





At our center is the "C."
Creative collaborators.
Curators of cool.
Cultivators of content.

Clever craftsman who contemplate the "can-do"
Catalysts of commerce and communication.

Committed to catching and compelling change for our clients...
For our Co-conspirators....
For the greater collective...

We celebrate curiosity, challenges, carefree thinking
and the occasional cocktail.

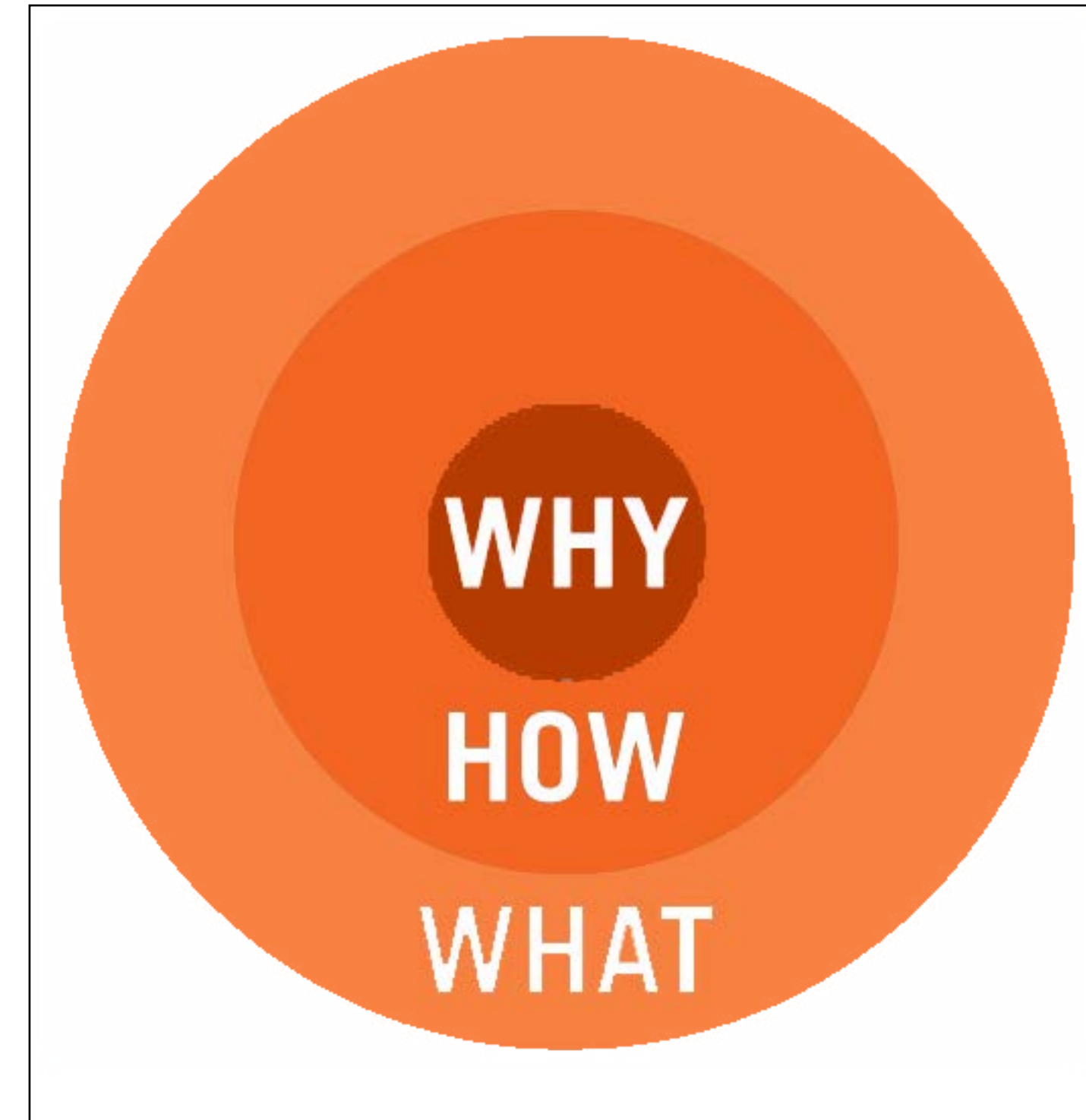
Come create with us!

**We are a company of
content creators & storytellers.**

We make you want to watch TV by promoting it or producing it.

We apply our craft to tell the best possible story regardless of medium or run-time.
This defines our passion: Move people to action.

- Our work is primarily for Networks in the broadcast space but have produced content for digital online space as well.
- We would define ourselves as a Creative Promotion and Design Agency.
- Our company is divided into 2 clear buckets: We create and produce content in the form of shows and series and we create and produce marketing to sell and drive viewership for other network content.
- We work with all major networks.
- We have been in business for 8 + years.
- Our company construct is based on a network model in that we are writers first and creative producers.
- Words are where we start but we are a complete soup to nuts agency.



WHY?

Creativity and well crafted stories can have a lasting impact on the world around us. Our calling is the discovery and execution of stories that will persuade, entertain and motivate people.

HOW?

Copywriting, Creative Concepts, Live-action, Editorial, Graphics, Visual Effects, Audio,

WHAT?

