

We know **image**

jpegatelier.com - [Instagram](#) - [Facebook](#)



EPSON

WRIGLEY'S



NIVEA



ABOUT YOU

Sheego

SUPERTEACH

MAD
Marc Alexander Design

GROUPON



SAMSUNG

BECK'S



PRINCESS



STRIKE



radio 538

htc



Table of contents

Click to Navigate

LOGO DESIGN

WEB DESIGN

BRAND GUIDE

STATIONARY

EDITORIAL DESIGN

POSTER DESIGN

PRODUCT PHOTOGRAPHY

PACKAGING DESIGN

PRESENTATION DESIGN

CONCEPT DESIGN

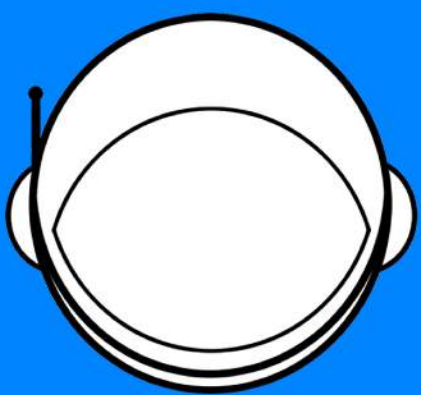
SOCIAL MEDIA DESIGN

LOGO DESIGN

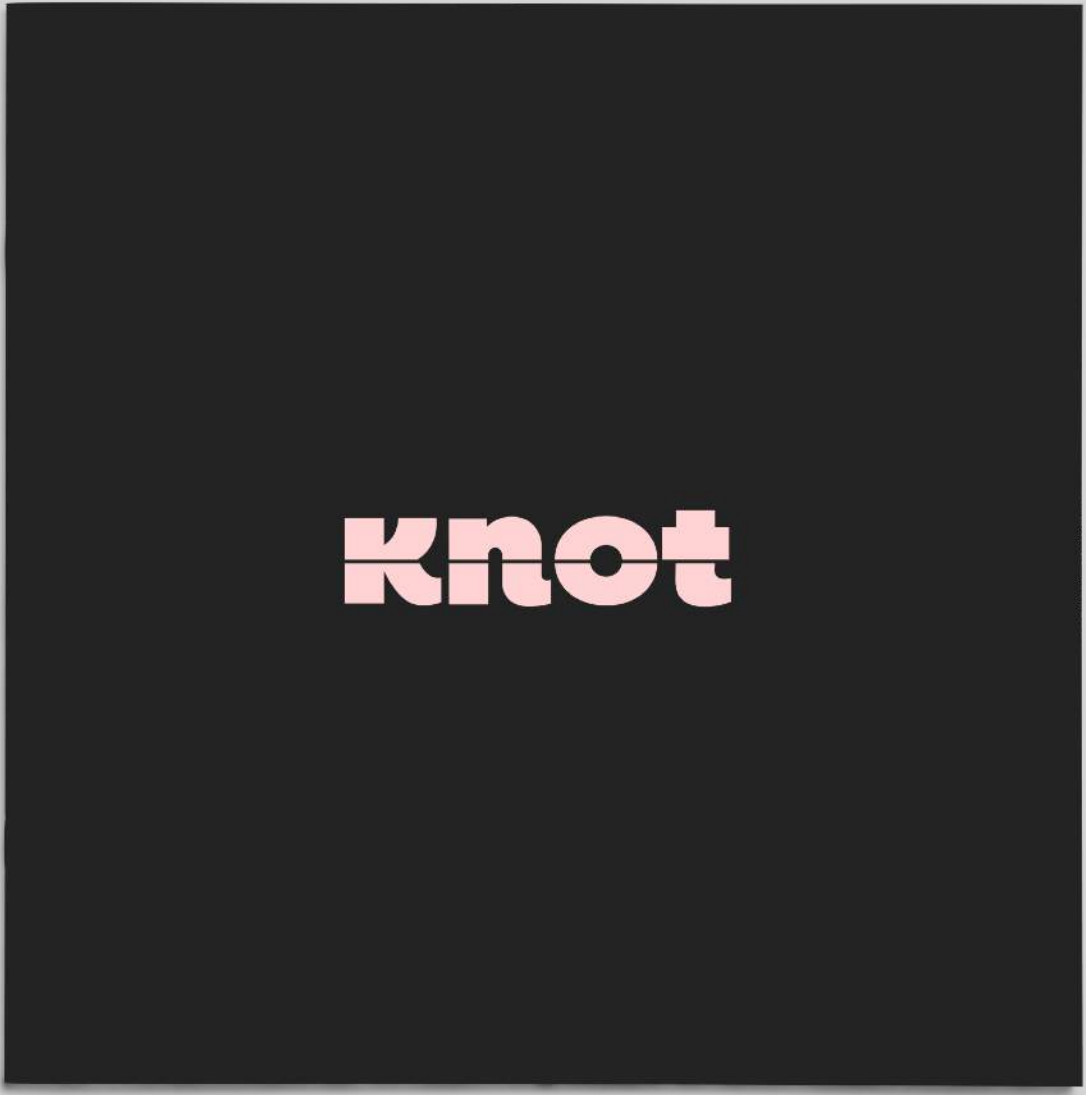
 [Back to top](#)



studiūm

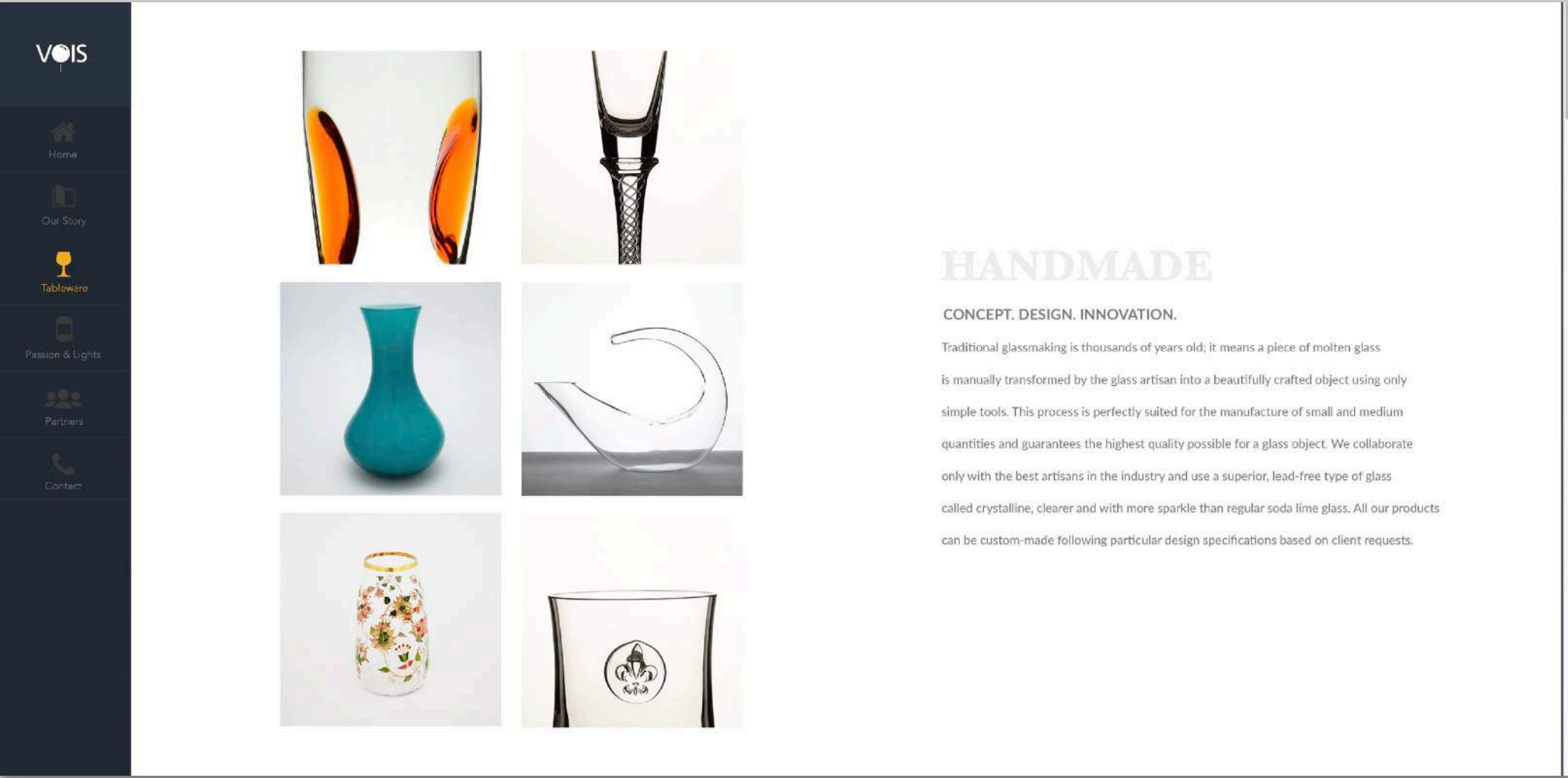
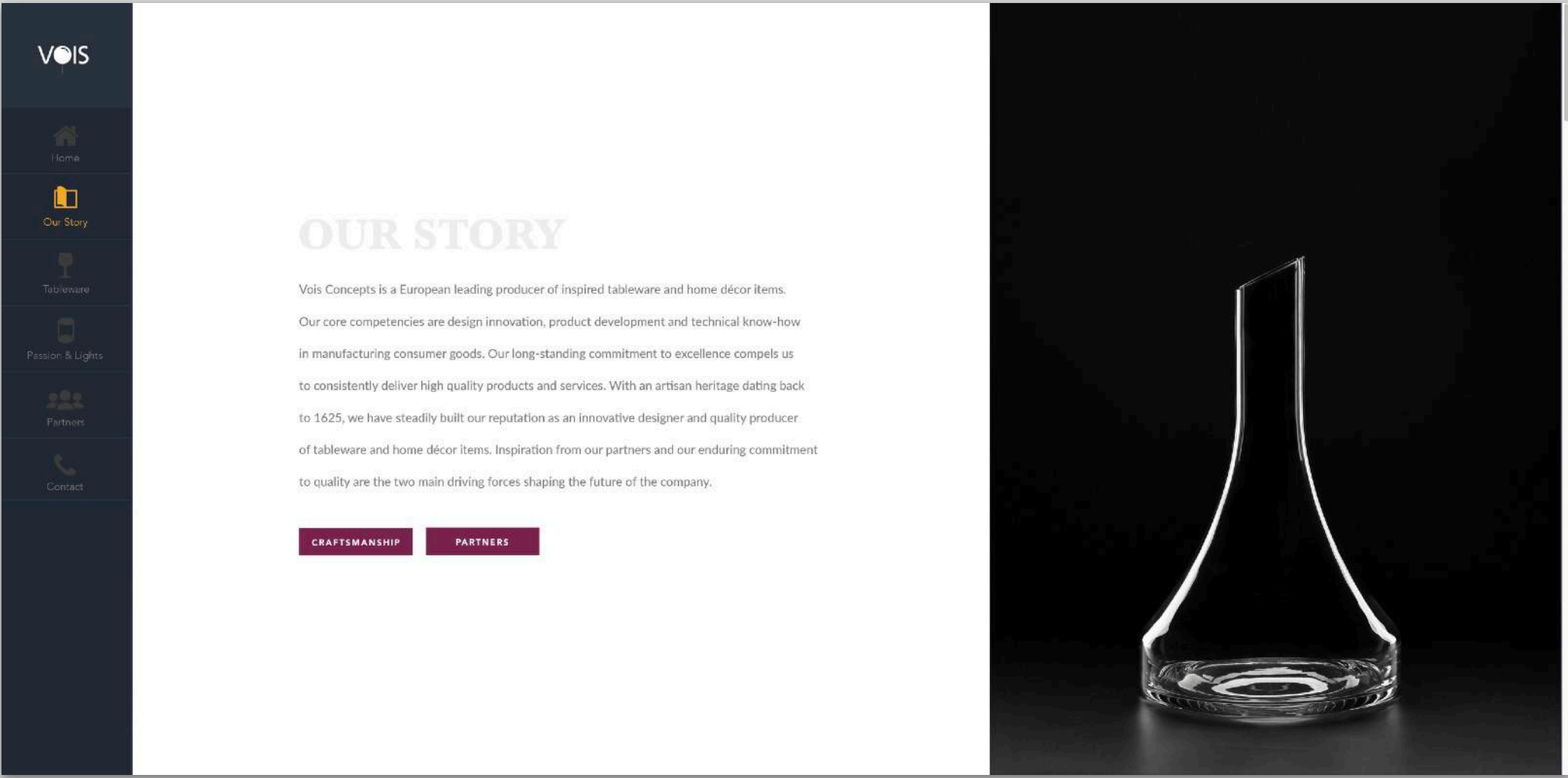


HASNAUTS




WEB DESIGN

 [Back to top](#)

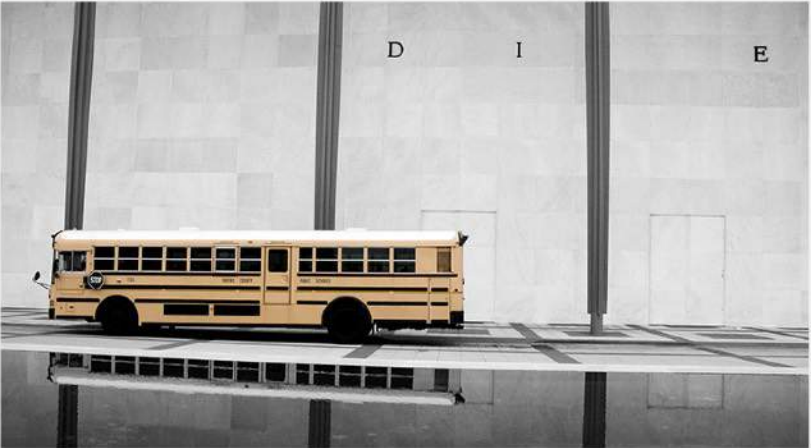


IMPORT


ATELIER
CONTACT




Francisco De Borja Based in Girona (Spain), Francisco is best known for his watercolor and oil paintings from the Catalonia province. Coming soon to showcase his work.

