

# BRAND DEVELOPMENT PROCESS

Wise Guys Pizzeria



847.742.0222

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**WISE-GUYS**  
PIZZERIA



# LOGO DEVELOPMENT PROCESS

Affinity Metals LLC / Parallel

Overview

**affinity**  
Metals LLC

Affinity Metals LLC is a leading provider of metal products and services for commercial and industrial markets. We are committed to providing high-quality products and services that meet the needs of our customers.

PHOTO: [Placeholder] | TABLE: [Placeholder]

Existing Steel Company Logos

PHOTO: [Placeholder] | TABLE: [Placeholder]

Color Palette

**Red:** A pure red with a hint of cyan to create a steel effect and a bit of black make it a strong, solid color.  
C: 0% M: 100% Y: 100% K: 0%

**Black:** A solid black with a hint of cyan to create a cold, steel-like look.  
C: 0% M: 0% Y: 0% K: 100%

**Gray:** From a pure black to white, an option to use for creating a metal effect.  
C: 0% M: 0% Y: 0% K: 100% to C: 0% M: 0% Y: 0% K: 0%

PHOTO: [Placeholder] | TABLE: [Placeholder]

Typefaces

**Helvetica Bold 24**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Helvetica Bold 18**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Georgia: Subsize 10 Medium**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Georgia: Subsize 9 Bold**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Zebrin: Bold**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Affinity Metals LLC**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Logo Variations

PHOTO: [Placeholder] | TABLE: [Placeholder]

Logo Icons Variations

PHOTO: [Placeholder] | TABLE: [Placeholder]

Overview

**Affinity  
Metals LLC**

Specialty metal products and services for commercial and industrial markets. We are committed to providing high-quality products and services that meet the needs of our customers.

PHOTO: [Placeholder] | TABLE: [Placeholder]

Color Palette

**Red:** A pure red with a hint of black make it a strong, solid color.  
Pantone 179 C  
C: 0% M: 100% Y: 99% K: 4%

**Black:** A solid black with a hint of cyan to create a cold, steel-like look.  
C: 0% M: 0% Y: 0% K: 100%

**Gray:** From a pure black to white, an option to use for creating a metal effect.  
C: 0% M: 0% Y: 0% K: 100% to C: 0% M: 0% Y: 0% K: 0%

PHOTO: [Placeholder] | TABLE: [Placeholder]

Typeface Usage

**Two 9pt Book**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Two 9pt Medium**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz 1234567890

**Ratio of 1:60:1 should be used for type size and leading should be 60% of type size of "Affinity".**  
An example: "Affinity" is used at 10pt, "Metals LLC" will be set at 6pt and the leading would drop lead for both lines.

**Two types in a single line, Helvetica Bold outside used in the same type size.**

**Affinity  
Metals LLC**

**Affinity  
Metals LLC**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Logo Variations

**Two Color Version**

**Black Version**

**White Version**

**Option 1**

**Option 2**

**Option 3**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Business Cards

**Option 1**

**Option 2**

**Option 3**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Business Cards

**Option 4**

**Option 5**

**Option 6**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Business Cards

**Option 7**

**Option 8**

**Option 9**

PHOTO: [Placeholder] | TABLE: [Placeholder]

Business Cards

**Option 10**

**Option 11**

PHOTO: [Placeholder] | TABLE: [Placeholder]