Television Shows, Branded Content, Web Content Video, Web-Explainer Spots, Clip Driven Promos, Sizzle/Sales Tapes, Episodic Promos, Launch Promos, Stunts, Integrated Spots, Branding Identity, Broadcast Commercials

2C Media is in the midst of an identity makeover.

This will encompass all forms of our company identity: Website, stationary, PR Blasts, documents, interior studio design, and marketing materials.

**Our new identity should reflect the considerable evolution
our company is undertaking.**

**“IMAGINATION IS THE BEGINNING OF CREATION.
YOU IMAGINE WHAT YOU DESIRE; YOU WILL WHAT YOU IMAGINE; AND AT
LAST YOU WILL CREATE WHAT YOU WILL.”**

-George Bernard Shaw

The Next Level

['thə 'nekst 'le-vəl] noun;

1. Projects that matter both personally and in the market.
2. A process that is consistent, repeatable, and respected.
3. Focus on the craft not quantity.
4. An organization that understands: mentoring, cultivating the creative, and assimilating like-minded people.
5. An environment that fosters the creative experience.
6. A team that has each other's backs and is working collectively towards a common goal.
7. Feeling like you are a part of something that defines culture, not chasing it.

“

[1] A top-tier agency for promotion, design, and content. This entails storytelling, marketing, strategic thinking, and client service abilities. We have to emerge to be top shelf. Our presentation externally and internally need to be re-invented, and yes this goes beyond just a fresh coat of paint.

[2] A place where people, particularly artists, are proud to work for. They know by coming to 2C they will be a part of a good, tight knit, passionate team, and be exposed to opportunities to do incredible work and be the best they can be

”

-Chris Sloan

Our Logo

Our logo needs to reflect a more current look and more clearly define who we are today.

When people see our logo they should see a contemporary design as well as an established and respected brand.

This is not about chasing a trend or being flavor of the month.

Redesign

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

Image and perception help drive value and perception. Without an image there is no perception and without perception that will be of no value.

A logo redesign is not about changing the symbol, it should become a symbol of change.

