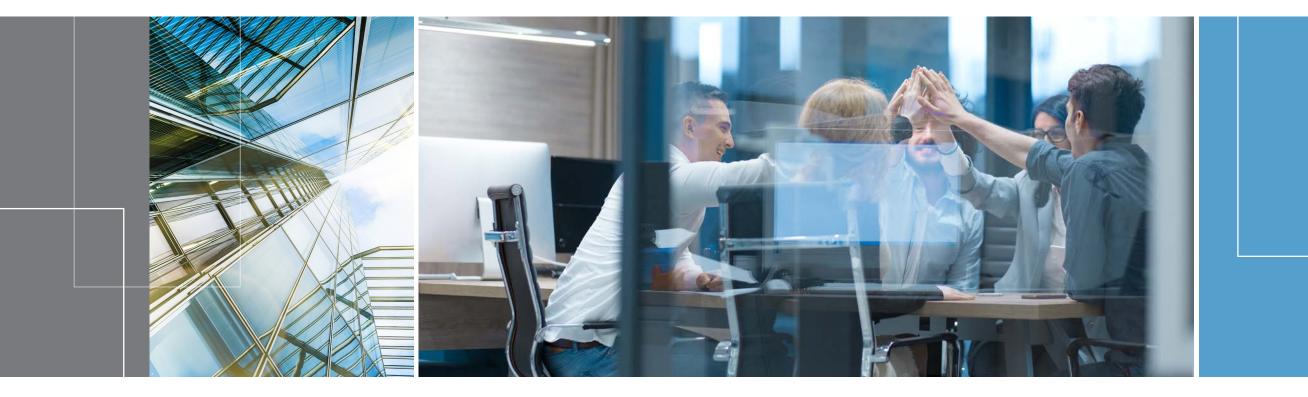


Brilliance in Branding.™



CELEBRATING 38 YEARS OF BRANDING BRILLIANCE



# Sana inspires brilliance by connecting people with brands.

Sana is often considered an essential branch or division of your core executive team — a boutique agency specializing in brand development who comprehends your vision for the future and how to work with your team to achieve it.

**THE TRUE ORIGIN** of the word Sana means brilliance, radiance, or splendor through praise.







## Areas of Expertise and Mastery

#### BRAND RESEARCH

Brand and Name Equity Research Brand Positioning Development Positioning Evaluation Customer Experience Journey Effectiveness Tracking ROI Measurement Creative Evaluation Communications Optimization Product and Service Innovation

#### BRAND STRATEGY

Master Class Presentations Brand Strategy Consulting Company and Product Naming Brand Architecture Define Your North Star Develop Brand Core Brand Positioning and Pillars Customer Experience Roadmap

#### **BRAND CREATIVE AND DESIGN**

Corporate Identity Face of the Brand Visual Expression Voice and Tone of the Brand Internal and External Brand Launches Social, Digital and Website Development Sales Tools and Training Marketing Strategy, Campaigns and Execution

#### **BRAND MANAGEMENT**

Brand Standards and Guidelines Book Infusing the Brand Into Hiring and Training Brand Tracking and Measurement Brand Compliance



### CLIENT LIST 1985-PRESENT

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WALT DISNEY	NICKELODEON	PFIZER	TRUMP
NATIONAL GEOGRAPHIC	TIME WARNER	GLAXO SMITH KLEIN	FLORIDA FINANCIAL ADVISORS
DISNEY INTERACTIVE	NFL	TAMPA GENERAL HOSPITAL	SMOKEY ROBINSON FOUNDATION
НВО	BRISTOL-MEYERS SQUIB	ANAZAO HEALTH	NOKIA - LATIN AMERICA
NATIONAL PUBLIC RADIO	JOHNSON & JOHNSON	STRYKER	UNIVERSITY OF SOUTH FLORIDA
BUENA VISTA PICTURES	MERK	USF HEALTH	UNIVERSITY OF WEST VIRGINIA
TOUCHSTONE PICTURES	ASTRAZENECA	JPMORGAN CHASE	ALL PRO DAD
HOLLYWOOD PICTURES	ABBOTT	BANK OF FLORIDA	REEVES IMPORT MOTORCARS
JERRY BRUCKHEIMER	BAYER	FOWLER WHITE BOGGS	BIC - INTERNATIONAL