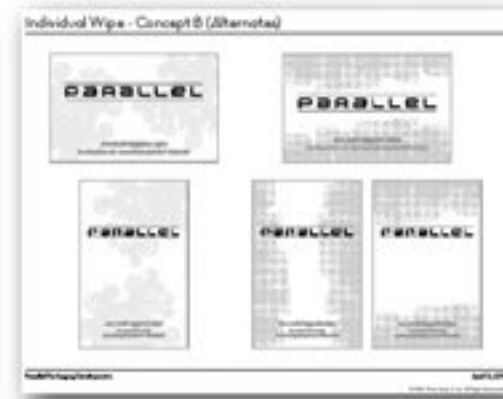
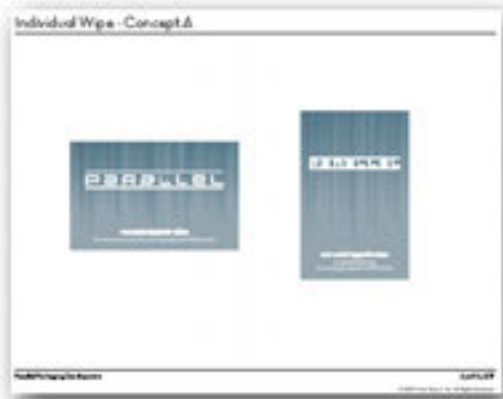
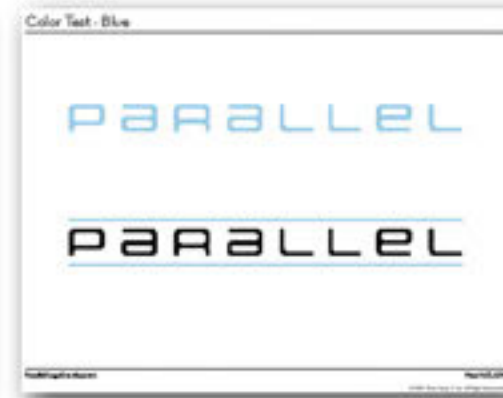
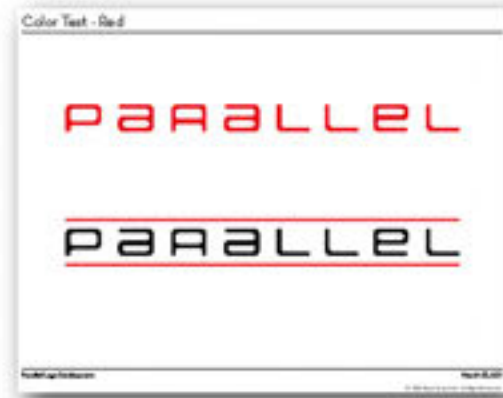
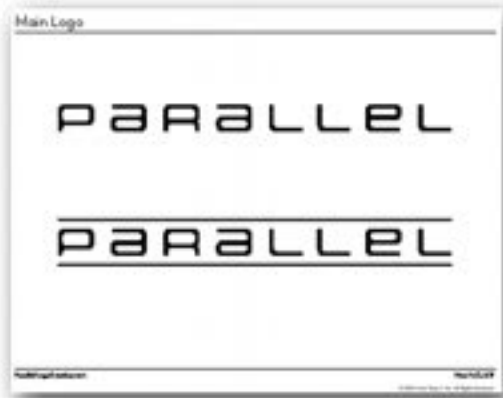
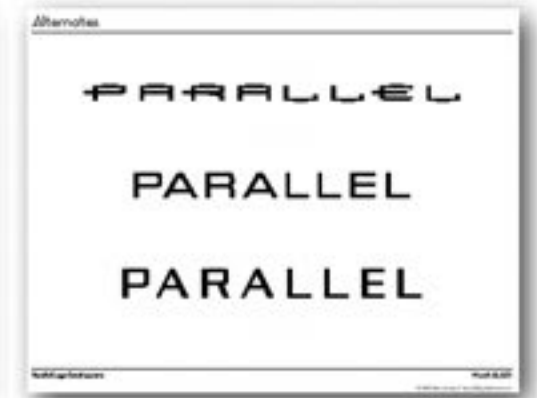
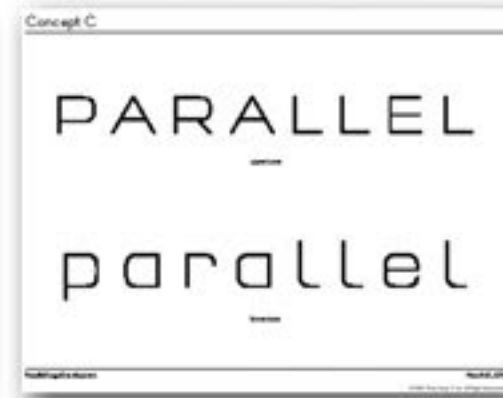
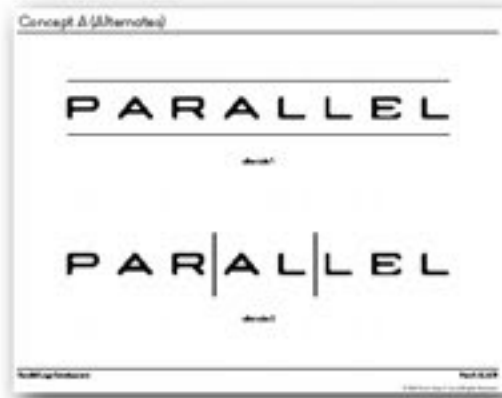
Business Cards

**Option 12**

**Option 13**

**Option 14**

PHOTO: [Placeholder] | TABLE: [Placeholder]



# POINT OF PURCHASE / DISPLAYERS

Aldi Grocery / Old Navy / Sears









girls sizes 4-6x  
**TEE STOP**

boys sizes 8-20  
**TEE STOP**



# BANNERS / SPECIALTY GRAPHICS

Kool Technologies Inc. / North Park University / Sears



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 Bug them.  
 Love them.

