



Image Consistency

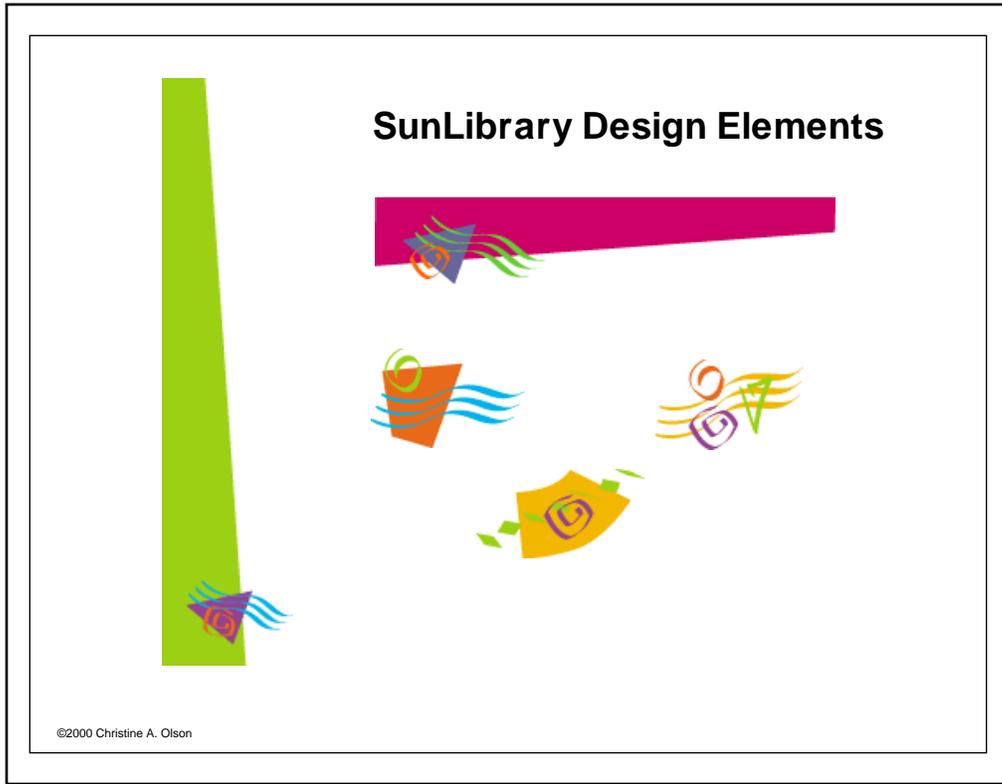
Identity Standards - Style Guide

- logo usage
- typefaces
- color
- layouts... paper and electronic
- graphics



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Identity standards outline the guidelines for all the visual elements which impact the image of an organization. Helps maintain consistency in all visual communications. Important to get from designer and to adhere to it.



SunLibrary Factsheets



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Market Research and Business Intelligence
SunLibrary's expert research helps you get your job done with our in-depth market research services. We can answer a quick question or provide comprehensive market research reports tailored to your needs. We target emerging trends, track competitors and key markets, and supply the information to you. <http://SunLibrarycorp/MLinks.htm>

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Image Checklist

- Stationery
- Literature
- Packaging
- Architecture
- Signs
- Sales Promotion
- Web Site



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Image is very important. Must be consistent across all materials and mediums