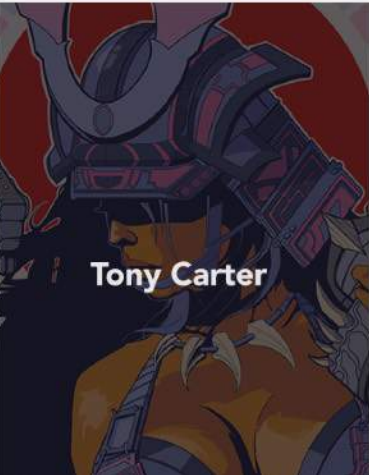


D I E



Enrique Alvarado





Tony Carter



IMPORT


ATELIER
CONTACT

Contact
hello@import.lol
+40 1 722 699 009

Str. Justitiei nr. 63, Sector 5,
Bucharest - Romania

Jobs & Internships
Please send your portfolio to work@import.lol





Close X

IMPORT

ATELIER
CONTACT

Get Noticed

Basic - Visual Pack

Customized High Impact Images - Art Direction
Content: *(for online use only)*

- 1 personalized creative concept
- 10 art directed visuals
- 2 creative mockups for social media


BOOK A SHOOT

Advanced - Visual Pack

Customized High Impact Images - Art Direction
Content: *(open use - online + print)*

- 1 personalized creative concept
- 10 art directed visuals
- 3 creative mockups
- 1 website look and feel

BOOK A SHOOT



Close X

IMPORT


ATELIER
CONTACT

Be Yourself

No One Is You And That Is Your Power.

Audiences are increasingly busy, less trusting and extremely picky. Images today are the real differentiator between brands.

Images make the difference between memorable and ordinary, tasteful and tacky, authentic and fake. Images make people smile, think, feel and do. They can empower, entertain, persuade and teach. That's why images are the heartbeat of every brand.



Close X



APPROACH

TEAM

SERVICES

REVIEWS

Big Experience Shouldn't Be Limited To Big Budgets

Marketing and communications built for big missions instead of big wallets.






CONTACT



"I worked with members of the KMG team for more than a decade and considered them among my most trusted advisors.(...)"

Spencer Rascoff, Founder, dot.LA and Zillow

REVIEWS



Your Problems, Solved

a) It's time to scale but you aren't ready to invest in a CMO or CCO.

b) You have a compelling storyto tell, but aren't sure how or where to tell it.

c) You're looking to expand your brand vertically or into a new market.


d) Your brand is out in the world and needs its reputation protected.

APPROACH

Pragmatic Strategists


We reach behind the logo to understand your company, build it's reputation and make sure it's in the right conversations.

TEAM




Executive Level Counsel

Our team is comprised of longtime executive leaders from some of the world's most iconic brands.



Strategy to Implementation

We are a full-service marketing and communications consulting agency. From blueprint to execution.




Budget Optimization

We've worked with big and small budgets. We know where it's okay to trim and where you can't.


The evidence is conclusive: de-siloing your marketing efforts is important.

SERVICES


CORPORATE COMMUNICATIONS + PR



DIGITAL MARKETING



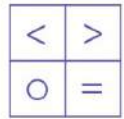
EVENTS AND SPONSORSHIPS



SOCIAL MEDIA

LIFECYCLE

ADVERTISING



GLOBAL GATEWAY ADVISORS

About Us Our Team Our Work Contact

Opportunity Dialogue



Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

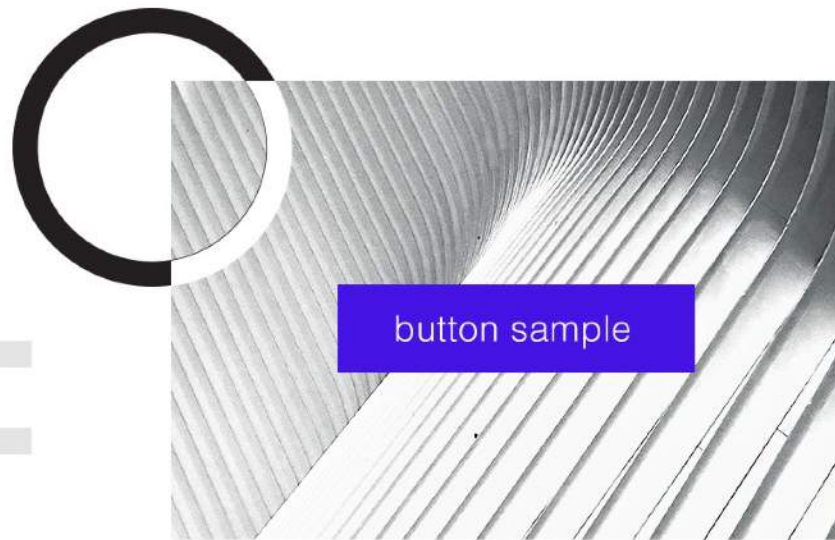
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

Ab
out
Us

button sample

Clarity Complexity

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.



GLOBAL GATEWAY ADVISORS

GLOBAL GATEWAY ADVISORS

menu

< clarity
from complexity
& opportunity
from
= dialogue

IDEAS THAT WORK

our
knowledge
at your
> service

SUBHEADER GOES HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

OUR APPROACH





PET BOARDING THAT'S AS EFFICIENT AS PAWS-IBLE.



Goose is intelligently designed to increase customer satisfaction and profitability for your business.

Want to see how we do it?

SIGN UP FOR A DEMO TODAY

Date

Mar. 16

▼

Time

20:30

▼

SCHEDULE DEMO

QUALITY & QUANTITY

Goose uses real-time data to produce trusted price and package recommendations. Now you can be sure that you're booking the right customer at the right time and price.

A TREAT FOR YOUR MOST LOYAL CUSTOMERS

Our easy-to-navigate, customized interface makes booking a breeze for your customers. Instant reservations allow pet parents to book around their schedules, leading to fewer phone calls and voicemails.

CATCH YOUR MOUSE

Now you can reap the benefits of 24/7 sales while your competition is closed. Turn lookers into bookers as Goose makes it easy to run and track your point-of-sale and platforms like Facebook, Yelp and Google.

LEAD YOUR PACK

Finally, you can efficiently manage your inventory and staff by identifying high and low demand periods. With smart notifications, you and your staff are alerted to changes in consumer demand, allowing you to match your staffing needs and proactively plan.

BOOK DEMO NOW



◀ PREVIOUS | NEXT ▶



PET BOARDING

that's as efficient as paws-ible

Goose is intelligently designed to increase customer satisfaction and profitability for your business.

SCHEDULE A DEMO >>

Quality & Quantity

Goose uses real-time data to produce trusted price and package recommendations. Now you can be sure that you're booking the right customer at the right time and price.

Catch Your Mouse

Now you can reap the benefits of 24/7 sales while your competition is closed. Turn lookers into bookers as Goose makes it easy to run and track your point-of-sale and platforms like Facebook, Yelp and Google.

Lead Your Pack

Finally, you can efficiently manage your inventory and staff by identifying high and low demand periods. With smart notifications, you and your staff are alerted to changes in consumer demand, allowing you to match your staffing needs and proactively plan.

Plays nice with others.

Goose seamlessly integrates with your current daycare and kennel management software, ensuring better reservations with minimal impact to your business.

Want to see how we do it?

SCHEDULE A DEMO >>



STRIKE²

Work Capabilities About Contact


WE CHANNEL THE POWER OF CREATIVITY
TO DRIVE BUSINESS GROWTH

2


THE ADVERTISING AGENCY
FOR PEOPLE WHO ARE TIRED
OF ADVERTISING AGENCIES

We're catering to clients who are tired of advertising agencies
because we're creatives who were tired of advertising agencies.
The layers. The overhead. The costs. Gaaa!
So, we ditched them and made our own.

An un-agency.



Name Client or Brand



Name Client or Brand

...

LET'S COLLABORATE.


Name *

First NameLast Name

Email Address *

Tell us about your project *




SEND



STRIKE²

1803 W. Cuyler Ave. Suite 21 Chicago, IL 60613

Hear from our clients on [Clutch!](#)



BRAND GUIDE

 [Back to top](#)

Creating a Visual Style



Convex visual style is divided in three main areas, each with slightly different visual connotations but all abiding by several strong universal aesthetic elements, which define the brand.

LOGO SPACING & SIZING

Logo Spacing & Sizes



Good spacing guarantees no other elements are too close and detract from the logo. The clear space area is based on the A-height of the letter C of the logo symbol. The red dotted line marks minimum required spacing/distance; the green dotted line marks ideal spacing/distance. Sizing is important to ensure readability. When using small version of full logo and/or icon, please reference the minimum sizes on this page.

COLORS

Colors - RAL(s)



RAL: 1018

RAL: 5002

RAL: 7043

TYPOGRAPHY

NAME & FAMILY

Helvetica Neue

ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SMALL CAPS

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

NAME & FAMILY

Frutiger LT

SMALL CAPS

95 Ultra Black
77 BLACK CONDENSED
47 Light Condensed

ALTERNATE

Avenir Next Condensed Regular

VISUAL STYLE

Our visual style has four main areas.They all revolve around "CLEAN".

1

The first area presents **our vision of public restrooms** in terms of cleanliness and hygienic standards. We always show beautiful visuals of very clean, pristine and modern restrooms depicting HW as professional, modern and detail focused.

2

The second area aims to **redefine toilet imagery**. Although not very appealing, we are not afraid to sometimes show toilets, especially when accompanied by a wider shot of the bathroom. Our visuals are always immaculate, minimal, smooth and beautifully cropped.

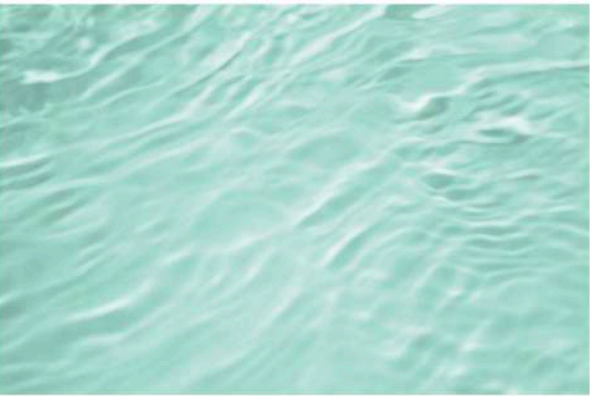
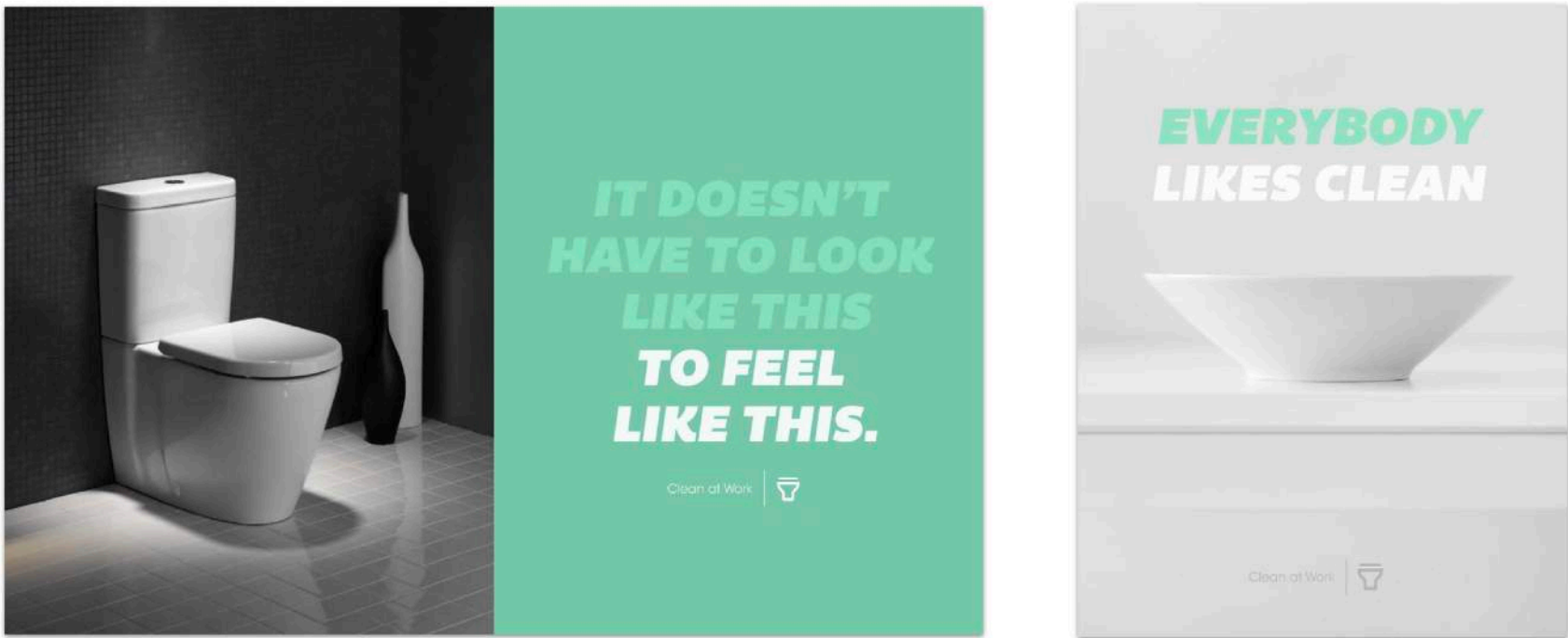
3

The third area portrays "**clean**" in a more **idealized** way. How does "clean" look? With these images we position HW as a modern enterprise that values aesthetic beauty and smart designs, which says a lot about the company's culture and work values.

4

The fourth area is conceptual; the visuals are to be used as **visual metaphors** to communicate abstract and aspirational ideas like transparency, reliability and simplicity. These images are powerful depictions of company's beliefs and work ethic.

