

ZilYen

SPECIFICATIONS

Flash, Web: 980px x 850px+, web-safe colors

Large image loads randomly upon refresh

News stories are dynamically loaded via ActionScript and XML

Small images are interactive and change the larger image on click.

BRANDING* SERVICES OUR WORK BIG PICTURE ABOUT US CONTACT US

ZilYen

Branding to the Power of You **B**

The Power of You >>
ZilYen maximizes your success through a simple formula. Discover what is authentic, unique and special about your organization, and leverage that to take your brand to its highest power...
The Power of You.

Holistic Success >>
ZilYen works with clients to achieve holistic success... that is measured by the health and balance of the organization's relationships with its bottom line, its people, its communities, and the Earth. When we achieve that, we all win.

Recent News >>
10.10.08
ZilYen launches new Mitsubishi site...
10.05.08
NRECA Launches new brand initiative...
08.24.08
Gigi goes to Machu Picchu for vacation...

"Live out of your core purpose"

SB NOW

300% Green

www.zilyen.com

The redesign of the ZilYen Web site was initiated by a need to better represent the company's brand and to promote its unique approach to branding. Special attention was paid to the integration of Flash and Web 2.0 technologies as well as user interactivity.

Strat@comm

SPECIFICATIONS

Flash, Web: 980px x 850px+, web-safe colors

Background image loads randomly upon refresh

Banner changes color periodically and randomly loads faded text

Text and images are dynamically loaded via ActionScript

○ PASSION
EXPERTISE
CREATIVITY
LOCALE

Strat@comm
strategic communication counselors
A Fishman-Hillard Company

STRATEGIC COMMUNICATION

STRAT@SPOTLIGHT

○, SAY CAN YOU SEE?
Under the direction of Strat@comm, 1,000 students and music educators from across the country form the outline of the United States to celebrate the finale of the National Anthem Project, sponsored by the Jeep brand. Learn more about our [board engagement](#) and [media relations capabilities](#).

STRAT@COMMUNICATIONS

BUILDING A DIGITAL HOME. »
[See all Strat@communications »](#)

Sign up to receive Strat@communications electronically
Email:

IN THE NEWS

- Strat@comm Detroit Thrives Under New Leadership »
- Former White House Ed Strategist Joins Strat@comm »
- The Right Tools for the Right Job »

Employee Access

www.stratacomm.net

The redesign of the Strat@comm Web site was preceded by market research and a thorough assessment of the company's brand as well as its competitors. Special attention was paid to the integration of Flash and Web 2.0 technologies.

Bank One Job Aids

SPECIFICATIONS

Print: 8.5" x 11", 24# text, 4/0

Web: 800px x 600px+, web-safe colors

The numbering system identifies the year, city of origin, volume number, and a classifier denoting level of importance.

Logo and category icons for easy identification

Summary information for quick reference

The screenshot shows the top navigation bar of the Bank One website with links: HOME, CHECKLISTS, OPERATIONAL EXCELLENCE, OPERATING YOUR SYSTEM, POLICY CHANGES, TROUBLESHOOTING, and SEARCH. Below the navigation bar is a Job Aid document titled "Chicago, Illinois System Enhancement Update" dated "September 28, 2002". The document text reads: "To assist you in the transition to the new environment created by the System Enhancement. This document explains the changes that will take place on the Monetary History Screen once the System Enhancement process is completed. It describes what information is converted for each type of account."

Chicago CBG Monetary History Screen Changes

Type of Account	Pre-System Enhancement	What is converted on History Screen	Post-System Enhancement
DDA	Two cycles plus current cycle	Current cycle or 45 days, whichever is greater.	Current cycle plus previous 3
Savings	Year-To-Date	Current cycle or 45 days, whichever is greater. Exception: Unposted transactions do not convert.	Current cycle plus previous 3
CD	History since 12/31/01 or the last maturity of CD, whichever is greater.	2002 Year-To-Date history. All other years are stored on Microfiche*.	History that was converted for conversion for the life of the
IRA	Current year and previous year.	1. 2002 Year-To-Date history. All other years are stored on Microfiche.	History that was converted for conversion for the life of the
1. IRA Savings	1. Year-To-Date	2. 2002 Year-To-Date history. All other years are stored on Microfiche. NOTE: IRA CD converted transaction history may not list all adjusting entries (e.g. reversals of misposted transactions).	
2. IRA CD's	2. History since 12/31/01 or the last maturity of the CD, whichever is greater.		
ATM	DDA & Savings current cycle and previous cycle.	DDA & Savings current cycle plus 30 days.	Checking: Current cycle plus of last 5 card transactions, last or last 10 transactions since Savings: Current cycle plus 3 of last 5 card transactions, last transactions

