

Blake Eastwood Creative LLC

14 SUNSWEEP DRIVE
SAINT LOUIS MO 63141
314.258.8001

BASED IN
STL MO



for
HIRE!

Blakeford Eastwood

Creative Director + Designer + Creative Strategy Consultant

BRANDING | ADVERTISING | DIGITAL | VIDEO



BRANDING + IDENTITIES





Technology Partners[®]



Technology Partners[®]

2 COLOR – SOLID



Technology Partners[®]

2 COLOR – REVERSED

LOGOS

The Technology Partners primary logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in only the proper, approved forms.

The official Technology Partners identity consists of two main components; the 'Technology Partners[®]' word-mark and the accompanying Chevron (icon). Only these provided versions of logos and word-marks may be reproduced – using files provided by Technology Partners or taken directly from this guide. The logo should not be redrawn, re-proportioned, or modified in any way.



TECHNOLOGY PARTNERS

**TOGETHER, WE ARE
IMPROVING THE WORLD.**

TECHNOLOGY PARTNERS





**TECHNOLOGY PARTNERS IS HONORED TO BE LISTED
AS ONE OF ST. LOUIS' MOST INNOVATIVE COMPANIES.**

THANK YOU.



**We believe that it's only with our clients that
we are able to make such an impact with technology.**

TECHNOLOGY PARTNERS

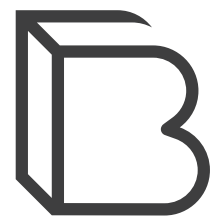


Binding Solutions



BINDING SOLUTIONS

**Binding
Solutions** 



**Binding
Solutions** 



BINDING SOLUTIONS

DESIGN, PRINT, BINDING & PACKAGING.

Binding
Solutions 

BINDING SOLUTIONS



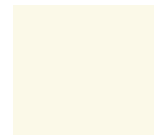


HOME SCREEN

1 COLOR



1 COLOR



C: 1
M: 1
Y: 10
K: 0

R: 210
G: 37
B: 70

1 COLOR WITH TAG



VERIFICATION
& SCREENING

1 COLOR WITH TAG



VERIFICATION
& SCREENING

2 COLOR



2 COLOR



C: 12
M: 98
Y: 71
K: 1

R: 210
G: 37
B: 70

2 COLOR WITH TAG



VERIFICATION
& SCREENING

2 COLOR WITH TAG



VERIFICATION
& SCREENING

2 COLOR REVERSE



C: 30
M: 98
Y: 66
K: 25

R: 145
G: 32
B: 61

2 COLOR REVERSE WITH TAG



VERIFICATION
& SCREENING



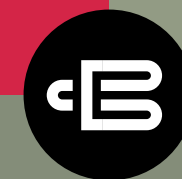
VERIFICATION
& SCREENING



HOME SCREEN



SCREEN DOOR



TAGLINE:

FOR COOPERATIVE COMMUNITIES

The tagline distills the brand messaging into one simple phrase that communicates the essence of ScreenDoor. If nothing else, the reader/viewer/customer should walk away from a brand experience knowing this to be true.

GUIDELINES FOR USE

- > *The tagline should appear at least once on every piece of ScreenDoor collateral, unless space is limited.*
- > *Always render the tagline in sentence case (not title case) with a period at the end.*
- > *You may use the tagline in headlines, text or copy where appropriate.*



VERIFICATION & SCREENING

This clarifying statement provides the core brand definition and clearly expresses what ScreenDoor is, and what it does. Until ScreenDoor gains more brand recognition in market, this statement should accompany the logo in most cases.



