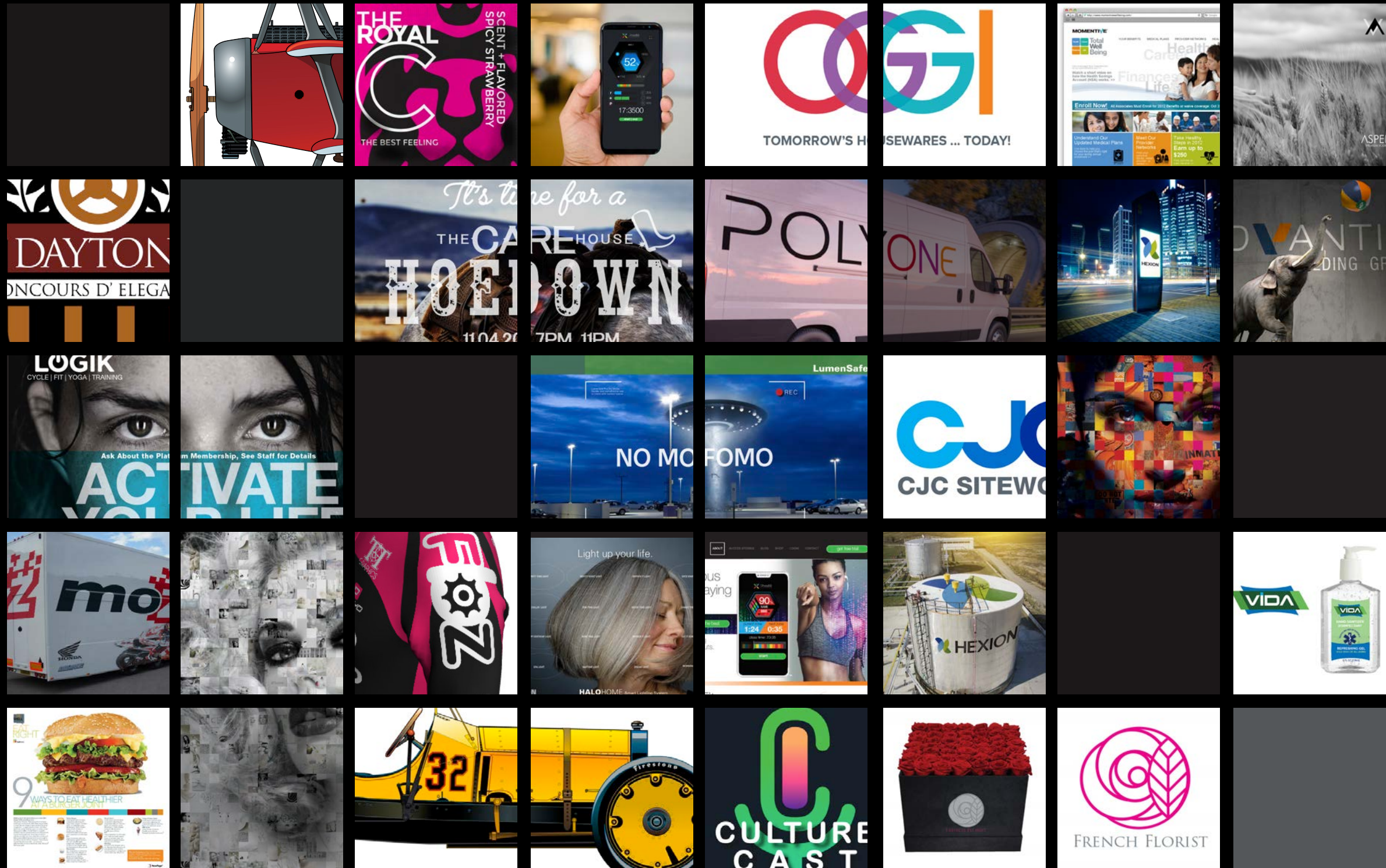


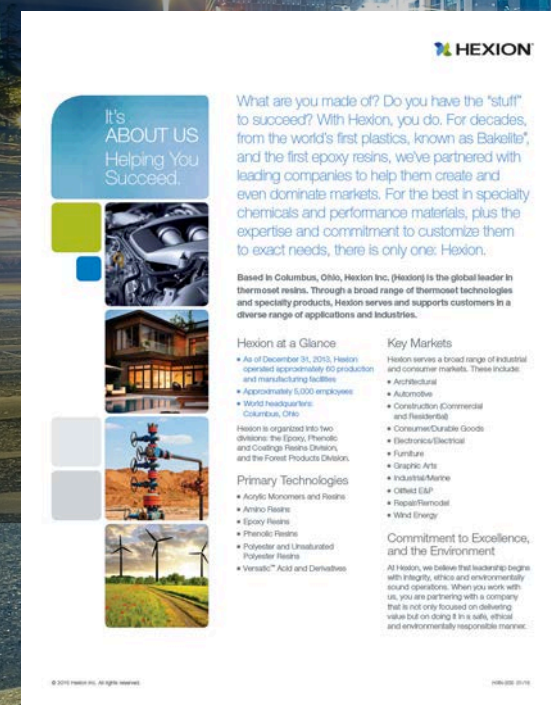
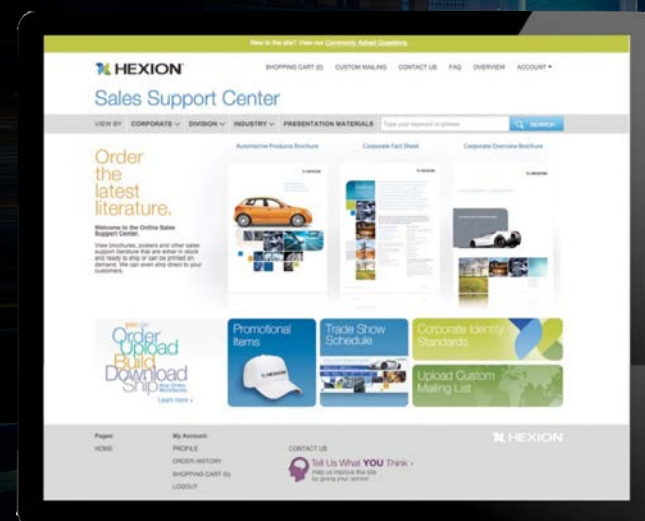
JEFFREY A. STAPLETON, LLC

FINE ART | GRAPHIC DESIGN | BRAND DEVELOPMENT



Rebranding for market expansion

After the acquisition of several smaller chemical divisions, it was