Evolution

We are dropping the **media** from the logo in favor of the **creative**

We want to shift our look to straddle the line between refined and
handcrafted

Should look like a **Creative and Design Boutique** agency

Should **communicate** **creativity** **and** **confidence**

Should have a mark that can stand alone
and well design 2C creative typography

Words of the C-Losophy

Create Collaborate Content Care Craft Consider

Calculate Crunch Compile Compel Commemorate

Center Catch Commitment Craft Cool Crisp Clean

Cut Color Customize Culminate Communicate

Cue Crossfade Community Center-cut Chyron

Check Countdown Credits Chris Carla

Chainsaw Cronan Claudia Cesar Coordinate

Celebrate Compassion Contemplate Can-do

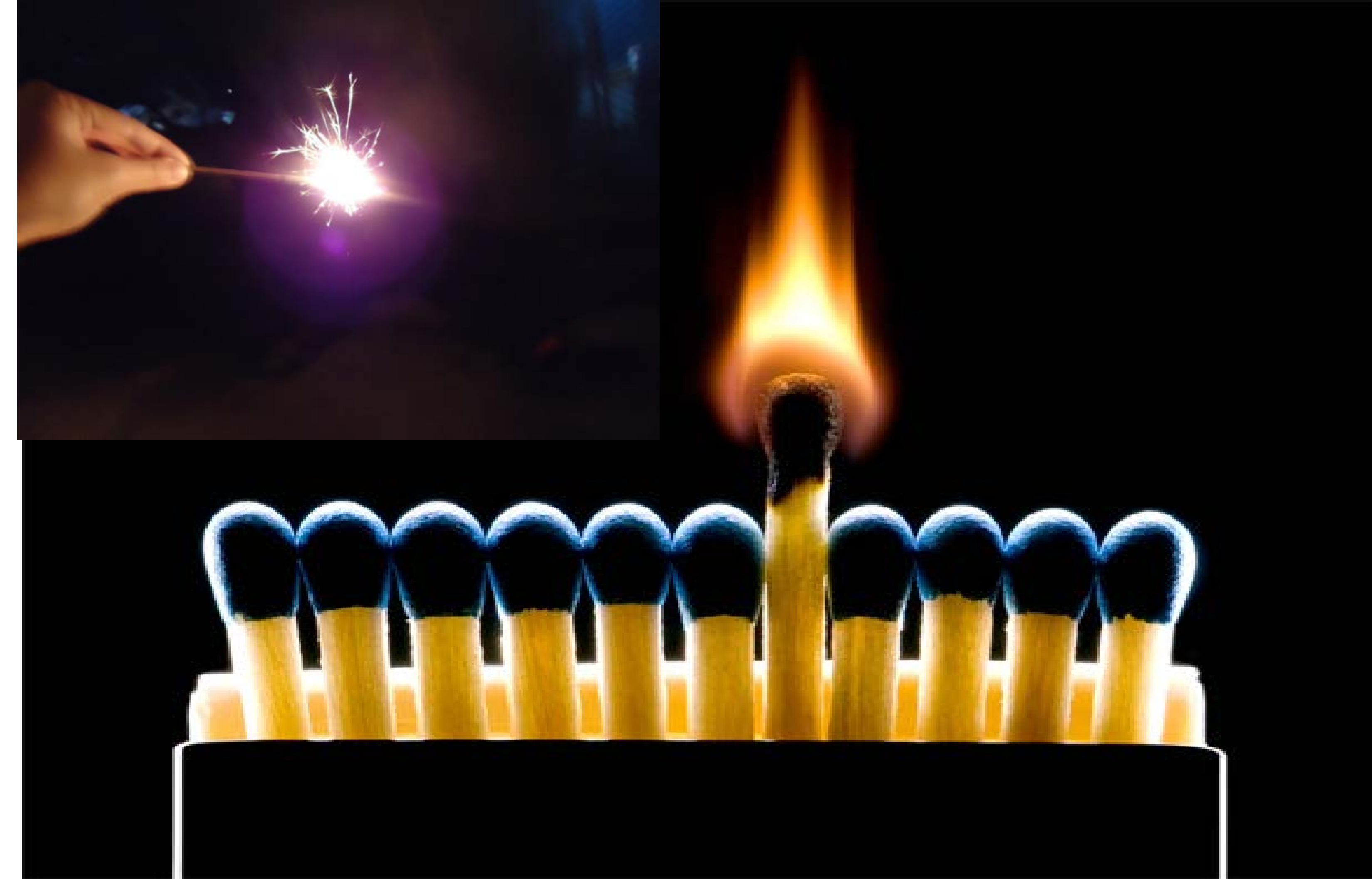
Catch Clear Cool Casual Contemporary