PRINT EXAMPLES

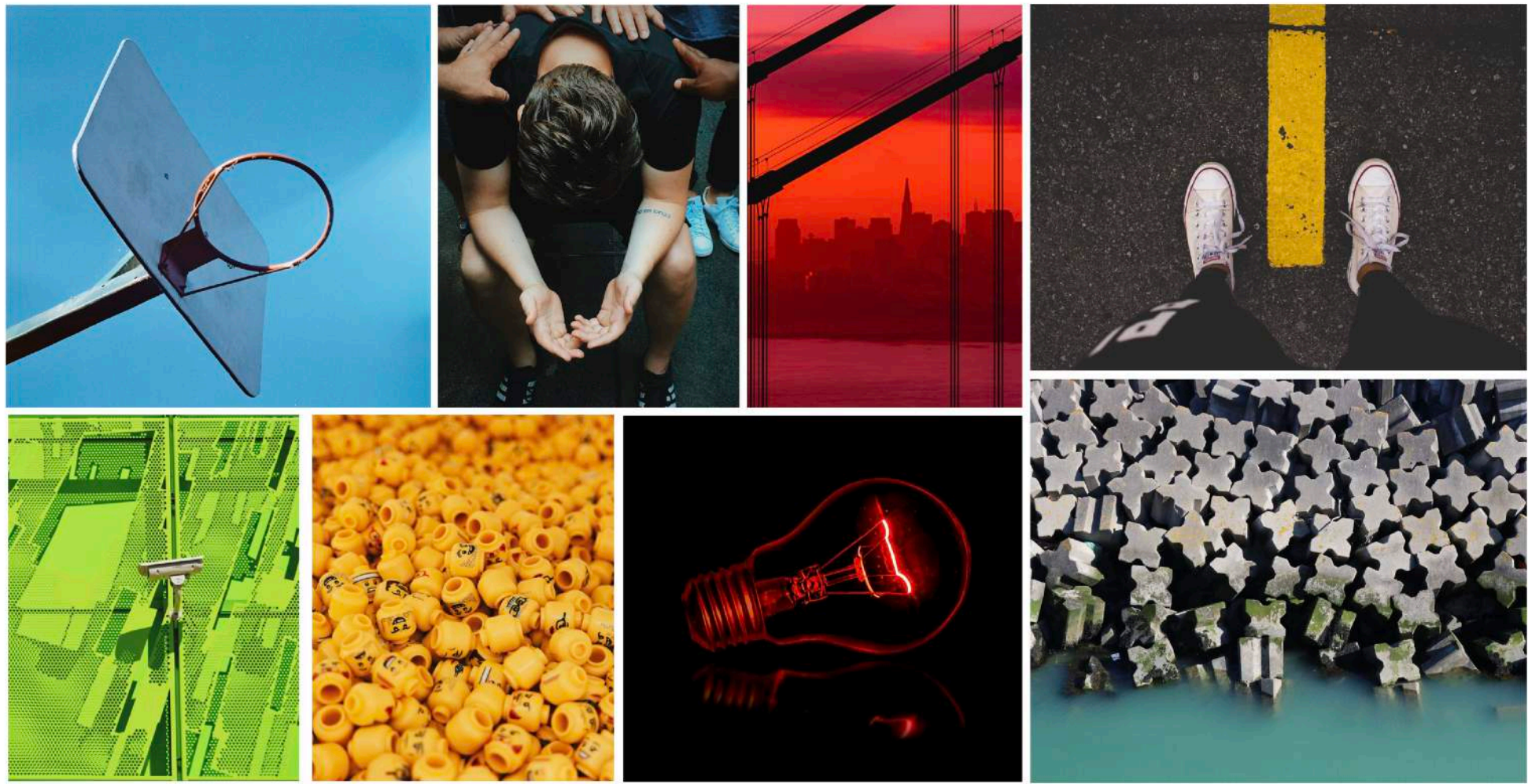


TONE OF VOICE

Most of the times we are disgusted by the conditions of toilet seats in public restrooms and would never consider sitting on one. So what do you do when you absolutely need to use one? Uncomfortable positions, tons of wasted toilet paper, the phobia of touching the toilet in any way and so on. You've probably been through that. In the age of galactic space exploration this is ridiculous and unacceptable.

Hygiene is a noun. It means conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness. Hygiene is not a luxury, it's a necessity; so basic that is expected. Hygiene means respect, standards and care. "Care" is what drives our company. We are practical, reliable, transparent and matter of fact. We're small enough to care for all and large enough to always deliver. We are detail oriented and believe in a job well done. Our talk is straight, direct and clean. We like everything about clean: work clean, show clean and most importantly "do" clean. Clean means "we care".

General Visual Style | Mood Board Example



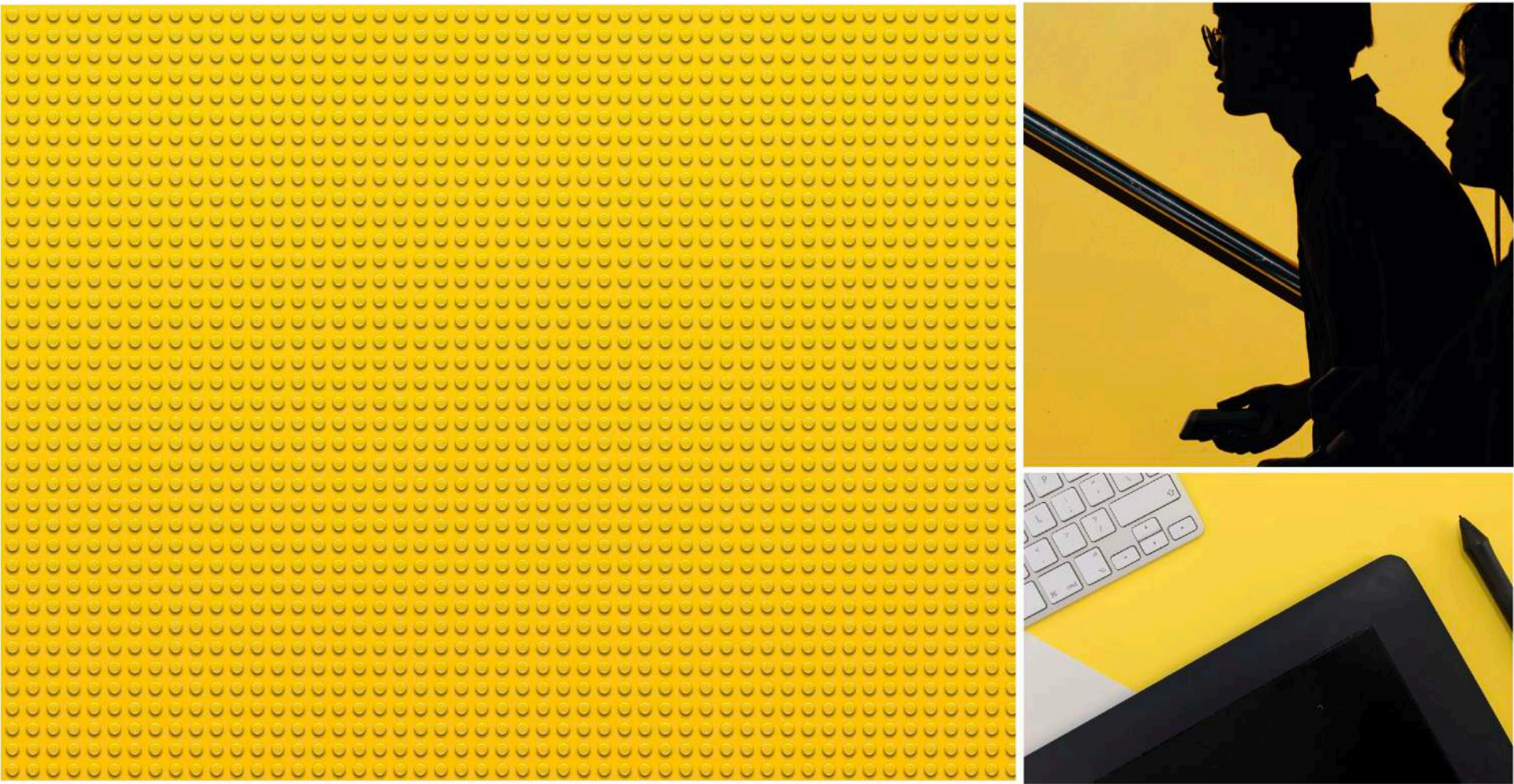
Dividers and Sections | Layout Examples



Print and Typesetting | Layout Examples



Technology | Mood Board Example



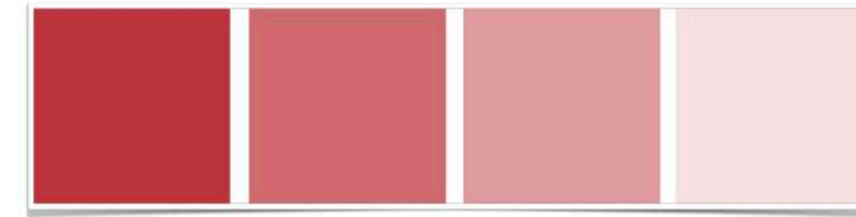
Full logo



Logotype



Full logo horizontal

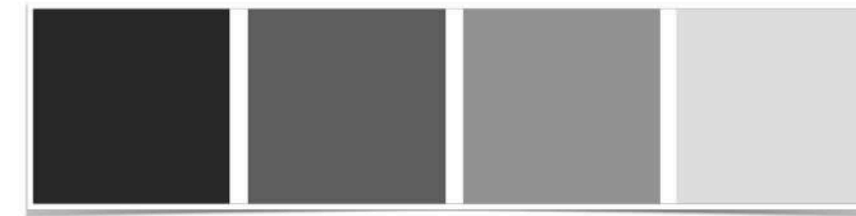


RGB: 190 30 45
CMYK: 15% 100% 90% 10%

75%

50%

15%

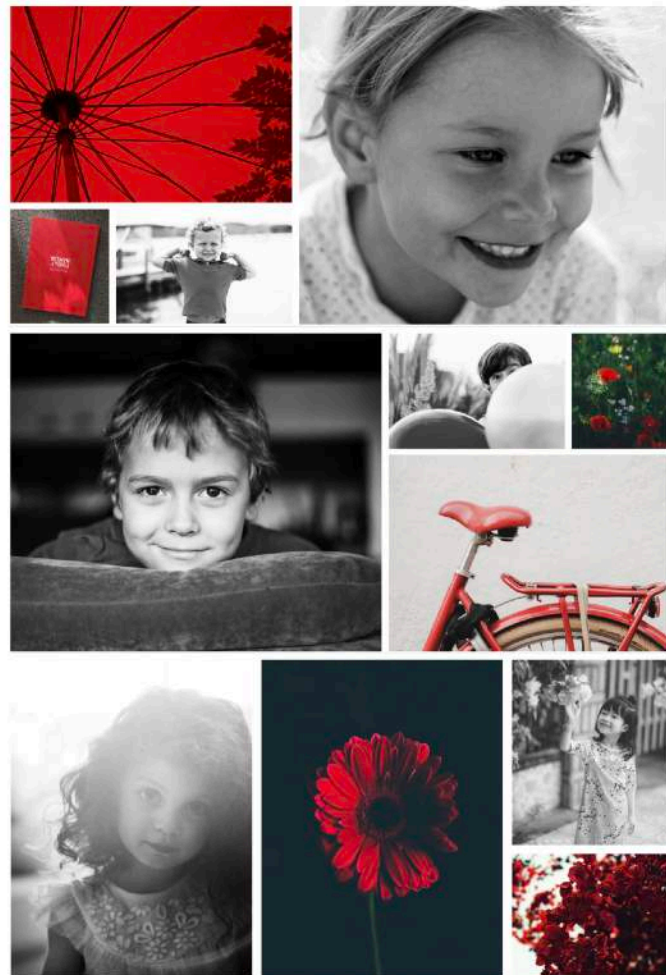


RGB: 0 0 0
CMYK: 75% 68% 67% 90%

75%

50%

15%



Images of Kids - 3 Main Rules

Always black and white.

This creates visual consistency

Always bright.

Natural light is an important visual element of NJ branding.

This conveys the idea of transparency, honesty and serenity.

The kids are natural.

They're often outside, playing and doing kids stuff. No posing.

This means nothing is fake or staged, we let them be themselves.



Naturally **Strong** Minded.

Soroban Japan Learn

[illegible][illegible]



Logo Usage

Use the full logo for print and in editorial for max brand recognition. Use the logo without descriptor for web and digital due to size constraints. The icon works on packages, tags, labels, wrapping paper, etc.

HEADERS

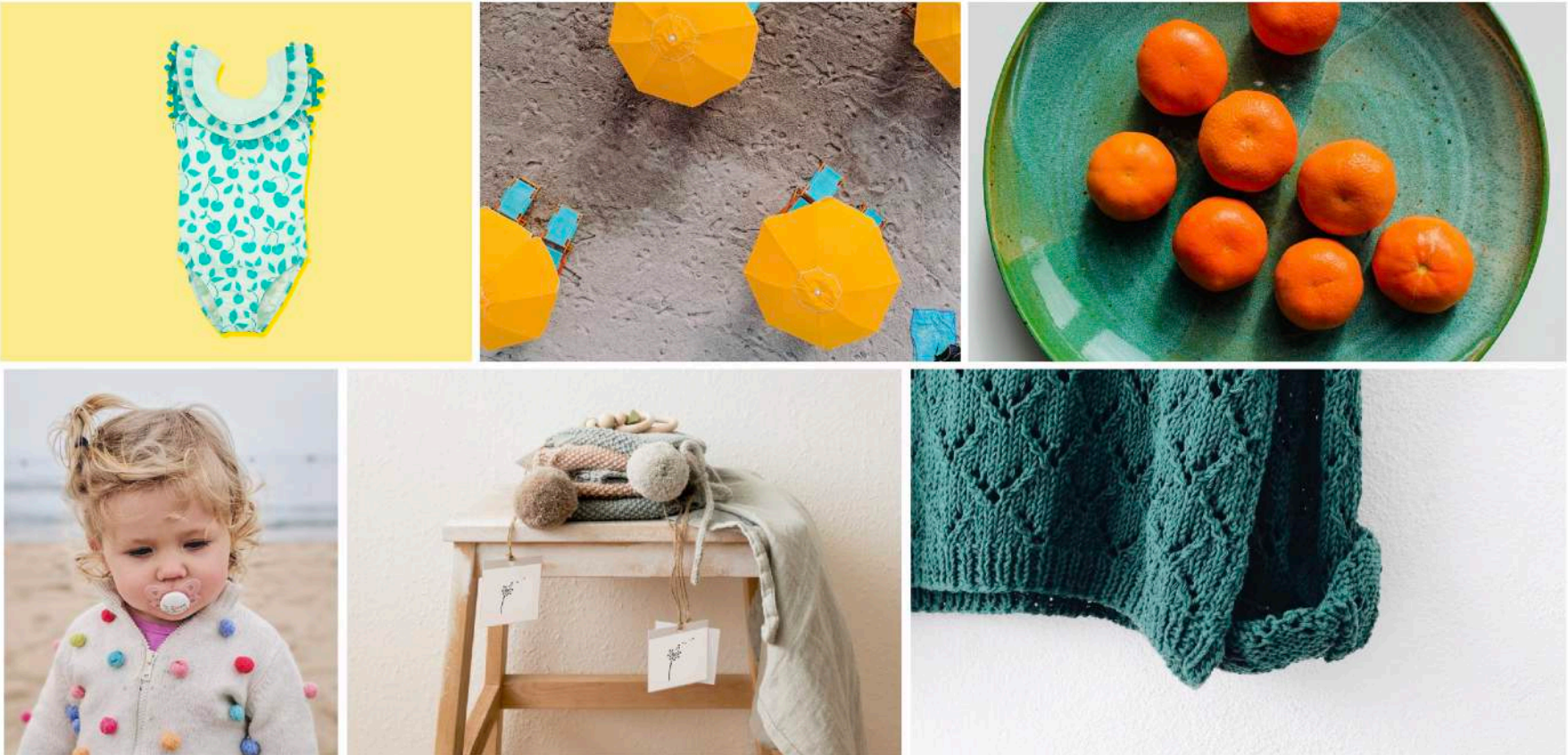
Lato Thin - size 70pt - letter spacing 80

big and thin


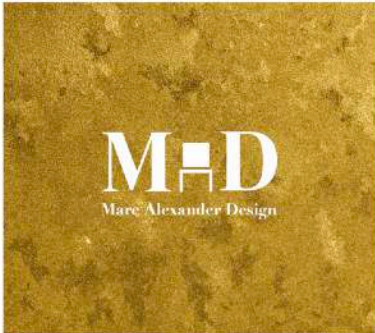


headers, work well with smaller body text. Together they convey harmony and decisiveness. Size variation is also an effective way to create visual hierarchy. Keep this ratio.