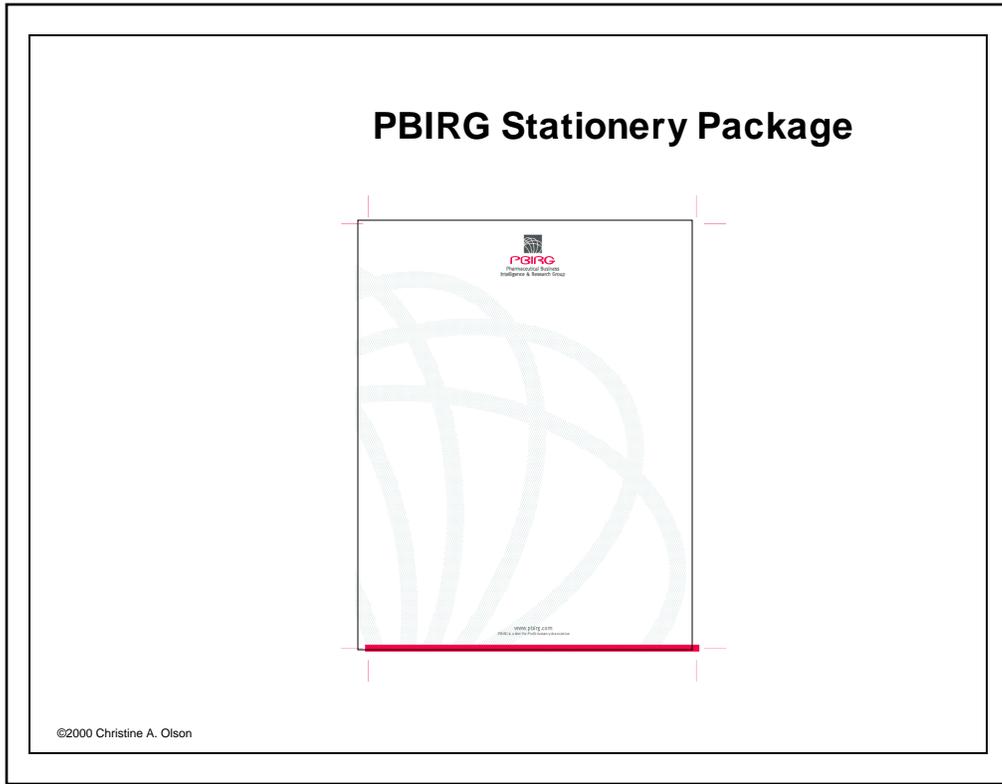
Recent study by advertising agency of 500 business owners in the US.

65.4% feel that image is “most important” to a company’s success.

On a scale of 1 to 5, five being the highest, more than 90 % rank image as either a 4 or 5.



An example of a consistent image in development. This is a new logo and now we are developing the stationery system to continue the image.



Letterhead



Biz card



Envelope

Image on the web



- Consistency on the web
- Sub designs
- Colors
- Typefaces



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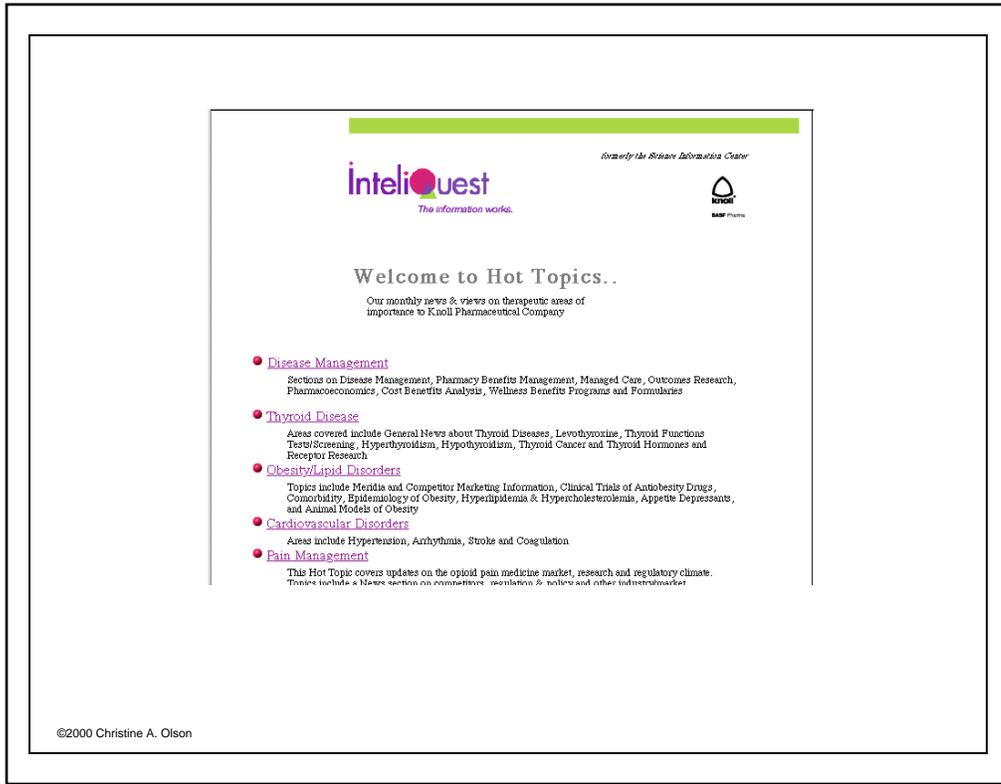
The web is another image projection platform. Don't ignore how your organization looks.

