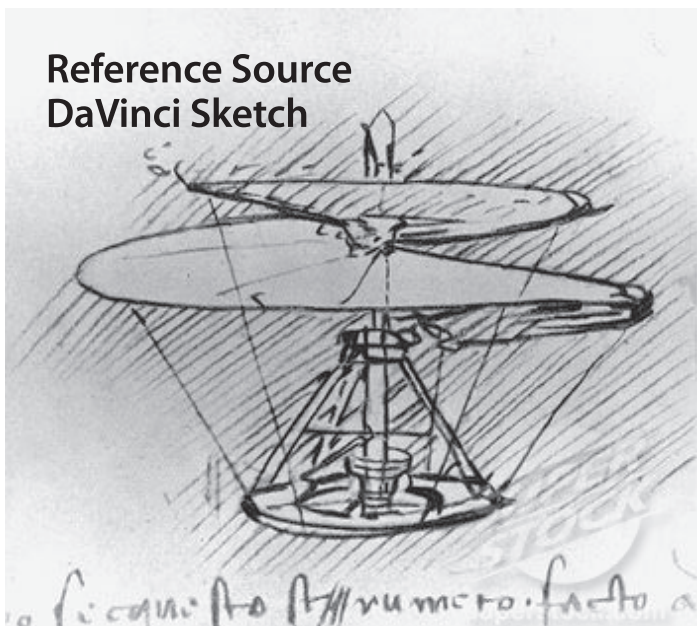


Until recently, the DaVinci Institute had no visual logo symbol, simply a font treatment suggestive of a Renaissance-era vellum parchment.

BEFORE:



AFTER:



As a futurist think tank, the DaVinci Institute publishes educational information and hosts events designed to generate thinking *about the future* *and to help create the future*. Inspired by DaVinci's helicopter rendering, this redesign is visually exciting, thematically relevant, and back to the future.

The earlier Myogen logo uses symbols from molecular biology (i.e., the “O” circle gene-vector indicator, but the meaning is obscure to most).

BEFORE:



AFTER:



With a need to change emphasis from science to securing investment partners, my redesign uses the more readily recognized symbols of the DNA double-helix and a heart to quickly identify Myogen as a developer of cardiac gene therapies. Tagline and logo both add clarity in their unique ways.



Award Winner
American Corporate
Identity Annual

*"Best Use of
Typography 2012"*

This new organic bakery line creates scrumptious chocolate brownies and desserts that include kale, broccoli and zucchini in their gluten-free low-sugar treats.

In experimenting with the letterforms, I designed a new font which later won the top award for *"Best Use of Typography in 2012"* from American Corporate Identity.

The "Holy Basil" herbal halo was added later to help identify these products as "food" and not in the medical marijuana industry!

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
\$!?
1234567890%

The Town of Mead was platted in 1906 and named for Paul Mead, nephew of founder and Chicago emigrant “Deacon” L. C. Mead. Their land was the site of a railroad stop to collect beets from local farmers for Western Sugar Company.

BEFORE:



AFTER:



Won Logo Contest – Open Call for Entries to Rebrand Town of Mead

The goal of this newly appointed logo is to portray Mead as a place with both a history AND a vision of the future. . . A growth-oriented place for family and outdoor activities as well as a desirable place to relocate new industry and commerce. The symbolism clearly illustrates the new tagline’s optimism.



BEFORE:

This layout has multiple common mistakes made by non-designers: no logo concept (*type treatments are not memorable*), important gold-on-green tagline lacks contrast to read easily, small serif-font reversed from solid has filled in when printed so lost legibility, the photo dominates the card instead of the company name.



AFTER:

The use of origami playfully demonstrates the idea of *transformation* and *creatively making money!* Using both sides of the card helps free up the front panel for pure brand messaging – the photo back allows for notations still. The ability to hand a prospect a real dollar folded into a butterfly adds a unique dimension to the “unfolding” of a memorable brand experience.