time to reintroduce Hexion to its 600 global locations and unify their presence to the market. Hexion became the world leader in formaldehyde production and still is to this day.

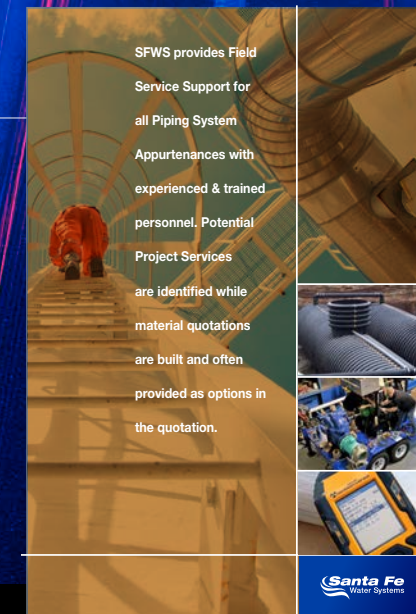
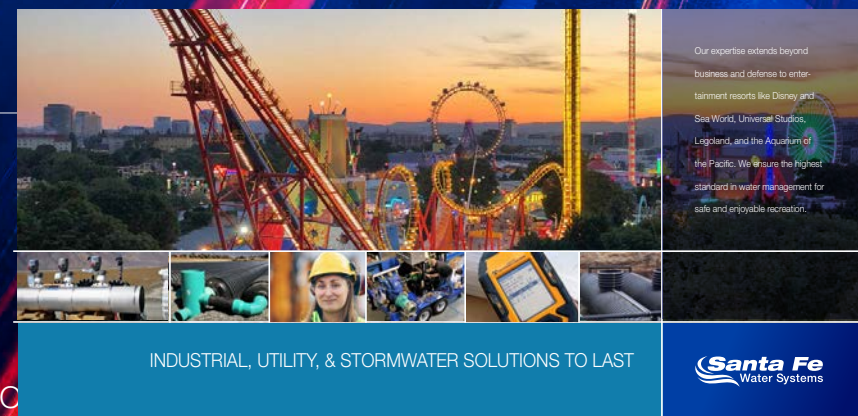
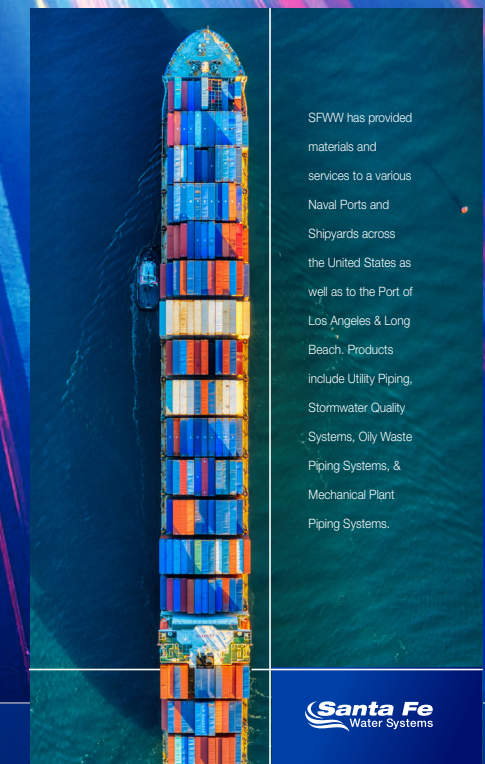