The screenshot shows the IntelliQuest website interface. At the top left, the IntelliQuest logo is displayed. To its right is the text 'Hot Topics'. Further right are the logos for 'BASF Pharma' and 'Knoll'. Below the IntelliQuest logo, there is a sub-header: 'Monthly News & Views on Therapeutic Areas of Importance to Knoll Pharmaceutical Company'. A horizontal rainbow-colored bar is positioned below this sub-header. The main content area lists several 'Hot Topics' with red circular bullet points:

- Thyroid Disease***
Areas covered include General News about Thyroid Diseases, Levothyroxine, Thyroid Functions Tests/Screening, Hyperthyroidism, Hypothyroidism, Thyroid Cancer and Thyroid Hormones and Receptor Research
- Obesity/Lipid Disorders***
Topics include Meridia and Competitor Marketing Information, Clinical Trials of Antiobesity Drugs, Comorbidity, Epidemiology of Obesity, Hyperlipidemia & Hypercholesterolemia, Appetite Depressants, and Animal Models of Obesity
- Cardiovascular Disorders***
Areas include Hypertension, Arrhythmia, Stroke and Coagulation
- Pain Management***
This Hot Topic covers updates on the opioid pain medicine market, research and regulatory climate. Topics include a News section on competitors, regulation & policy and other industry/market developments, a Medical Update section citing recent peer-reviewed journal articles, and a Drugs in Development Section containing the USA pipeline drugs from preclinical through FDA approval.

Below the list, there is a search prompt: 'Search the National Library of Medicine's Database [MEDLINE](#) - for free!*' with links for '[Basic Search Form*](#)' and '[Advanced Search Form](#)'. At the bottom left of the content area is a link for '[KPC Home Page*](#)'. The footer of the page contains the copyright notice: '©2000 Christine A. Olson'.

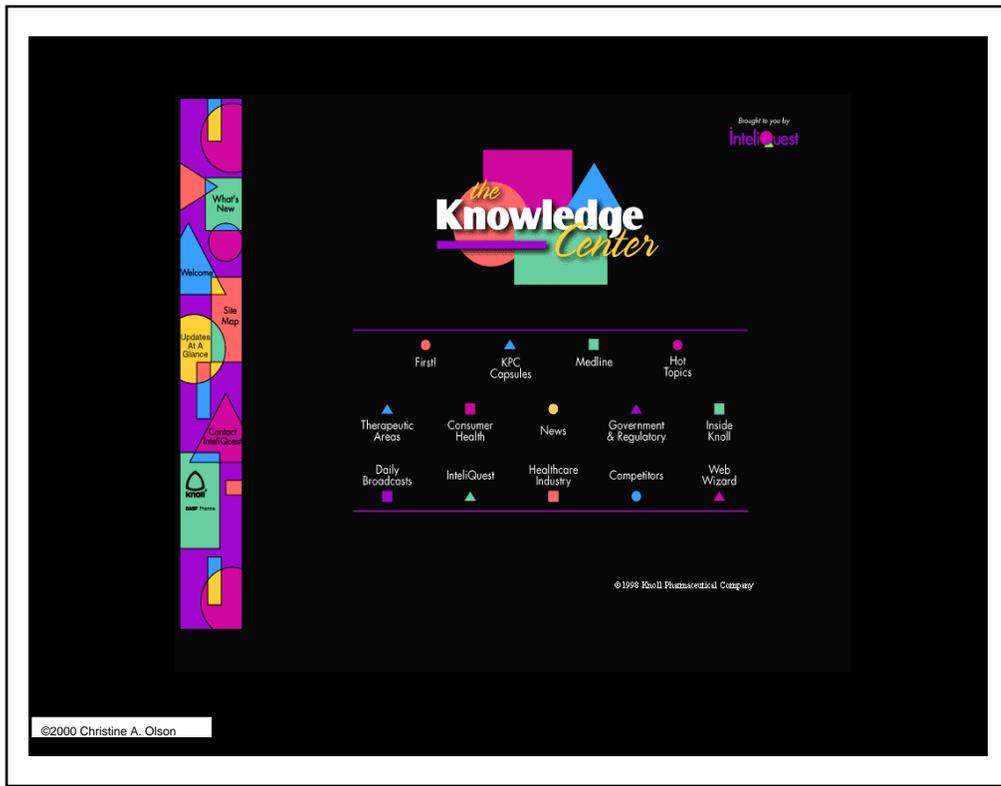
IntelliQuest-- the very first web pages immediately after adopting the new name.