### ILLUSTRATION TRADITIONAL





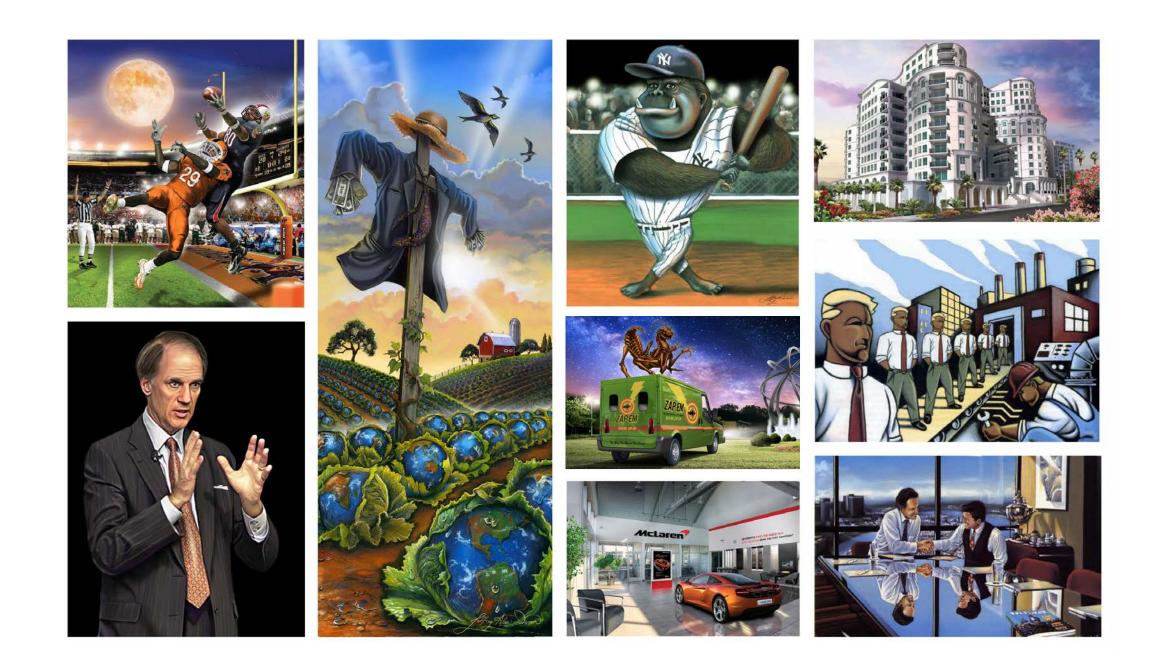
### ILLUSTRATION TRADITIONAL





### ILLUSTRATION TRADITIONAL & DIGITAL





### **ILLUSTRATION** DIGITAL





### **ILLUSTRATION** DIGITAL

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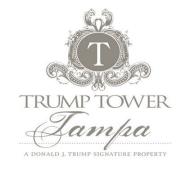




