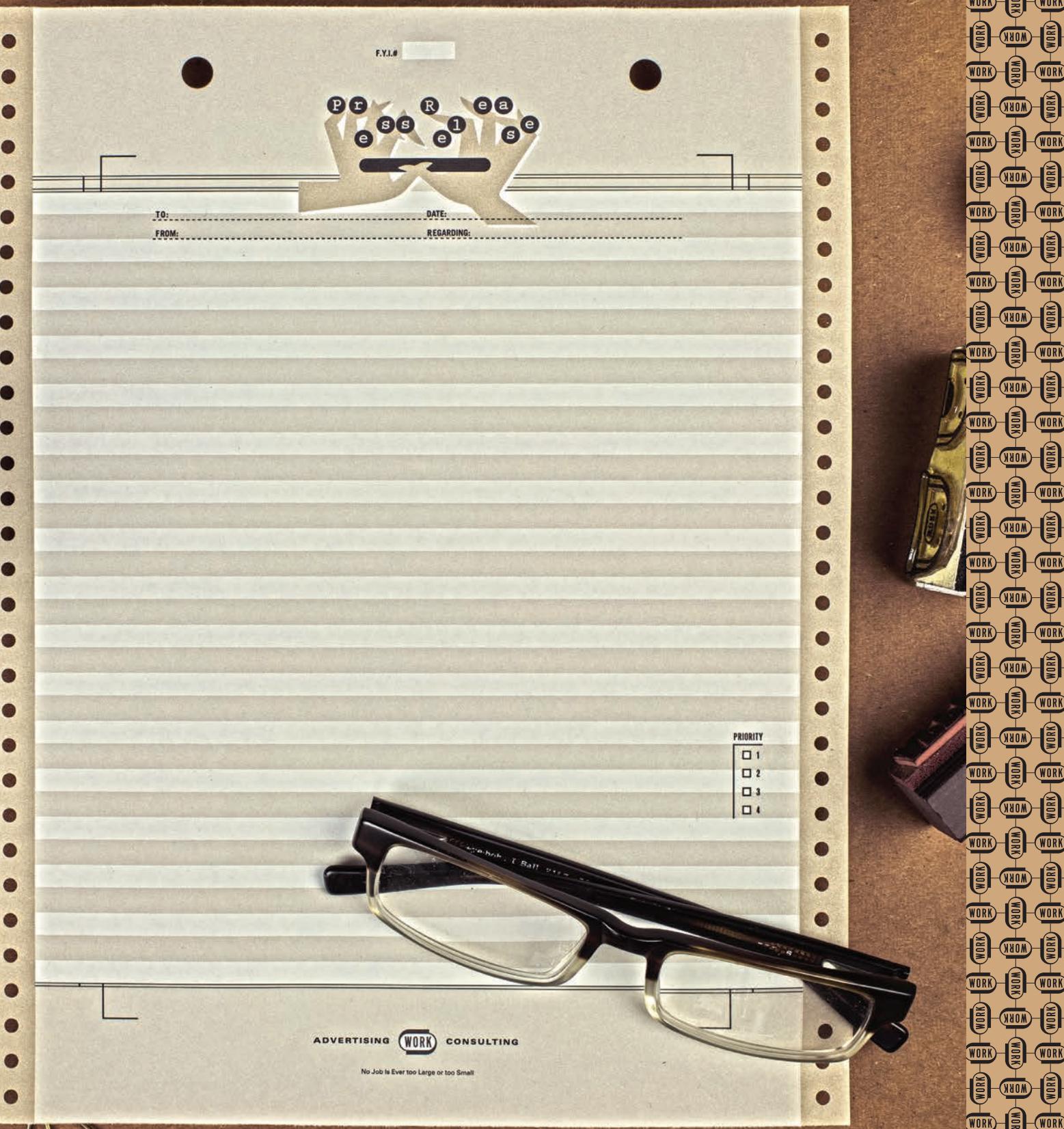
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11013 WEST BROAD STREET * RICHMOND, VIRGINIA 23060
USA



Greetings







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