Next generation of web pages, now incorporating the new IQ logo and colors.



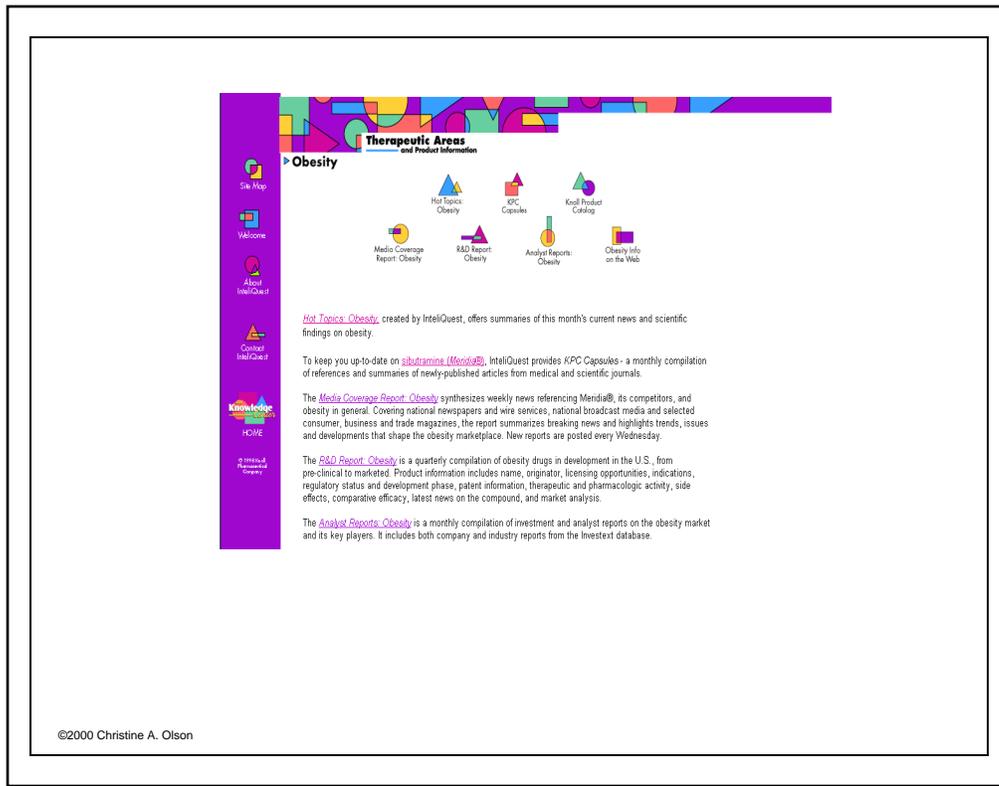
The current web page design showing complimentary design elements.



