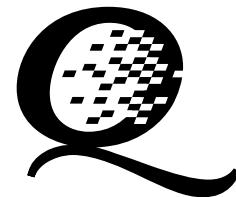


# BRANDING

## Sample Logo Gallery



BARNARD



CBS MUSIC



# BRANDING

Biotechnology Council  
of New Jersey, Inc.

*Previous Brand Identity:*



*New Brand Identity:*



*Early design explorations:*



*Metamorphosis of DNA helix into the shape of New Jersey:*



# BRANDING

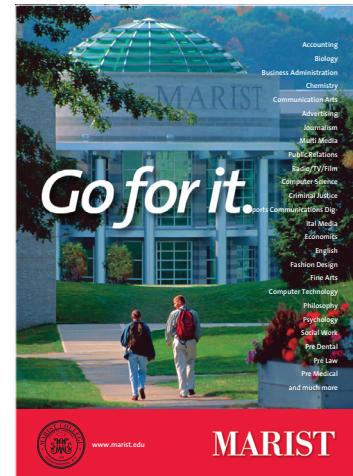
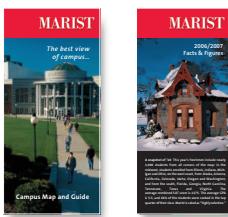
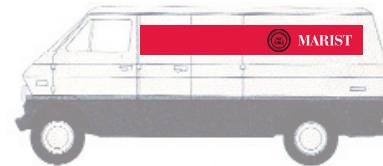
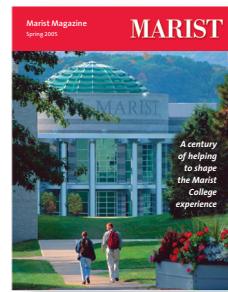
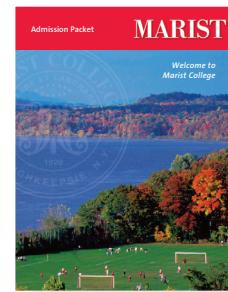
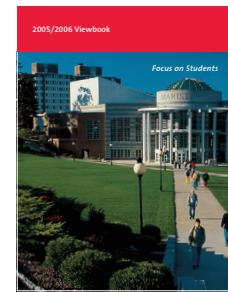
Marist College

Proposed Nameplate  
Font: Bauer Bodoni Bold BT

# MARIST

Unique Characteristics:  
Serifs joined on first 3 letters

Other letters are set tight but  
not touching. Descenders on  
“S” and “T” are same depth.



# BRANDING

## Sample Logo Gallery



# BRANDING

## Aphton BioPharma

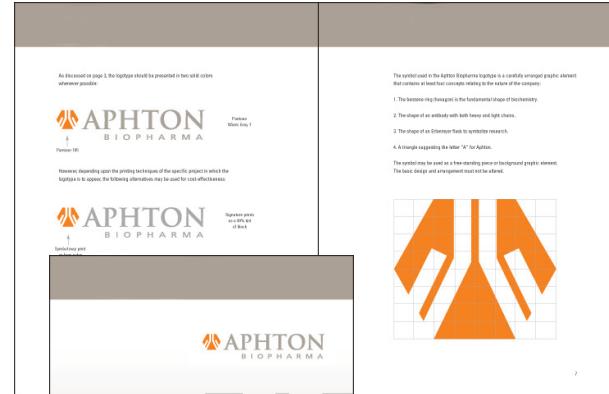
*Previous logo:*



*Early design exploration:*



*Finalized design:*



*Branding  
Guidelines  
Manual*



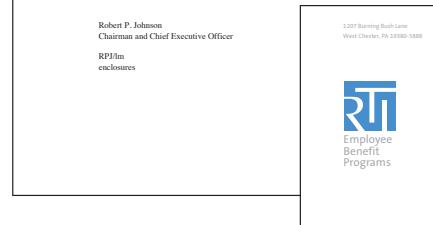
# BRANDING

## RTI Consulting

*Early design exploration:*



*Finalized design:*



1207 Burning Bush Lane  
West Chester, PA 19380-5888  
Phone: 610-962-6977  
Fax: 610-962-6903  
Cell: 215-620-9072  
ross.taylor@rbtpa.com  
rti.ross@ad.com