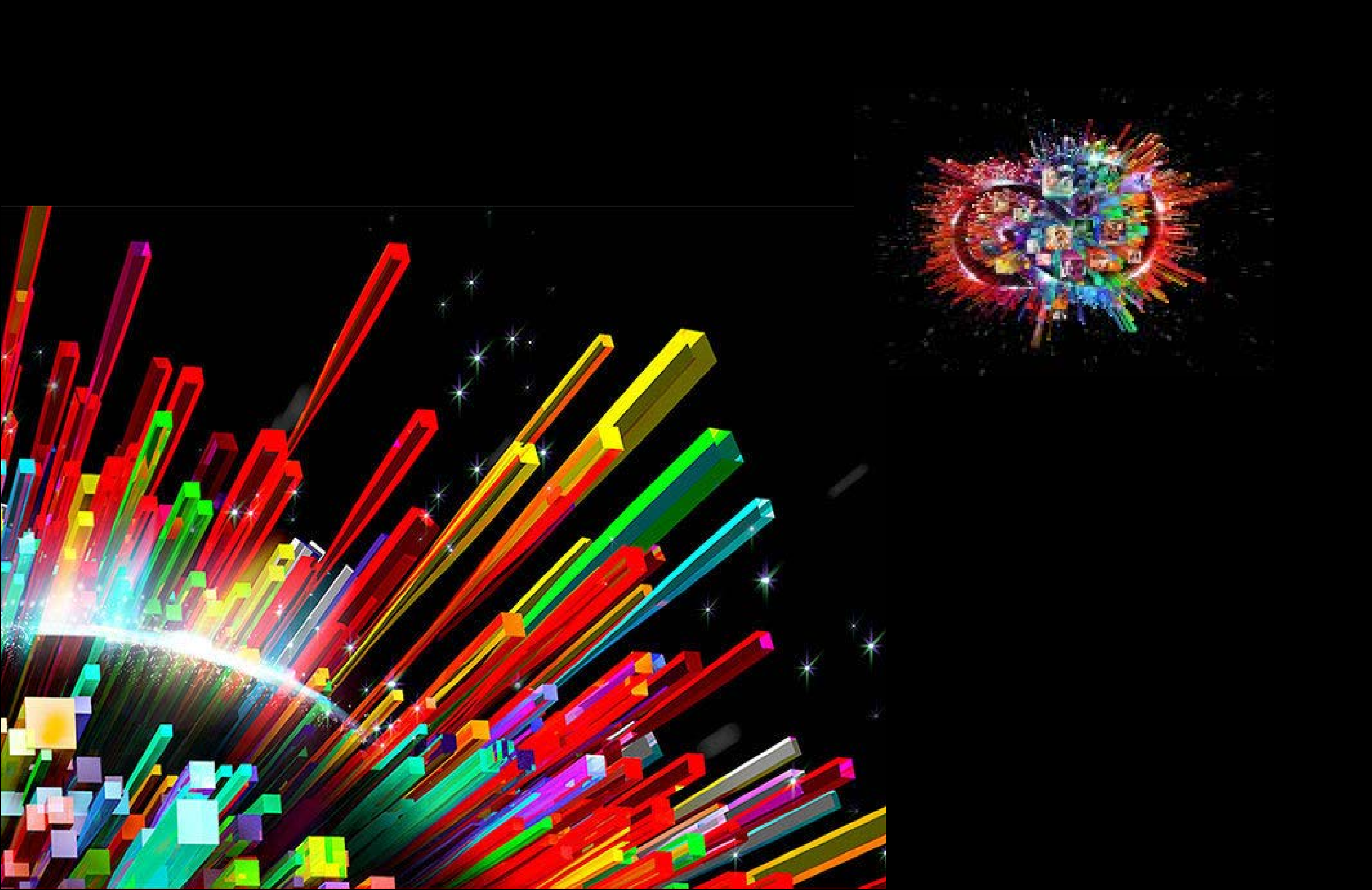
Crazy Controlled Cram Clip Click Clap

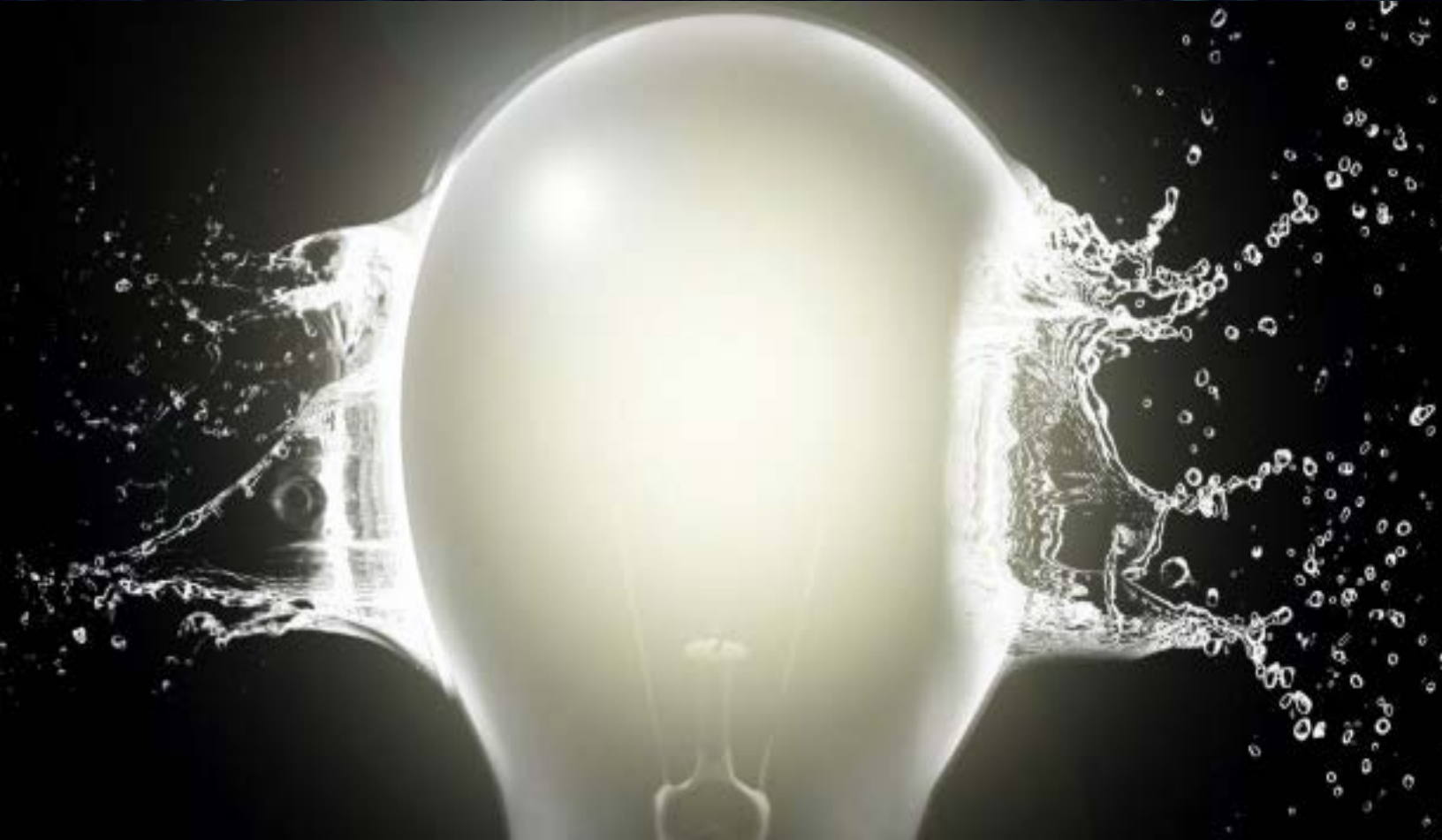
Clear Clasp Construct Cheat Couple Collide

Clash Crescendo Clever Crucial Conduct Commerce

What does a moment of
Eureka or Creativity
look like?







Selects



Simple
Clipped Letter
Sophistication
Strong Lines
Bold
Confident
Credible
Classic



Circle
Thought Bubble
Curves
Elegant
Feels
Inviting
Thoughtful

Copywriting



Letters
Modern
Curves
Elegant
Feels
Inviting
Playful

Nice Read



Origami
Creative
Ribbon-Like
Folded Lines
Craft
Precision
Feels
Inviting
Not too Formal
Classic
Handcrafted



Scripty
Handmade
Quality
Shape
Confident
Coolness
Feels
Inviting
Soft
Multiple Weights



Line
Forces Read
Device
Animation
Bugs
Thin Weight
Refined
Feels
Tech
Multiple Weights