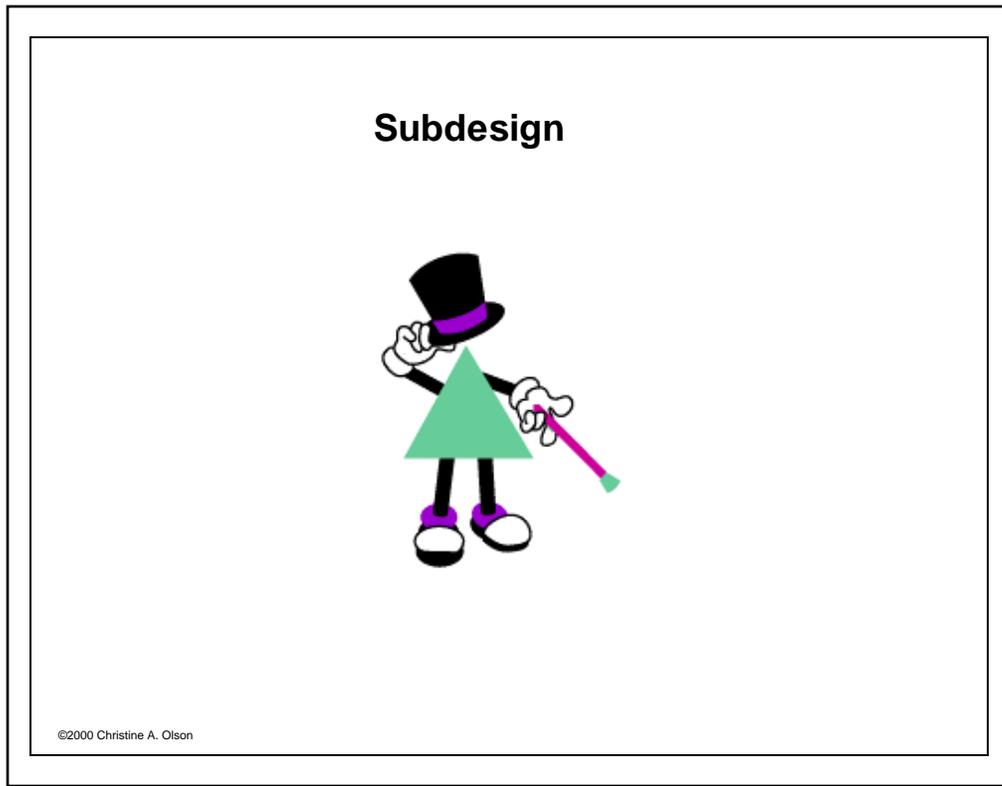
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How IQ is positioned on the company Knowledge Center intranet.

A web site has it's own identity, it's own image, but at the same time is in keeping with the overall image of the organization it represents.



2nd level page of the Knowledge Center.