2 COLOR

1 COLOR



C:	12
M:	98
Y:	71
K:	1
R:	210
G:	37
B:	70



C:	25
M:	96
Y:	63
K:	13
R:	169
G:	43
B:	72



C:	30
M:	98
Y:	66
K:	25
R:	145
G:	32
B:	61

2 COLOR

1 COLOR

2 COLOR REVERSE



2 COLOR

1 COLOR



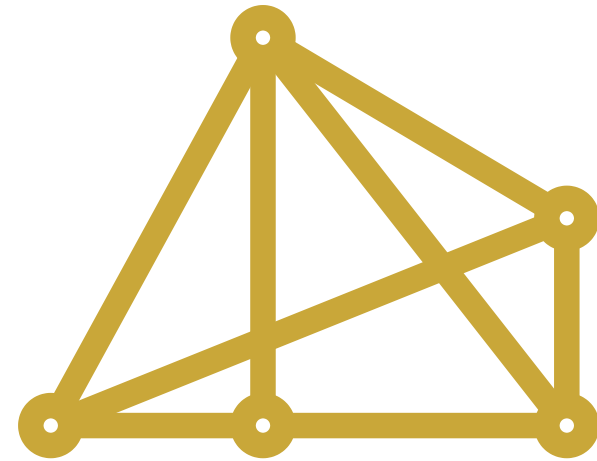
2 COLOR REVERSE



2 COLOR REVERSE

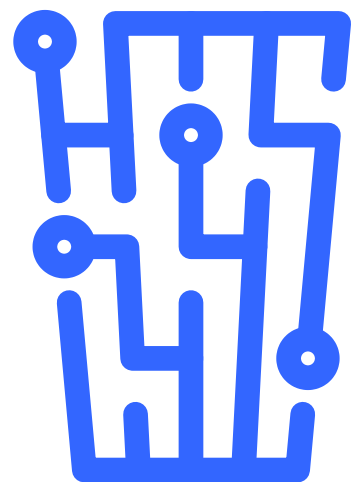


SCREEN DOOR

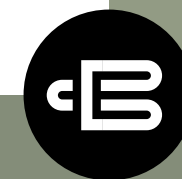


alchemy

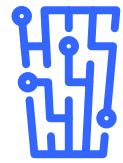




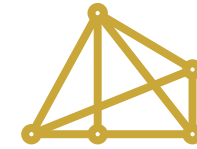
beertech



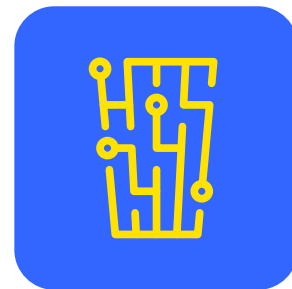
AB TECHNOLOGY BRAND SYSTEM



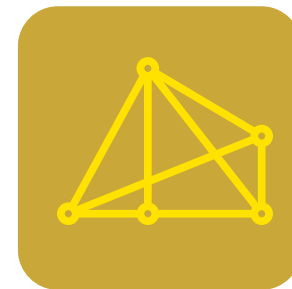
beertech



alchemy



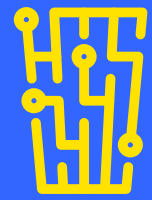
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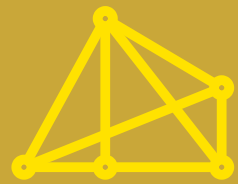
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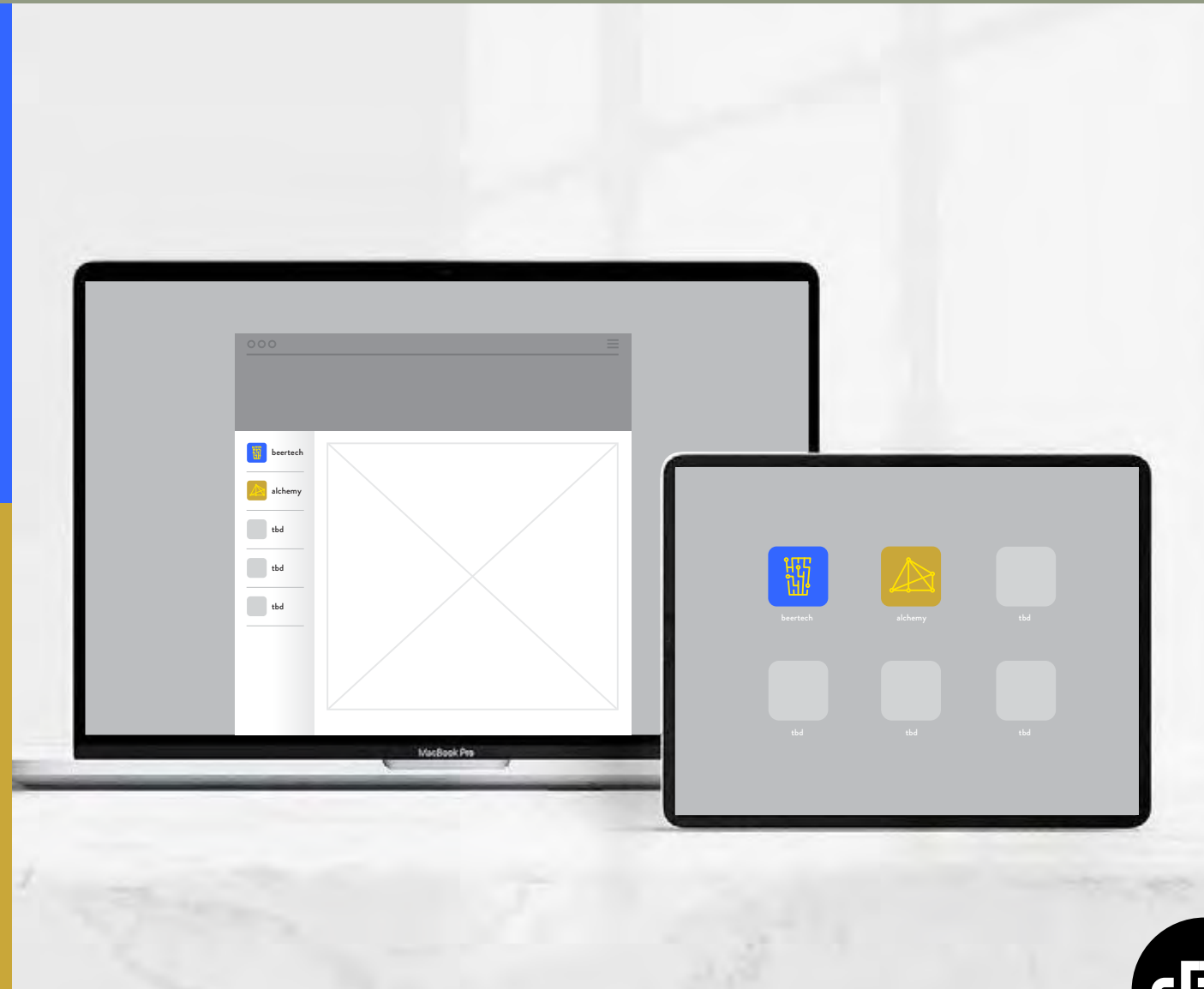
AB TECHNOLOGY BRAND SYSTEM