Baskerville Regular - size 21pt - leading 42 (double) - letter spacing 60

BODY



Logo Colors



Low Contrast + Textures

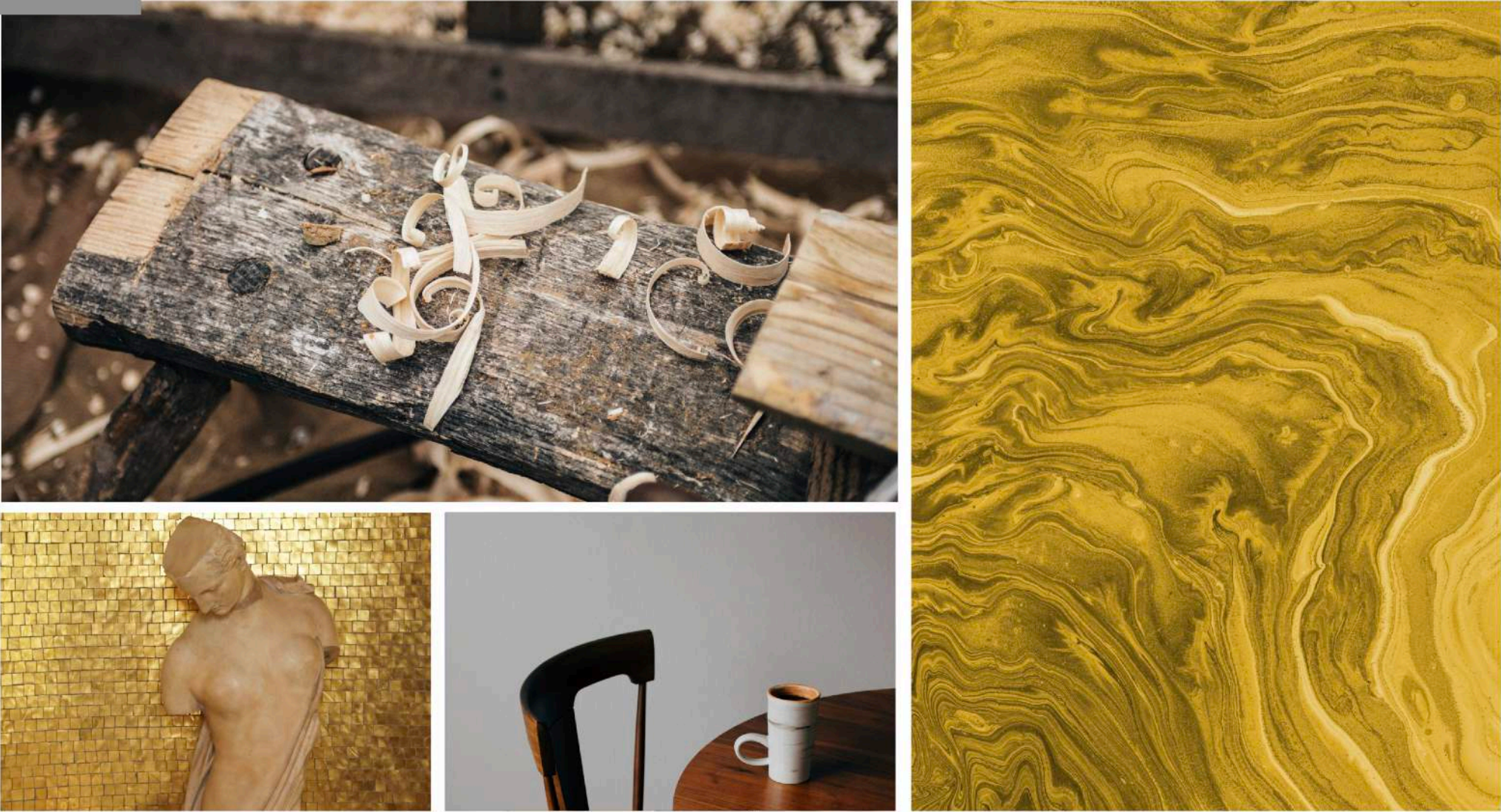
5

Editorial - Example



20

Wood+Gold



17

Logo on Print - Single Page

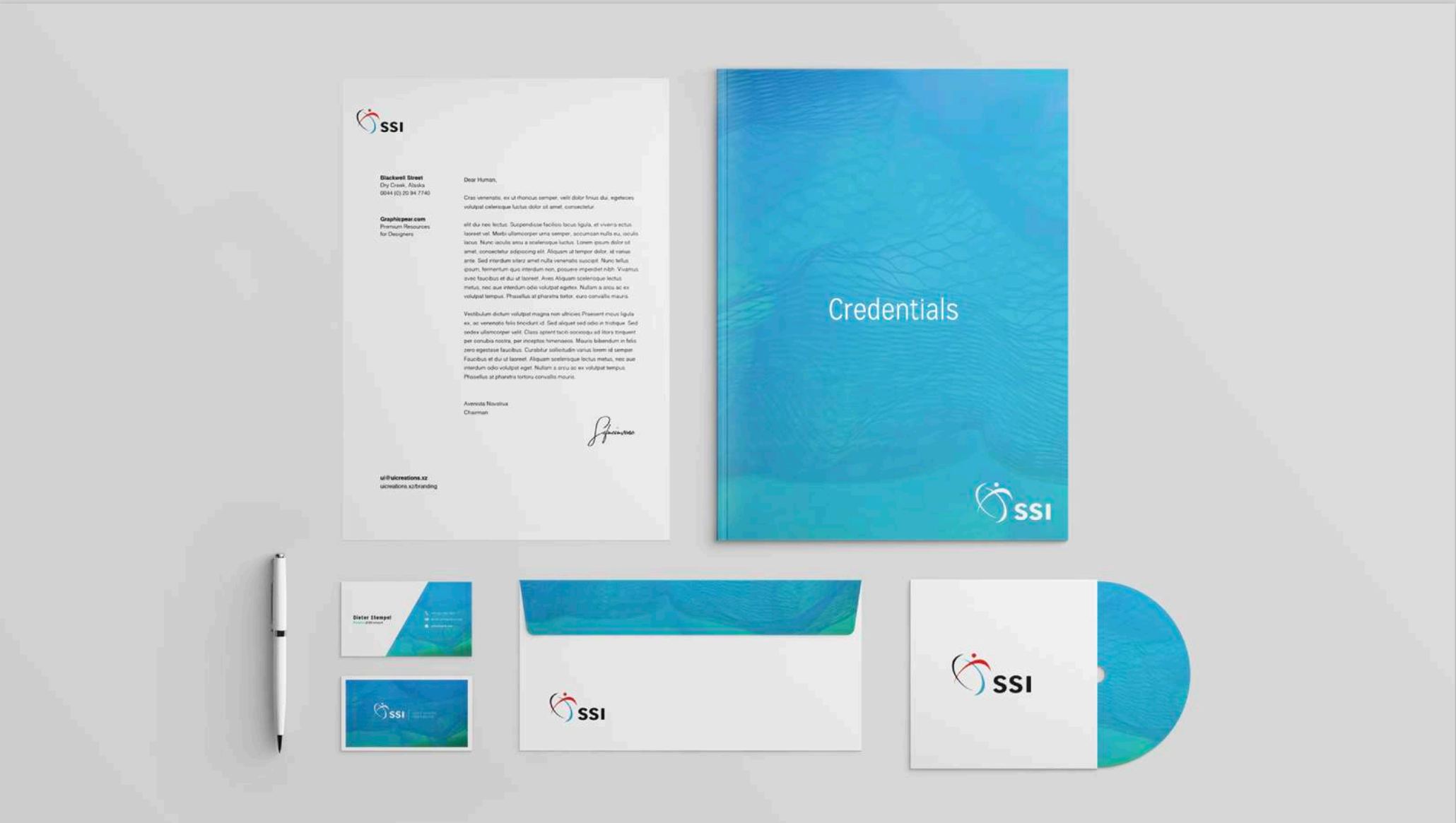


6

STATIONARY

 [Back to top](#)

STATIONARY



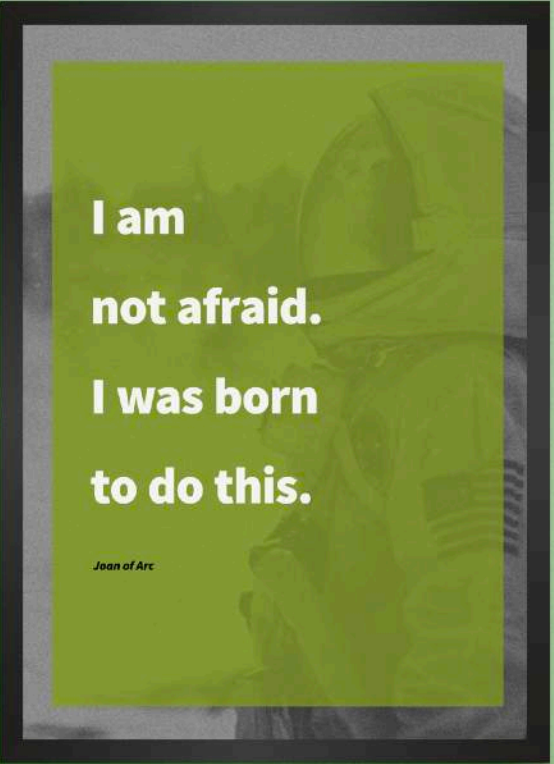
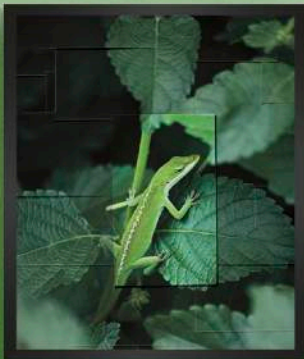
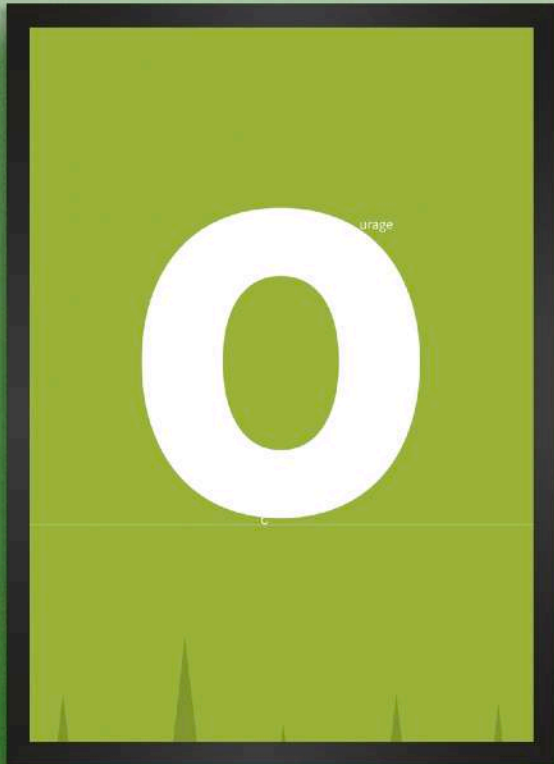
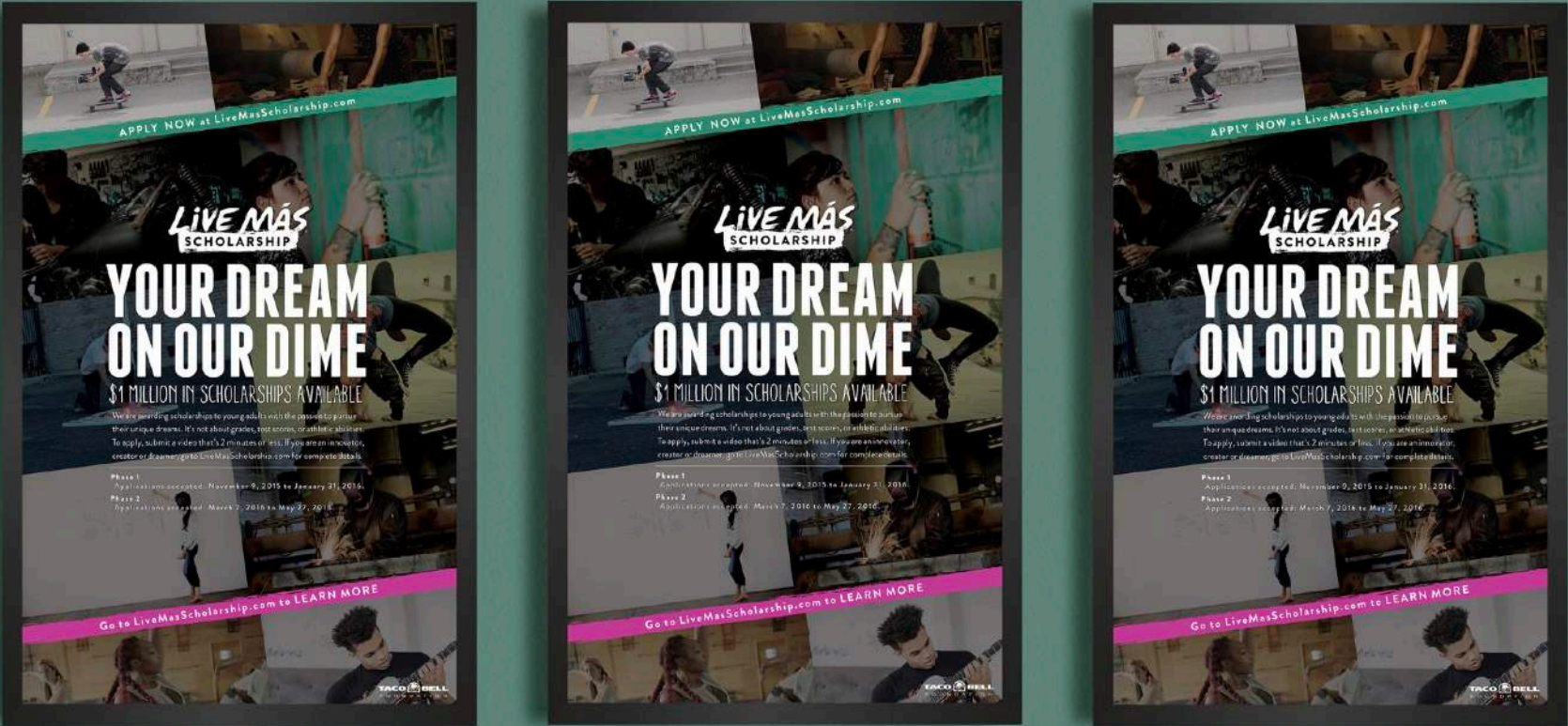
PRINT DESIGN