### BRANDING & IDENTITY DESIGN





















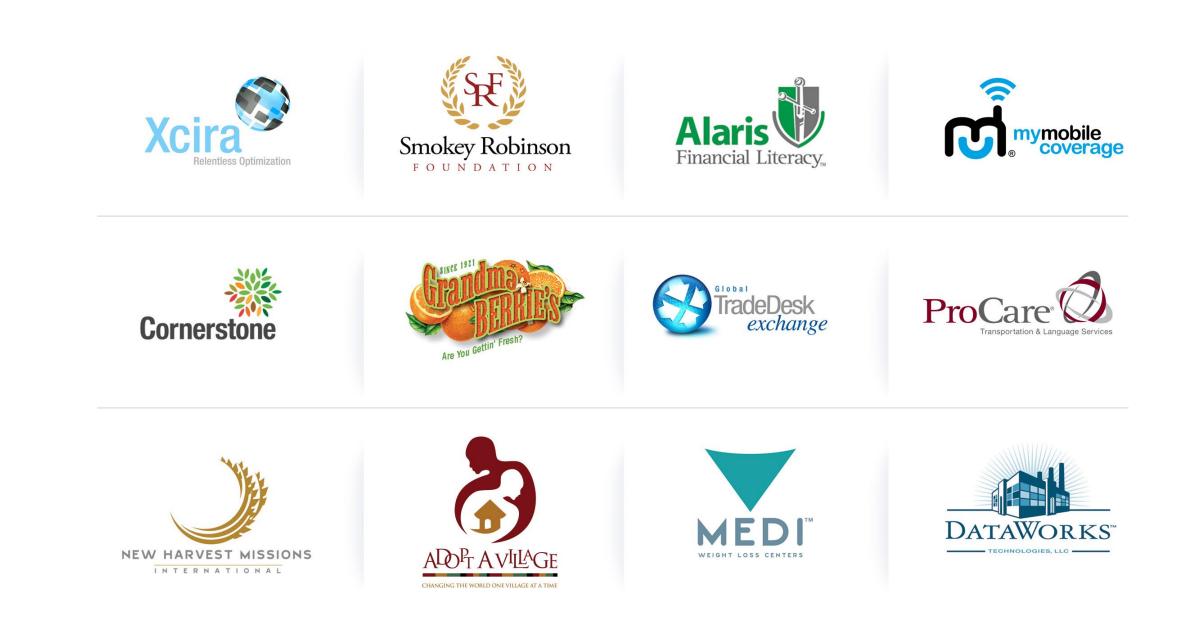






SANTA MONICA, CALIFORNIA





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Love Life, Love Yourself, Love Lila.





































### **BRAND** ELEMENTS







### ផលិតផលធម្មជាតិយុថ្កា

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www.anchoredproducts.com



### **STATIONERY** SYSTEMS





### **BRAND** STANDARDS GUIDELINES







#### PRIMARY COLOR PALETTE

Color is a powerful tool that provides a quick means of identification. Freedom Park maintains an impressive amount of brand equity in our recognizable color scheme. Consistent use of these primary colors will provide a common link among Freedom Park and its marketing, advertising and promotional materials.

PANTONE 556 C	
Green	
GB:120 154 117	
IEX/HTML: 789A75	PANTONE 556 C

#### PSYCHOLOGICAL MEANING:

Renewal, growth, nature, environment, healthy, good luck, youth, vigor, spring, generosity, peaceful, fertility, and envy.

COOL GRAY 11 C	
Gray	
RGB: 84 86 91	
HEX/HTML: 54565B	PANTONE®
CMYK: 48 36 24 66	Cool Gray 11 C

and conservative.

PSYCHOLOGICAL MEANING: Security, technology, reliability, intelligence, staid, modesty, dignity, maturity, solid, practical,

PANTONE 7451 C Blue RGB 137 171 227 HEX/HTML 89ABE3 PANTONE® 7451 C CMYK 46 23 0 0

#### **PSYCHOLOGICAL MEANING:**

Calming, confidence, intelligence, faith, truth, heaven, cleanliness, open spaces, freedom, imagination, expansiveness, and inspiration.