We're ready to focus on success.

Welcome to the Santa Fe Water System

This Toolkit explains how to present our brand in a differentiated and stylish way.

By using the Toolkit to do this, we'll achieve greater consistency and reinforce the strength of the Santa Fe Water System brand.



Santa Fe Water Systems Toolkit | C

Santa Fe
Water Systems

The logo for Alliance, featuring a stylized orange and white graphic element followed by the word "Alliance" in a white, sans-serif font.

Bringing homeowners to a better place



**making
()
happen**

How? With people like Andi, who will be there to help you return your home to a better place and in the end, do your happy dance.

Andi serves as an Alliance Concierge, one of many who will serve as your personal advocate and assist with a select group of FIVE STAR contractors, making sure your carrier and contractor will have all the necessary information to get you back to your perfect home. It's what makes us different and it's what makes us better. You won't need to do the hard work, we will. We're always here to help.

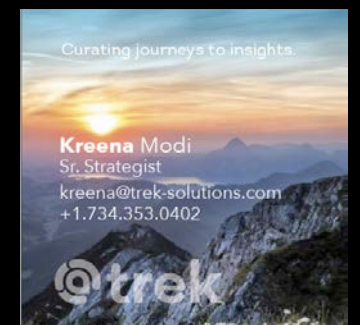
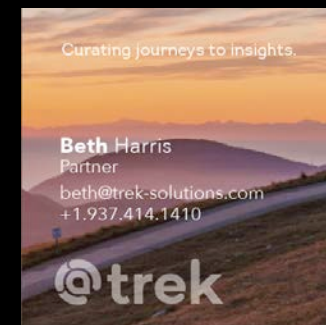
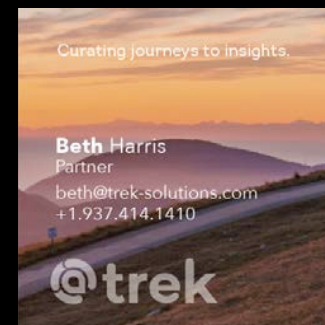
Alliance brings homeowners to a better place.

Alliance
alliancefivestar.com





Curating journeys to insights.



1



DR. JACK'S AQUATICS | EXOTICS
IDENTITY EXPLORATIONS

CONCEPT 1





2021 Meyer Shank Racing Dallara IR12/Honda

HELIO CASTRONEVES INDIANAPOLIS

HELIO CASTRONEVES "H4" SIGNATURE MARKS



HELIO CASTRONEVES H4 SIGNATURE MARK

The H4 Signature Mark is composed of seven geometric shapes and two colors, black and PMS 185 red. The number 4 is highly stylized into a silhouette of a person performing a backflip. The word "HELIO" is a sans-serif, all-caps font. The word "HELIUM" is a sans-serif, all-caps font. The word "HELIUM" is a sans-serif, all-caps font. The word "HELIUM" is a sans-serif, all-caps font.

These Signature Marks may only be used in these configurations of size, style, size and color. The H4 Signature Mark may not be altered or modified in any way.