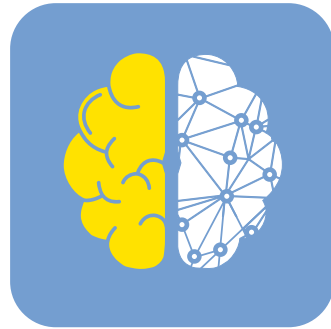
beertech



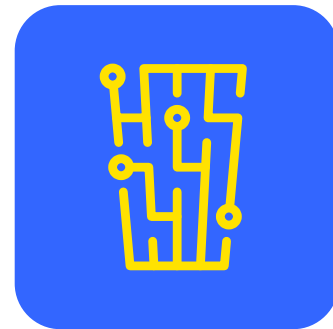
alchemy



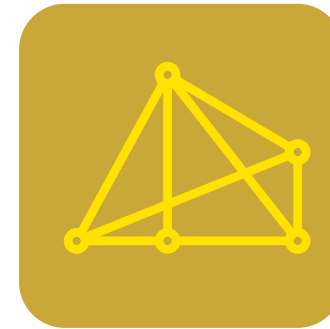
AB TECHNOLOGY BRAND SYSTEM



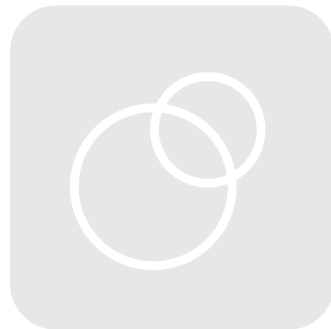
Lola



beertech



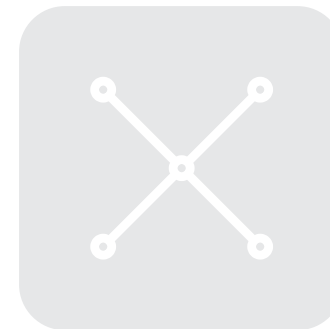
alchemy



tbd



tbd



tbd





NAZARETH LIVING CENTER



COLORS

Caring is what we do.

At Nazareth Living Center, we provide the best care *for you* because we truly care *about you*.

Our people are our difference, and for more than 140 years we have faithfully provided unprecedented care for each individual whose life we've been privileged to share. Our expertly trained staff members dedicate themselves to you and your needs, in a community that offers the exceptional care, up-to-date facilities and modern living spaces you desire and deserve.



Overview

Nazareth Brand Identity

New NLC Identity

Evoking a premier healthcare pedigree while conveying a spirit of warmth and welcome—along with a nod towards the Catholic heritage of NLC—this new brand is centered around CARING.

The logo is inspirational, modern and timeless, and has versatility and appeal as displayed in the marketing materials shown later in this document.

Ultimately, the artwork and name will resonate with those familiar with the NLC experience, yet convey a new look that reflects our expanded facilities and services. This vibrant, fresh image reveals Nazareth’s heritage, love, care and focus on serving the “dear neighbor.”





NAZARETH LIVING CENTER

New NLC Brand Voice

In developing a new brand for NLC, a voice and marketing language have been created to hone in on three messaging themes that best represent NLC: Caring, Comfort, and Unexpected.

Evoking a premier healthcare pedigree while conveying a spirit of warmth and welcome—along with a nod towards the Catholic heritage of NLC—our messaging focuses on establishing NLC as a caring community. This sentiment should be echoed in all communications as the first message conveyed when developing new content.

Caring is what we do.

At Nazareth Living Center, we provide the best care for you because we truly care about you. Our people are our difference, and for 144 years we have faithfully provided unprecedented care for each individual whose life we've been privileged to share.

Our expertly trained staff members dedicate themselves to



Experience a retirement community like no other.

Caring is what we do best.

When you become a part of Nazareth Living Center's vibrant community, we receive you not only with a warm, welcoming spirit, but also with spaces that nurture, restore and delight you. Whether you're catching up over a cup of coffee, strolling through the

beautifully landscaped grounds or reading in a cozy corner, you'll notice the special places designed to help you embrace all life has to offer. It is our goal to create an atmosphere where the care and comfort you receive is delivered with respect to your unique needs.

A retirement community with real heart.

The staff at Nazareth Living Center is here to care for you at a level that meets your needs, from helping you enjoy the retirement you worked for to ensuring your health, safety and happiness as a valued member of our community.