#### AROUND THE OFFICE

Photoshop transparent PNG and

Illustrator EPS files are both available

DOWNLOADING LOGOS Our logos are free to download and use for our employees and our partner agencies at www.freedomparkhub.com

EPS

PNG











### **EVENT** POSTERS



**JANUARY 2015** SATURDAY 7:00AM-9:00AM REEVES IMPORT MOTORCARS LOCATION: Reeves Import Motorcars TAMPA, FLORIDA WHEN: First Saturday of Every Month WHO'S INVITED: Car Owners, Enthusiasts and Guests VEHICLES WELCOMED: Classic, Exotic, Luxury and Super Cars SERVING: Bagels, Muffins and Free Coffee ADMISSION: Complimentary For more information or directions, please email Jeff Wisz at jwisz@drivereeves.com, or call: 813.933.2811 ILR **MotorSports** GATHERING

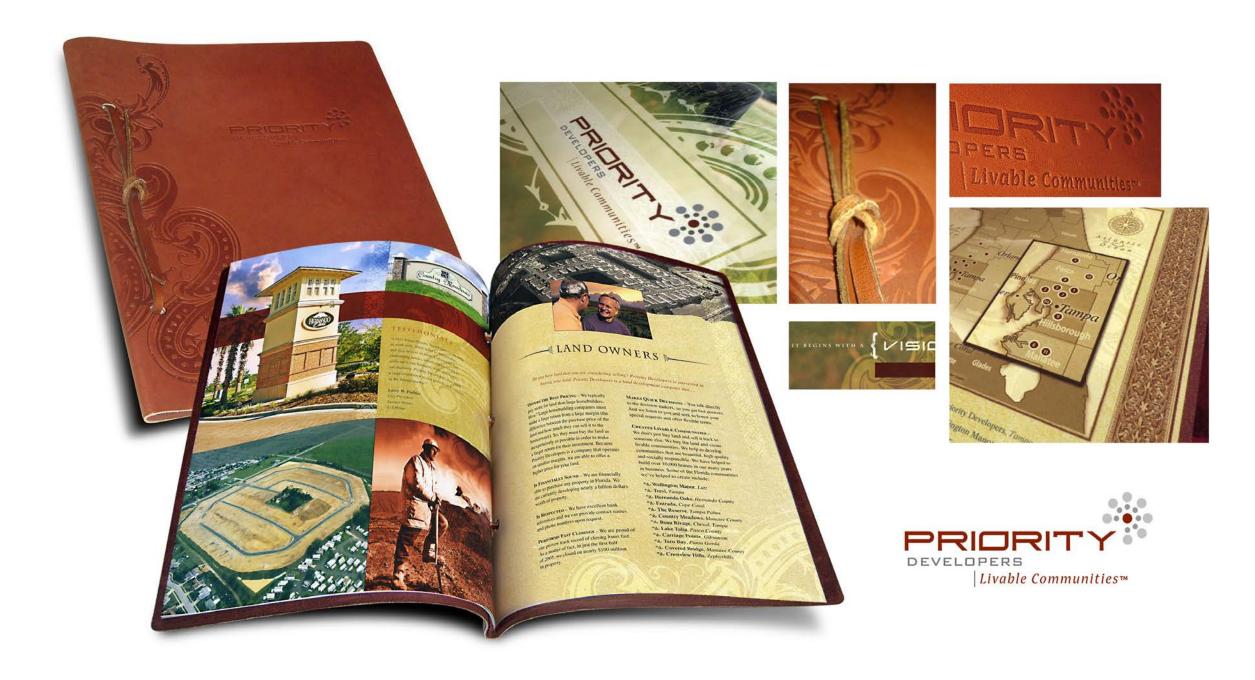




### **CUSTOM** SALES COLLATERAL

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### **CORPORATE** BROCHURES





### **CORPORATE** BROCHURES





### **CORPORATE** PACKAGE





### **BROCHURE** DESIGN & LAYOUT

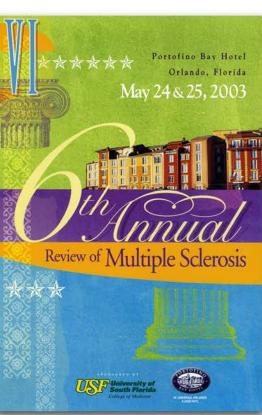




