

# CORPORATE LOGO & BRAND IDENTITY REDESIGN

BEFORE & AFTERS

# Akoya Capital

PRIVATE EQUITY



BEFORE



AFTER



# Benford Capital Partners

PRIVATE EQUITY

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

BEFORE

**B·C·P**  
Benford Capital Partners

AFTER



# Clearsight Advisors

INVESTMENT BANK



BEFORE



AFTER

# JZ Partners

PRIVATE CAPITAL



BEFORE



AFTER



# Keystone Capital

PRIVATE EQUITY



BEFORE



AFTER



# Mason Wells

PRIVATE CAPITAL



BEFORE



AFTER



# PMCF

INVESTMENT BANK



BEFORE



AFTER





# River Associates

PRIVATE EQUITY



River Associates Investments

BEFORE



River Associates  
INVESTMENTS WITH MANAGEMENT

AFTER



# Seneca Partners

INVESTMENT BANK



BEFORE



AFTER



# Socius Global

INVESTMENT BANKING NETWORK



BEFORE



AFTER



# Yukon Partners

MEZZANINE CAPITAL



BEFORE\*



AFTER

\*No original logo. Related preliminary design concepts.

# Messerli & Kramer

LAW FIRM



BEFORE



AFTER



# Assorted Logo & Brand Identity Design

PRIVATE CAPITAL • MEDICAL DEVICE & MANUFACTURING • LUXURY YACHTS • CONSUMER PACKAGE GOODS



# Assorted Logo & Brand Identity Design

MOLD MAKING • MANUFACTURING • HEALTHCARE/BIOTECH • NON-PROFIT • AVIATION



# 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 35<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.



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