

identity

is more than the  
individual.  
It is the collective.

LawsonDesign

You can't judge a book by its cover--or a business by its communications and signage. But we all do it anyway. In the absence of hard information, we look at the subtle details and formulate an overall impression. Naturally, it makes sense to create a consistent identity presentation using every visual opportunity. Does the company's product packaging convey quality? Does the logo look professional? Do the signs say the business is here to stay? Since 1990, Lawson Design has focused on the details to help companies synchronize their graphic identities across a broad range of media. We understand better than most design firms how your graphic image contributes to the big picture, building value that can enhance your bottom line.

 HONDA  
Care



Typically,  
nothing is done to  
address the issue  
of identity until it  
becomes a ▼



AMERICAN  
CENTURY

Acura Classic Identity  
Event identity and standards for  
the Acura Classic women's tennis  
tournament held in La Costa, CA.



# Crisis

Too often, corporate and brand identities just “evolve” over time. Like a ship with no rudder, they are subject to vagaries of chance and sometimes fail to maintain a solid course. By contrast, most successful companies have a master blueprint which sets the tone and direction for the business or brand. Like a navigational map, the blueprint coordinates the overall graphic image resulting from the myriad of logo applications in the company’s everyday communications. **Lawson Design** looks beyond the singular element of a logo to build a collective brand impression. We offer “synchronized identity,” a process of systematizing your brand or corporate identity in its diverse applications to create a distinctive personality and a common voice. Once your identity is synchronized, you are positioned to move forward no matter how the wind blows.



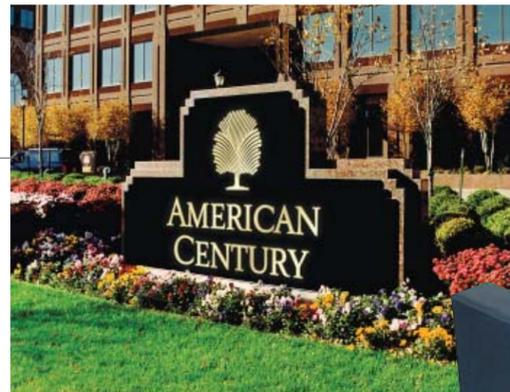
▲ Collateral System for IntraLase Corp. A stylized collateral system was developed for IntraLase Corp., a medical laser manufacturer.



◀ Branding Identity for Right Home A new logo and a themed visual identity system created a consumer friendly quality for Right Home Real Estate Service’s literature, website and advertising.



▲ Brand Image for Kelme International A branding system for Spanish sportswear maker Kelme included logos for the “Paw” and “Athletic” lines, a stationery system, and logo application guidelines for their products and point-of-purchase materials. Agency: Concept 21



▶ Identity Created for American Century Lawson Design created the new trademark and graphic standards, stationery and business forms, new signage for headquarters and Investor Centers, as well as a new fund literature system and other identity-related assignments. Agency: Rubin Postaer & Associates



◀ Style Guides for American Honda Motors Logo usage guidelines were developed for American Honda Motor Company for each of their product lines. Style Guides for Honda Automobile, Acura Automobile and Corporate were then produced. Agency: Rubin Postaer & Associates

# Identity

Identity is the set of clothes your company wears out into the marketplace each day. Our job is to make sure you are properly attired.

**LawsonDesign** is a graphic design firm with a strong emphasis on identity. Our corporate and brand trademark design assignments often encompass graphic standards, sales and marketing collateral, packaging design, website development, annual reports, signage/vehicle identification, point-of-sale and more.

As principal of Lawson Design, Jeff Lawson has worked for over 25 years in design and offers deep experience in all aspects of the business. A keen observer of business dynamics, Jeff is frequently called upon to provide marketing consulting as an integral part of the services offered. Many clients appreciate the added value of his expert advice and perspectives.

## Our Process

**Listen.** First, we strive to understand your needs by asking questions—sometimes obvious ones. Experience has taught us that details make a difference. Frequently, a client may be too deep in the forest to see the trees. As an outside firm, we can peer through the foliage and share valuable perspectives and insights.

**Probe.** We dig deep. Quite often, we may interview sales staff or visit retail outlets, conduct a signage audit or review the competition’s sales collateral. We research suppliers to find the best value. We think about your business from every point of view.

**Target.** We make a careful assessment of the target groups and design with your audience in mind. Our creative goal determines our plan of action and includes a schedule of costs and timing. Once approved, we begin the creative.

**Design.** This is where form follows function and the rubber meets the road. Presentation concepts are developed for discussion, then refined and refined even more. We have created award winning solutions for more than two decades.

**Manufacture.** Whatever the method of manufacture—printing, signage fabrication, packaging production or website implementation—our knowledge runs deep. Manufacture marks the evolution from vision to reality.

**Verify.** Is everything correct? Does it function as planned? Did we succeed? Are you happy? We follow through in every detail to ensure satisfaction.