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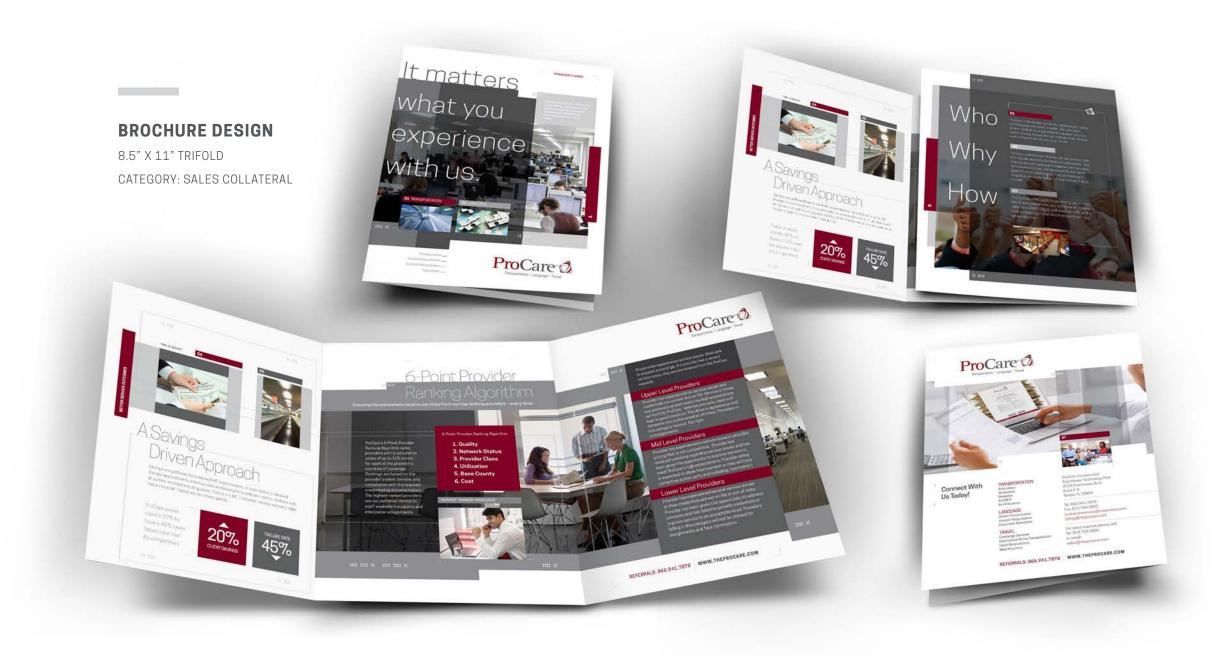
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HEALTH



### **CORPORATE** BROCHURES





### **EVENT** GUIDES & PROMOTIONS

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### **FINANCIAL** REPORTS





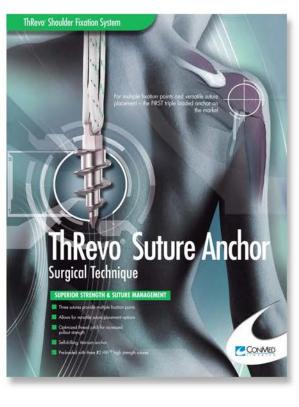
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### ThRevo<sup>®</sup> Shoulder Fixation System



### DIRECT MAILERS





### MAGAZINE DESIGN & LAYOUT

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### **BOOK** DESIGN & LAYOUT









amazon

### **BOOK** DESIGN & LAYOUT

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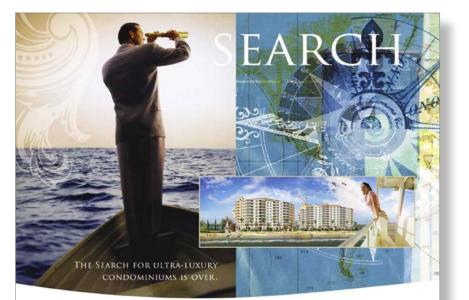
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"Before you can inspire with emotion, you must be swamped with it yourself. Before you can move their tears, your own must flow. To convince them, you must yourself believe."











