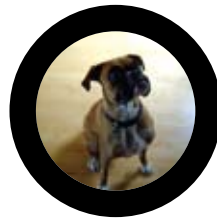
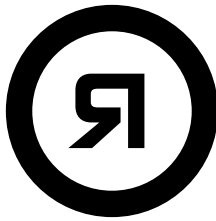




REFLECTUR





WELCOME TO REFLECTUR, AN AWARD-WINNING DESIGN, BROADCAST, INTERACTIVE, ADVERTISING AND ENTERTAINMENT MARKETING AGENCY BASED ON THE LEFT COAST. AT REFLECTUR, WE BELIEVE IN GREAT CREATIVE AND FLAWLESS EXECUTION. FOR OVER 16 YEARS OUR CREATIVE TEAMS HAVE PRODUCED AWARD-WINNING BRAND IDENTITY, CONSUMER AND TRADE ADVERTISING, PRINT AND DIRECT-MAIL CAMPAIGNS, NETWORK REDESIGNS, PROMOTIONAL PACKAGES, SHOW PACKAGES, INDENTS AND PROMOS, ENTERTAINMENT GRAPHICS, WEBSITES AND UNIQUE INTERACTIVE PROJECTS. WHETHER YOUR PROJECT INVOLVES MOTION GRAPHICS, VISUAL EFX, INTERACTIVE AND BROADCAST MEDIA AND WEBSITE DESIGN—OR A CREATIVE AND INTEGRATED PRINT EXECUTION THAT INCLUDES IDENTITY, COLLATERAL, POINT OF SALE OR PACKAGING—OUR STRATEGIC THINKING, CREATIVE DIRECTION AND PRODUCTION VALUE WILL ENHANCE YOUR BRAND. AND THE RESULT? HELPING YOU BUILD YOUR BUSINESS WITH BREAKTHROUGH CREATIVE AND FLAWLESS EXECUTION OF SOUND IDEAS. WE REALLY LOVE THIS STUFF . . . **WANNA PLAY?**

REFLECTUR



OUR HERITAGE

REFLECTUR, A HIGHLY REGARDED, WIDELY PUBLISHED, AWARD-WINNING AGENCY WAS FIRST FOUNDED IN 1990 AS SACKETT DESIGN. THE FIRM IS FOCUSED ON BROADCAST, ENTERTAINMENT AND CORPORATE CLIENTS WITH A FOCUS ON STRATEGIC DESIGN AND MARKETING COMMUNICATIONS INCLUDING: MOTION GRAPHICS, BRANDING, WEB DEVELOPMENT, MULTIMEDIA, AND PRODUCT DEVELOPMENT. WITH OFFICES IN SAN FRANCISCO, LOS ANGELES, AND KANSAS CITY, REFLECTUR'S HEADQUARTERS OCCUPIES A HISTORIC 1920'S WAREHOUSE (FORMERLY THE WILLIAM RANDOLPH HEARST PRINTING PLANT) WHICH HOUSES NOT ONLY THE COMPANY'S OPERATIONS BUT ALSO ITS SUBSIDIARIES: ARTICULATION FILMS, BRAINFOOD CREATIVE PROGRAMS AND STAGE 24 PRODUCTIONS.

Mark E. Sackett, President and Creative Director, Gretchen Sackett, Vice President/Operations Director, and their staff including their production teams, have won over one thousand industry awards in national and international design competitions. The work has been awarded or published in numerous shows, design annuals, books, and publications around the world. Additionally, the work has been selected for representation in the permanent collection of the Library of Congress.

As a multidisciplinary firm, Reflectur's clients range from large corporations to growing start-up companies and non-profit organizations focused heavily in the entertainment and broadcast industry. Reflectur art directs and produces on-air rebrands, tool kits, video, film, broadcast design, motion graphics, and various multimedia projects including Internet development and eCommerce strategies. The firm has extensive experience in the design and development of network re-design, commercials, videos, consumer and trade advertising, licensing programs, style guides, and promotional campaigns, as well as the creation and implementation of integrated brand initiatives and collateral standards development. Additionally, the work

encompasses development of brand strategies, image audits, annual reports, publishing, posters, product launches, retail design, apparel, corporate identity, logo development, retail promotions, product and packaging design, brochures, advertising, interior design, and various other forms of collateral and three-dimensional design. Reflectur continually selects assignments in which they can collaborate with clients in the creation of dynamic solutions and integrated brand development strategies to increase brand recognition, sales, market share, and visibility.

