



Corporate Communications

1.1 Identity

Phase III. Design

Design Directions: from Working Session (2 February 2007)



Option A.



Option D.

Notes from Working Session:

Upper case is more "professional."

Star is easy.

Keep it simple.

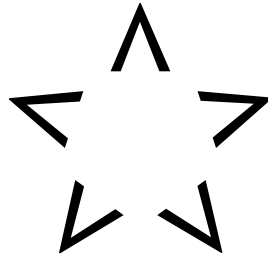
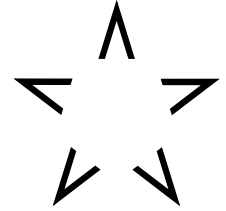
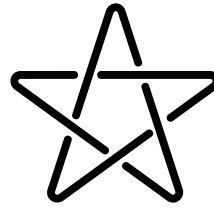
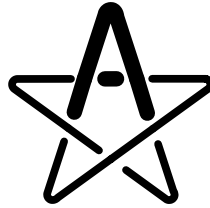
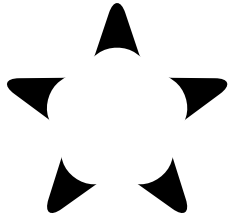
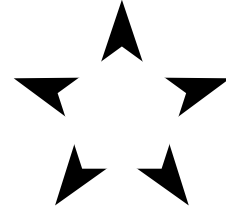
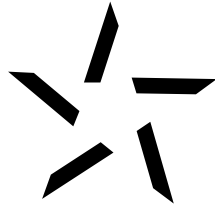
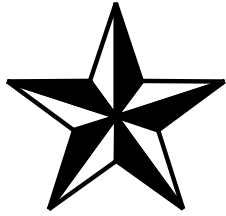
Likes mixed cased. Differentiate between "Admini" and "Star"

Legibility of "A" important.

Build around the star.