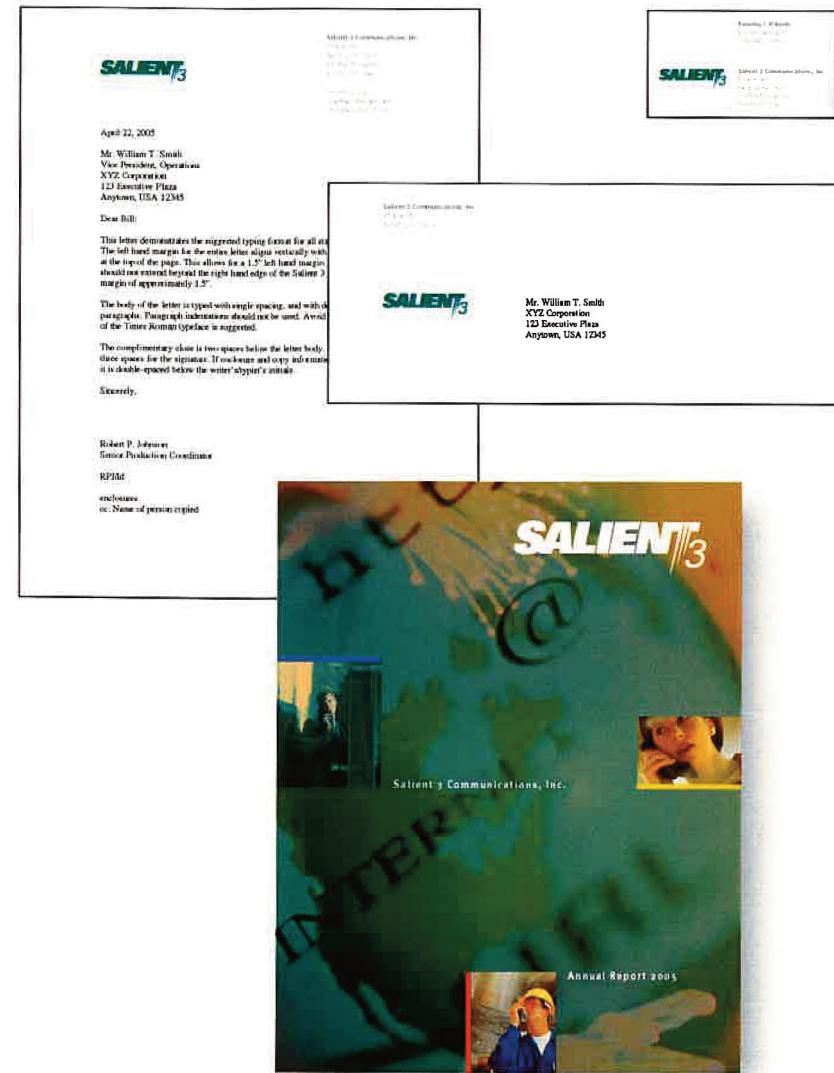
# BRANDING

## Salient 3 Corporation

*Early design explorations:*



*Finalized design:*



# BRANDING

## University of Medicine and Dentistry of New Jersey

### Previous brand identities:



### Finalized design:



# BRANDING

## Mack-Cali Realty Corp.

*Early design explorations:*



*Finalized design:*



**Mack-Cali Realty Corporation**  
11 Commerce Drive  
Crawford, NJ 07016

Tel: (908) 372-8000  
Fax: (908) 372-4765

**Mr. William T. Smith**  
Vice President, Operations  
XYZ Corporation  
123 Executive Plaza  
Anytown, USA 12345

**Virginia M. Sebold**  
(Director of Marketing)

11 Commerce Drive  
Crawford, NJ 07016

Tel: (908) 372-8000  
Fax: (908) 372-4755  
Email: [vsebold@calirealty.com](mailto:vsebold@calirealty.com)  
Web: <http://www.calirealty.com>

Dear Bill:

This letter demonstrates the suggested typing format for all standard star letterheads. The left hand margin for the entire letter aligns vertically with the company address at the top of the page. This allows for a 1.5" left hand margin. The date is typed to align horizontally with the top of the Mack-Cali logo. Text of the letter should extend just beyond the right hand edge of the Mack-Cali logo, spanning a width of approximately 3.5".

The body of the letter is typed with single spacing, and with double spaces between paragraphs. Paragraph indentations should not be used. Avoid hyphenation. The use of the Times Roman typeface is suggested.

The complimentary close is two spaces below the letter body. Leave at least three spaces for the signature. If enclosures and copy information is required, it is double-spaced below the writer's typist's initial.

Sincerely,

Robert P. Johnson  
Senior Production Coordinator  
RPljm

enclosure  
cc: Name of person copied

**FOR LEASE**

**MACK-CALI**  
REALTY CORPORATION

**908-272-8000**

**MACK-CALI**  
REALTY CORPORATION

**hard hat**

# BRANDING

KCS Energy, Inc.

*Previous brand identity:*



*Early design explorations:*



*Finalized design:*