The Base



We are 2C Media

Selected



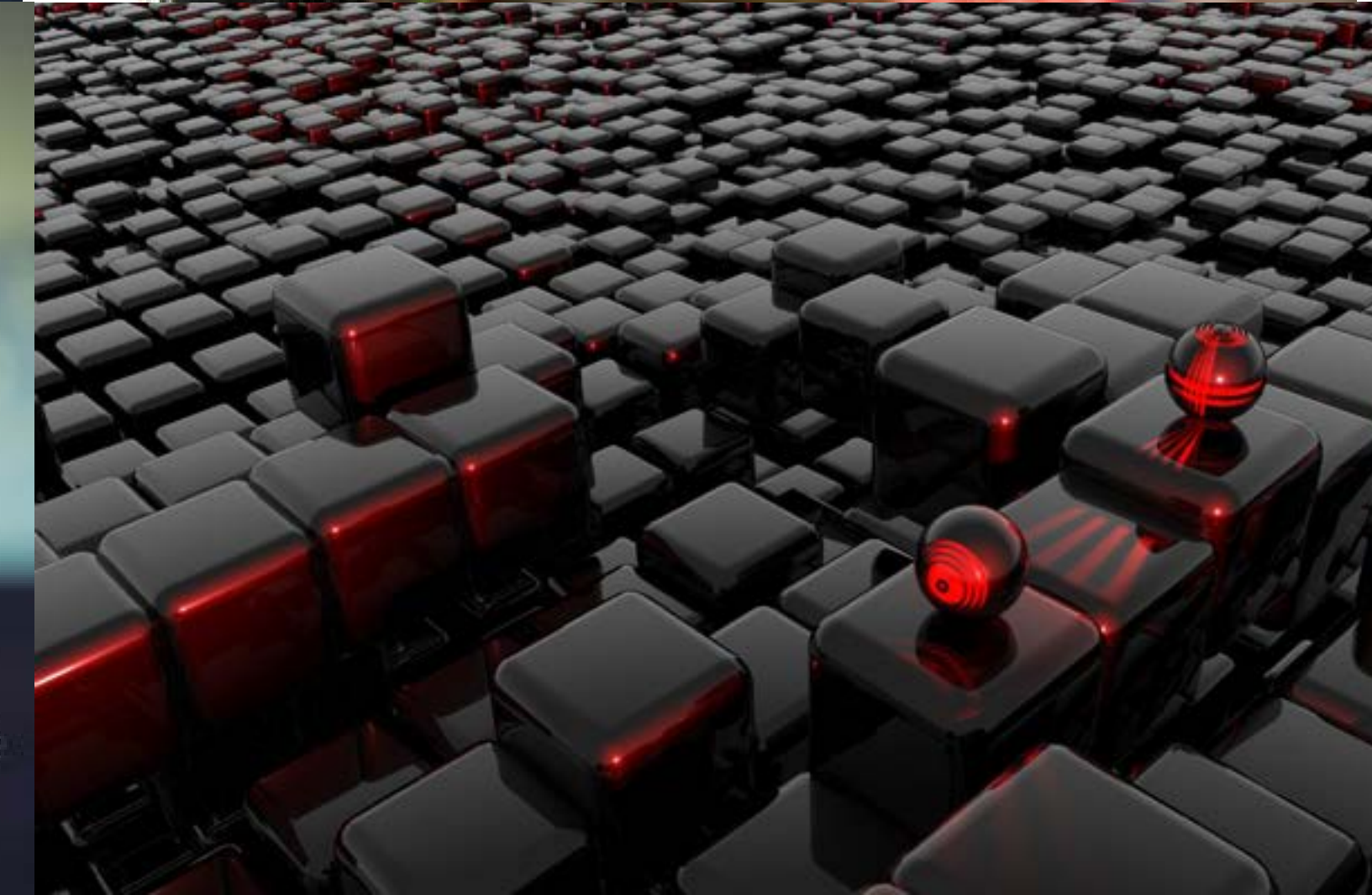
The Hero
Most Common Usage
Describes Us

Groovy Cool Confident Handcrafted Proud Elegant Hip

Palette Inspiration



Creativity is the key of life





Our Color Palette was derived from this:

This image was an attempt to metaphorically capture the idea of dreaming and chasing ideas somewhat through a child's eyes.

