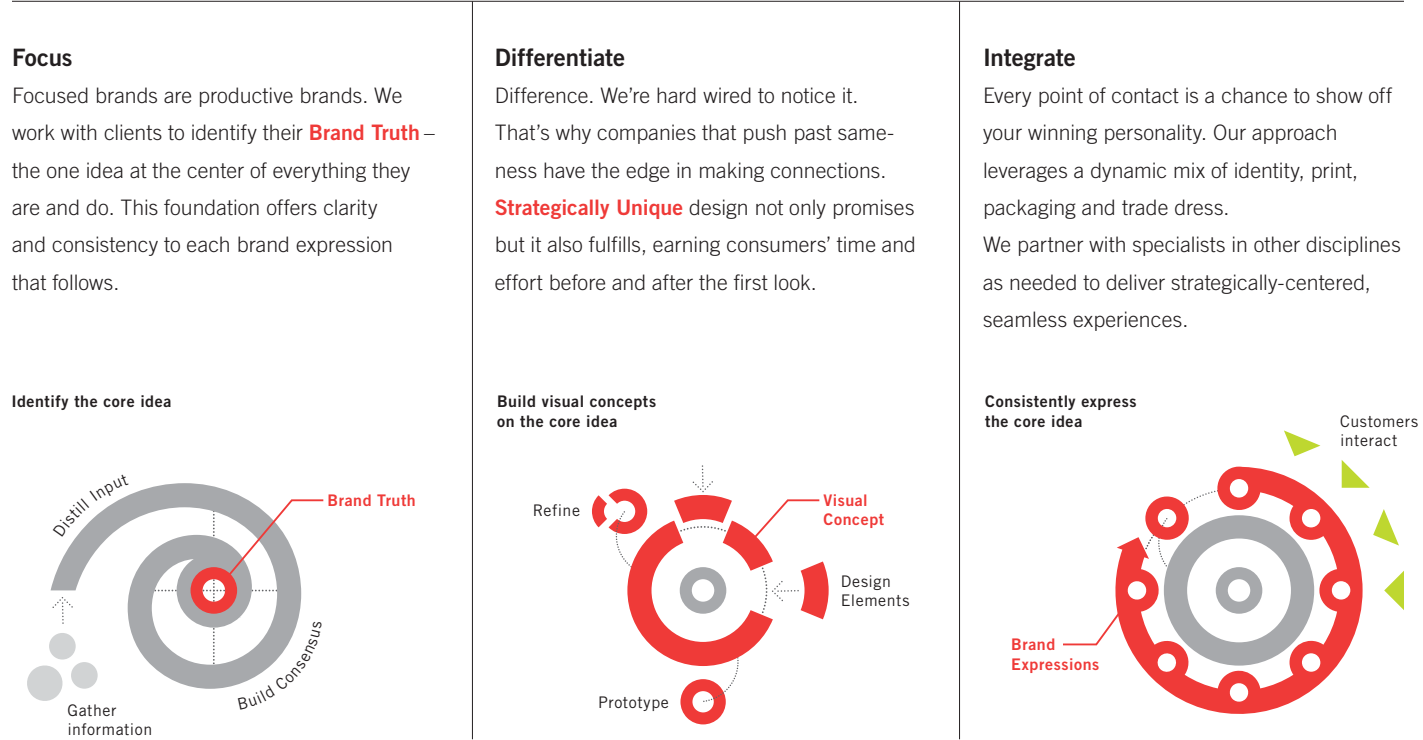




HELLO, WE'RE FRESH OIL.

WE SHAPE IDEAS INTO EXPRESSIONS THAT STAND OUT, START CONVERSATIONS AND MAKE CONNECTIONS. LOVE AND THE BOTTOM LINE IS WHAT WE'RE ALL ABOUT. OUR STRATEGY-FUELED APPROACH ESTABLISHES PINPOINT FOCUS, LEVERAGES DIFFERENCE AND OFFERS STRUCTURE FOR LAUNCHING UNIFIED MESSAGES ACROSS THE MEDIA TERRAIN.

APPROACH



SERVICES

- Identity**
 - Brand Strategy
 - Logos & Identity Development
 - Names, Taglines & Verbal Branding
 - Product Graphics & Color Consulting
 - Identity Standards Documentation
- Retail**
 - Packaging, Hangtags & Labels
 - Point-of-Sale
 - Branded Environments

- Collateral**
 - Corporate & Product Brochures
 - Annual Reports & Corporate Literature
 - Posters, Promotions & Announcements
- Environments & Trade Dress**
 - Signs & 3-D Brand Icons
 - Corporate Spaces
 - Kiosks & Trade Show Displays
 - Uniform Standards
 - Vehicle Graphics

- Interactive Media**
 - Digital Branding
 - Web Sites
 - Email Campaigns
- Advertising**
 - Print Campaigns
 - Direct Mail
 - Art Direction
 - Copywriting

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