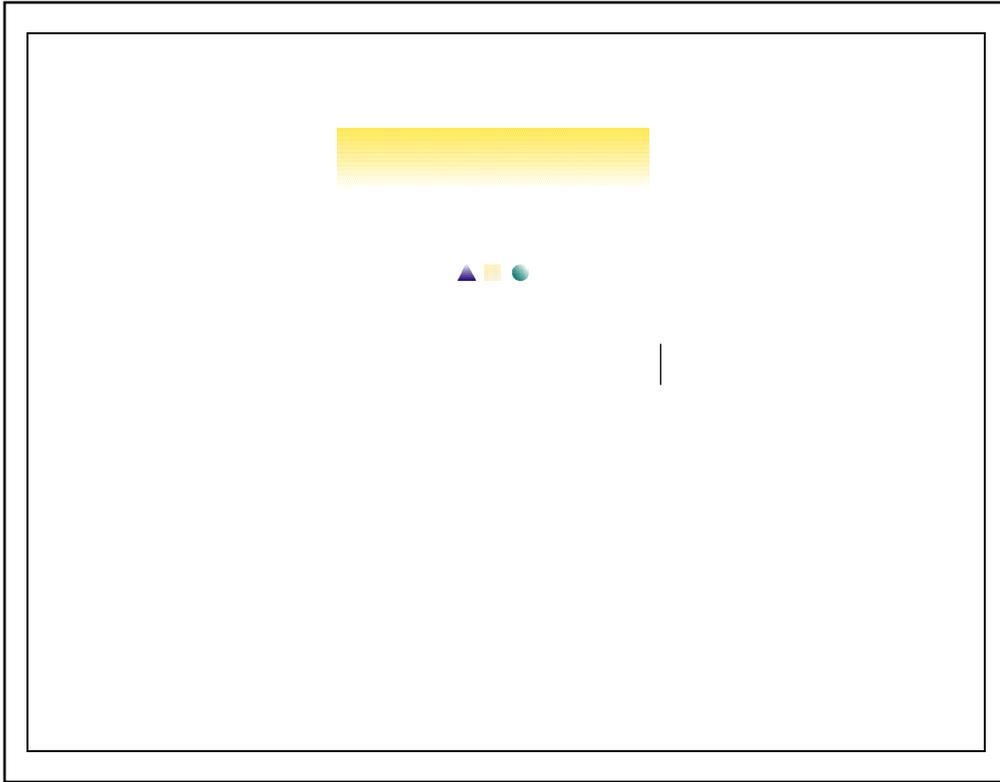


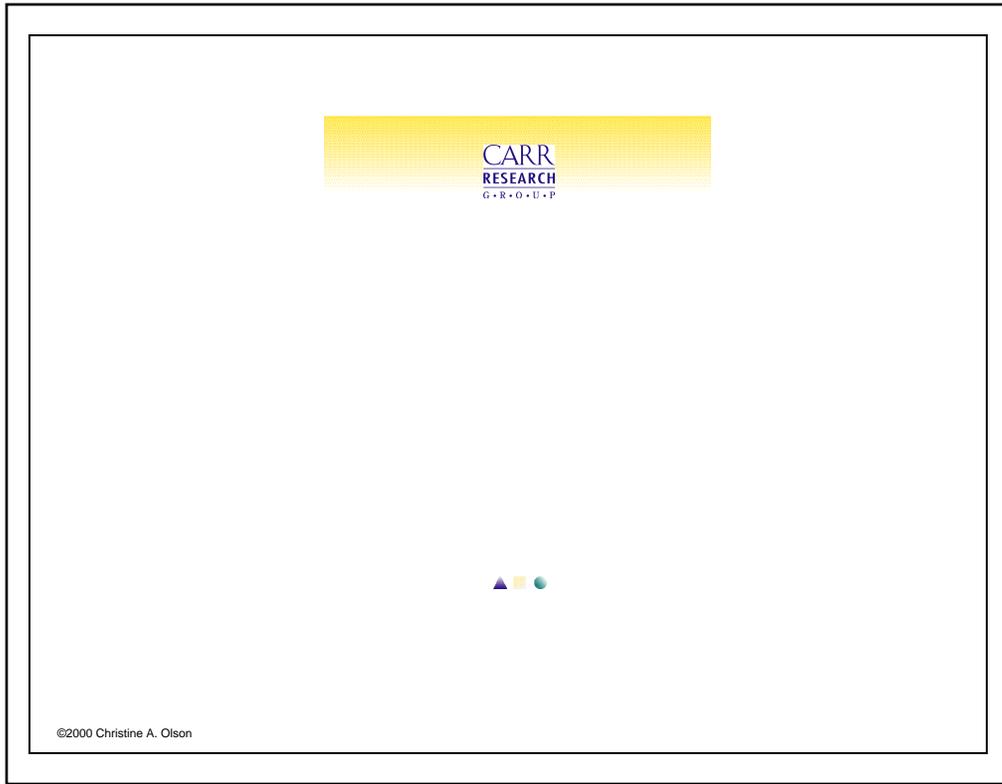
Even the ancillary design elements are in keeping with the overall image of the Knowledge Center. Notice how the colors used here reflect the colors of IntelliQuest. Done on purpose. Subliminal linkage to IntelliQuest-- continuing the image reinvention of the library into a dynamic, consulting-based information service.



An example of a complete image strategy.... how it started small and grew over the years.

Started with a logo, placed on Paper Direct brochure paper using graduated colors.





Letterhead.

Information Is Power

POWER lead a meeting knowing that thorough, well-presented research supports your proposals.

POWER make a quality decision: right in its direction, strong in its details, considered in its contingencies.

POWER make critical decisions quickly. Decisions requiring background research and immediate attention.

POWER compete intelligently. The marketplace is filled with landmines and oasis of opportunities. The right information at the right time can make the difference between being blown out of the water or basking in a bed of roses.

▲ ▲ ▲

Intelligence and insight aren't enough in today's fast-paced world. You need the power of information to strip uncertainty from colleague minds and eliminate doubt from client considerations.

You need the Carr Research Group. We specialize in providing information products and services to clients who take advantage of the power information gives them. From the boardroom to the war room—the information products and services of Carr Research Group have measured up to the task at hand.

Carr Research

Since 1990 Carr Research Group has provided information research and analysis support to private industry, government, academic, legal, and medical clients. Led by its Principal, Margaret Carr, the Group offers clients a combined total of over 50 years of information research and analysis experience in a wide range of subject areas.

Mrs. Carr served as manager of the Business Information Center for Martin Marietta Corp., where she developed ongoing information programs for headquarters' offices, and actively participated in all competitive intelligence and analytical activities for the business development and strategic planning departments.

Mrs. Carr received her M.L.S. from The School of Information Studies, Syracuse University, and her B.A. in Communication and History from Muskingum College.