 [Back to top](#)





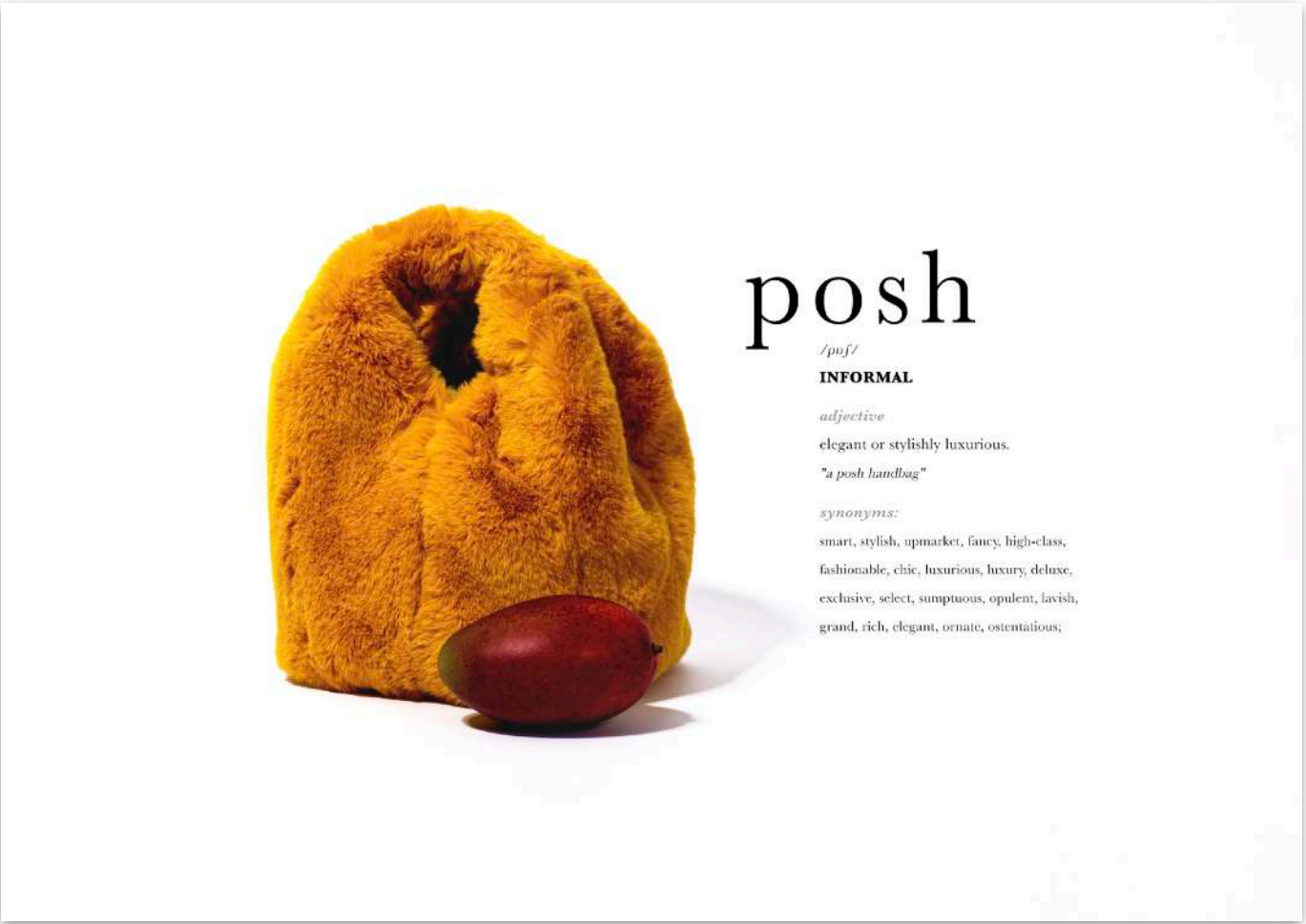
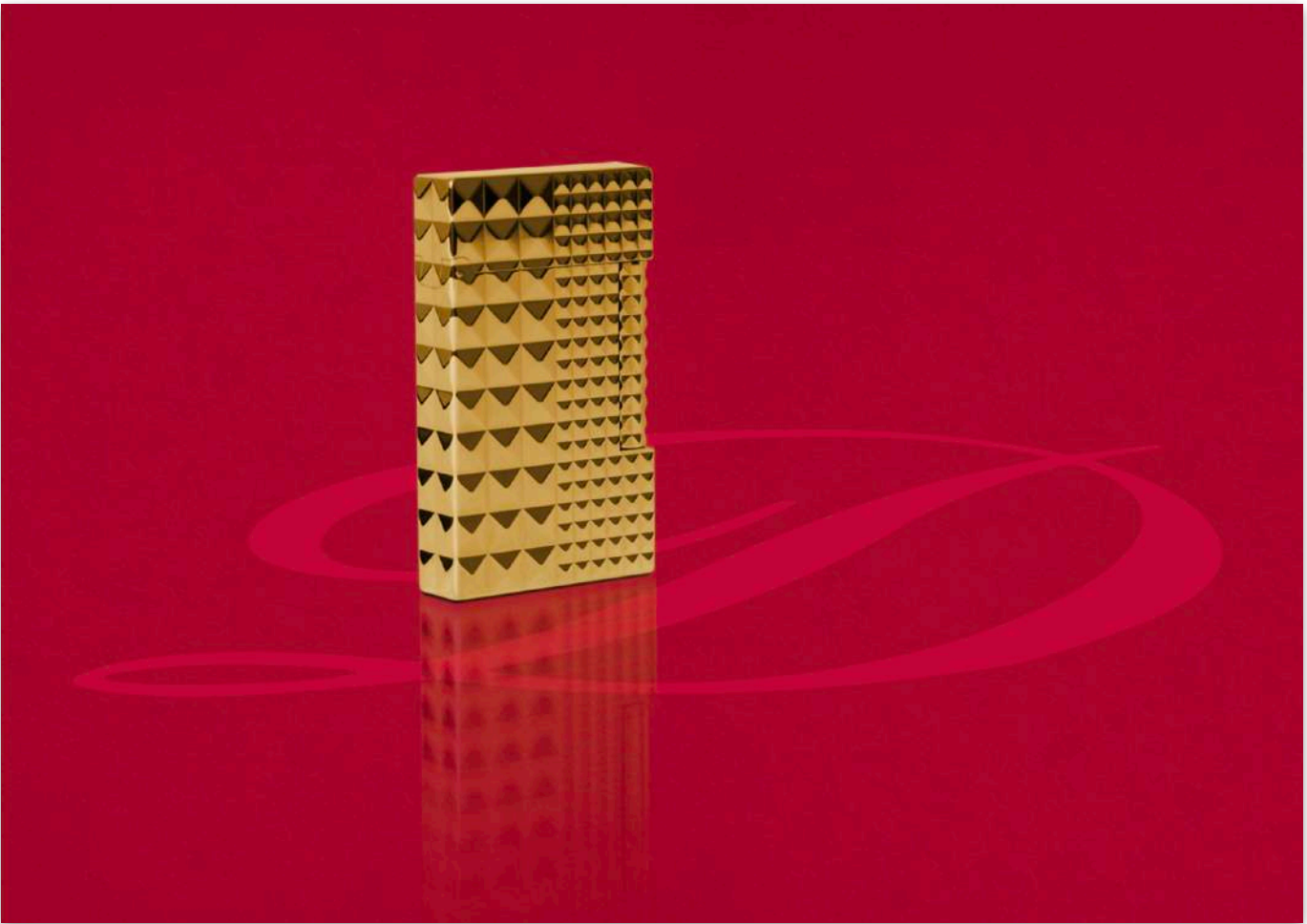
POSTER DESIGN



PRODUCT PHOTOGRAPHY

 [Back to top](#)

PRODUCT PHOTOGRAPHY



PACKAGING DESIGN

 [Back to top](#)

PACKAGING DESIGN



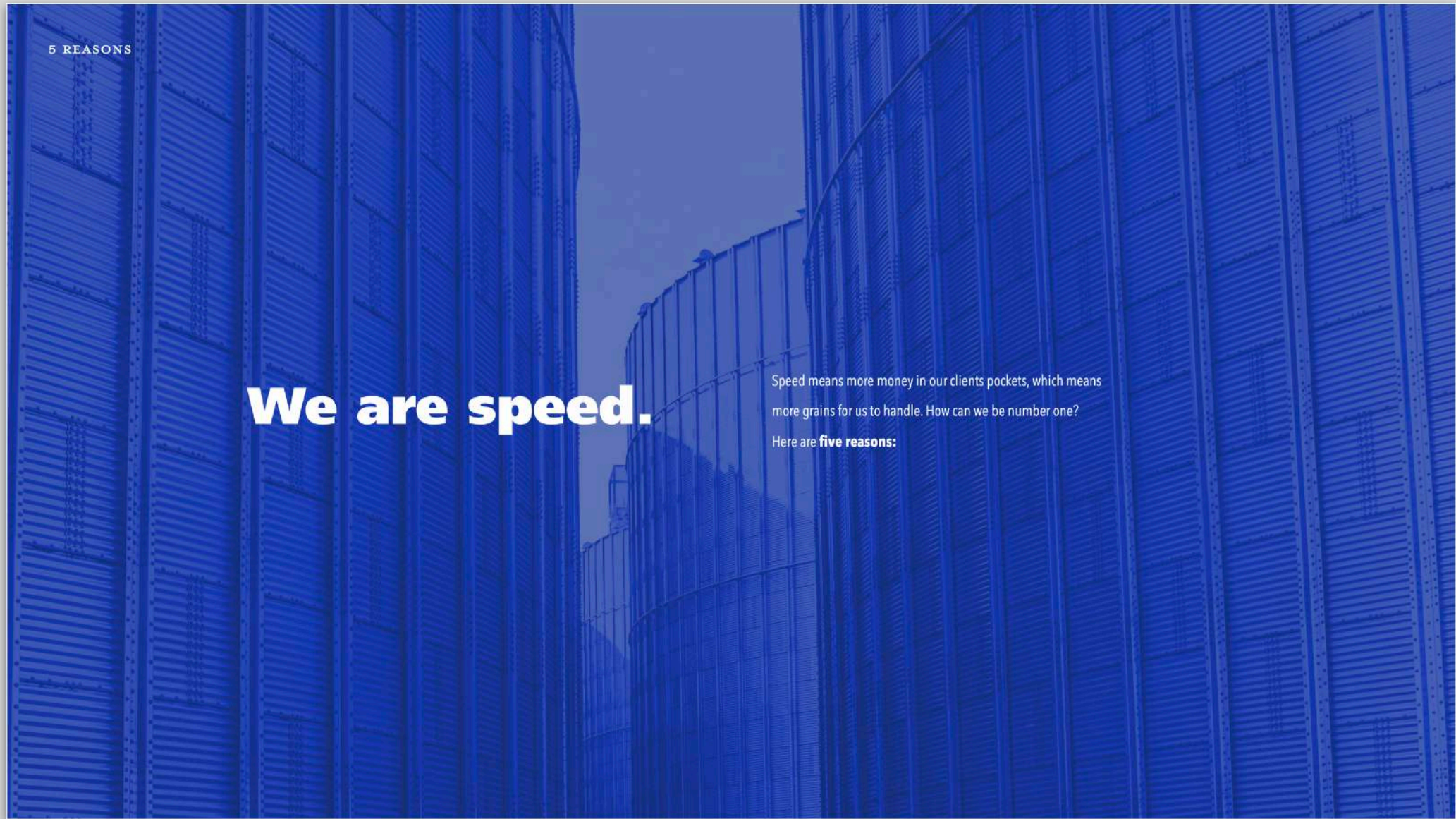
PRESENTATION DESIGN

 [Back to top](#)

5 REASONS

We are speed.

Speed means more money in our clients pockets, which means more grains for us to handle. How can we be number one?
Here are **five** reasons:



REASON #5

We are smart.

The best technology in the industry grants our clients extreme efficiency, maximum profit and minimum risk.

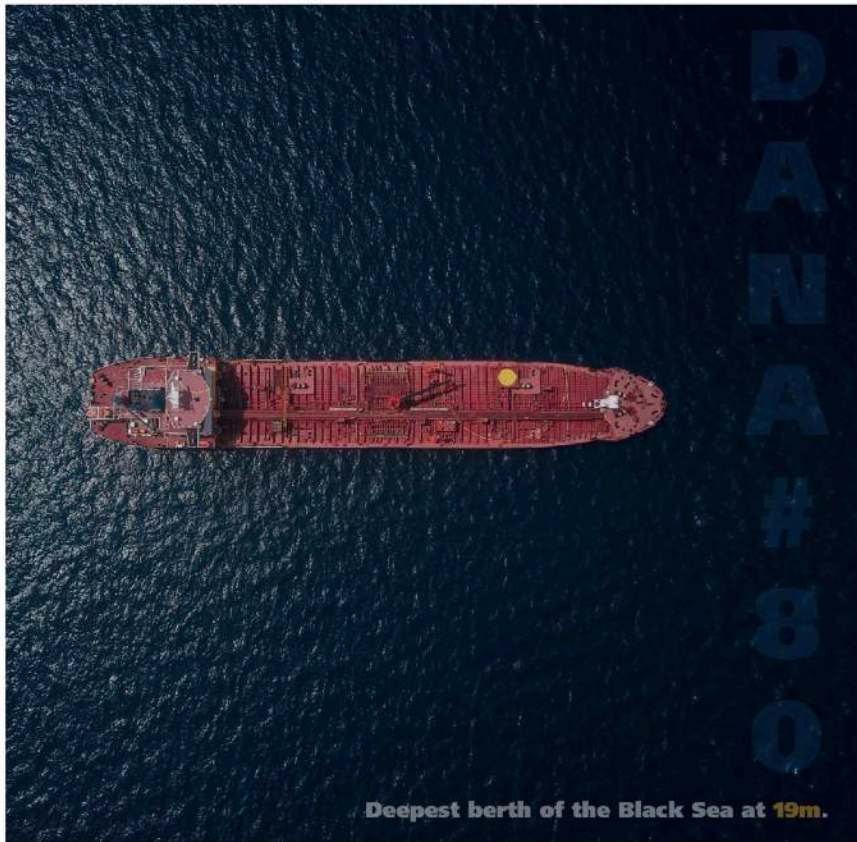


CG
GRAINS

REASON #2

We are deep.

