

CORPORATE LOGO & BRAND IDENTITY REDESIGN

BEFORE & AFTERS

Akoya Capital

PRIVATE EQUITY



BEFORE



AFTER

Altimer 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



ExpressPoint TKO

ELECTRONICS

EXPRESSPOINT



BEFORE

ExpressPoint®

ExpressPoint®
ProcurePro

ExpressPoint®
DepotPro

ExpressPoint®
Education

ExpressPoint®
Logisticare

TKO
An ExpressPoint Business

AFTER



Integra Testing

TESTING, ADJUSTING AND BALANCING (TAB) SERVICES

INTEGRA

 integra

 Integra

 integra

BEFORE*

 integra

AFTER

*No original logo. Related preliminary design concepts.



JZ Partners

PRIVATE CAPITAL



BEFORE

JZ | PARTNERS

AFTER



JOBS AMST

BUILDING RESOURCES



BEFORE



AFTER

Keswick Partners

PRIVATE EQUITY



BEFORE*



AFTER

*No original logo. Related preliminary design concepts.

Keystone Capital

PRIVATE EQUITY



BEFORE



AFTER

Mason Wells

PRIVATE CAPITAL



BEFORE



AFTER



Messerli & Kramer

LAW FIRM



MESSERLI & KRAMER
Added dimension

BEFORE

MESSERLI | KRAMER
ATTORNEYS & ADVISORS

AFTER



PMCF

INVESTMENT BANK



BEFORE



AFTER



River Associates

PRIVATE EQUITY



BEFORE



AFTER

Rotary Systems

MANUFACTURING



BEFORE



AFTER



Seneca Partners

INVESTMENT BANK



BEFORE



AFTER



Socius Global

INVESTMENT BANKING NETWORK



BEFORE



AFTER



Teksetra

TECHNOLOGY SOLUTIONS



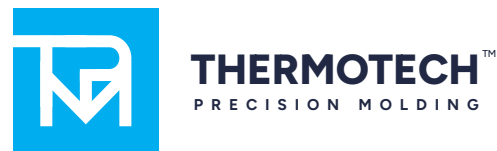
BEFORE



AFTER

TPM

PRECISION MOLDING



BEFORE*



AFTER

*No original logo. Related preliminary design concepts.

Yukon Partners

MEZZANINE CAPITAL



BEFORE*

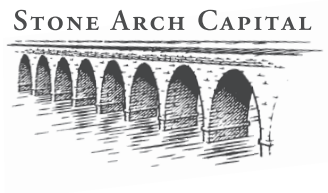


AFTER

*No original logo. Related preliminary design concepts.

Assorted Logo & Brand Identity Design

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



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 TeamMateSM brand development process, we craft the visual and verbal scaffolding that distinguishes organizations, products and services from the competition.

Now in our 38th 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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