Partial Clients

- American Association of Retired Persons
- Burdeshaw Associates, Ltd.
- Johns Hopkins University School of Continuing Studies
- Lockheed Martin Corporation
- M&ICom, Inc.
- Mass Mutual
- Ragu Foods
- The George Washington University Gellman Library Information Service
- U.S. Department of Health and Human Services

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Brochure

Beyond Smoke and Mirrors: Developing & Maintaining a Corporate Image
 AIIP Conference, April 8, 2000. Washington, DC

Information Prognosis

CRG Reports Our premier research service, delivers the findings of our comprehensive research efforts in an easy-to-reference notebook. A CRG Report offers an in-depth examination of your topic across the full range of resources including personal interviews, site visits, archive research, electronic database searching and video monitoring. Suitable for distributing at meetings, referencing in reports or presentation collateral materials, CRG Reports are well-organized presentations of the information found and analyzed, annotated with comments and conclusions, an executive summary, and presentation charts.

CRG Brief For a quick overview of next week's meeting topic or to get a headstart on a hot topic, order a CRG Brief. This review information service gives clients the competitive edge with a summary brief. We research major resources and highlight key points, delivering a concise overview in a convenient review format.

InfoQuick When you need a quick answer, but can't spare the time or resources to ferret it out. Or when you don't know where to begin, rely on our convenient InfoQuick service to locate information and facts. Consider using InfoQuick for those times when you need a list of resources to point you in the right direction. InfoQuick: The name says it all—fast answers to quick questions.

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Our Deadlines Are Dead

With Carr Research Group at your service, your information requirements get the attention they need. Quick answers can be obtained within 24 hours with our InfoQuick service. CRG Briefs will be delivered in a few days and more comprehensive CRG Reports take a matter of weeks. Rush service is available if you need answers in the blink of an eye. Your deadlines are our deadlines.

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Information Professionals at Work!

When you call upon the services of Carr Research Group, you tap the expertise of graduate-degreed professionals with extensive experience in all aspects of information retrieval, organization, and analysis. They know the latest information resources and research techniques. Their expertise enables them to pinpoint the information you require quickly and accurately saving you time and money.

"I rely on Carr Research Group for assistance in obtaining the information needed to support many of our Corporate market analysis and business development projects. Their response is always timely and Carr Research Group's services has contributed immensely to the improvement of the productivity of our organization."

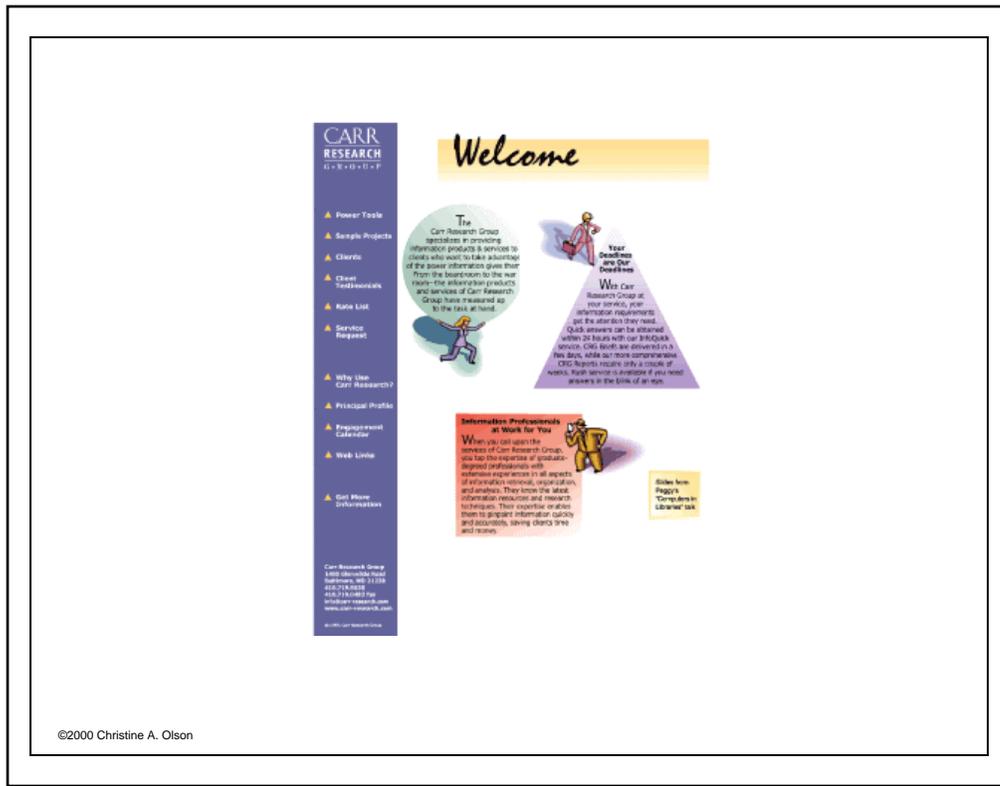
— Paul Burnhardt
 Lockheed Martin Corporation

"The Carr Research Group offers access to the broad range of databases and research expertise that our clients need. We forward all of our research requests with the confidence that our clients' research will be completed thoroughly and promptly and that the research results will be delivered in a professional format."