Our 19m deep berth can easily accomodate large bulk carriers including Post-Panamax.



D
A
N
A

8
0

Deepest berth of the Black Sea at 19m.

CG
GRAINS

PAST & FUTURE

We are grains.

We believe in grains. Grains are the future. So we've envisioned the future while building our grain terminal. And just as a promising future rests on a solid past, Convex Grains rests on an impressive track record and a long history as industry **leader since 1991**.

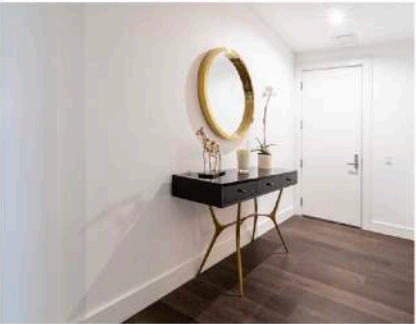


SPECIAL EDITION #6

Headline Here

The value of an object is given by the quality of its materials and by the skill of the hand that crafted it. Today, when almost everything is mass produced, unicity and craftsmanship are increasingly rare.

Marc Alexander Design is an international furniture design company curating unique furniture pieces created and handcrafted by artists. MAD collaborates with the best furniture designers and craftsmen to offer its clients one of a kind luxury furniture items.



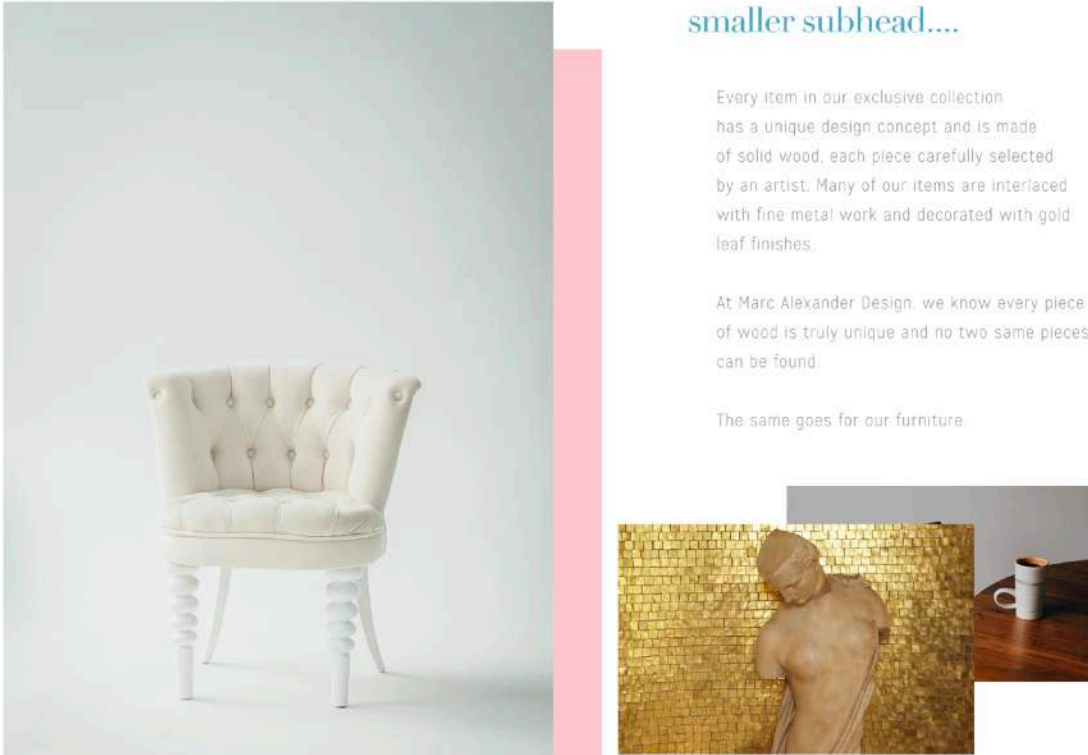
INTERIORS & CO.

smaller subhead....

Every item in our exclusive collection has a unique design concept and is made of solid wood, each piece carefully selected by an artist. Many of our items are interlaced with fine metal work and decorated with gold leaf finishes.

At Marc Alexander Design, we know every piece of wood is truly unique and no two same pieces can be found.

The same goes for our furniture.




This Is Who We Are

Marc Alexander Design is professional, sophisticated and very knowledgeable of art and design. We often talk in 1st person plural, we use short sentences and we are not afraid of being exclusive – we know we're not for everybody.

We understand our customers and value their love for beauty and quest uniqueness. That's why we always strive to keep our collection extremely well curated, providing only the very best in terms of craft and materials.

We love our team of artists and we often talk about them and their craft. It's part of who we are. We also want to inspire with our content so get poetic sometimes and even a bit philosophical. But we're always on point.

We have a lot of respect for nature and raw materials, especially wood. Wood has special meaning to us because each piece is unique, just like our furniture.



2

What Are We Saying


The value of an object is given by the quality of its materials and by the skill of the hand that crafted it. Today, when almost everything is mass produced, unicity and craftsmanship are increasingly rare.

Marc Alexander Design is an international furniture design company curating unique furniture pieces created and handcrafted by artists. MAD collaborates with the best furniture designers and craftsmen to offer its clients *one of a kind* luxury furniture items.

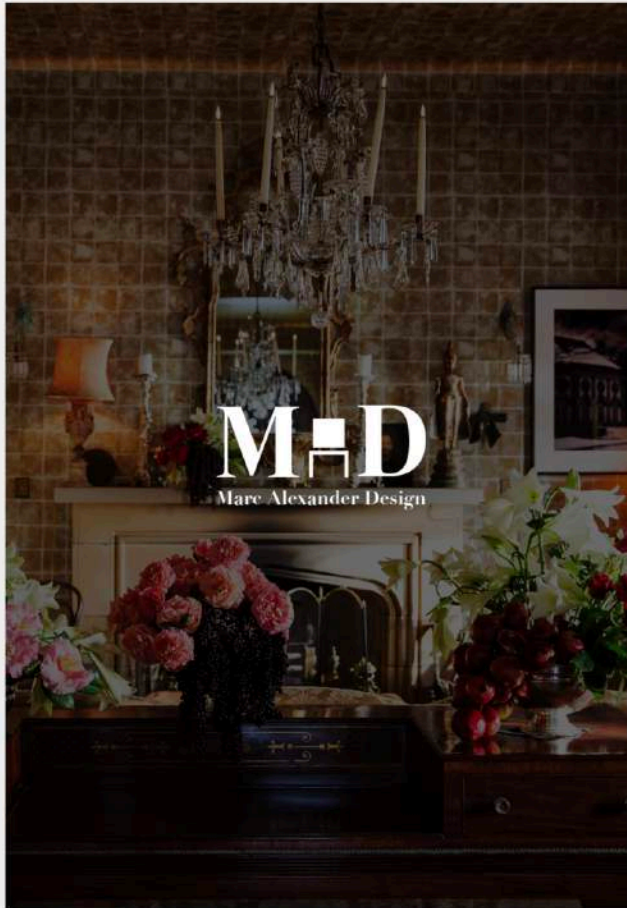
Every item in our exclusive collection has a unique design concept and is made of solid wood, each piece carefully selected by an artist. Many of our items are interlaced with fine metal work and decorated with gold leaf finishes.

At Marc Alexander Design, we know every piece of wood is truly unique and no two same pieces can be found.

The same goes for our furniture.



1



Our Story

The value of an object is given by the quality of its materials and by the skill of the hand that crafted it. Today, when almost everything is mass produced, unicity and craftsmanship are increasingly rare. Marc Alexander Design is an international design company curating unique furniture and decor pieces created and handcrafted by artists. Every item in our exclusive collection has a unique design concept and is made from carefully selected materials such as beautiful pieces of solid wood, repurposed wrought iron work and gold leaf finishes. Each piece is created entirely by one artist from vision to execution. We don't focus on quantity: each piece of our small collection is a true piece of art, unique and personal for both the artist and the collector.

Marc Alexander

And unfortunately, pet parents
have been left behind...



Pet booking solutions today:

- 1 Don't allow pet parents to search for, and receive availability on day/services requested, without entering in all their personal information first.
- 2 Lack instant confirmation on booking requests, resulting in frustration and delays for pet parents.
- 3 Don't have the ability to tailor add-on services or packages to best suit pet parents' needs.
- 4 Lack an effective way to automate policies including deposit requirements, cancellation deadlines, and refunds.

No pet peeves here.
Just smooth, seamless integration.

Goose offers facility owners the option to seamlessly integrate with their current KMS providers.

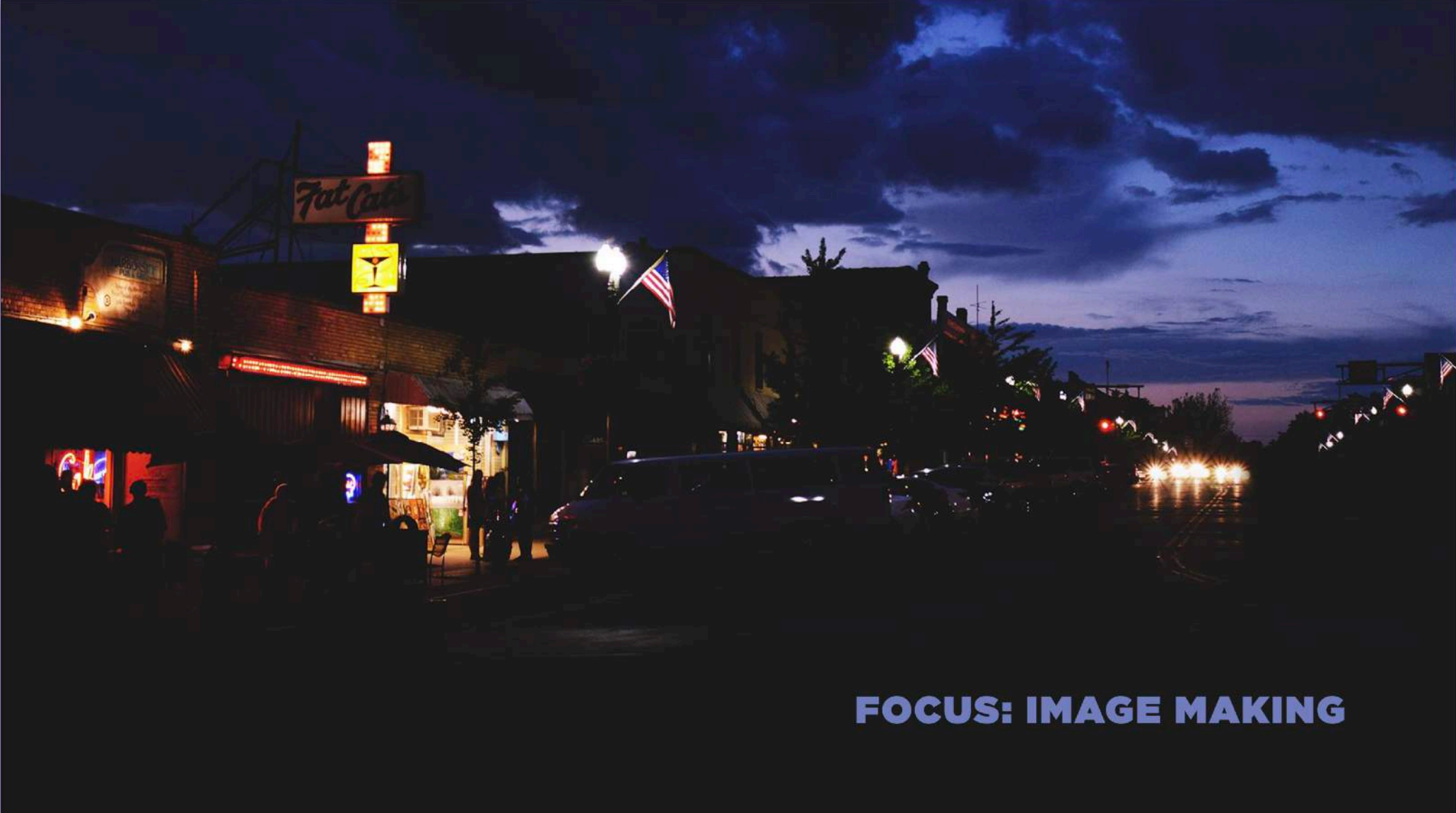
- Eliminates the need for dual data entry
- Guarantees systems are in-sync
- Ensures little to no operational impact for management



Only Goose gives facility owners the customized, data-backed tools they need to maximize revenue and stay ahead of the pack.

The US pet Services market is estimated to be more than \$9B in annual spend and growing — Are you getting your share and leading the pack?

Customers will love Goose.
But they aren't the only ones.