The screenshot shows a Job Aid document titled "Financial Services Desktop Checklist" dated "March 23, 2002". It includes sections for "KEY FEATURES & FUNCTIONS" and "WHAT TO DO: MARCH 15 - APRIL 2". The "WHAT TO DO: MARCH 15 - APRIL 2" section lists tasks such as "Complete the Self Financial Services Desktop Tour" and "Click on the 'Home' button in the Desktop and the Internet areas that you want to view on your homepage".

The purpose of this project was to create a design for a series of white papers and memos distributed periodically to Bank One employees. The goals were to have a unified look and to give the readers a fast and easy way to know the importance of the document and the relevance to their particular job. Web access to the Job Aids was also being considered, so a solution for that was created as well.

PTI Identity

SPECIFICATIONS

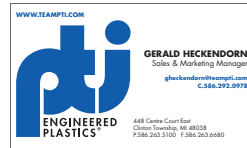
Letterhead: 8.5" x 11", 60# text, 4/0

Business Card: 2" x 3.5", 100# cover, 4/0

A new friendlier shade of blue was chosen for the new identity



448 CENTRE COURT EAST
CLINTON TOWNSHIP, MI 48038
P:360.263.5100
F:360.263.6680



448 CENTRE COURT EAST
CLINTON TOWNSHIP, MI 48038
ISO9001:2000 Registered Company

WWW.TEAMPTI.COM

The logo is complemented by Futura as the identity's typeface

The new logo for PTI Engineered Plastics was created to resemble the plastic tubing and molds which the company specializes in creating.

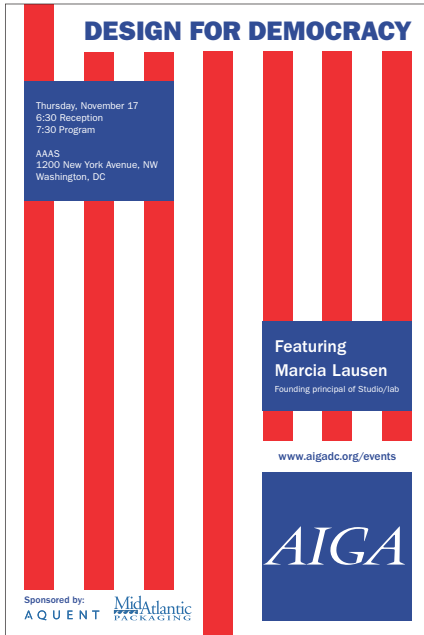
The font choice reflects a new more approachable identity which would be used to aid in new marketing efforts.

Design for Democracy

SPECIFICATIONS

Postcard: 6" x 9", 80# Utopia 2 matte cover, 4/4

The design is loosely based on the design of the American flag



This postcard was created to promote the Design for Democracy event held by the DC chapter of the AIGA. The goal was to convey the ideas of democracy and patriotic duty without being political.

The back of the card includes white space to accommodate US Postal Service mailing guidelines.

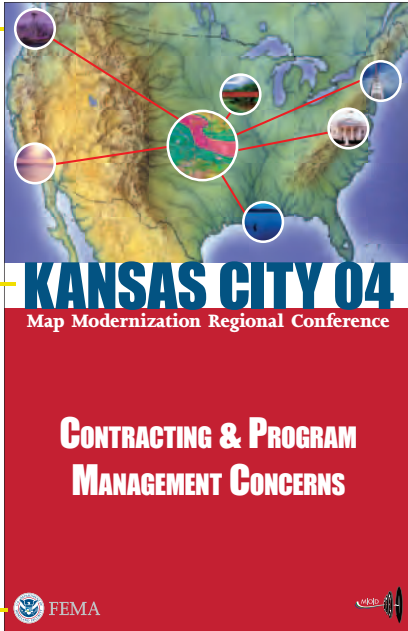
Regional Conference

SPECIFICATIONS

Banner: 96" x 36", 7mm photo-base stock, 4/0 + 2 spot + laminate

Poster: 22" x 34", 80# matte text, 4/0 + 2 spot, mounted on foam core

Smaller circles all converge at the larger one over Kansas City



The typography was modeled after campaign posters

The color palette was restricted to the red, white, & blue in the client's identity

Logo placement is consistent with client guidelines



The theme for this regional conference was created to encompass its goals while embracing the political atmosphere of an election year.

