

# BRAND



# THE NOODLE SHOP

Concept and design  
for happiness and prosperity.

THE NOODLE SHOP

The Noodle Shop is a creative boutique, serving happy customers for more than 20 years.  
[www.thenoodleshop.com](http://www.thenoodleshop.com)

866-721-9032

## **Attaining Brand Enlightenment.**

**Concentrate on the sum total of how your company, product or service is experienced by your market. What does it look like? Sound like? Feel like? What does it say? What do you want it to say? What doesn't it say? What shouldn't it say? How do you find your own true brand expression? We work with you to determine where your brand is on the pathway to enlightenment. You may be on course already, or you might be wandering aimlessly. You already know where you are. You are here. Considering the state of your brand mind. Wherever you are on the journey, we are eager to join you in your brand adventure. We create brand experiences that produce positive reactions like a call, a visit, a purchase, or a change in perceptions. Whatever the goal, we get your market to respond. We call that actualization. You'll call it results, which is very **enlightened**.**

## MedVantx

Brand challenge: Create focus for a confusing brand structure. Relaunch brand with new architecture, master brand identity and sub identities. Define messages, position for each for its unique market. Create brand guidelines to manage brand over departments, partners and vendors.





## The Inn at Rancho Santa Fe

**Brand challenge:** Refresh old established brand, change demographic appeal to more upscale, younger. Apply new brand to all aspects of inn, incorporate brand messages in all communications.



THE INN AT RANCHO SANTA FE



*The old inn spot is new again.*



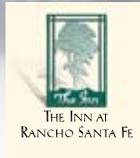
*Your incredible getaway  
is closer than you think.*



**Rooms starting at \$120 midweek and \$160 weekends.**

*Rates are based on a per-room, per-day, double-occupancy price.*

*Escape the beaten path. Take the sunny drive to the lushly landscaped Inn that's nestled in the heart of exclusive Rancho Santa Fe. With a private Del Mar beach house, rich romantic history, and creative cuisine, you'll want to stay a little longer to lounge amid the groves of eucalyptus and citrus. Visit us for Online Specials at [www.theinnatrsf.com](http://www.theinnatrsf.com) 858-756-1131*



*Incredible.*

*Rancho Cuisines,  
celebrating the  
history and harvest of  
Southern California.  
Well worth the short  
drive off the beaten  
path to lovely Rancho  
Santa Fe.*



858-756-1131  
[www.theinnatrsf.com](http://www.theinnatrsf.com)



*Cozy fire,*

*tapas and a drink*

*by the baby grand.*



*A most notable evening.*

*Spend an evening with celebrated, international composer and pianist Jerry Melnick. He adds his musical charm to the comfy Living Room Tuesdays through Thursdays, and plays a variety of old tunes, jazz, and contemporary classics. Enjoy tapas-style appetizers and fine wines while you hum along. The old inn spot is new again. The fun starts Tuesday, February 17.*

858-756-1131

[www.theinnatrsf.com](http://www.theinnatrsf.com)



## Mitchell International

Brand challenge: Extend existing brand through new divisions and products. Apply to marketing materials, ads.



**DATA**scope

**DECISION**point

**EDI**module

medical**ANALYST**

medical**EXPERT**

**PROVIDER**network

**Mitchell** Medical 

works with **Mitchell**  
Wireless



**emitchell.com**

 **m** vision

**Business essentials.**



**UltraMate Advanced Estimating System.**  
Over four generations of proven reliability.

Backed by Mitchell technical support.

You have three generations which each work well in your shop. To show Mitchell, we introduced the first Windows-based estimating system. They called and requested a thorough review of development and use to give them better feedback and to determine how well UltraMate fits with any other system.

Experiences, technical expertise and resources. Hardware and software systems are based on what we know they do. UltraMate never got the right answer, too, instead of waiting hours, or even days, for a call back.

STAY ahead. Super Professional Estimator. The Answer Is In The Shop.

Backed by business experience and resources. When someone compares the history of UltraMate to someone who says reliability, they stop well. But it's not in communications with each business partner.

The industry standard hardware for over 40 years. UltraMate grows your business with information from the same comprehensive packages and labor rates source in the software repair industry.

Windows an essential technology solution is required for repair estimates in your business, otherwise UltraMate, the most reliable tool in any shop.

**Ultra-Mate 4**

Call 1-800-801-2000 #2000 www.emitchell.com




**COSTS ARE UP. PRICES ARE DOWN.**

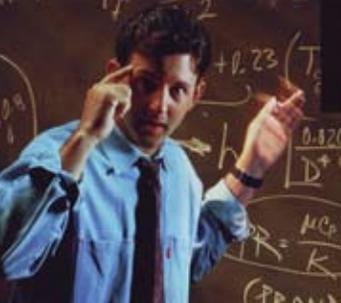
Here's something to smile about.

Claim the estimating advantage.

The real test comes to the tough times being your business using UltraMate. It's always working, growing, business opportunities, additional use in the solution - the Internet, e-commerce and marketing for all professions across all software systems. It's the complete software system proven by the only company with a history of innovation for over 40 years in the industry.