The Centralized Orange

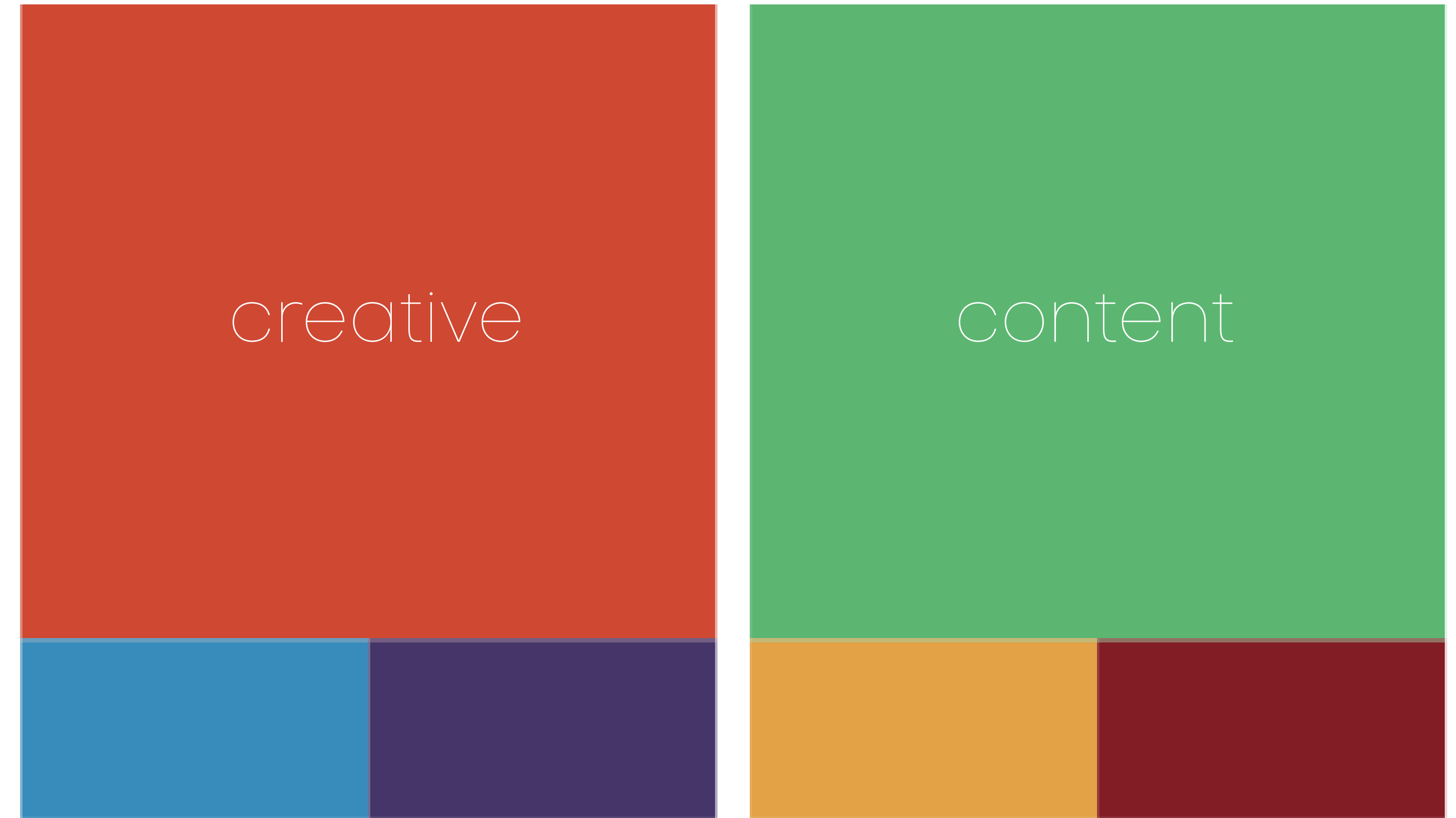
- [1] Orange was Calder's favorite color
- [2] Orange is the color of social communication and optimism.
- [3] Orange symbolizes energy, vitality, cheer, excitement, adventure, warmth, and good health.



Hero Palette



These expressions allow our logo to take on different moods depending on the subject and use.



code pro bold lc

Headlines

Should Always Be Lowercase

A a B b C c 1 2 3

CODE PRO LIGHT LC / Design Elements

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Use in decoration or in place of italics

Upper and lower case

CODE PRO LC / Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Use in body copy