In addition, Reflectur has designed and implemented a corporate creativity-training program entitled Brainfood Creative Programs for organizations with in-house marketing and creative departments. Brainfood focuses primarily on team building, trends analysis, cognitive skills development, research techniques, and motivational programs designed to improve individual and team productivity as well as creative results. Mark E. Sackett also speaks around the country at conferences and seminars presenting their Brainfood programs, the firm's work, and the importance of a "cause-related" marketing approach for all organizations.

CLIENT RECOMMENDATIONS

"Since 1998 I've worked with Reflectur/Sackett Design on many projects ranging from brand ideation to simpler design programs. Sackett's team are highly professional, have tremendous integrity, and always over delivered on what was agreed or expected. Don't hesitate contacting me if you have more questions. mark.matheny@globalbrandsgroup.com"

Mark Matheny
Global Brands

"Mark Sackett, what can I say... an amazing businessman, amazing creative, amazing leader, and amazing cultural contributor not only to his own community but to so many people around the world. You can put your credence in him, he'll hold your surreptitious sub rose secrets, and you can trust him with your kids. He wears his emotions out there and takes a stand. Bottom line he gets a job done and makes you feel great while he's doing it. You want him working with you, helping and giving you guidance, and you want him on your softball team. Don't miss a second to be able to work with him."

Hank Richardson
President, Portfolio Center, Atlanta, USA.

"If you already don't know, Mark Sackett is a force of nature. He has incredible passion—for learning, building, growing, and loving. Mark's energy is kinetic, and his joy contagious. He's not merely a people person, he's a people person's person. Mark creates and communicates ideas, images, and worlds of his own making...and shares them with us all. What a rare, boundless, and generous soul. Recommend him? I revel in the life he has created and am here to tell everyone that Mark is like a beam of light. I'm just here to catch a ray or two, bask in the glow, and try my best to be illuminated."

Eric Swartz

"Mark Sackett, and his Design & Advertising agency Reflectur, truly represents one of the most qualified, creative professionals who has his finger on the pulse of today's markets and marketing methodologies.

His review of our Wellcorps International account this past Winter resulted in the creation and finalization of a new branding strategy for a select line of upcoming products, and the professional presentation of our existing products to healthcare practitioners around the country.

Mark's grasp of the Internet and social media marketing opportunities is second to none, and his fresh approach to design and creative execution in a number of mediums feature mandated ecologically-sustainable factors as well as high-impact visuals which are culturally-relevant and exciting.

We are looking forward to exploring short- and long-form commercials through Reflectur later this Summer and to a variety of new market strategies utilizing the design expertise of this remarkable firm."

Tony B. Rich
President & CEO
Wellcorps International, LLC
IdeasOne Incorporated

CLIENT RECOMMENDATIONS

"Mark is quite simply one of most creative, inspiring, dynamic people I know. Be it through music, visual design, film, or what ever he's applying himself to, Mark has consistently provided critical input, ideas, and leadership and deserves credit for the success of his endeavors. He is an inspiring person of ideas and character."

Nick Thomas
SomaTone

"Creatively, Mark is always true to his vision while remaining open to ideas from others working on a project. He provides the type of confidence and enthusiasm that is highly contagious. I always feel extremely motivated and driven when working with Mark. As a business person, Mark never leaves things unchecked and always delivers a project as he initially promised."

Robert Cardin

"Mark is one of the most innovative and creative people I know. He designed the artwork for my last album which resulted in a Grammy nomination for me. He is intuitive and dedicated to his clients and in addition is a wonderful human being."

Grant Taylor
Owner, Grant Taylor Studios

"Mark's creativity and insight is astounding. His work with me on logo development for film production made the difference for us in achieving marketing goals."

Kermit Johns
Managing Partner, Johns & Sexton LLC

"I highly recommend working with Mark. I have had the pleasure of working with Mark and his team on numerous projects, since I joined Schwab in 2000. Over the many projects, Mark and team have proven themselves to be extremely creative and very flexible business partners, consistently exceeding expectations. Not an easy task given how quickly things change within Schwab."

Steven Greenwell
Director, Product Management, Charles Schwab

"I had the pleasure of working with Mark as a producer on the film A Life's Work. He handled all of the marketing for the film and did an outstanding job. He was creative, affable and extremely organized. I'd work with him again in a heartbeat."