**ψ** Cancer Centers  
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 Encourage heavy-smoking loved ones to get a lung scan.  
[LEARN MORE](#)  
 Call **855.293.LUNG** to schedule a scan.



**ψ**  
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 Bug them.  
 Love them.

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**\$49 LUNG SCANS**  
 Encourage heavy-smoking loved ones to get a lung scan.  
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 Nag them. Bug them.  
 Love them.

**\$49 LUNG SCANS** Encourage heavy-smoking loved ones to get a lung scan.  
**ψ** Cancer Centers [LEARN MORE](#)  
 Call **855.293.LUNG** to schedule a scan.



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..... Schedule a .....

# SAME-DAY

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Orthopedics & Sports Medicine



Call 317.944.9400

..... Schedule a .....

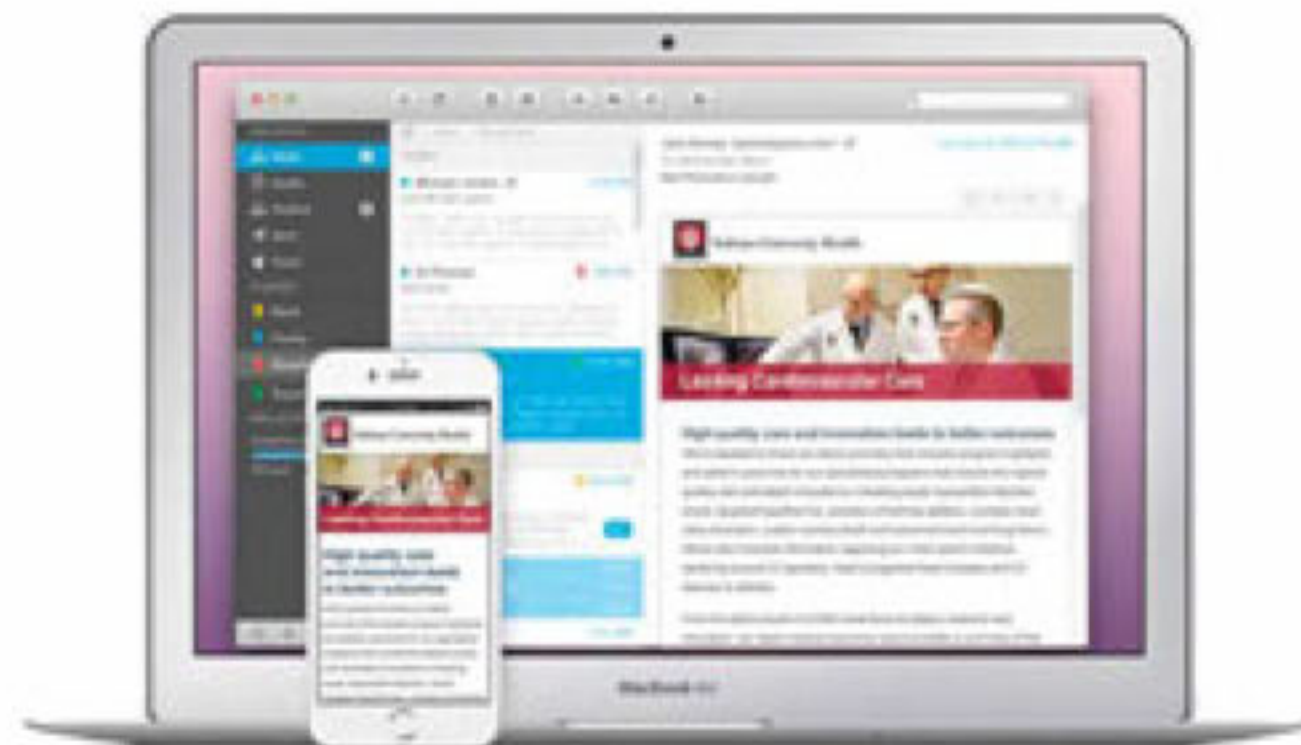