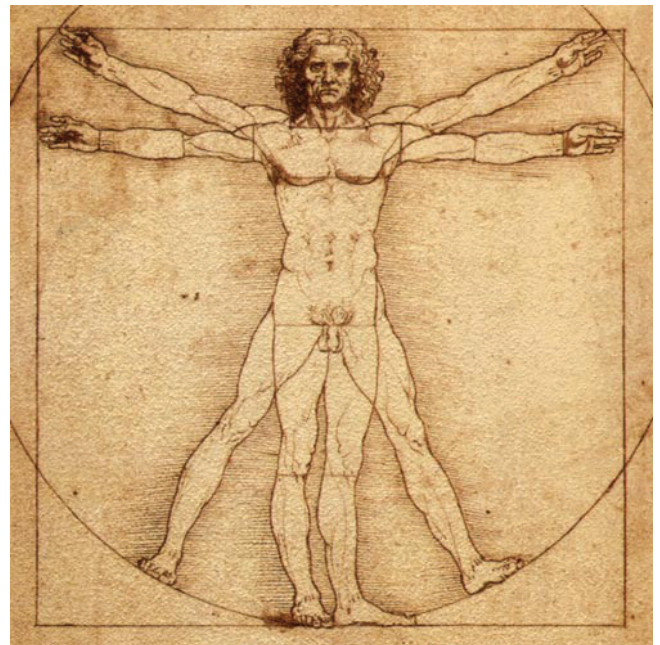
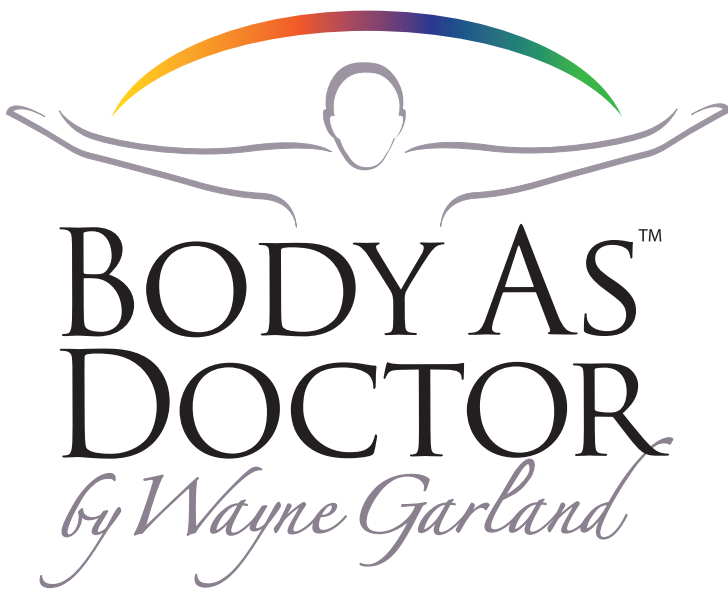
Wayne Garland was diagnosed with untreatable cancer, doctors giving him only six months maximum to live. His response was to travel to India and Asia to study the secrets of Auyurvedic and Chinese Medicines. That was 25 years ago! *“Ask Dr. Garland”* is his supplement line based on his lifelong study of natural healing. Recently I was hired to rebrand emphasizing that *“everyone can heal themselves”* through lifestyle choices, and quality food and supplements. Keeping Wayne’s name as part of the update was vital for continuity of the brand story about this lifeforce-focused company.

BEFORE:



AFTER: NEW NAME and NEW LOGO

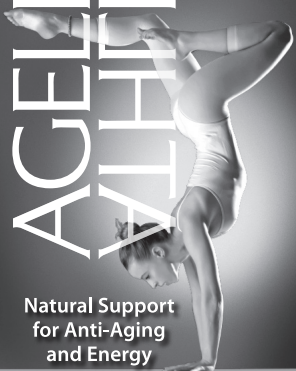
DaVinci: A source of inspiration



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Rev 10/13

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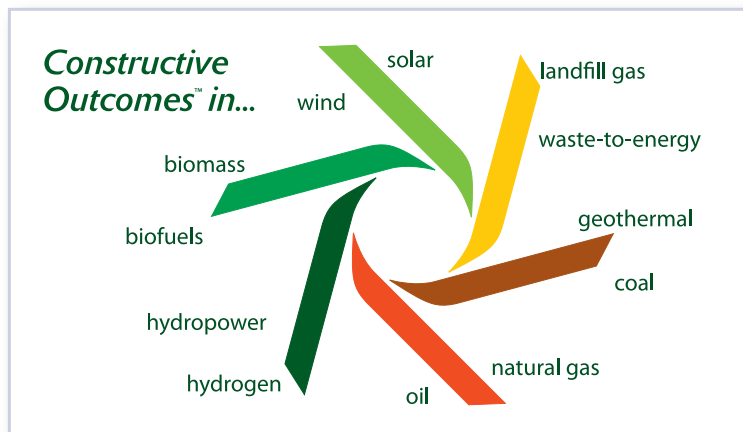
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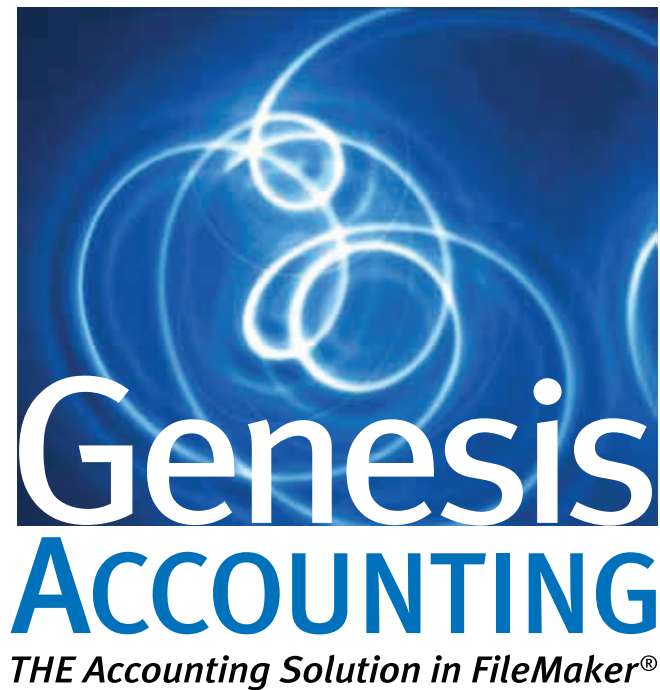