The H4 Signature Marks have been designed to accommodate various print reproduction limitations. In all cases, the logo shall use the established H4 Signature Mark Color Palette. The wordmark color choice has been designated as "black" whenever possible. The "black" color scheme should be used on a bright white background.



An isolation area around the H4 Signature Mark has been established to ensure ease of legibility for all applications. No other elements including typography, other logos, graphics or photos may intrude upon the isolation area.

CONFIDENTIAL: HELIO CASTRONEVES H4 SIGNATURE MARK GUIDELINES



CONFIDENTIAL: HELIO CASTRONEVES H4 SIGNATURE MARK GUIDELINES

LumenSafe

REC

Never Miss A Trick

LumenSafe™ is the simple, flexible, and cost-effective way to create safer outdoor spaces.

EATON
Powering Business Worldwide

See What You've Been Missing

Eaton's LumenSafe™ integrated lighting fixture combines efficient LED lighting and state-of-the-art security cameras into one simple installation, so you always know what's going on.
Learn how to achieve remarkable lighting and security at [Eaton.com/LumenSafe](https://www.eaton.com/LumenSafe).



Up, Down, Inside & Out

Light It & Love It
With everything you need to light every type of space, Eaton Lighting can help you optimize efficiency, safety, and productivity across your operations. Better yet, we'll make sure your facilities always look great—inside and out. Flip the switch with eaton.com