NAZARETH LIVING CENTER

STORYTELLERS

FLEXIBLE **BOLD**

WELCOMING

COLLABORATIVE

STRATEGIC

ENERGETIC

APPROACHABLE

FUTURE
VISIONARY

TRUSTED



INSPIRATIONAL

THE VAULT

Discover The Vault, Anheuser-Busch's
new innovation & collaboration lab.

Inside this one-of-a-kind work space, we'll align on goals and look forward, uncovering secrets about our customers, and working together to unlock the best solutions for your business.



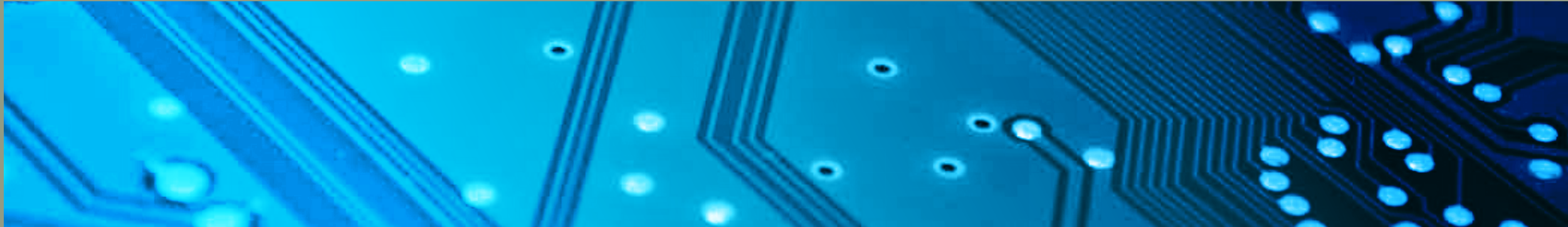
IRIS

IRIS

IRIS

IRIS APP





POWERED BY

IRIS

POWERED BY

IRIS



IRIS APP

KUNA



QUALITY

SINCE 1918

Your Trusted Midwest Food Supplier

family-owned

LOCAL



We are proud to be the largest, locally-owned, independent foodservice distributor in the St. Louis Metro Area.



With over 100 years of experience, the KUNA family connects farmers to chefs and food establishments to consumers. Our customer relationships are at the heart of every great meal.



FRESH



Proud to Be Part of the KUNA Family



KUNA FOODS

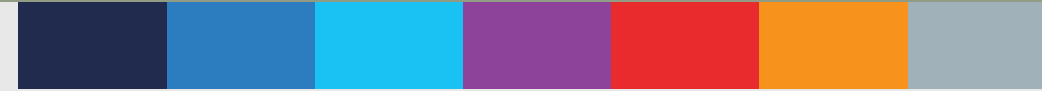


KUNA FOODS

the
Buddy
FUN D



THE BUDDY FUND



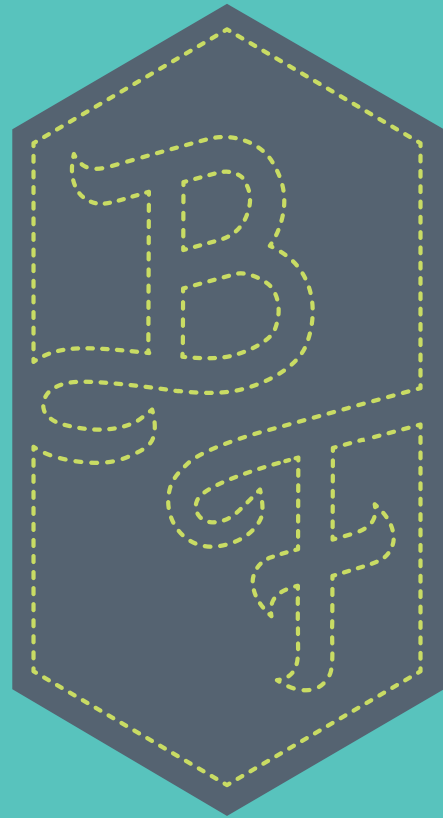
COLORS

Changing Lives Through Sports.

The Buddy Fund is dedicated to changing the lives the at-risk youth of the St. Louis area, giving them the resources to help keep them off the streets and in school. Through generous donations The Buddy Fund is able to purchase and donate the necessary sporting goods and equipment to those kid and youth organizations most in need. Organized sports help kids develop valuable life and leadership skills and give them an outlet to get involved and stay off the streets, and The Buddy Fund is proud to be a positive force within the community for the last 55 years.



THE BUDDY FUND



THE
BUDDY FUND



THE BUDDY FUND



Est. 1962



COLORS

Making a difference. On and off the field.

Established in 1962, The Buddy Fund is dedicated to giving back to the community of St. Louis and helping change the lives of at-risk youth throughout the region. Sports can play a major factor in keeping kids in school and providing them with life skills built through organized recreation and competition. The Buddy Fund has helped support over 450,000 children in the St. Louis metro stay off the streets and in school by providing sporting goods and equipment through the generous donation of others.



ADVERTISING + CAMPAIGNS



GUIDING PATIENTS from
 POINT A to *Longer Bike Rides*
 and EVERYTHING IN BETWEEN.