www.administarllc.com has been secured

Shape: Exploration



Shape and Content: Exploration

AdminiStar 

ADMINISTAR*

AdminiStar 

ADMINISTAR 

AdminiStar*

 *ADMINISTAR*


ADMINISTAR

Type Variation One

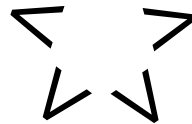
ADMINISTAR



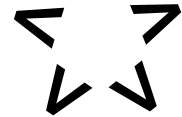
ADMINIST^R



ADMINISTAR



ADMINI**STAR**



ADMINISTAR



Type Variation Two



Logo Variation One



Logo Variation Two

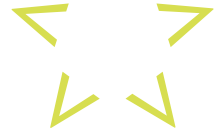


Color Variation One

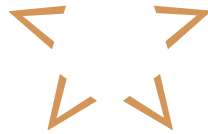
ADMINISTAR



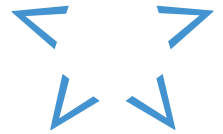
ADMINISTAR



ADMINISTAR



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Color Variation Two

ADMINISTAR



ADMINISTAR



ADMINISTAR



ADMINISTAR



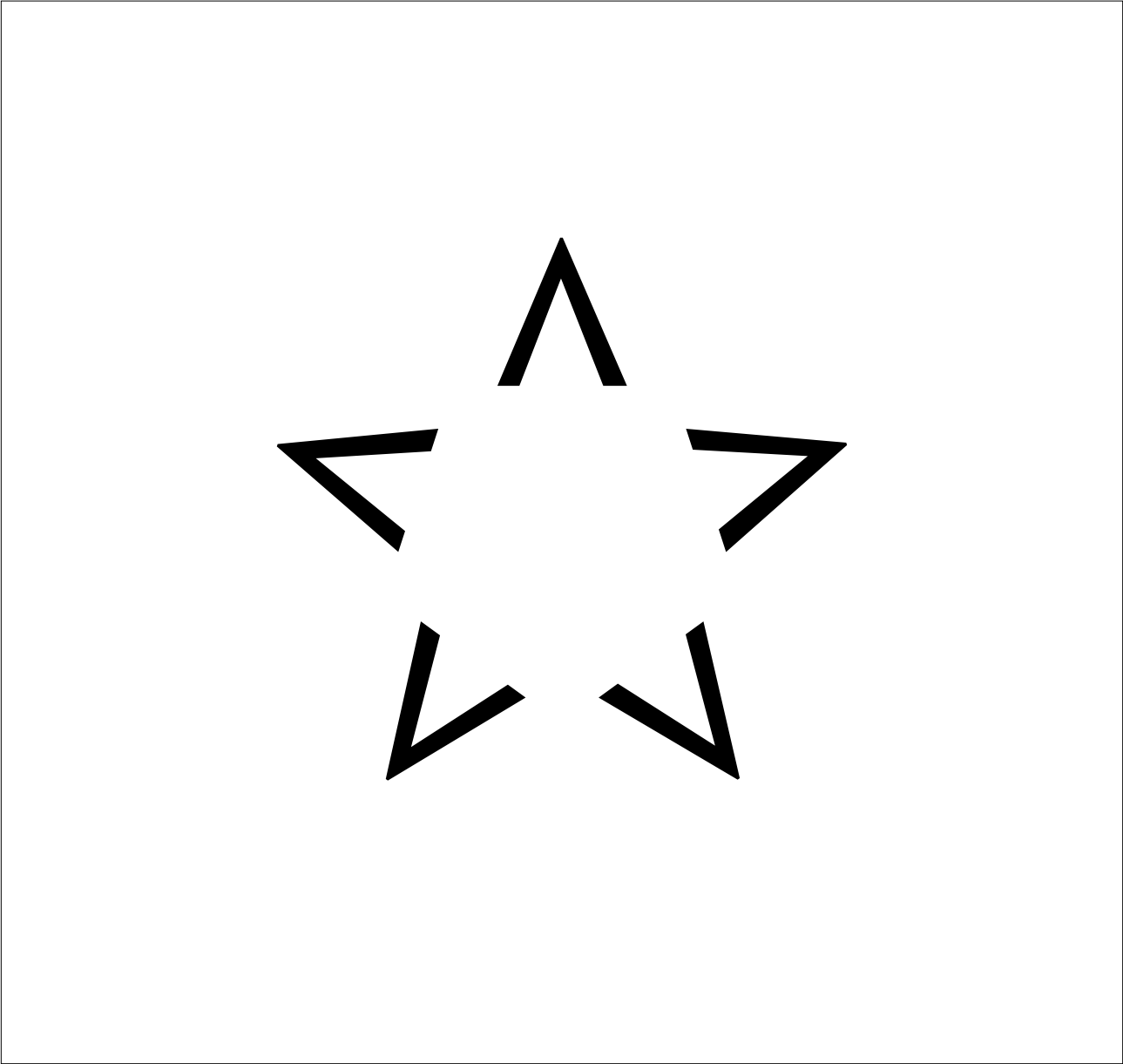
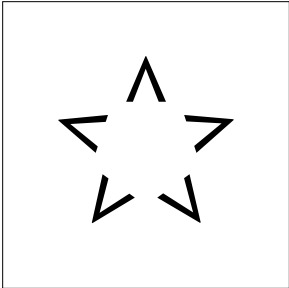
ADMINISTAR