Early Work Lighting

First Impression Lighting

Big Meeting Lighting

Best Work Lighting

Safe and Sound Lighting

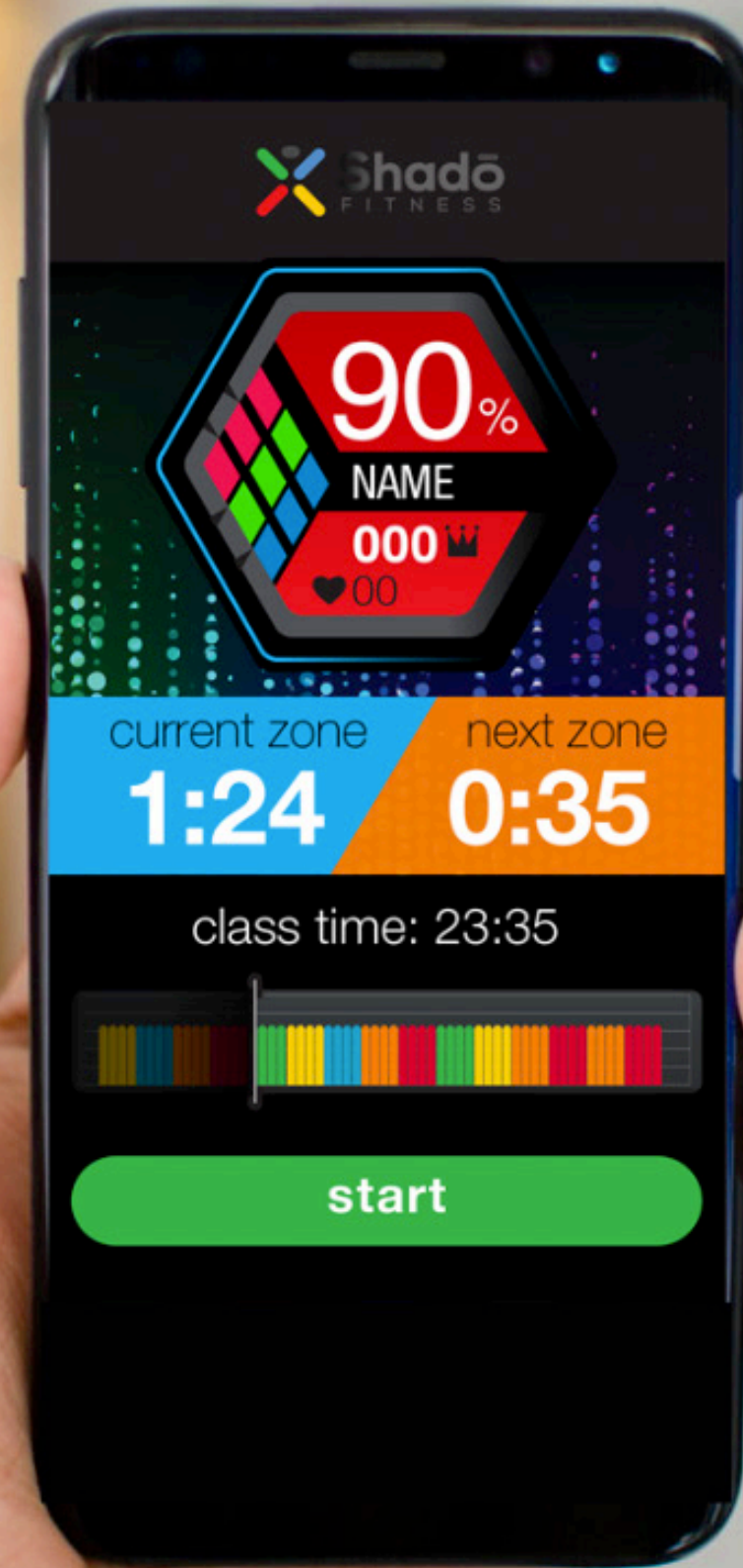
Welcome Lighting

Always On Lighting

Nature Lighting











CONFIDENTIAL: FERNANDINA BEACH CRAFT BEER FEST - BRAND EXPLORATIONS | Concept and Design Development by Jeffrey A Stapleton LLC | 03.31.21



This is how we express ourselves.
Our brand is more than a logo.
It's how people experience us.

THE GREATER DAYTON SCHOOL




Our logo is our flag
It represents us. And
when we use it the right
way, people can spot us
at a glance.

Our brand identity
system will make it
easy to bring the
brand to life.

It makes all our work integrated,
more consistent, and even
a little beautiful.



PRIMARY BRAND COLORS

		
PMS 430 RGB 124 135 142 HEX/HTML 7C878E CMYK 50 34 27 11	PMS 151 RGB 255 130 0 HEX/HTML FF8200 CMYK 0 54 100 0	PMS 430 RGB 0 114 206 HEX/HTML 0072CE CMYK 90 47 0 0

AREA OF ISOLATION
Please allow sufficient space around the logo without infringing or degrading the importance of the brand identity. This space is marked by use of the "G" to determine a minimum area of isolation and illustrated.



PRIMARY TYPEFACE: AVENIR
This classic and timeless font allows for many various weights along with oblique options. Do not recreate the logo for any reason.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THE GREATER DAYTON SCHOOL BRAND
Bringing it to life.
It will be a system and not just assets

The launching of The Greater Dayton School brand direction will require a brand identity that is efficient to use, flexible across applications, and able to feature localized content in a globally consistent way. The brand application will use 9 elements: logo, color, composition, iconography, illustration, motion, photography, tone of voice, and typography.

Logo
Color
Composition
Iconography
Illustration
Motion
Photography
Tone of voice
Typography

These elements will be further explored in future documents to be distributed and expressed within our organization.



Ag Squared: Style tile

Typography

H1
36px
Montserrat
The quick brown

The quick brown

H3
18.6px
Montserrat
The quick brown fox

Body
16px
Montserrat
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Color Palette



Iconography



CONFIDENTIAL - BRAND EXPLORATIONS ACQUIRED | CONCEPT AND DESIGN DEVELOPMENT BY THE WALLPAPER AGENCY | 10/17/22



Photography

be more productive, more profitable, more sustainable, & more transparent.

workflow management

focused on the challenges that farmers face daily

74%

62%

35%

000 Lorem Ipsum

Graphs/Charts

Bold, bright saturated colors provide focus and strong user interaction for digital applications. Simple text treatments will help prospective customers easy to understand features and benefits. Photography and infographic elements will help present the brand as cutting edge and future forward. Simple compositions, uncluttered spaces with appropriate amounts of white space will position the brand as an easy to understand technology for farmers who want and need to stay at the forefront of their industry.

Harvest Forecasting

Your planting records automatically generate a harvest calendar, and your field observations keep it up-to-date as the season progresses.

what's coming?

This way, your sales and marketing team never has to ask you what's coming, and they can keep customers in the loop about any variations that may occur.

Simple, subtle, honest, transparent messages will be the ones that break through the clutter.

Your audience desperately wants to easily navigate the complicated networks of information and they will respond to brands that speak to rather than shout at them.