As the single source point for online claims management and data exchange, emitchell.com offers industry partners a new process that will drive efficiency, lower savings, maximizing customer satisfaction. Stay and in the future, to have any other, the different advantage, continue to today. That's to have you do.

Go to [emitchell.com](http://emitchell.com)  
or call 1-800-801-2000

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to explain the cash value of your totaled vehicle.

DECISIONpoint



LUMBAR

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HOW TO CLAIM THE LEADERSHIP ADVANTAGE.



PRODUCTIVITY

CUSTOMER SATISFACTION

PORT EFFICIENCY



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Ultra-Mate

Ahead of the curve.

beside you.

BILL FIGHT

Mitchell THE SOURCE

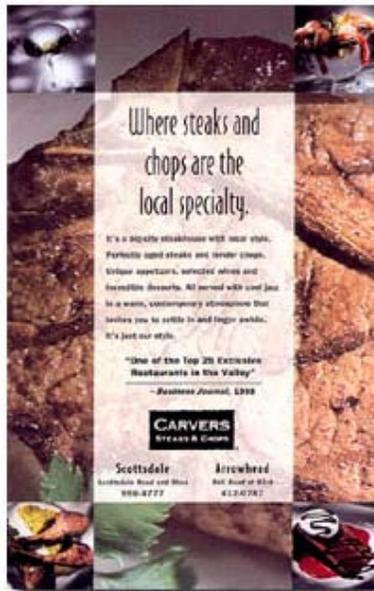
## Rainbird

Brand challenge: Develop packaging for new products, extend brand, explore new brand expressions, while maintaining existing brand equity.



## Paragon Restaurants

**Brand challenge: Create mailer with coupons and specials that establish and maintain individual brand qualities while maintaining overall brand coherence. Maintain quality image despite discount campaign.**



Where steaks and chops are the local specialty.

It's a big-city steakhouse with our style. Perfectly aged steaks and tender chops. Unique appetizers, selected wines and incredible desserts. All served with cool jazz in a warm, contemporary atmosphere that invites you to settle in and savor awhile. It's just our style.

"One of the Top 25 Excellent Restaurants in the Valley"  
- Business Journal, 1998

**CARVERS**  
STEAKS & CHOPS

Scottsdale      Arrowhead  
16000 North Scottsdale Road      16000 North Arrowhead Road  
480-4777      480-4787



Dry martini with a thick, juicy steak.  
Good call.

We're a big-city steakhouse with winning style. Perfectly aged steaks, tender chops, unique appetizers, selected wines and incredible desserts. All served with cool jazz in a warm, stylish atmosphere that invites you to settle in and savor awhile. Which is always a good call.

**HUNGRY HUNTER**

San Jose  
26000 N. First Street east of Amazon Expressway • 250-3300

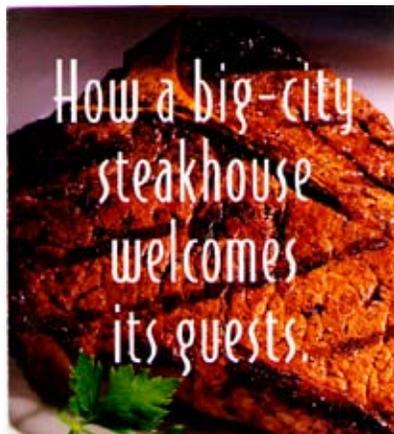


Enjoy our big-city steakhouse with a splash of vermouth.

Dry martini and perfectly aged steaks. Tender chops. Unique appetizers, and incredible desserts. All served in an atmosphere that's warm, contemporary and inviting. Which is just our way of doing business.

**CARVERS**  
STEAKS & CHOPS

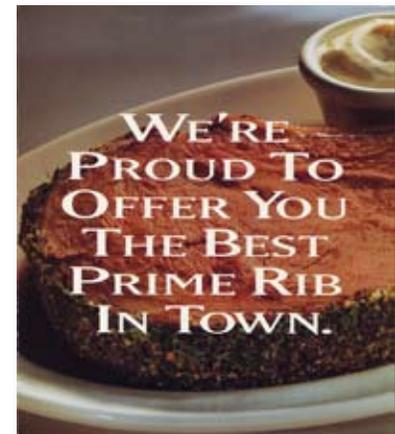
Call for information and reservations.  
City, Street, State, Directions/Phone #



How a big-city steakhouse welcomes its guests.



OUR STEAKS AND PRIME RIB WIN AWARDS.  
OUR TASTEFUL, NEW INTERIORS ARE EARNING GREAT REVIEWS.



WE'RE PROUD TO OFFER YOU THE BEST PRIME RIB IN TOWN.

## **Brand New Noodles**

Just out of the kitchen. Careful plate may be hot.



### **Membizi**

**Project description:** Name and identity for software platform to power web sites for foundations, non-profits, groups, social and political organizations.

Web site, online marketing campaign, developing sales messaging, brand building now in prep.

Develop brand qualities- powerful, community building, social network, efficient, latest technology