Upper and lower case

Eclat / Decorative Logo Compliment

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

use for LIMITED decoration

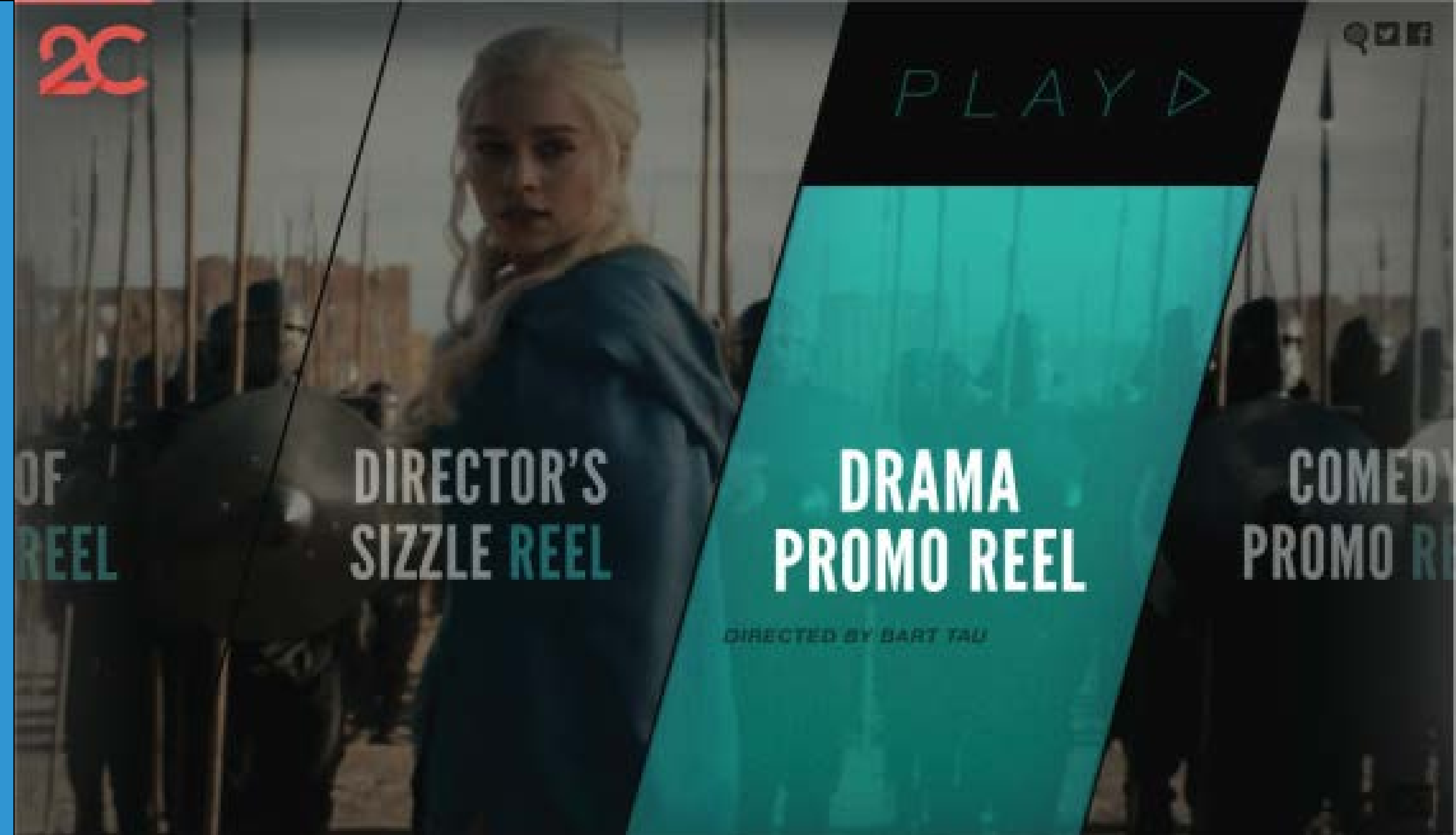
lower case preferred

keep characters connected

vertical for document edge

large as a shape

Website Development



2C.TV The Landing Page

feature marquee



home navigation hover

Our Work

best of promos, best of design, live action, branded intergration, 2C sizzle

drop down menu:



Promos

spots where greater than 50% is clip or stock

NBC: TODAY SHOW Life in Color

NBCUniversal: Steve Harvey Episodics, Law and Order SVU

USA Network: Burn Notice Season Launch, Psych

Telepictures: Bethenny

National Geographic: Sons of Guns

AMC: Small Town Security

Nat Geo WILD: Jobs that Bite

Discovery: Fast 'n Loud Clip Spots, MoonShiners, Deadliest Catch

Nickolodeon: TODAY SHOW Life in Color

20th Television: American Dad, Modern Family, Bones, Burn Notice

PBS: American Pharoah

Sony: Community

Disney XD: Mighty Med Monday Marathon

Syfy: Dominion, Ghost Hunters, Sanctuary

Chiller: Chiller Movies, Dead Souls Teaser #1 & #2

TNT: Legends

FX: Dungeons & Dragons, The Rocker, Meet Dave, A Few Good Men, Are We Done Yet, Garfield

FOX: Brooklyn 99

Design

HBO: Hard Knocks Dolphins Helmet, Hard Knocks Dolphins Talking Dolphins, East Bound and Down-Pheonix, Sports Sesh, Hard Knocks the Bengals
NBC: Olympics
Weather Channel: Space Weather, Hacking the Planet, Hurricane Week BOTH
Travel: We are Summer

Live Action

spots where greater than 50% is custom shot material

Destination America: BBQ Pitmasters
Animal Planet: River Monsters
Dish Network: *True Lies FLIRT*
truTV: South Beach Tow *Tow YoI*
CMT: Party Down South Season 2 Launch
Discovery Latin America: Born to Be Discovery (FnL, River Monsters, Dynamo)
NBC: Steve Harvey 2013 Season 3 Launch
Nat Geo WILD: Florida Untamed
Chiller: Killer Legends
HBO: Eastbound and Down

Branded Intergration

spots the feature 2 differents brands blended into 1

truTV: Shaq Hennessey, Sailor Jerry/FTS
Animal Planet: Macys
TLC: Macys
ABC: Bachelor MMM

Presentations

sizzle reels, sales presentations, upfronts

FOX: Backstorm Upfront
Syfy: Warehouse 13, Being Human, Alphas, Ghost Hunters iTunes, NBCUniversal Cable and New Media, Parks and Recreation Syndication Reel
Telemundo: Hat-Sales Presentation, Idea Lab, 212 Degrees, Sales Presentation, Social TV Upfront Presentation
MIA: State of Port 2014 - State of Port right now, Access Hollywood Integration Reel
USA: Movie Capabilities
Scripps: Digital
NBC: All Product Reel 2012 - Sales Presentation, 30 Rock Syndication Reel



Video Playing

full screen



Video Information

Who We Work For





mobile
design



Page for about us (pics of you guys)



2CMedia.com



web banners



2CMedia.com

We Create

- promo campaigns • live-action shoots
- graphics and brand identity • visual effects
- branded integration and branded content
- presentations • original series • web content

promotion

Watch and Win Giveaway

"Find Your 2C"

[1] Watch the 2C demo daily @ registration or 2C's kiosk,
and find the 2 "Cee-cret" words.

[2] Email those words, and your contact info to:
findyour2c@2cmedia.com

[3] For a chance to win 1 of 9 smartphone cameras!



Phone not included



2C.TV

New words daily | 3 winners selected every day!



Nominated

For 9 2014 **PROMAXBDA** Awards

COME C OUR NEW LOOK **2C.TV**



WEBSITE: 2C.TV ADDRESS: 12550 Biscayne Blvd Suite 700 North Miami, FL 33181 PHONE: 305.672.8229
2CMediaTV 2CMedia

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Curators of cool.
Cultivators of content.

