


**Brand Identity Development**





The following brand identities  
were either invented  
or reinvented by Counterpart.



**LEADERSHIP**  
COACHING & CONSULTING

**Client:** Leadership Coaching & Consulting  
**Subject:** Executive coaching and organizational consulting  
**Goal:** Look strong, solid, well-organized, opportunistic.



Leadership Coaching  
& Consulting

Before



Les Passees

**Client:** Les Passees

**Subject:** 85-year-old organization of women volunteers

**Goal:** Retain heart and “LP” of original mark. Use brighter colors.



Les Passees

Before



**Client:** Resource Entertainment Group

**Subject:** Management of artists, events, and venues

**Goal:** Appear smart, experienced, and “in the entertainment business.”

ELLIOTT *Em* MILLARD

**Client:** Elliott Millard

**Subject:** Custom pillows and upscale fabric items for the home and family

**Goal:** Reflect a personality that is original, whimsical, and tasteful.



**POWER HOUSE**  
**ART AUCTION 2004**

**Client:** Delta Axis

**Subject:** Fundraiser for "Power House" art gallery

**Goal:** Help raise awareness of Power House. Feel artsy; appeal to wealthy.



**RICHARD HALL**  
CUSTOM HOMES

**Client:** Richard Hall Company

**Subject:** Custom home building

**Goal:** Convey "uniquely constructed," and "stately."



**Client:** Martha's Manor

**Subject:** Fundraiser benefitting a day activity center for mentally retarded adult women

**Goal:** Capture the spirit of the event—a backyard bluegrass party.



**Client:** FedEx

**Subject:** Internal initiative promoting diversity and inclusiveness

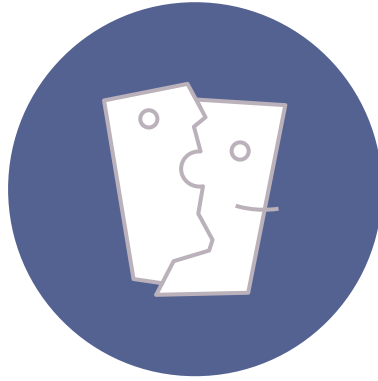
**Goal:** Use FedEx corporate colors. Be neutral in reference to gender and ethnicity.



**Client:** Martha's Manor

**Subject:** Fundraiser benefitting a day activity center for mentally retarded adult women

**Goal:** Promise a good time with art and cocktails. Play off name and nature of center.



**Client:** Counterpart

**Subject:** Advertising and graphic design

**Goal:** Convey the essence of the craft—communication. Look distinct, artistic, and carefully engineered.

**Thank you for your interest.**

We would be delighted to help you develop your brand identity. To discuss a project or to get an estimate, please contact Counterpart at 901-323-4900, [info@counterpartCD.com](mailto:info@counterpartCD.com).