Jeffrey Reddick
Owner, Red Dawg Productions

CLIENT LIST

FILM / ENTERTAINMENT

Cliffside Entertainment
Disney Store
Fox Cable Networks
FunnyBoy Films
MGM Consumer Products
MGM Networks
Paramount Pictures
Twentieth Century Fox
Universal Studios
Warner Bros. Consumer Products
Warner Bros. International Licensing

FASHION / MUSIC

Capitol Records
Levi Strauss & Co.
LVMH Moët Hennessy - Louis Vuitton
Mervyn's
North Face

CONSUMER PRODUCTS / RETAIL

Amoco Corporation
Curious Sofa
Estée Lauder
Nature Company
Northwest Airlines
Sawyer Products
Smith & Hawken
Wellcorps International

FOOD & BEVERAGE

California Harvest Ranch Markets
Full Moon Foods and Mercantile
Nightshade
Deadly Great Restaurants
Southcorp Wines, The Americas

TECHNOLOGY / COMMUNICATIONS

Anthem Electronics
Aquila Energy (formerly UtiliCorp)
DiCon Fiberoptics
Hewlett-Packard Co.
IMSI Software Corporation
Power Integrations
SkyStream Networks
Sprint Corporation

HEALTH / HUMAN SERVICE

CareLinc Corporation
Consensus Health Care
San Francisco Tennis Club
Simply Balanced Pilates Studio

FINANCIAL SERVICES

Charles Schwab
Citicorp
Clarke American
H&R Block
SSA Capital
Union Bank of California

PUBLISHING

Hallmark
Jossey-Bass
McGraw-Hill School Systems

BUSINESS & CREATIVE SERVICES

AR Lithographers
Ira K. Glasser Real Estate Developer
Jackson Lewis
MarketTools
Resource & Design
Ron Berg Photography
SomaTone Interactive Audio

NONPROFIT ORGANIZATIONS

American College & University Presidents
Climate Commitment
Everychild Foundation
Jewish Family and Children's Services
Jewish Federation of the
Greater East Bay
March of Dimes
Rainforest Action Network
Schwab Charitable
Texas A&M Foundation
Under One Roof—
The Store for AIDS Relief

MUSEUMS / INSTITUTIONS

New York Botanical Garden
San Francisco Airport Museums
San Francisco International Airport

CHARITY & COMMUNITY

MARK E. SACKETT, PRESIDENT AND CREATIVE DIRECTOR, SERVES ON A NUMBER OF BOARDS AND ADVISORY BOARDS OF CALIFORNIA 501C3 NON-PROFIT ORGANIZATIONS. IN ADDITION, EACH YEAR REFLECTUR DONATES APPROXIMATELY 20-30% OF OUR TIME TOWARD PRO BONO PROJECTS BENEFITING CAUSES AND ORGANIZATIONS OTHERWISE UNABLE TO AFFORD OUR SERVICES.

RECIPIENTS HAVE INCLUDED:

AIDS Project LA
Old Skool Cafe
Financial Women's Association
Northern Light School
Little Brothers Friends
of the Elderly
Firefighters in the Schools
Under One Roof
The AIDS/HIV Life Center
Planet Organics
Avenues Pet Hospital
PAWS
Love Every Animal
Young Imaginations
The Salvation Army
Creativity Explored
The Tuolumne River Trust
The Audrey L. Smith Development Center
Business Arts Council
San Francisco School Volunteers
Maitri, a San Francisco
AIDS hospice

**Reflectur believes strongly in giving back
to the communities in which we do business.**

LEADERSHIP IN CHARITABLE ORGANIZATIONS

**Former President of The AIDS/HIV Life Center Board
of Directors**—a San Francisco-based nonprofit directing
the construction of a seven-million-dollar AIDS/HIV
services center

Founding Board Member of Young Imaginations—a
San Francisco-based nonprofit that takes music, dance
and art outreach programs into public grade schools

**Founding Board Member of Firefighters in the
Schools**—a San Francisco-based nonprofit that teaches
fire safety in grade schools

**Founding Advisory Board Member of The Everychild
Foundation**—a Los Angeles organization providing a
unique opportunity for successful women in Los Angeles
to give back to the children of the community in an
immediate, efficient way

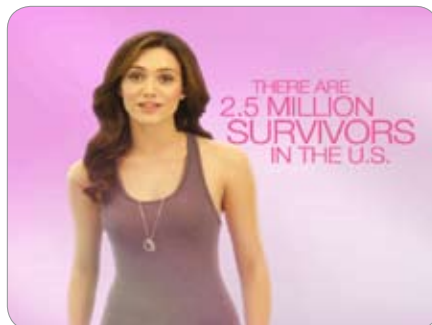
**Advisory Board Member of the Richmond Ermet
AIDS Foundation**—a San Francisco-based organization
raising funds for AIDS service provider agencies through
the production of quality entertainment events while
promoting awareness for continued AIDS funding needs