Various pieces were created including a banner, posters, CD labels, name tags and welcome packets for each participant.

Love Cures All

SPECIFICATIONS

Postcard/Table Tent: 6" x 4"/4.25" x 11", 80# cover, 4/0 + varnish

Poster: 8.5" x 11", 24# text, grayscale

Logo was created to establish an identity

The color palette represents the nature of the event and the charity organization

Stock illustration

2nd Annual
POST
 PENTAGON ROW
 www.postproperties.com

Love cures all

Charity Auction
 To Benefit *The Susan G. Komen Breast Cancer Foundation*
 National Race for the Cure™

Wednesday
February 9th, 2005

6:00 p.m.
 Bachelor/Bachelorette Preview
 Silent Auction Begins

8:00 p.m.
 Bachelor/Bachelorette Auction
 Door Prize Drawings

Sponsored by **Post Pentagon Row Apartment Homes**
 Hosted at **Champs Restaurant & Bar**
 1201 South Joyce Street
 Arlington, VA 22202
 703-486-3700

2nd Annual
Love cures all

BACHELOR & BACHELORETTE CHARITY AUCTION
 To Benefit *The Susan G. Komen Breast Cancer Foundation*
 National Race for the Cure™

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KOMEN NATIONAL RACE FOR THE CURE
 Working through a network of Affiliates and events like the Komen National Race for the Cure®, Komen is fighting to eradicate breast cancer as a life-threatening disease. The Komen National Race for the Cure® is one of more than 100 similar events held nationwide annually by the Foundation. Of the net proceeds from the Komen National Race, at least \$1 million will remain in the Washington, D.C. metro area to support education, screening and treatment programs. For more information on the Komen National Race for the Cure® visit www.susanm.com/raceforthe.cure.org.

EVENTS
 • Bid on a Valentine's date or an exciting prize in the silent auction
 • Chance to win great door prizes
 • Monetary donations welcome for the fight against breast cancer

100% of the events net proceeds will benefit the Komen National Race for the Cure®

POST
 PENTAGON ROW
 www.postproperties.com

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An identity was created for this annual auction that incorporated the color of the benefiting charity organization while conveying the mood of the Valentine's day season during which the event is held.

Several promotional pieces were created in both color and grayscale to allow the client options in print production.

Alzheimer's Association

SPECIFICATIONS

Web: 800px x 600px+, web-safe colors

National
Association's
signature color

Stock
photography
chosen to evoke
comfort

Color theory
used to
complement the
signature color

Central New York Chapter
Someone to Stand by You

ALZHEIMER'S
ASSOCIATION

We are here to help

The Alzheimer's Association of Central New York is your local resource for information and support for people touched by Alzheimer's disease. Our staff is here to provide you answers and, as our motto says, "Someone to Stand by You" through you or your loved one's battle with Alzheimer's or the related dementia they suffer from.

Secure your Site

Securing a Diagnosis

There is no single, comprehensive diagnostic test for Alzheimer's disease. Physicians usually conduct physical, psychological, and neurological exams and take a thorough medical history.

Find out More >>

Helpline

Trained volunteers are available to answer questions Monday-Friday, 8:30 a.m. to 4:30 p.m.

315-555-2424

Support Groups & Care

The chapter offers a variety of support groups and programs including the Respite - Interfaith Volunteer Caregiver program and training for current caregivers of Alzheimer's patients.

Get Support >>

Contact the Chapter

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www.alz.org/centralnewyork

The redesign of the Alzheimer's Association Central New York chapter Web site was preceded by market research of other health support organizations' Web sites. The design and imagery was chosen to evoke feelings of comfort and "being welcome," as well as to remain at the pace of other support organizations.