— Gale S. Eschmaier
 George Washington University
 Gelman Library Information Service

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Inside of brochure



Web site home page

Newest image extension. Introduces a new color (blue) into the palette, and a new visual presentation of the geometric shapes.



Image Management

- Focused and simple
- Unique
- Appropriate and relevant
- Far-sighted
- Continuous and credible
- Perception, perception, perception

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Make an effort to manage your image.

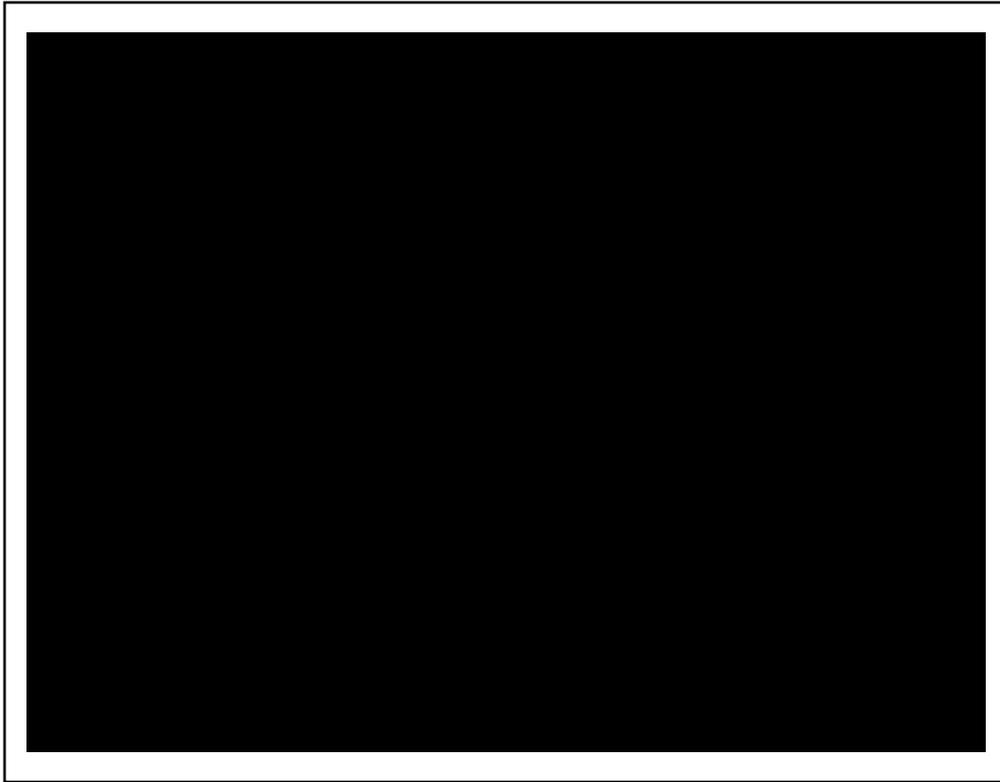
Ad lib from slides -- conclusion of talk.

Introduce two new image extension ideas.-- e-cards, and movies.

E-cards



No reason why you can't send out messages using electronic postcards. Saves printing costs and postage. Can announcement special promotions, presentations, new products, testimonials, recent news, etc. A new, low-cost medium for presenting your image!



This slide is the backdrop to the PBIRG Quicktime movie. If you would like to see it, go to www.chrisolson.com/tickledpink and download the PBIRG logo movie file. It's not a large file, but viewing it through MS PowerPoint requires some serious RAM.

The logo movie file was developed to introduce the new logo to the membership. Take a look. It's an interesting idea and application of the desktop movie technology.



Follow-up ...

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 - chris@chrisolson.com
 - Library Marketing Village ...
www.vicinities.com/librarymarketing
-

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