*If you'd like to improve your overall health, achieve a wellness goal,
 or need more specialized care, Esse Health can help you find your way.*

From managing chronic conditions to maintaining wellness,
 we're committed to your whole health. We deliver focused
 care and education in a patient-centered environment where
 all of your medical needs can be coordinated from one place.

For more information or to find a care provider
 near you, visit us at essehealth.com.

We want you well.

GUIDING PATIENTS
 from POINT A to *10k*
 and EVERYTHING IN BETWEEN.

*If you'd like to improve your overall health, achieve a wellness goal,
 or need more specialized care, Esse Health can help you find your way.*

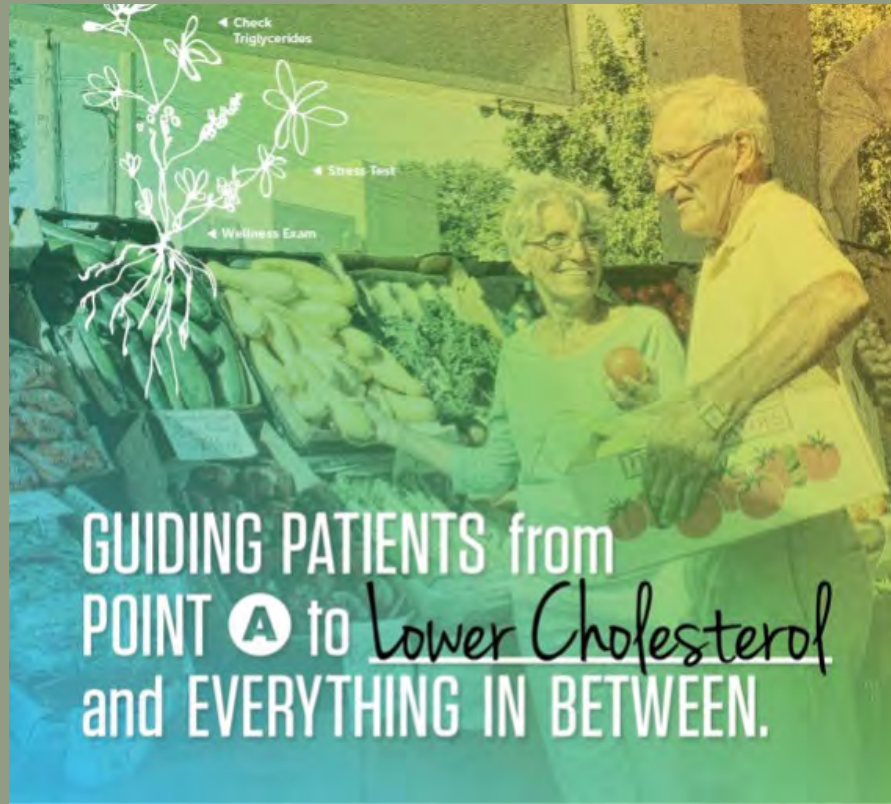
From managing chronic conditions to maintaining wellness,
 we're committed to your whole health. We deliver focused
 care and education in a patient-centered environment where
 all of your medical needs can be coordinated from one place.

For more information or to find a care provider
 near you, visit us at essehealth.com.

We want you well.



ESSE HEALTH

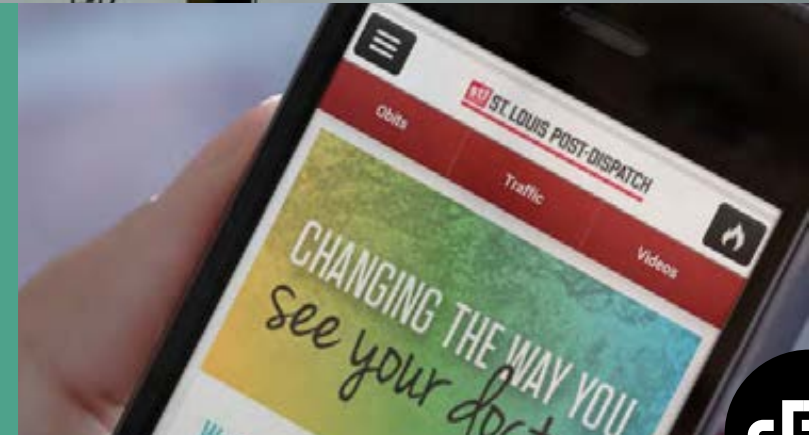


GUIDING PATIENTS from
POINT **A** to *Lower Cholesterol*
and EVERYTHING IN BETWEEN.

If you'd like to improve your overall health, achieve a wellness goal, or need more specialized care, Esse Health can help you find your way.

From managing chronic conditions to maintaining wellness, we're committed to your whole health. We deliver focused care and education in a patient-centered environment where all of your medical needs can be coordinated from one place.

For more information or to find a care provider near you, visit us at essehealth.com.



ESSE HEALTH

WELLS
FARGO

Advisors

Building strong
relationships

PEOPLE
FIRST

INTEGRITY

TRUST



“

That smile.
That moment
they know
they're going
to be okay
financially.
That's why
I do this.