CREATIVE INDUSTRY OVERVIEW

GLOBAL TRENDS

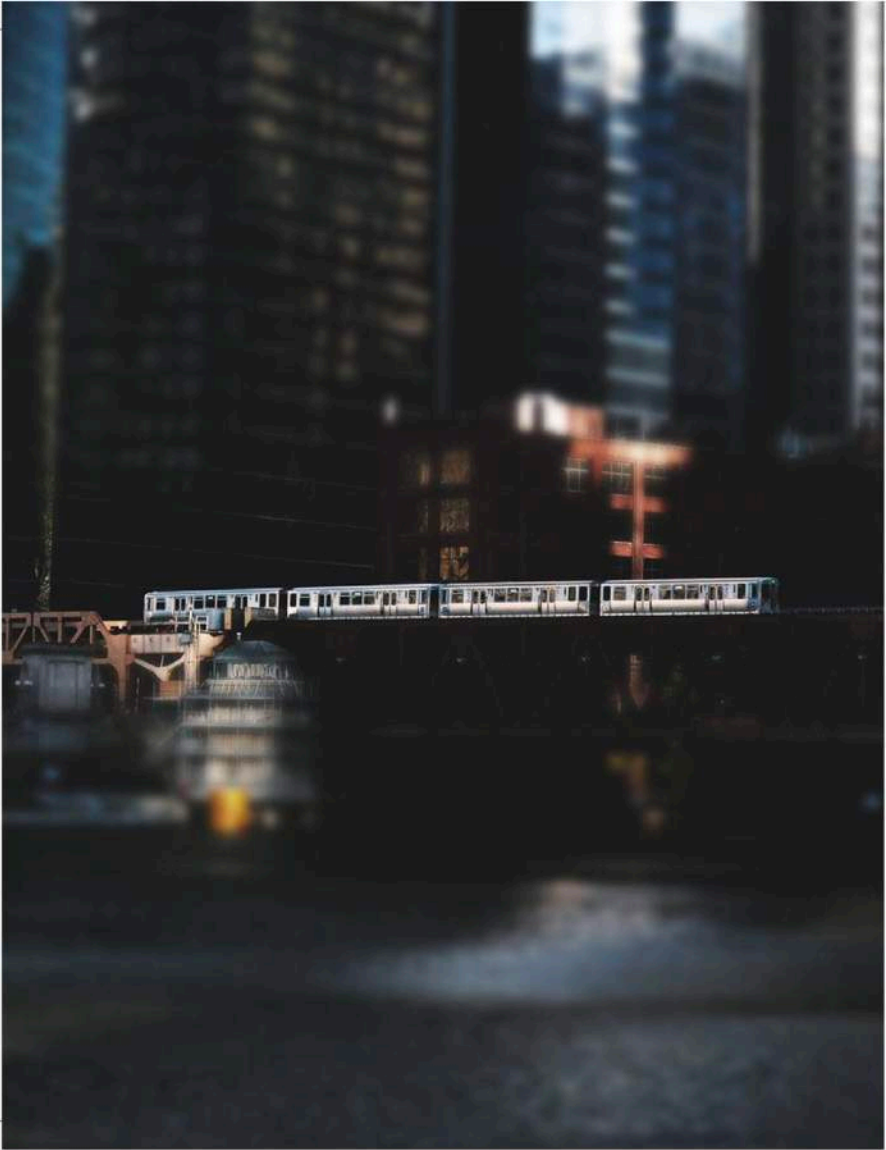
Authenticity
Social media and resistance to traditional advertising created a desire for true authenticity.

Simplicity
In the supersaturated world of brands and sales, simplicity is the result of focused business and clean superior aesthetics.

Instant Entrepreneurship
The online medium provides the perfect habitat for the launch and operation of a truly transparent and simple business/service.

Personalization
Small scale production and tailored media use create a strong desire for personalization.

SOURCES
<https://www.westbascoender.com/blog/2017-stock-photography-trends/>



CREATIVE INDUSTRY OVERVIEW

BUSINESS TRENDS part 2

In the European market the image/photo sector presents constant growth. At present the increasing demand and the insufficient supply, especially in the B2B sector, causes the pricing for visual to be steadily on the rise.

There has been a constant increase in photo purchase of 10-15% yearly for the past several years in Europe. In Romania the photography segment is very dynamic with examples of good practice by professionals who are able to combine creativity and financial profitability.

There is however a major need for greater professionalism, art direction, craftsmanship, knowledge of aesthetics and technical skill in order to transform this small sector into a major industry.

SOURCES
<https://www.shutterstock.com/blog/photography-predictions-2017>
<http://work.chron.com/being-photographer-high-demand-22984.html>



A photograph of the Statue of Liberty against a clear blue sky. The statue is shown from the waist up, holding the torch and tablet.

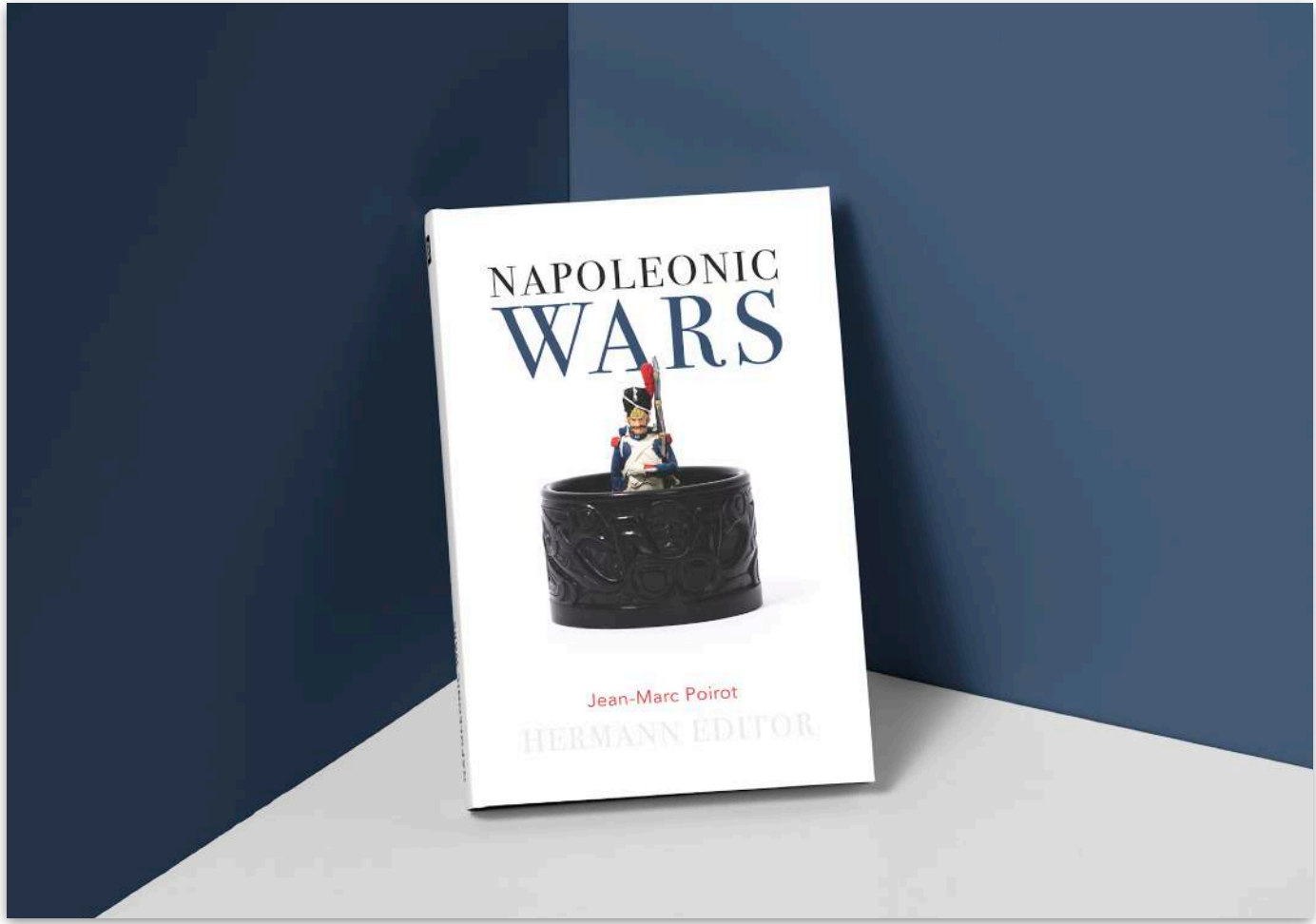
GOALS

MISSION
Through international experience, Import has the objective to raise the standards in the image making industry.

VISION
Import becomes a landmark for image makers and lovers, selling premium visuals to its clients, educating the public about images, promoting visual artists and collaborating with film directors and art curators.

