

Logos

Jingles

Mascots

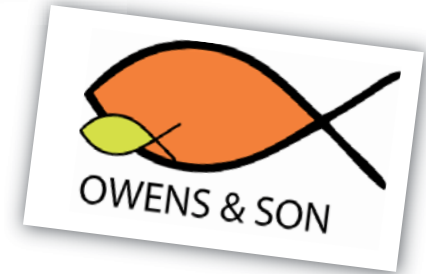
Corporate Identity

Logo Vectorization

YOUR  
*e*ssential  
IDENTITY

# LOGOS

Your logo is an essential part of your company's visual identity, allowing your customers to recognize you in a crowd of competitors. We can help you develop an eye-catching, meaningful, versatile logo that stands out!



# JINGLES

We work with audio professionals to write, compose and record a jingle just for your company. It's like a musical logo!

See page 22 for information on our radio and television advertising services.

# MASCOTS

Give your company's values a name and a face with a mascot developed just for you! Your mascot can be a part of your logo or it can stand alone.



Essential Marketing chose Service Guy to represent Hatfield Heating and Air.



Duster represents Budget Heating and Air.\*

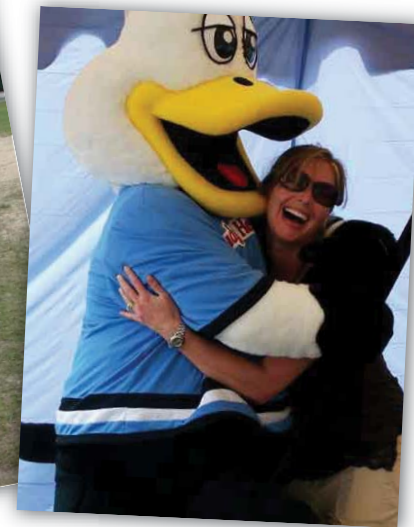


We'll work with an illustrator to develop a mascot concept that fits your business.



Essential Marketing can help you bring your mascot to life with a professional mascot costume.

\*Duster is Budget's longtime mascot. Essential Marketing helped him come alive with a full sized costume and a "Name-the-Duck" contest.



# CORPORATE IDENTITY SERVICES

We can help you develop the visual identity of your brand to ensure a consistent look customers are sure to recognize.

A corporate identity package may include some or all of the following:

Logo	Mascot
Website	Letterhead
Forms	Signage
Uniforms	Nametags
Promotional Items	Vehicles



Essential Marketing helped Quality Plus Heating & Air, Inc. revitalize its corporate identity with the "QP Zone" concept.

# LOGO VECTORIZATION

If you don't have a digital version of your current logo, or if it only exists in a raster format (if it's in a bitmap, jpeg, gif or tiff file, for instance), or a printed version, you'll probably have difficulty using your logo for many applications, such as uniforms, vehicle graphics and advertising. Make your logo more versatile by getting it vectorized.



Image scanned from a business card.



Completed vectorized logo is now ready to use in all forms of advertising, business materials and promotional items.