WELLS FARGO ADVISORS

WELLS
FARGO

Advisors

Working Towards a *Better Tomorrow.*



One team.

Moving forward.
Together.

Focused *on the future.*

OUR
shared vision.



WELLS FARGO ADVISORS

ADVISORS

FOCUSED
ON THE
FUTURE

COLLABORATION
+ TEAMWORK

OUR
SHARED
VISION

MOVING FORWARD
TOGETHER.

WELLS
FARGO

ADVISORS

Working Towards a Better Tomorrow.



WELLS FARGO ADVISORS

HUSSMANN®



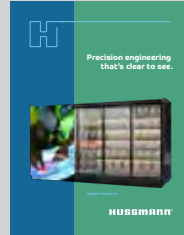
Solution-driven and shopper-approved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Learn more at Hussmann.com



CONCEPT 2
Connecting Performance and Results



CONCEPT OVERVIEW:

This campaign helps position Hussmann as leaders in food retailing refrigeration as it humanizes the brand and communicates that we care about both our customers and their shoppers. Whether it's showcasing our service-minded staff, or products that benefit stores and families, Hussmann is driven to innovate and lead the industry by merging people and performance.

This concept includes a combination of lifestyle and product photography to highlight how Hussmann products benefit both stores and families to ensure retail success and customer satisfaction.

PROS:

- Bold
- Clever use of the masking shapes but not as a direct treatment for our products (yes for globe, leaf, Hussmann H ... no to the case specific)
- A clean & modern look

CONS:

- Soft text – Font type with harder corners, needs to be more rugged and feel powerful
- The letter "H" standalone (with the line)
- Static
- Color choices and combinations could be tricky
 - Purple
 - Need to explore more "brand aligned" colors"
- Large, solid color blocks magnify subjectivity
- Pairing lifestyle images with other product types could be tricky

CAMPAIGN ELEMENTS

COLORS

This concept's messaging will always connect the features of the product, service, or Hussmann brand with the people that will benefit from that feature through warm positivity and a more personal touch.

PRODUCT + BENEFIT • PERFORMANCE + RESULTS

IMAGERY

GRAPHICS



HUSSMANN

HUSSMANN®

HUSSMANN CO₂
SOLUTIONS



**Delivering a
greener shopping
experience for stores
and shoppers.**

HUSSMANN®



**Service you can rely on.
FROM A COMPANY YOU TRUST.**

Lorem ipsum dolor sit amet, consectetur adipiscing
 elit, sed diam nonummy nibh euismod tincidunt ut
 laoreet dolore magna aliquam erat volutpat.

Learn more at [Hussmann.com](https://www.hussmann.com)

HUSSMANN®



**Service you can rely on.
From a company you trust.**

Lorem ipsum dolor sit amet, consectetur adipiscing
 elit, sed diam nonummy nibh euismod tincidunt ut
 laoreet dolore magna aliquam erat volutpat.

Learn more at [Hussmann.com](https://www.hussmann.com)

HUSSMANN



ONE > 50

At Spire, we believe that our energy is good for our communities, our environment and our future.

We're committed to being a carbon neutral company by midcentury. And we'll get there by working together as one.

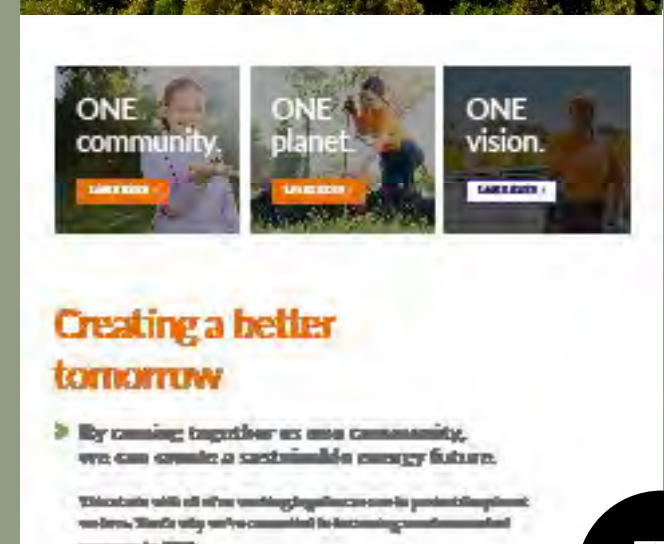
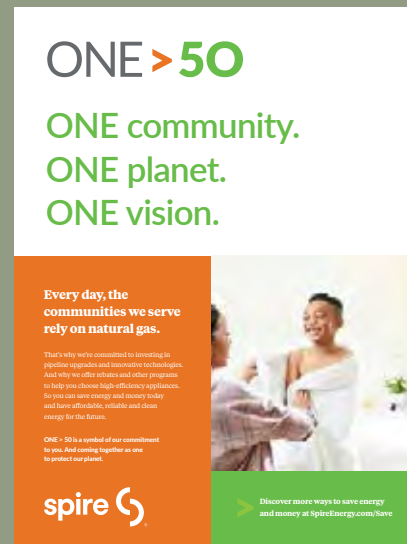
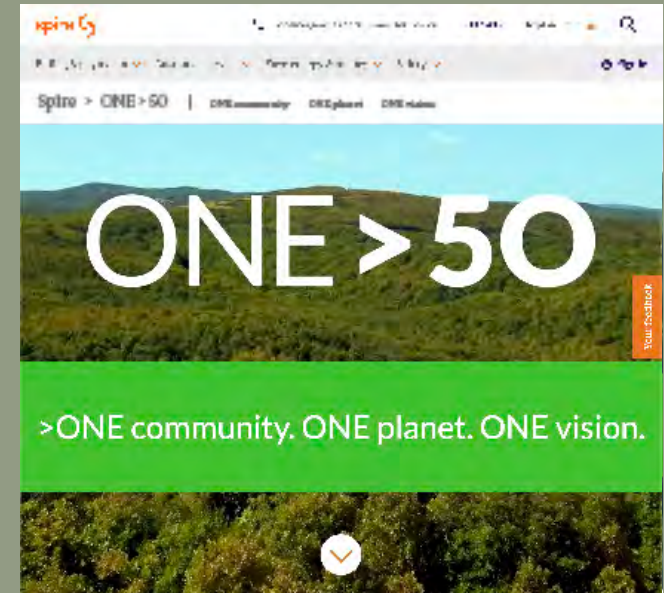
ONE > 50 symbolizes our commitment to our customers, the communities we serve and the planet we love. This is our first-ever integrated marketing campaign to share our company's environmental commitment and connect the dots between the value of natural gas and the services we provide to our customers.