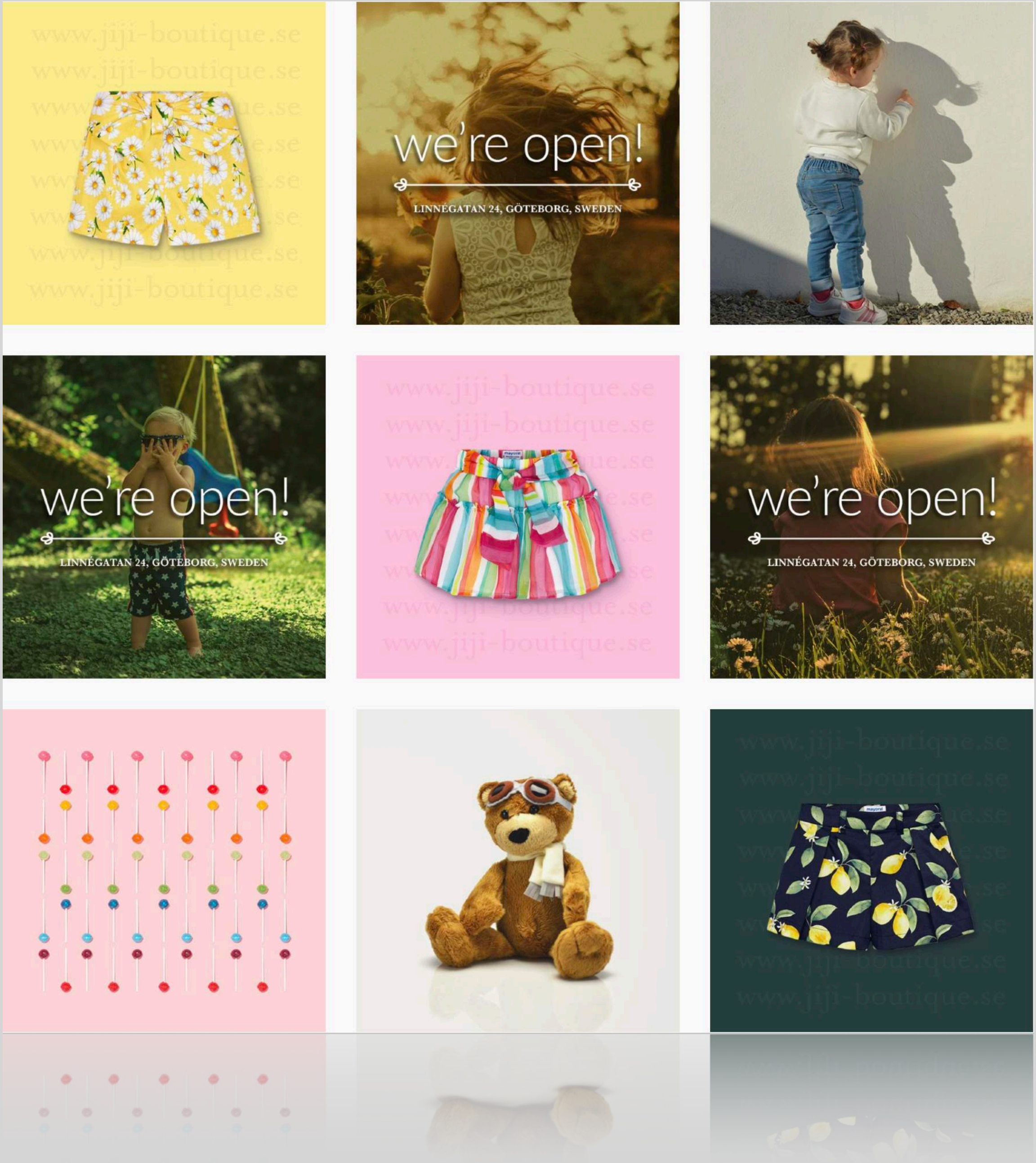
CONCEPT DESIGN

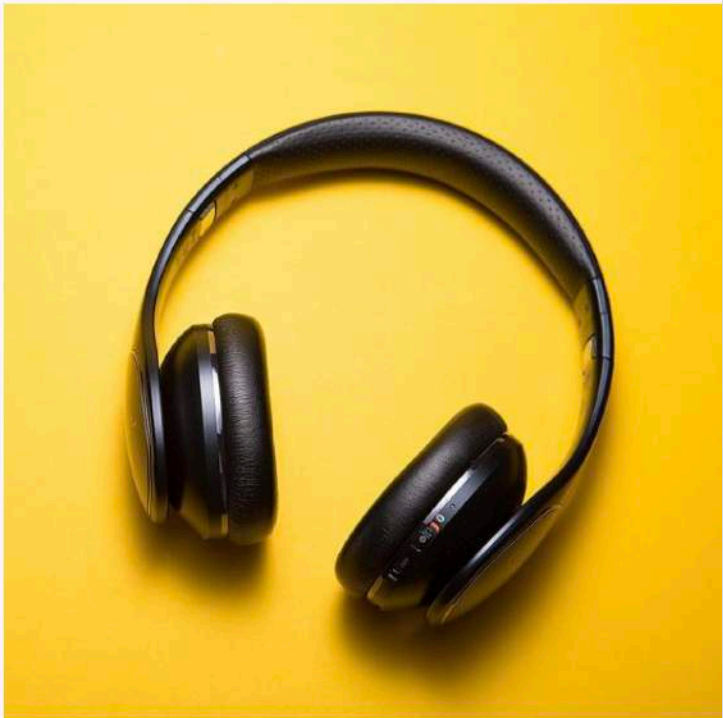
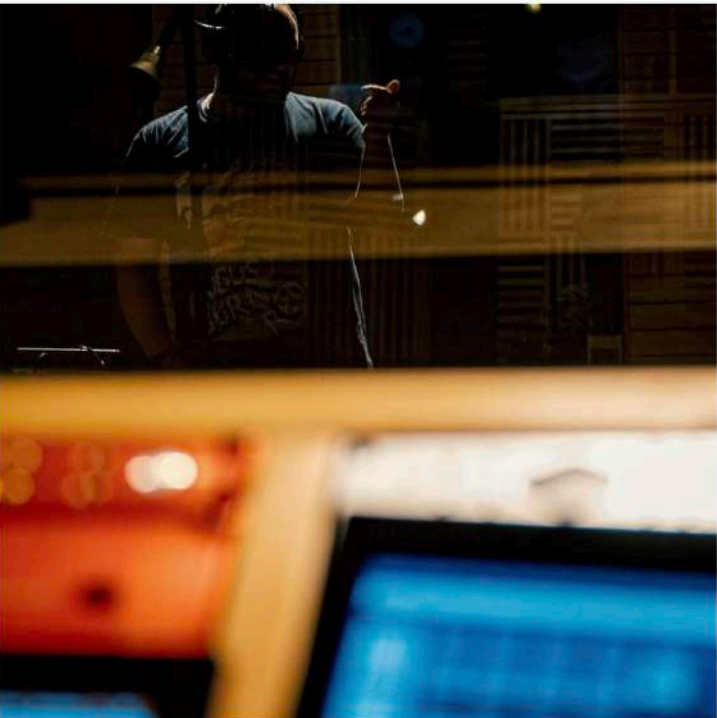
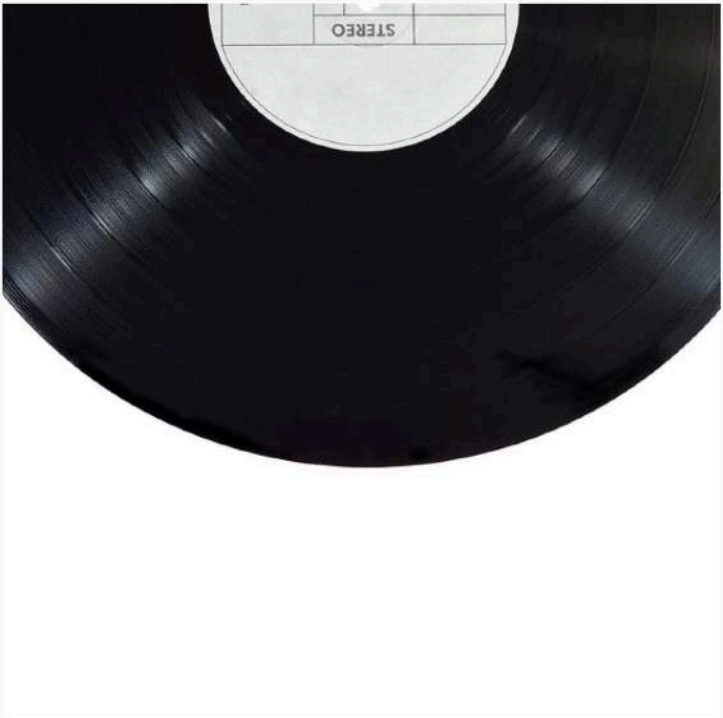
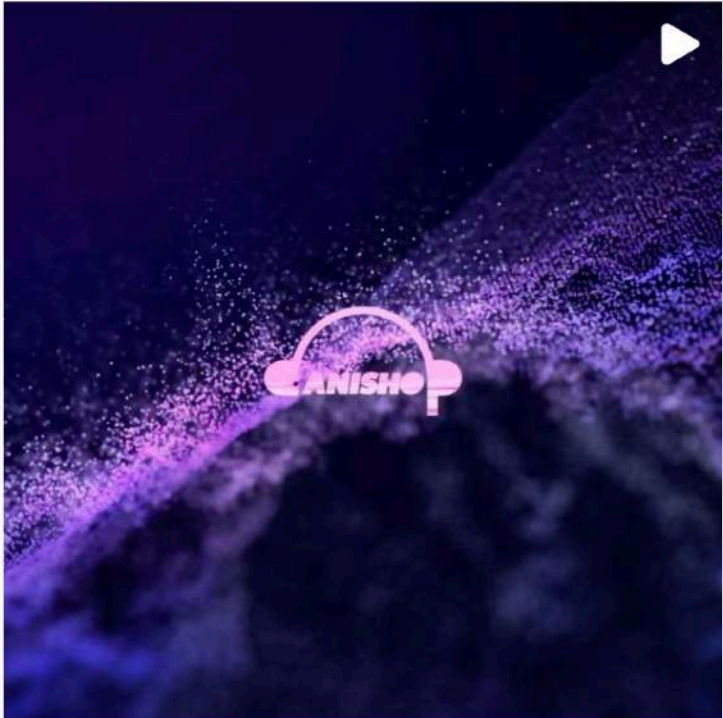
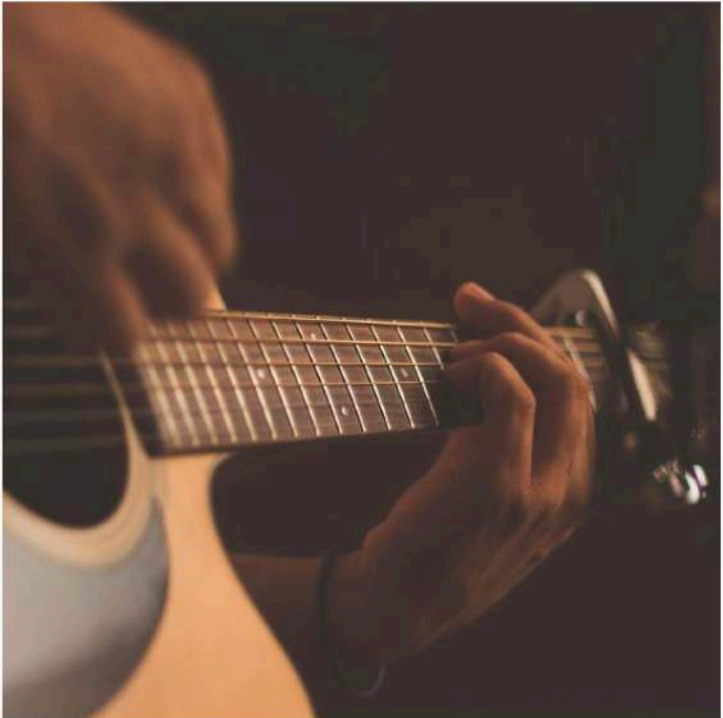
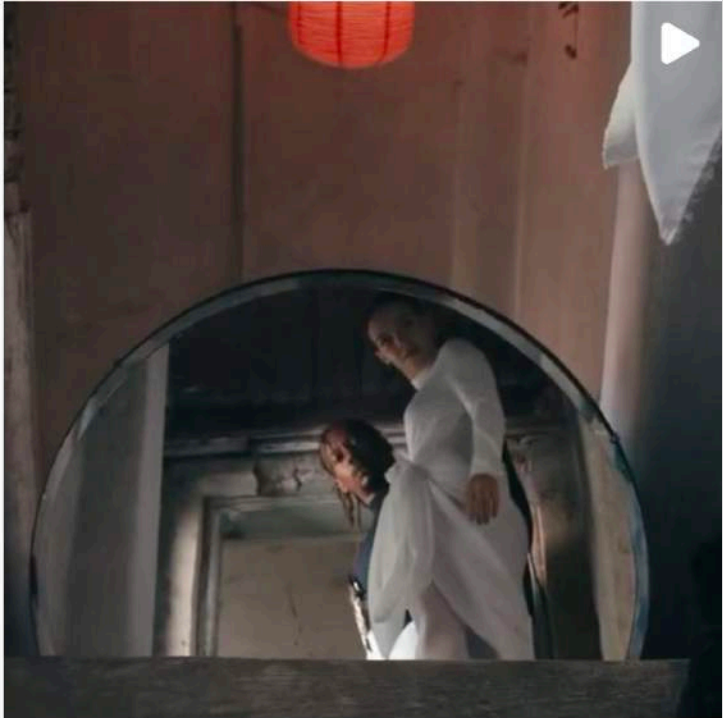
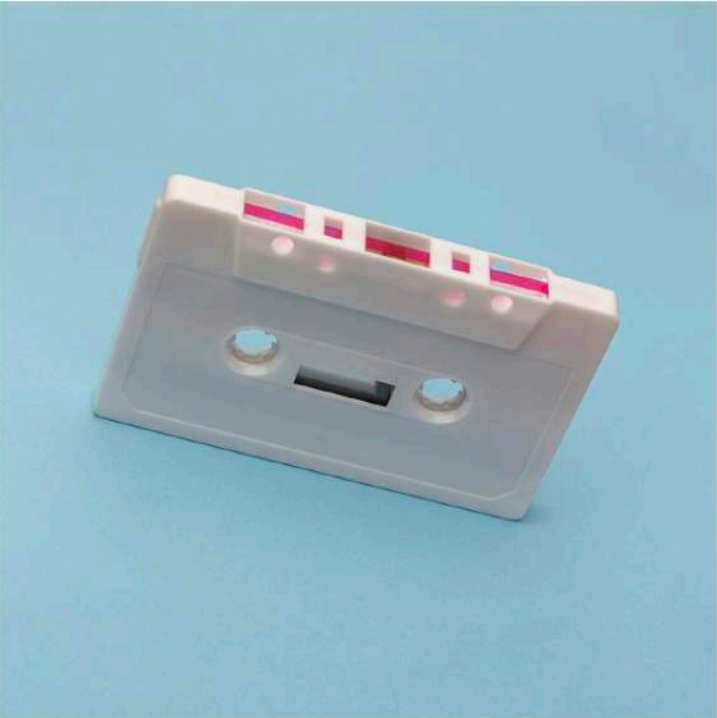
 [Back to top](#)

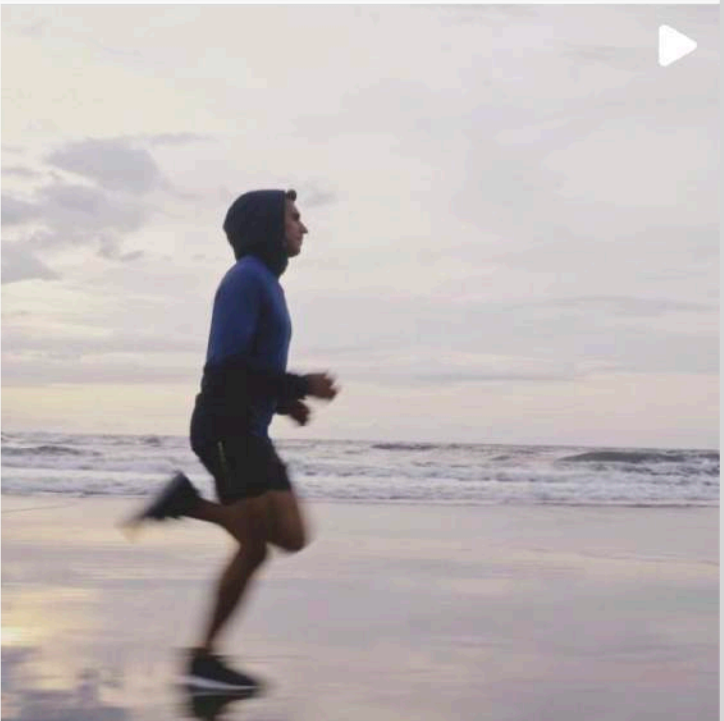
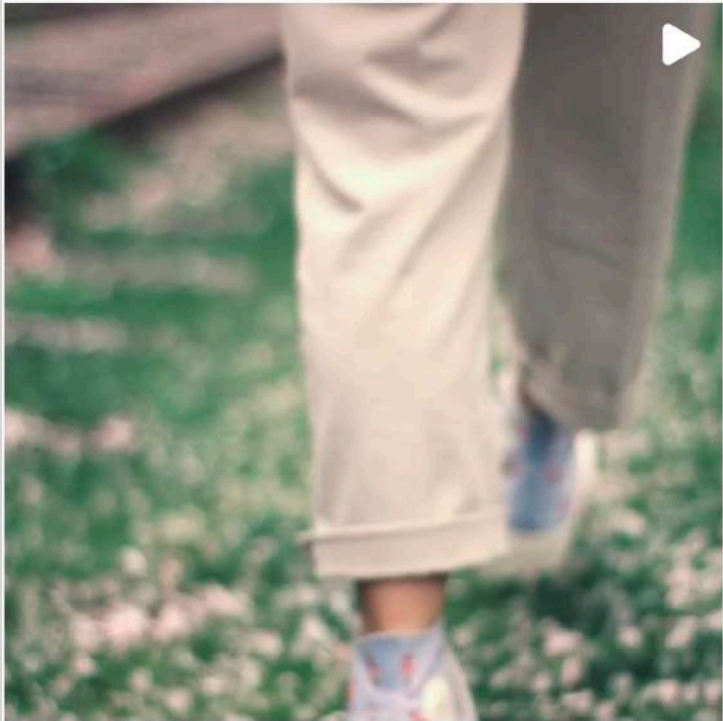
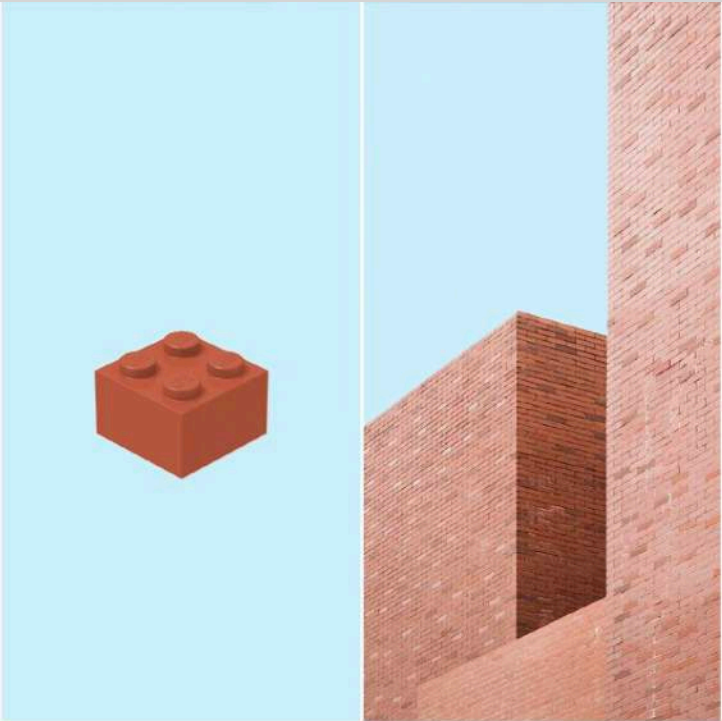
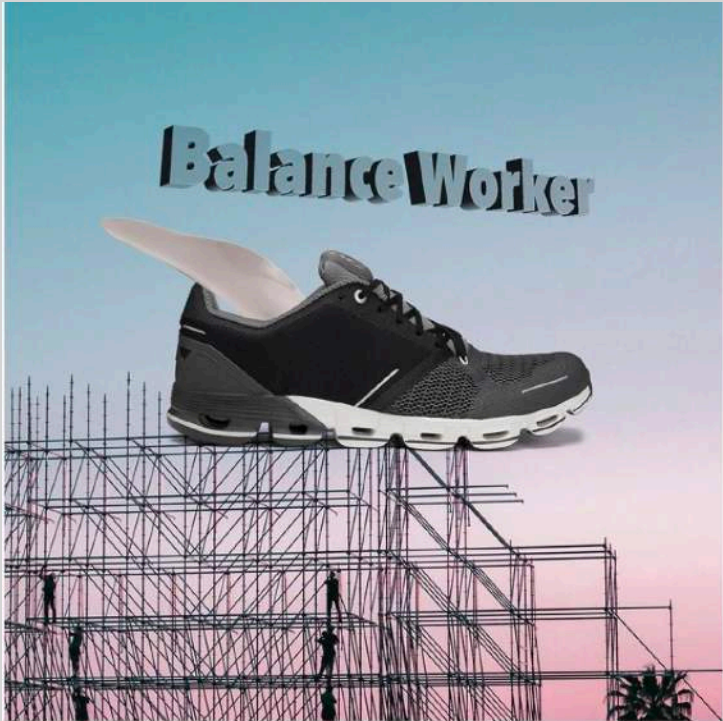


SOCIAL MEDIA DESIGN

 [Back to top](#)











Fin