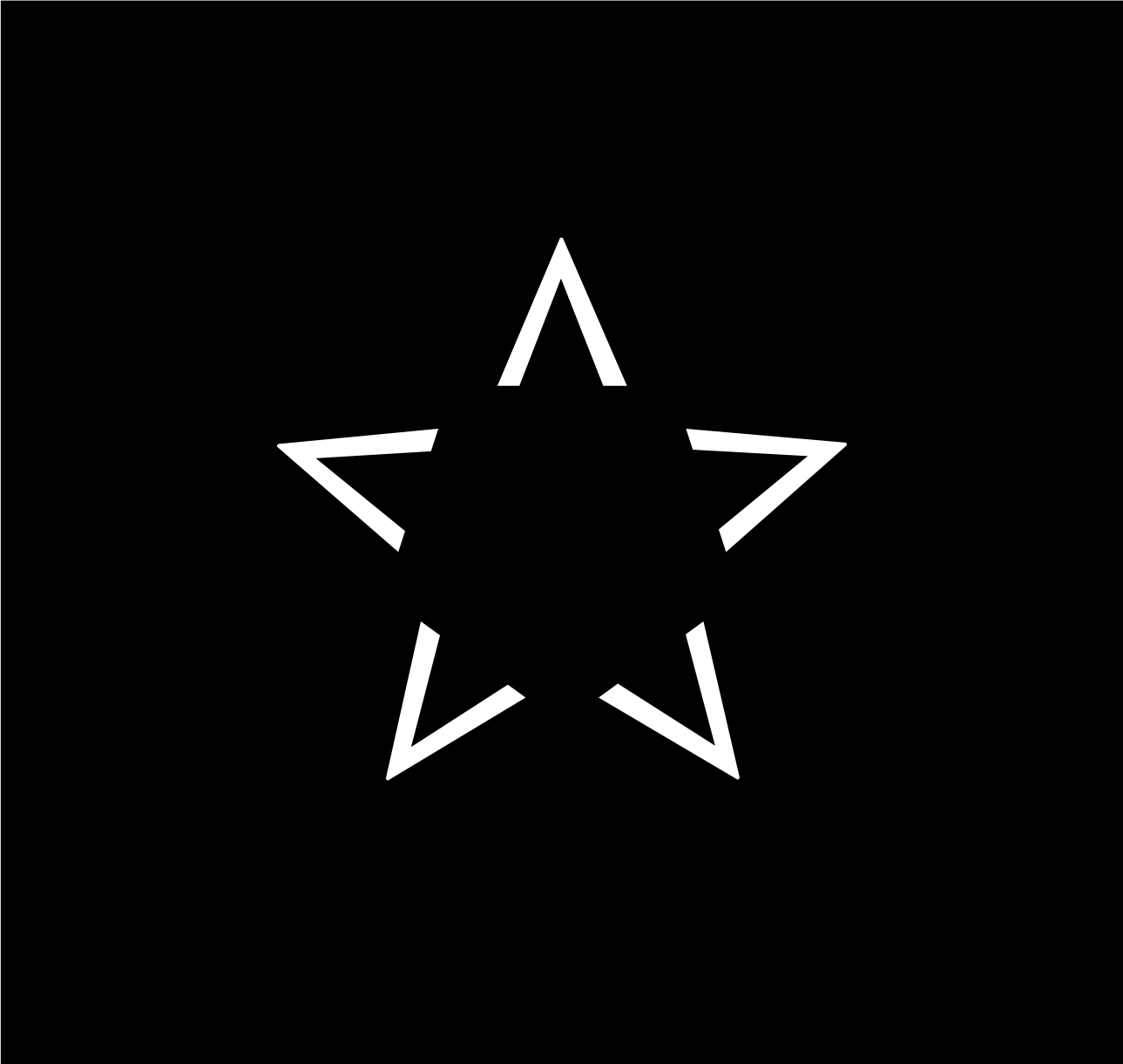
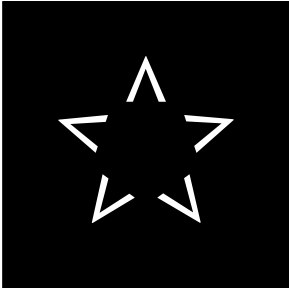
The Solution

Shape + Color + Content = Administar Trademark

Positive Logo

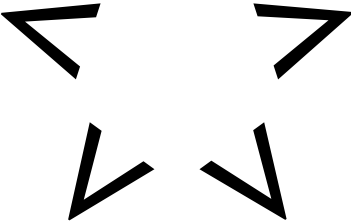


Negative Logo



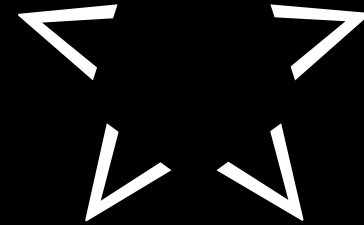
Positive Logotype

ADMINISTAR



Negative Logotype

ADMINISTAR



ADMINISTAR



Parent Logotype
on Color Field



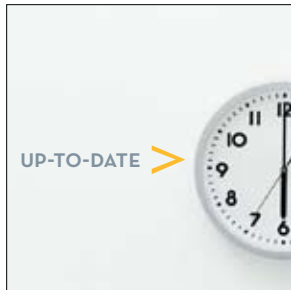
Parent Logotype Blue



ADMINISTAR

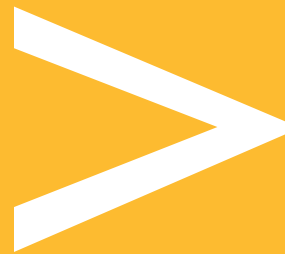


Product Line Brochure Color Variation One



BANKRUPTCY ADMINISTRATION

ASG OFFERS DECADES OF HANDS-ON EXPERIENCE IN PROVIDING
A WIDE ARRAY OF BANKRUPTCY CLAIMS-RELATED SERVICES.



