

BEFORE & AFTERS

# Corporate Logo & Brand Identity Redesign

MVP B&A LOGO REDESIGN

# Akoya Capital

Private Equity



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Altimer Capital

Private Equity



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Benford Capital Partners

Private Equity

**BENFORD**  
CAPITAL PARTNERS, LLC  
*Private Equity for Small Business*

BEFORE

**B·C·P**  
Benford Capital Partners

AFTER

MVP B&A LOGO REDESIGN

# Clearsight Advisors

Investment Bank



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Cook M&A

Private Capital

COOK M&A  
ADVISORY SERVICES

BEFORE

 **COOK M&A**  
ADVISORY SERVICES

AFTER

MVP B&A LOGO REDESIGN

# Entrada Partners

Real Estate Equity & Development



BEFORE



AFTER

# ExpressPoint TKO

Electronics

EXPRESSPOINT



BEFORE



AFTER



MVP B&A LOGO REDESIGN

# Integra Testing

Testing, Adjusting and Balancing (TAB) services

INTEGRA

 integra

 Integra

 integra

BEFORE\*

 integra

AFTER

\*No original logo. Related preliminary design concepts.

MVP B&A LOGO REDESIGN

# JZ Partners

Private Capital



BEFORE

JZ | PARTNERS

AFTER

MVP B&A LOGO REDESIGN

# JOBS AMST

Building Resources



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Keswick Partners

Private Equity



BEFORE\*



AFTER

\*No original logo. Related preliminary design concepts.

MVP B&A LOGO REDESIGN

# Keystone Capital

Private Equity



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Mason Wells

Private Capital



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Messerli & Kramer

Law Firm



**MESSERLI & KRAMER**  
Added dimension

BEFORE

**MESSERLI | KRAMER**  
ATTORNEYS & ADVISORS

AFTER

MVP B&A LOGO REDESIGN

# PMCF

Investment Bank



BEFORE



AFTER



MVP B&A LOGO REDESIGN

# River Associates

Private Equity

River Associates Investments

BEFORE

 River Associates  
INVESTMENTS WITH MANAGEMENT

AFTER

MVP B&A LOGO REDESIGN

# Rotary Systems

Manufacturing



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Seneca Partners

Investment Bank



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Socius Global

Investment Banking Network



BEFORE



AFTER

MVP B&A LOGO REDESIGN

# Teksetra

Technology Solutions



BEFORE

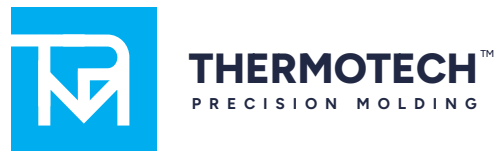


AFTER

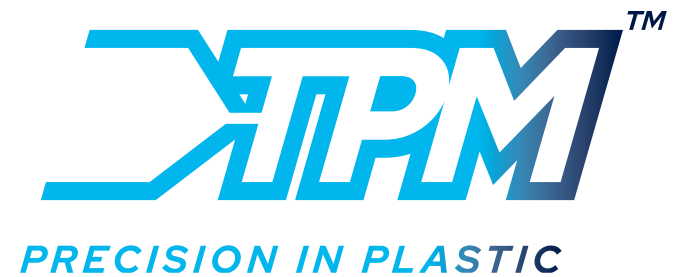
MVP B&A LOGO REDESIGN

# TPM

Precision Molding



BEFORE\*



AFTER

\*No original logo. Related preliminary design concepts.

MVP B&A LOGO REDESIGN

# Yukon Partners

Mezzanine Capital



BEFORE\*



AFTER

\*No original logo. Related preliminary design concepts.

# Assorted Logo & Brand Identity Design

Private Capital • Medical Device & Manufacturing • Luxury Yachts • Consumer Package Goods

STONE ARCH CAPITAL



GMB | Mezzanine Capital  
a lakeside capital fund





MVP B&A LOGO REDESIGN

# Assorted Logo & Brand Identity Design

Mold Making • Medical • Non-Profit • Healthcare/Biotech • Aviation • Manufacturing



# Make Your Business and Brand Invaluable

Since 1985, MVP has positioned a wide range of regional, national and global companies for market success. Through our proven TeamMate<sup>SM</sup> brand development process, we craft the visual and verbal scaffolding that distinguishes organizations, products and services from the competition.

Now in our 40<sup>th</sup> year, we've created company and brand names, logos, and visual identity solutions for a wide variety of business-to-business (B2B) and consumer (B2C) companies ranging from divisions of the Fortune 500 to those on the way.

Our capabilities include validating our branding solutions through qualitative and quantitative research. Partnering with marketing research agencies, analysts and moderators, we deliver the insights and understanding that our clients depend on—and all through a single point of contact.

Trust MVP to provide a strategic understanding of your brand with brilliant tactical execution. It's what sets MVP—and our clients—apart.

## Ready to get started?