TEMPERATURE SOLUTIONS

SCHEDULE CONSULTATION

OUR BRANDS



Temperature monitoring solutions that provide traceability and ensure your product arrives safe and effective. [LEARN MORE](#)

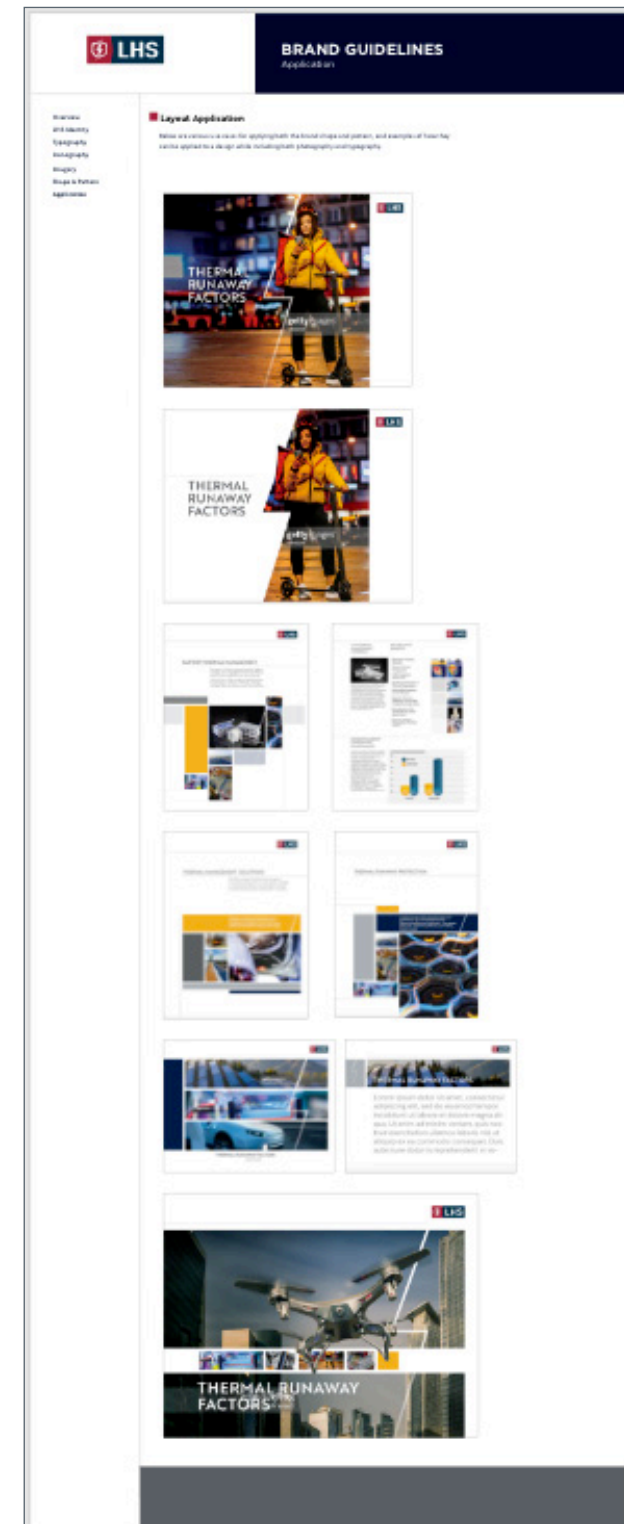
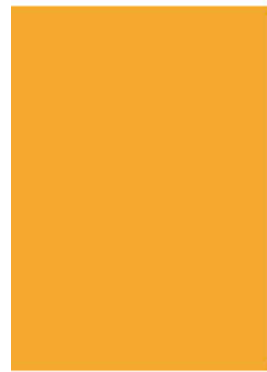


Thermal management solutions to enhance the customer experience and guarantee products are protected. [LEARN MORE](#)



Optimized thermal management solutions that prevent thermal runaway and increase battery life. [LEARN MORE](#)







OWN THE OUTSIDE.

GEAR. GUIDES. EPIC SHIT.

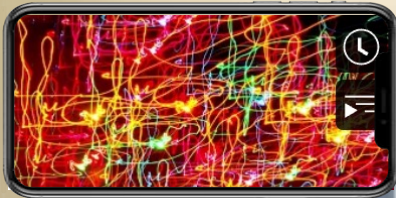
www.LOGIK.FIT

LOGiK | OUTFITTERS™



Watch

Click on any link to watch videos we have produced



[Hexion2020](#)



[Engle Martin, Thought Leadership-Carl Coleman Talks Tech](#)

OVER 120K VIEWS



[Engle Martin - Who We Are](#)



[Millennials: Defined, Explained & Illustrated](#)