# SAME-DAY

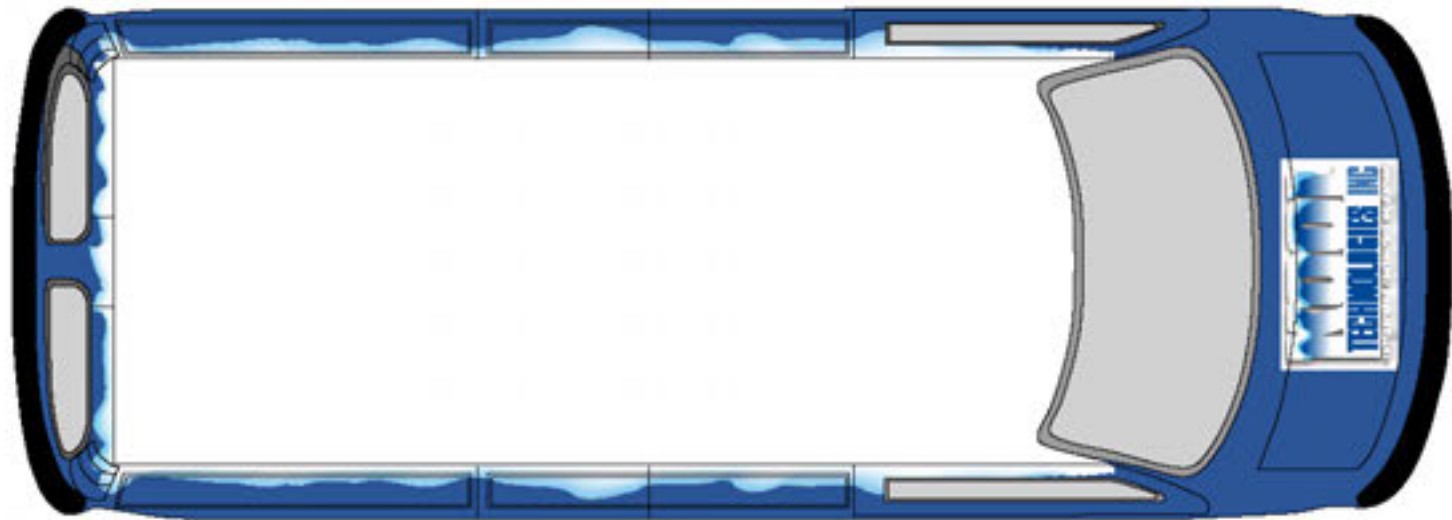
ORTHOPEDIC & SPORTS MEDICINE  
VISIT TODAY

LEARN MORE



Orthopedics & Sports Medicine







# UNIQUE FOLDERS

Cedar Electronics / E.I.P / J3 Timing





e.i.p.

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- HDV streaming results
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DATABASE / AUTOMATION / INTERACTIVE

Kilwins / Sears





# Menu Board Inserts Order Form Page 1

Power Tag 480 1200.00 each, plus shipping

Power Tag 480 includes all standard 12" x 12" and 12" x 17" standard board in the Replacement Tag 480

Add Tax

Replacement Tag 480 Case Size Tag Options 1200.00 each, plus shipping  
12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume



# Menu Board Inserts Order Form Page 2

Replacement Tag 480 Menu Board Insert Tag Options 1200.00 each, plus shipping  
12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