As you'll see, the ONE > 50 campaign frequently features children in campaign elements. These images and videos are integral to the tone of ONE > 50, as children truly personify our commitments. They are the voice of the future and help to connect the campaign to the impact Spire's environmental efforts can have on future generations.

We want our customers to understand the value that natural gas provides and to know what steps Spire is taking to protect our planet while continuing to provide affordable and reliable natural gas to communities that depend on it.

SPIRE





SPIRE



Reliable energy.
For a sustainable energy future.

Every day our customers count on natural gas to dry their clothes, heat their homes and cook their food. Today, communities rely on Spire for safe, dependable energy – and can rely on natural gas to be a vital part of America's sustainable energy future.

Learn more at SpireEnergy.com/EnergyFuture

**One community.
One planet.
One vision.**

A vital part of America's sustainable energy future.

Committed to the communities we serve.

A vital part of America's sustainable energy future.

Committed to the communities we serve.

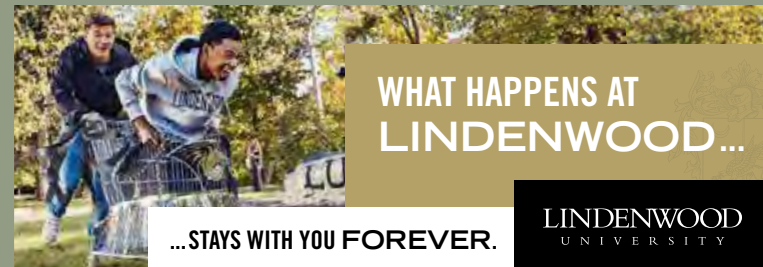
Reliable, efficient energy to help you save.

SpireEnergy.com/Save

Reliable energy.
For a sustainable energy future.



SPIRE



LINDENWOOD UNIVERSITY



WHAT HAPPENS AT LINDENWOOD...

...stays with you for the rest of your life.

With 90+ clubs and organizations, small class sizes for more personalized learning, and a diverse student population represented by all 50 states and over 75 countries – you're going to want to tell *everyone* about it.

LINDENWOOD.EDU
REAL EXPERIENCE. REAL SUCCESS.

RETHINK WHAT YOU THINK ABOUT

LINDENWOOD UNIVERSITY



SHE KNOWS SOMETHING THEY DIDN'T KNOW.

Fortune Magazine ranked Lindenwood's MBA program in the top 100 in the country.

Higher than any other university in St. Louis, Or Missouri, for that matter. That's serious business.

LINDENWOOD.EDU
REAL EXPERIENCE. REAL SUCCESS.

RETHINK WHAT YOU THINK ABOUT

LINDENWOOD UNIVERSITY



OUR PLAYERS GET PAID MORE THAN MOST.

Lindenwood graduates earn a 29% higher income.*

Our graduates have a higher income than the national median 10 years after graduating. Now that's a win worth celebrating.

LINDENWOOD.EDU
REAL EXPERIENCE. REAL SUCCESS.

RETHINK WHAT YOU THINK ABOUT

LINDENWOOD UNIVERSITY

* Source: US Dept. of Education's Scorecard / Dept. of Treasury 2018



LINDENWOOD UNIVERSITY

YOU COULD WIN THE ULTIMATE Budweiser BACKYARD (IN A BOX)

CUSTOM GRILL • COOLER • FURNITURE GAMES • AND MUCH MORE!

Use Budweiser.com/backyard to enter this sweepstakes.