Clever craftsmen who contemplate the "can-do."
Catalysts of commerce and communication.

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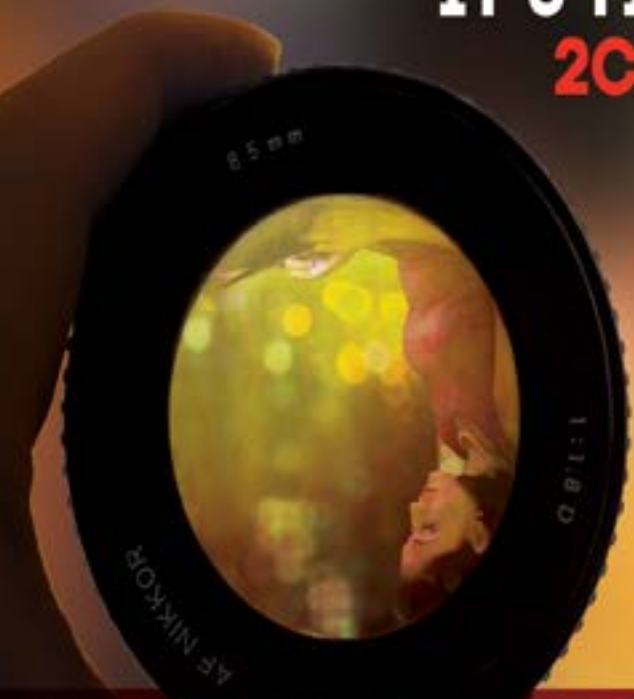
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COME CREATE WITH US!

Congrats

2014 **WINNERS**

IT'S TIME 2C!
2C.TV



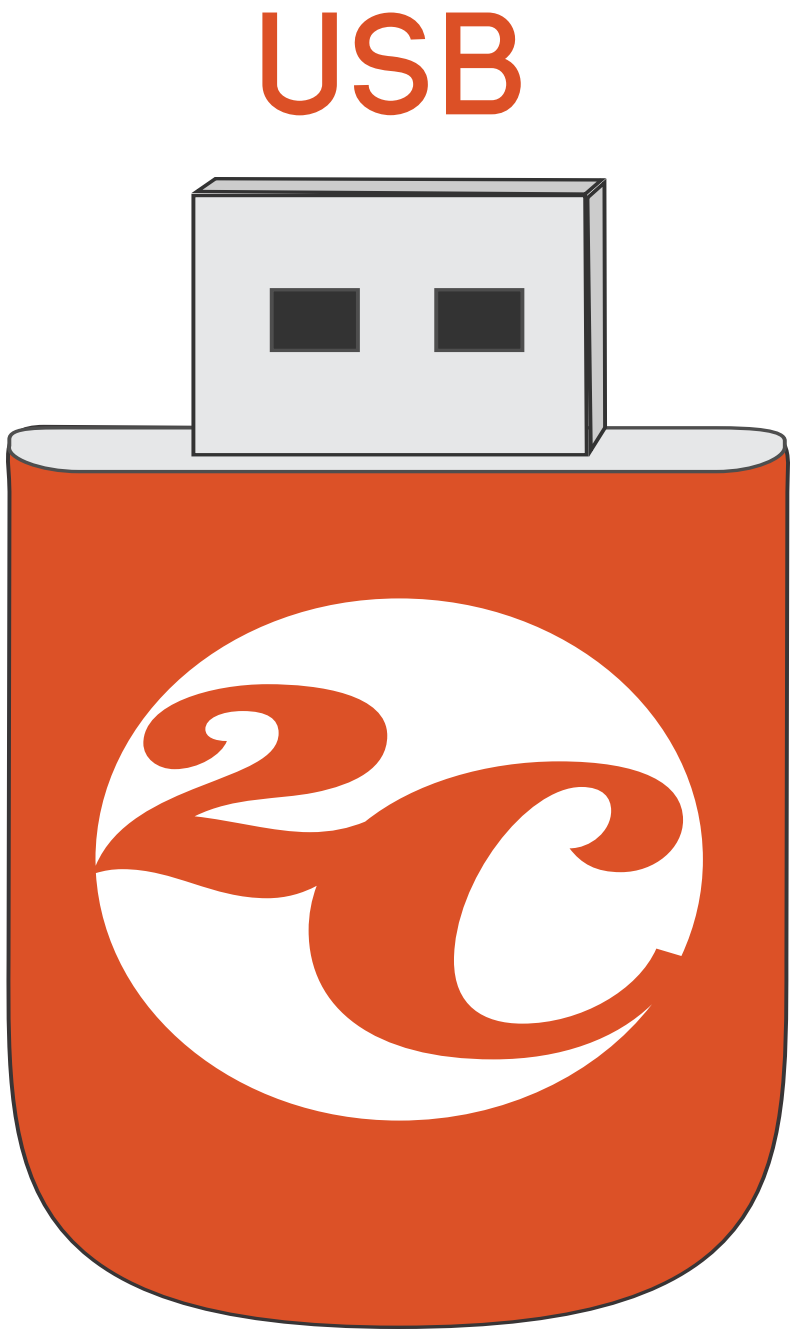
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Premiums



YO-YO