12" x 17" 2000 required tag insertion volume

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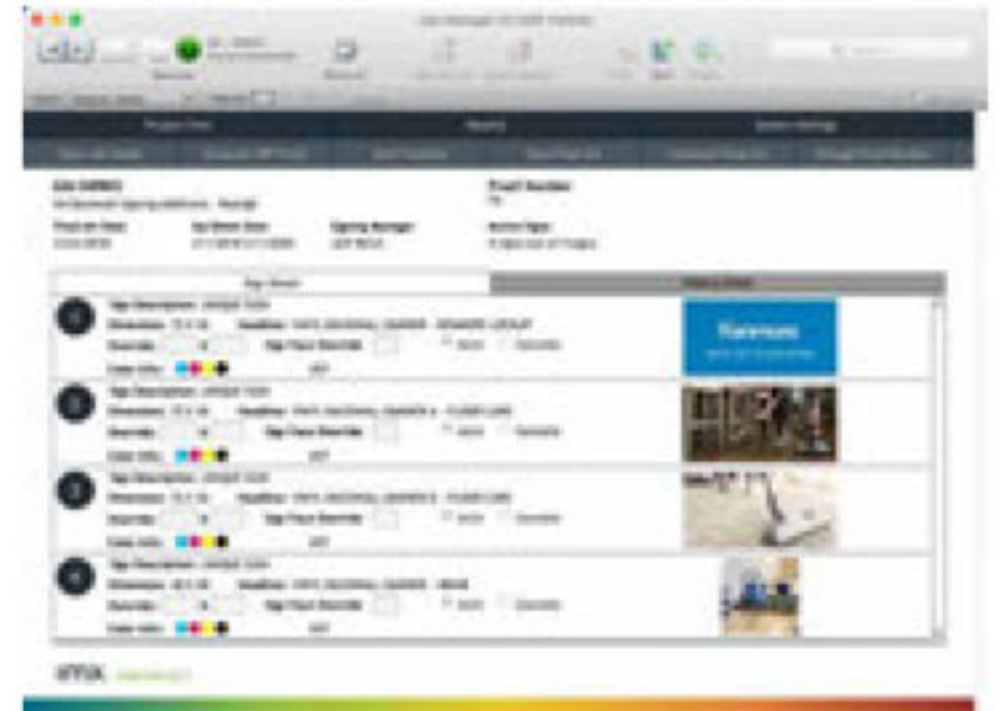
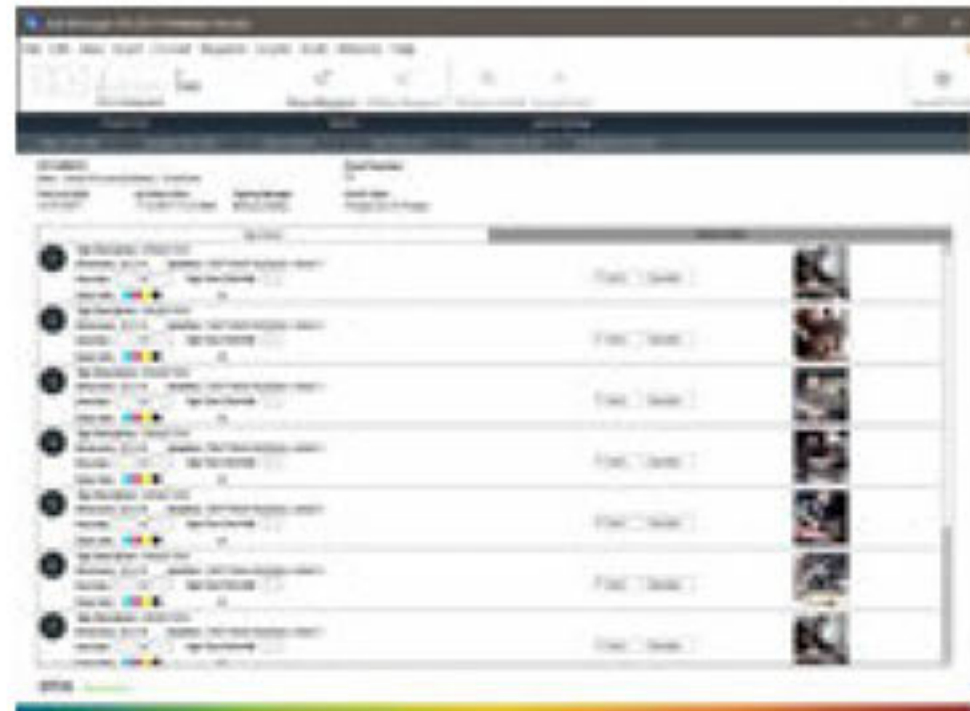
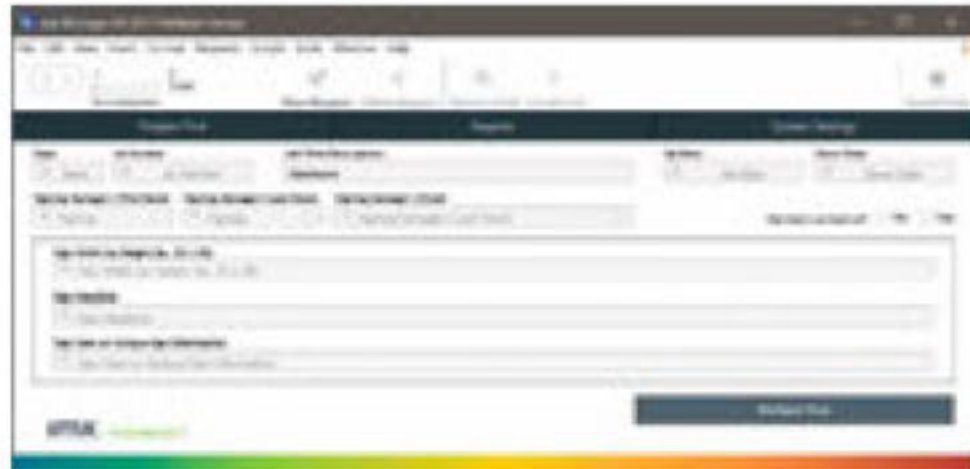