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Parent Logotype Green



Product Line Brochure Color Variation Two



BANKRUPTCY ADMINISTRATION

ASG OFFERS DECADES OF HANDS-ON EXPERIENCE IN PROVIDING
A WIDE ARRAY OF BANKRUPTCY CLAIMS-RELATED SERVICES.



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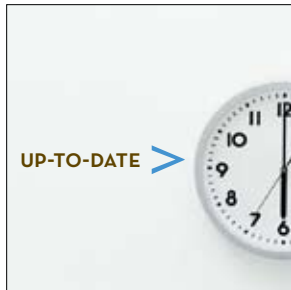
Parent Logotype Brown



ADMINISTAR

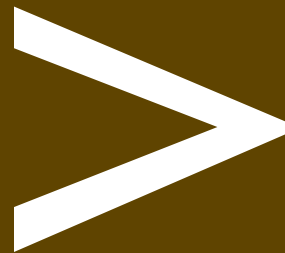


Product Line Brochure Color Variation Three



BANKRUPTCY ADMINISTRATION

ASG OFFERS DECADES OF HANDS-ON EXPERIENCE IN PROVIDING
A WIDE ARRAY OF BANKRUPTCY CLAIMS-RELATED SERVICES.



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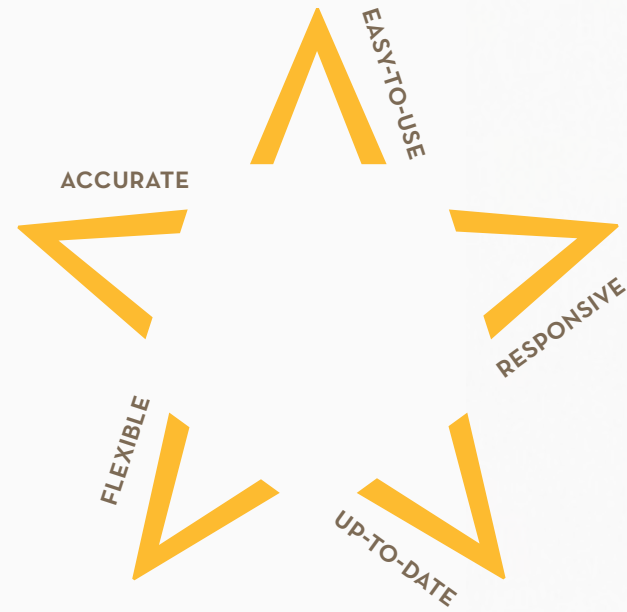
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Lum del ipsum quisli elestrud

Parent Logotype Warm Gray



Marketing



FIVE POINTS OF PRECISION

- > Greater responsiveness using “available anywhere” Internet access
- ∨ Fewer errors since the information is updated on at least a daily interval



Typefaces

Neutra Light

Neutra Book

Neutra Demi

Neutra Bold

NEUTRA LIGHT SMALL CAPS

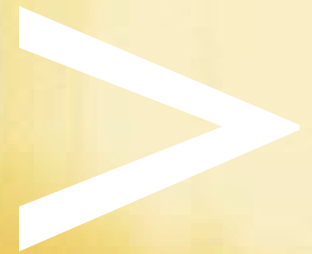
NEUTRA BOOK SMALL CAPS

NEUTRA DEMI SMALL CAPS

NEUTRA BOLD SMALL CAPS

Imagery

Photography and illustration are powerful tools that support and enhance communications.

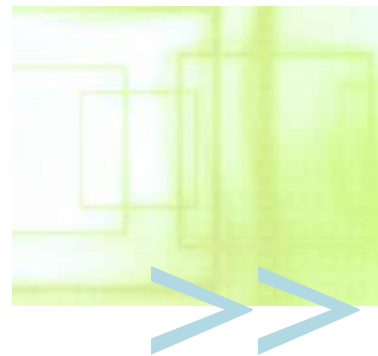


Illustration

Shapes and Patterns CD \$524



Techno Abstracts CD \$524



Photography

Technology Works CD \$499

