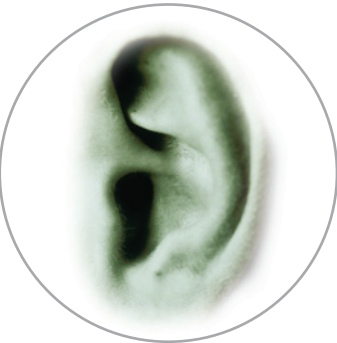


Maximizing Brand Value



Energy & Utilities

Financial Services **POSITIONING STRATEGY**

Manufacturing **IDENTITY RESEARCH & ANALYSIS**

NAME DEVELOPMENT

Data & Technology **VISUAL DESIGN**

Nonprofit **DESIGN SYSTEMS**

Professional Services **INTERACTIVE DESIGN**

BRAND IDENTITY STANDARDS

Transportation **INTRODUCTION PLANNING**

PROGRAM IMPLEMENTATION

Our Company

Kass Uehling helps organizations compete and thrive by strategically planning and managing their most important intangible assets – their brands. For over thirty years we have created innovative brand identity solutions that have enabled clients to maximize their brands’ value.

Our multi-disciplined professionals use a logic-driven methodology, bringing objectivity to an area that is often subjective. All projects begin with an in-depth analysis which lead to positioning and branding recommendation. We then create appropriate verbal and visual identity elements, which include names and graphics. This is followed by the development of accompanying identity systems and brand standards.

Kass Uehling has worked in a broad range of industries, from energy to financial services and manufacturing to technology. Our results meet clients’ unique objectives, maximizing their brand’s impact and communications investment.

Strategic Driven Process

| ▶ Analysis & Planning | ▶ Creative Development | ▶ Implementation | ▶ Introduction & Brand Management |
|--|---|---|---|
| <p>Analysis Research In-Depth Interviews Business & Marketing Analysis Communications Audit Competitive Review</p> <p>Planning Define Issues Positioning Strategy Develop Options Brand Architecture</p> <p>Strategic Recommendations Positioning Platform Implementation Plan</p> | <p>Naming Establish Criteria Name Generation Nomenclature System Evaluation and Selection Linguistic Analysis Registration</p> <p>Visual Identity Symbol Logotype Color Palette Typography Basic Formats Signature System</p> | <p>Design System Stationery Forms Marketing Collateral Advertising Websites Packaging Digital Media Signage Environmental Graphics Fleet Markings Apparel</p> <p>Quality Control Brand Guidelines Delivery System</p> | <p>Introduction Planning Matrix Internal Launch External Launch</p> <p>Brand Management Online Brand Resources Monitor Brand Architecture Update Brand Guidelines Periodic Image Research & Brand Audits</p> |

Portfolio Selections



New brand identity for major pharmaceutical distribution company



Brand to promote construction at home and abroad



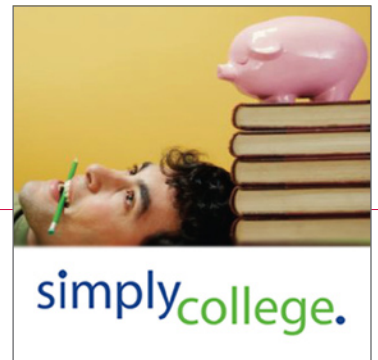
Identity to build consumer awareness in North America for Japanese beer



Name and identity system for utility spin-off



New master brand for merged utilities



Family-oriented identity for college financial aid strategies



New name and identity for premier provider of office solutions



Unique visual personality for spin-off



New name and identity positions major spin-off



Memorable corporate brand supports worldwide growth



"Bridge" name and brand identity for major transportation company

JOHNSON CONTROLS

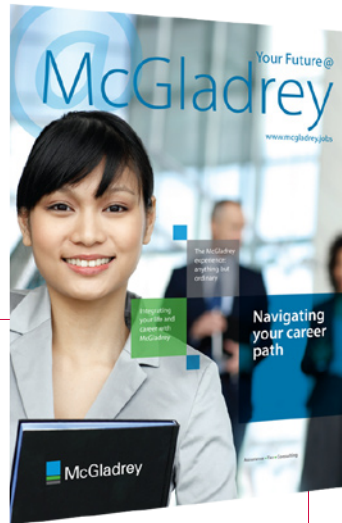
Name and Identity to support business growth



New name and identity prepared utility for deregulation



Name change for HR consultants



Identity system for leading accounting, tax & consulting firm

SYNAPSE

New name brands advanced wireless technology

Harleysville



Master brand identity unites disparate insurance companies



Distinctive identity for merged companies



Name and identity for merged utility



New identity repositions utility for global growth



Striker



Brand and product design for airport fire & rescue vehicle

PennMillers

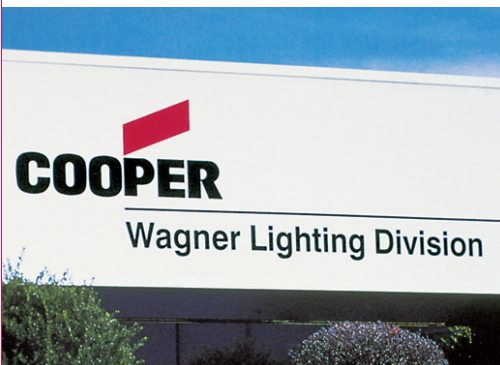
Created new identity to support insurance company growth



Name and brand identity for global services organization

GOODRICH

Visual Identity signals new corporate repositioning



New identity to raise key audience awareness



Environmental theme introduces renewable energy trust



Created memorable graphic signature for financial services leader.