**RIDGELINE STRATEGY** follows the agile development method which allows us to provide you the best and quality-driven product development process. We involve our clients into our customer centric development process which includes in-person meetings, mock-ups, daily scrums, weekly or bi weekly client updates, code review and QA testings. We make sure that our development process run faster and scalable to save you time and money. Ridgeline Strategy believes that transparency is the key to building successful applications.

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## **OUTDOOR** ADVERTISING





## **EXHIBIT** BOOTHS





# **INTERIOR** ADVERTISING





## **PACKAGING** DESIGN









## **PACKAGING** DESIGN



















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OUR SERVICES

ABOUT US

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A DIFFERENT APPROACH

LEARN MORE

Need Help?

#### WELCOME

Yes, we have a whole new look. Our new brand identity has been developed to support our business vision. The foundation for creating our identity has been our brand positioning and our brand character.

Advanced Rx is a Pharmaceutical Services Company that empowers providers with the ability to deliver to patients fast and convenient access to medications directly from their office or by mail. Our services directly inpact patient convenience, care, and well being at their personal physician's office. We take pride in understanding payor relationships, including the intricacies of prior authorizations, billing, reimbursements, collections, and regulations. We are declicated to transform provider practices with agile systems and brilliant people.





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HOME

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ABOUT US Advanced Rx is a Pharmaceutical Services Company that empowers providers with the ability to deliver to patients fast

empowers providers with the ability to deliver to patients fas and convenient access to medications directly from their office or by mail.

Our services directly impact patient convenience, care, and well being at their personal physicant office. We take product in understanding payor relationships, including the "intracess of productions, things, reinhorsements, collections, and regulations. We are decidated to transform provider practices with agite systems and british pools.

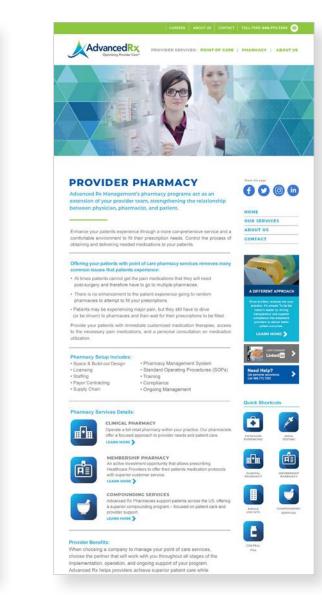
Advanced Rx has garnered a well-earned reputation for our expertise in implementing successful Pharmacouncul Services in practices across the nation. With interhity-interment their shrinking and medication addressor responsibilities increasing, offering your patients services at the poor of one makes temmendous sense. Every practice is uncross, no we offer a range of service options that enable you to offer the best program for your patients.

We shive for absolute transparency and compliance as your preferred comprehensive pharmacy. Partner with a company that will work with you throughout all subject your program, including implementation, operation, and ongoing program support. Advanced Reverskis in oblidication with you and your teams to ensure a seamless and comprehensive solution for all of your patient Pharmaceutical needs.

#### EXECUTIVE TEAM

SELECT VERVER: Jeff Azevedo > Kati Calmous Parag Chokvi Britan Farro Britan Farro

OVERVEW and graduated from Call Poly in Business/MIS which led him to a variety of managenial and leadenship roles in telecommunications including work with Pacific Bell, Belcore and Pricewaterheuse/Coopers. During his experience with Pacific Bell he duration an executive MBA from Berkeley and cardificates in Management, Negotation and Leadenship from Carnege Mellon, and Preportion. It has abeen involved with several accessful starbuy entropy of Advanced RY Management.