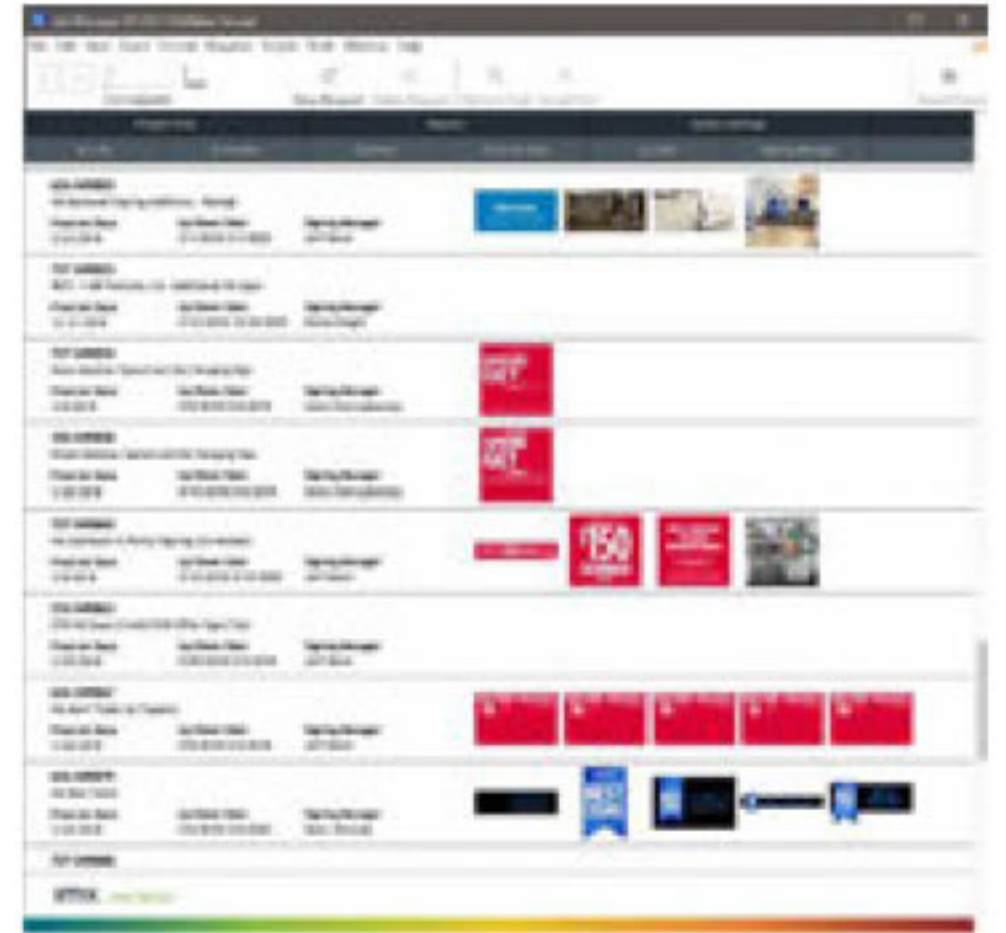
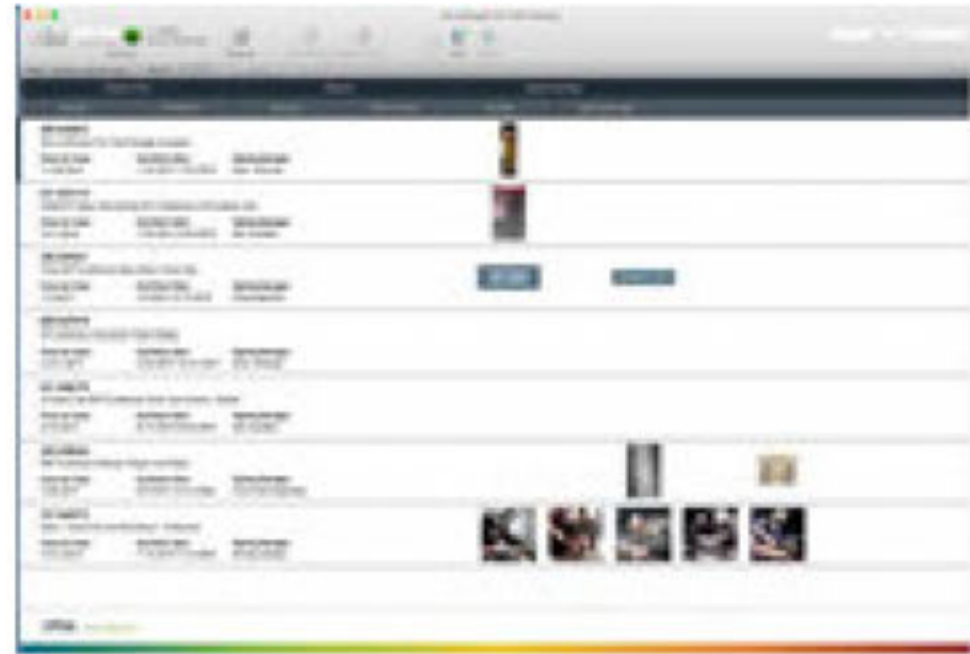
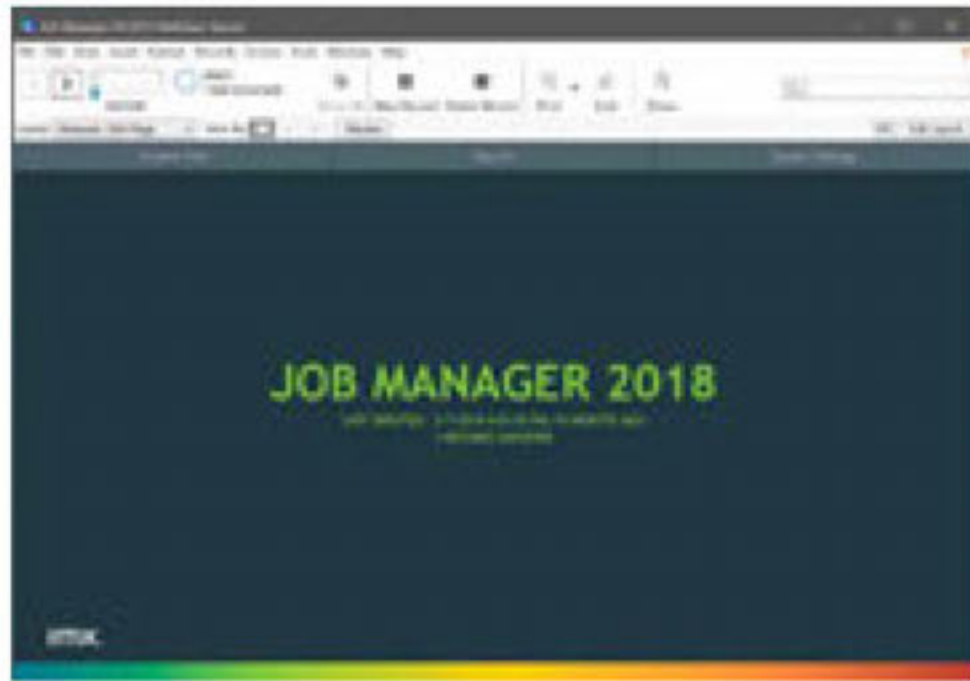
# Menu Board Inserts Order Form Page 3

Customize Tag 480 1200.00 each, plus shipping

Customize Tag 480 includes all standard 12" x 17" and 12" x 17" standard board in the Replacement Tag 480

Form with checkboxes and labels for customizing the tag options.

Form with fields for Name, Address, City, State, Zip, Company Name, Phone, and Email.



PHOTOGRAPHY WORK