REWARDS

- 1 SIGN UP FOR BUD REWARDS
- 2 EARN POINTS
- 3 GET REWARDED

ULTIMATE BUDWEISER® BACKYARD SWEEPSTAKES
 NO PURCHASE NECESSARY. Open to IA, KS, MI, MO, ND, NE & SD residents who are who are 21+.
 Begins 6/4/18 and ends 9/4/18. See Official Rules at www.budweiser.com/backyard for entry, prizes and details. Void where prohibited.

BUDWEISER® REWARDS
 NO PURCHASE NECESSARY. Open to US residents (except CA & TX) 21+. Begins 5/25/18 and ends 9/2/18.
 See Budweiser.com for additional eligibility requirements, rewards and complete details. Message and data rates apply. Void where prohibited.

ENJOY RESPONSIBLY

YOU COULD WIN THE ULTIMATE BUDWEISER BACKYARD (IN A BOX).

Enter for your chance to win through Budweiser Rewards by simply signing up or logging in and redeeming just points.

BUDWEISER REWARDS

- OUR BEERS
- OUR LEGACY
- BREWERY EXPERIENCE
- EXPERIENCES
- WATER DONATION PROGRAM
- RENEWABLE ELECTRICITY PLATFORM
- GRATE TO SERVICE
- BACKYARD

SIGN UP NOW

LOGIN

BUDWEISER BACKYARD





BUDWEISER BACKYARD





BUDWEISER BACKYARD

PACKAGING + PRODUCTS




Maull's
GENIUNE

AMERICA'S ORIGINAL
BBQ SAUCE

1926



THE
GENUINE

ST. LOUIS MO  SINCE 1897

Maull's
MAULL IT!

CLASSIC

ONION BITS

JALAPEÑO

SWEET & MILD

KANSAS CITY

SWEET & SPICY



MAULL'S BBQ



MAULL'S BBQ





MAULL'S BBQ





MAULL'S BBQ





MAULL'S BBQ

Mauull's

AMERICA'S ORIGINAL BBQ SAUCE BRAND INTRODUCES

NEW SIGNATURE COLLECTION



MADE WITH DATE SYRUP | NO HIGH-FRUCTOSE CORN SYRUP

MauullSignature.com

Mauull's

NEW SIGNATURE COLLECTION

Today's consumer demands higher quality products. Our new Signature Collection Barbecue Sauces deliver premium ingredients and heightened flavor profiles, resulting in sauces that are unmatched on store shelves.



SINCE 1897

Louis Mauull first began packaging quality food products in St. Louis, Missouri over 120 years ago. We are proud to continue that tradition with our new premium line of barbecue sauces, the Signature Collection.

To learn more, visit MauullSignature.com



STICKY SWEET



PRODUCT UPC: 0-72702-12209-0
AVAILABLE IN CASES OF SIX

Nutrition Facts	
About 14 servings per container	
Serving Size 35g	
Amount per serving	
Calories	50
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 10mg	18%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Total Sugars 8g	
Includes 7g Added Sugars 14%	
Protein 0g	0%
Vitamin D 0mg	0%
Calcium 10mg	0%
Iron 0mg	0%
Total Fat 1g	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories per day. See label for general advice on eating.

CONTAINS SOY, ANCHOVIES



SIMMERING HEAT



PRODUCT UPC: 0-72702-12201-4
AVAILABLE IN CASES OF SIX

Nutrition Facts	
About 14 servings per container	
Serving Size 35g	
Amount per serving	
Calories	50
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 10mg	18%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Total Sugars 8g	
Includes 7g Added Sugars 14%	
Protein 0g	0%
Vitamin D 0mg	0%
Calcium 10mg	0%
Iron 0mg	0%
Total Fat 1g	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories per day. See label for general advice on eating.

CONTAINS SOY, ANCHOVIES



Mauull's BBQ 3339 Clayton Rd., Suite 227 St. Louis, MO 63124



MAULL'S BBQ



HAUTLY CHEESE CO.



Hautly
CHEESE COMPANY

**From Farm
to Fridge.**

At Hautly, we believe in good, wholesome, quality cheese. That's why we've worked directly with dairy farmers and cheese makers in Wisconsin to make the finest cheeses since 1934.

H St. Louis Cheese. Made in Wisconsin.

From Cow
TO KITCHEN.

Hautly
NATURAL
WEDGE LONGHORN STYLE
COLBY CHEESE
NET WT
16 OZ (1 LB) 454g

We believe in good, wholesome, quality cheese. Which is why we work directly with dairy farmers and cheese makers in Wisconsin to make the finest cheeses.

H HAUTLY CHEESE CO. St. Louis Cheese. Made in Wisconsin. Since 1934.



HAUTLY CHEESE CO.



2 SLIDERS



PACKED
with
PROTEIN

✓
START
RIGHT®

WAFFLE SLIDERS

Turkey Sausage & Egg White

16g
PROTEIN

240
calories

gluten
FREE

NET WT. 9.2 OZ. (260G)

KEEP FROZEN



START RIGHT



START RIGHT





THANK
YOU!

BLAKE EASTWOOD
314.258.8001