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Jeffrey M. Olson
Midwest Regional Manager

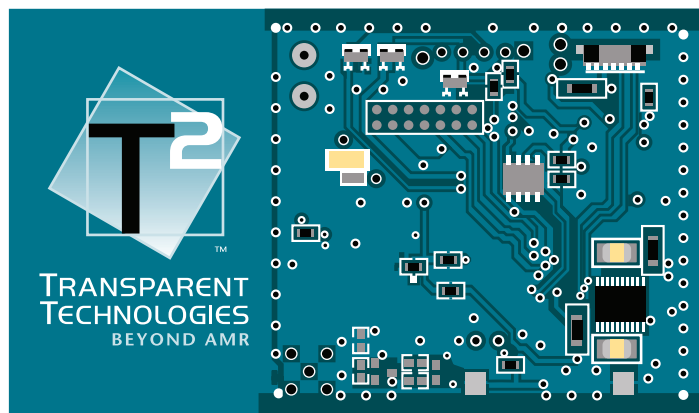


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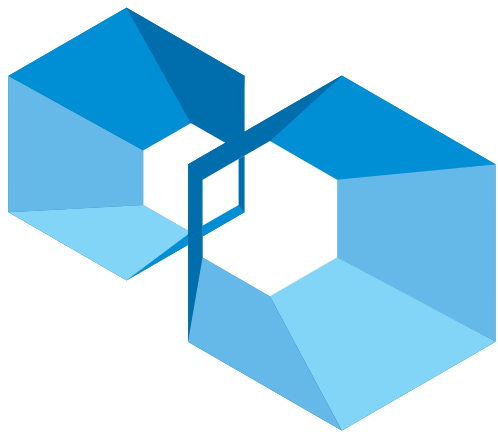
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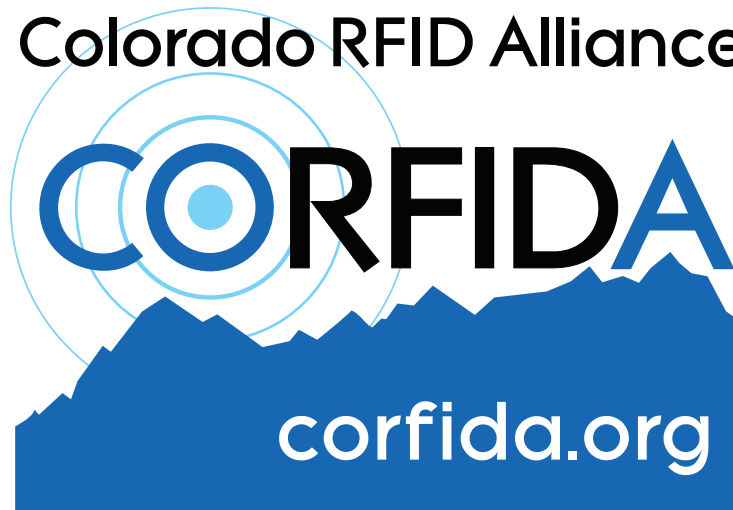
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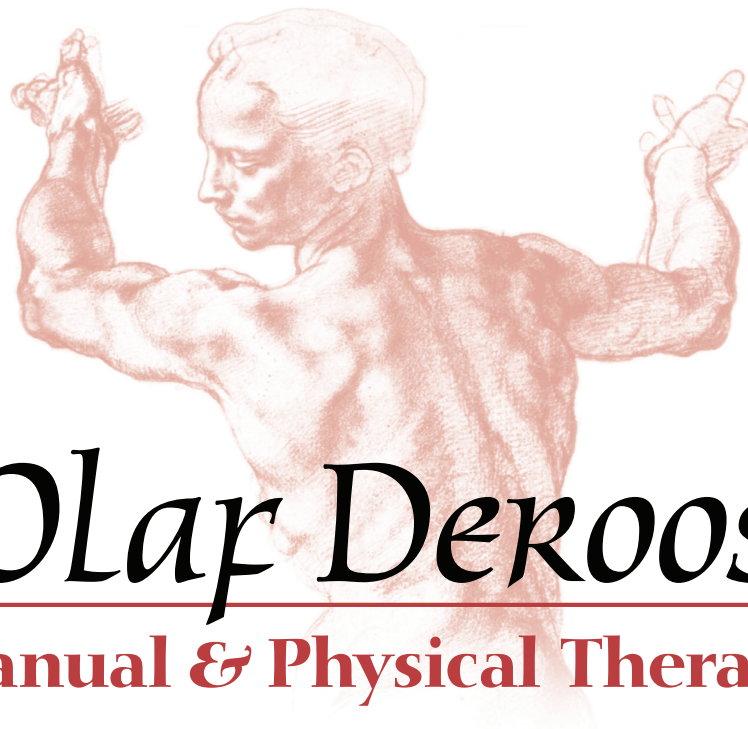


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