



## Label Express Re-brand

**Date:**  
Summer 1998

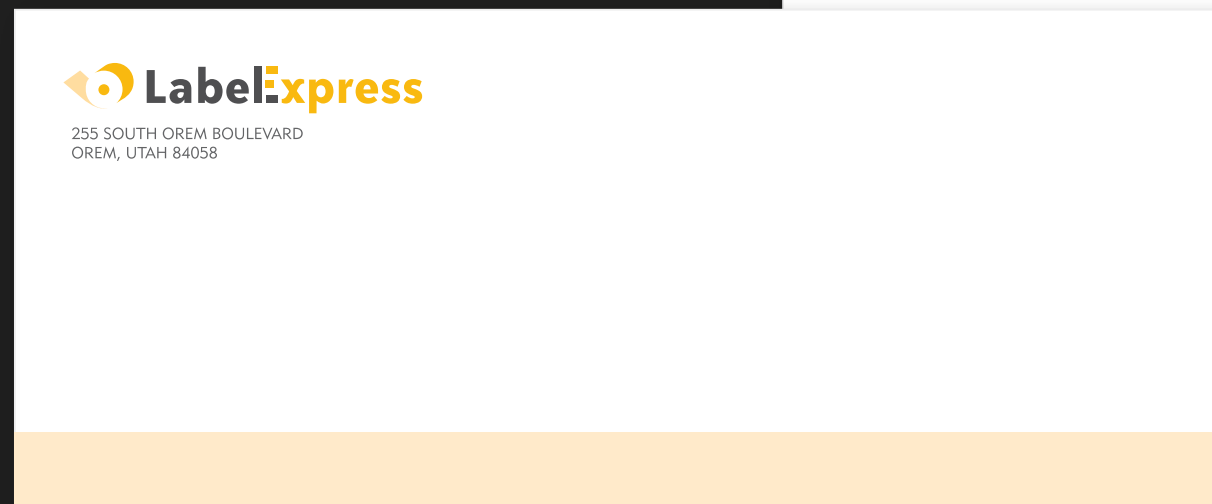
**Medium:**  
Aldus Freehand

**Type:**  
Individual Design Project

**Project:**  
Redesign the Label Express logo.

Early in my career I was one of the partners at Label Express. I had the opportunity to create the first logo for Label Express, so it was humorous to be hired as an external company years later to redesign the brand. They no longer had a quick turnaround time for printing. This meant that they were no faster than their competitors, so consequently they wanted me to deemphasis the “express” part of the name.

**Formats:**  
1. Business card  
2. Letter Head  
3. Envelope



801.224.8912 801.224.8910  
255 SOUTH OREM BOULEVARD • OREM, UTAH 84058