#### **ONLINE** ADVERTISING



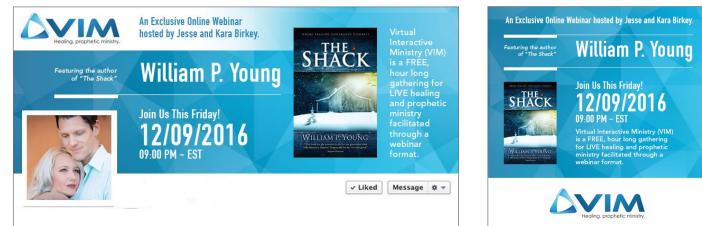
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#### **SOCIAL** ENGAGEMENT









#### **EMAIL** CAMPAIGNS





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Reeves Land Rover 75.000 Mile Club Features

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15% off all accessories and branch

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o say thank you for your loyally, we formed the Reeves Land tover 75.000 Mile Culo. There are no fees to join, just huge avings including 20% off tensions and parts'. 1 year125: Sleage warrantly for most repairs, and more.

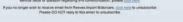
	eves Land Rover Club Benefits
1	DANER CARS: We have a fleet of late model loaners available to your use while your vehicle is in for service.
Į	PRICE PROTECTION GUARANTEE: We will match any written relimate from any shop that uses Orginal Land Rover Parts.
	ASTSERVICE: We understand your time is valuable. With Land Rove FastEervice, our team tends to your vehicle immediately while you make yoursell comfortable and enjoy our center's amenibes- ricularig weites Statemet and complimentary refreshments.
1	FULL SERVICE TIRE SHOP: Competitive pricing on all wheel

+ 12/12,000 misage watranty Price protection guarantee (see an advisor for details) (see an advace for decars) \*15% and 20% does not apply after price match. Excludes the purchase Up to \$400 decount per visit.

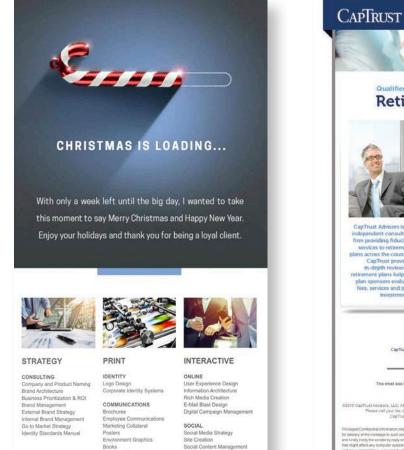


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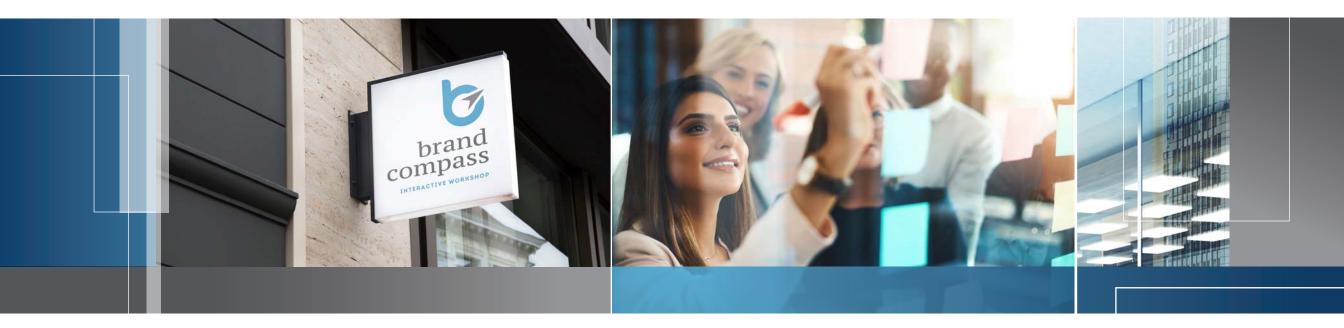




Competitive Analysis

Packaging Illustration





**LET'S CREATE** a modern culture that promotes innovation over me-too thinking, purpose over process, collaboration over silos. Sana defines clarity and brilliance that inspires brand connections through the power of strategic thinking and creative expression. Let's connect today!

sana-branding.com

Tampa, Florida 33612 727.645.3621 Direct jeffrey@sana-branding.com