Former Board Member of The Art of Elysium—a
Los Angeles-based nonprofit that encourages artists to
dedicate their time and talent to underserved, at risk,
and hospitalized children

Advisory Board Member of Maitri—a San Francisco-
based organization providing services to those severely
debilitated by HIV/AIDS who are in need of either
hospice care or 24-hour nursing care

MOTION GRAPHICS, SIZZLE REELS AND INTERACTIVE

Cross-media entertainment and broadcast marketing, including motion graphics, sizzle reels, editing and high-end interactive design requires innovative, thoughtful, and flawless creative. Our experience in broadcast design, on-air, network design and interactive work allows us to break through the clutter with strategic and targeted thinking. As trained graphic designers as well as directors our approach to moving graphics often includes integrated layers of typography paired with live action and graphics that we visually tell a more compelling story.





WARNER BROS. THEATRICAL — FUTURE RELEASES WEBSITE



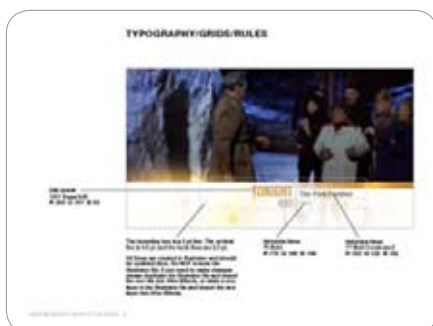
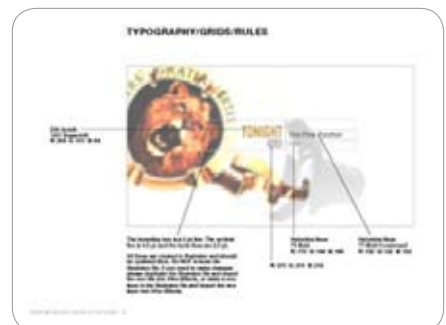
TEXAS A&M FOUNDATION — SPIRIT AND MIND PRESENTATION • MGM CONSUMER PRODUCTS — PINK PANTHER INTERACTIVE DVD
FIT AND FAMOUS MAGAZINE — INTERACTIVE INVESTOR PRESENTATION

MGM NETWORKS — ON-AIR GLOBAL REBRAND PACKAGE

MGM Networks broadcast the MGM movie catalog worldwide via 24/7 movie channels. As they continued to expand into global markets it became clear that they needed a visually unified brand that enhanced the equity and power of the MGM brand globally. Reflectur was engaged to create an on-air package that could be flexible enough technically to send to multiple countries, broadcasting in multiple formats. We directed and produced a highly creative cost-effective package that delivered on the equity of the studio's massive movie catalog by capitalizing on the elegance, glamour and behind-the-scenes magic of moviemaking.



FULLY ANIMATED HD LOGO





FULLY ANIMATED HD LOGO



STILL FRAMES FROM 5- AND 10-SECOND NETWORK ID OPENERS, LOWER THIRDS, PROMO OPENS AND TRANSITIONAL ELEMENTS

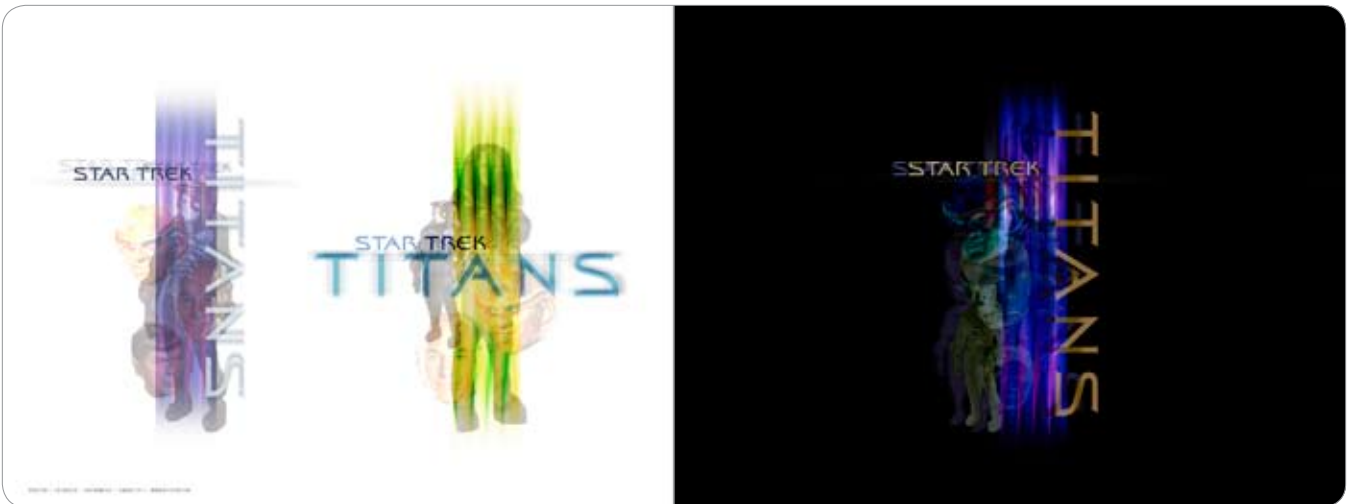
PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH

The Star Trek franchise is well known worldwide. Paramount Pictures contacted Reflectur, after a few years of Star Trek's related film and television properties being off the air, requesting that we begin to look at ways to graphically enhance the brand relevant to consumers and their target age demographics. The studio was in pre-production on the next Star Trek film and wanted to see if there were visually compelling and trend-relevant ways to explore both the classic and newer characters, as well as the depth, culture and worlds inherent to the property.





PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



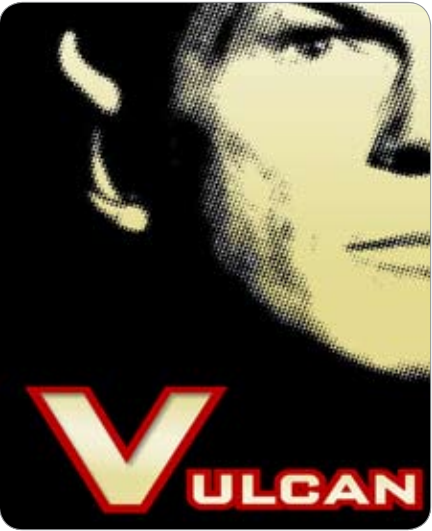
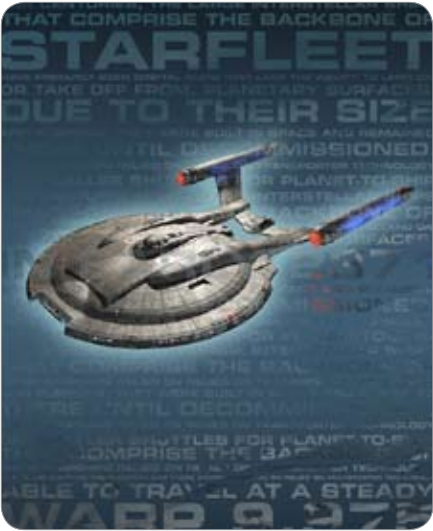
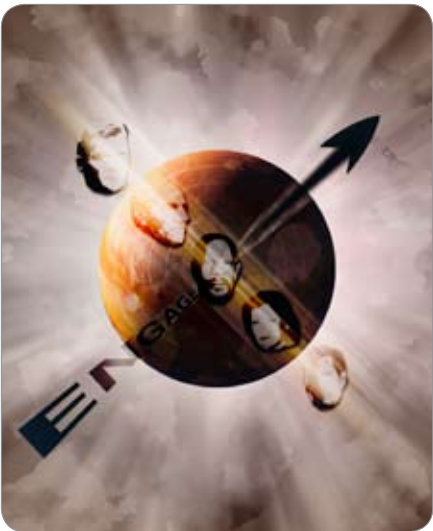
PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



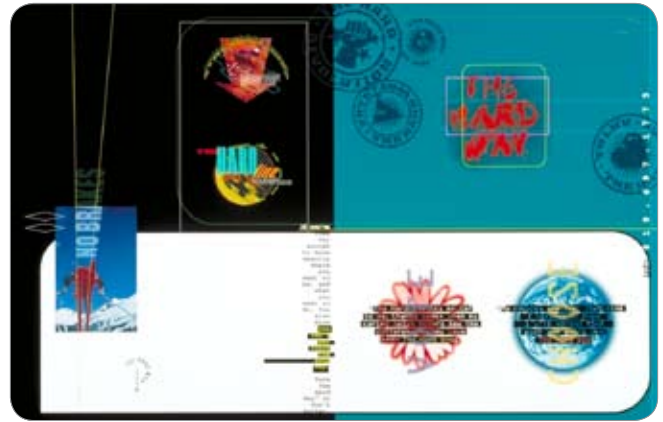
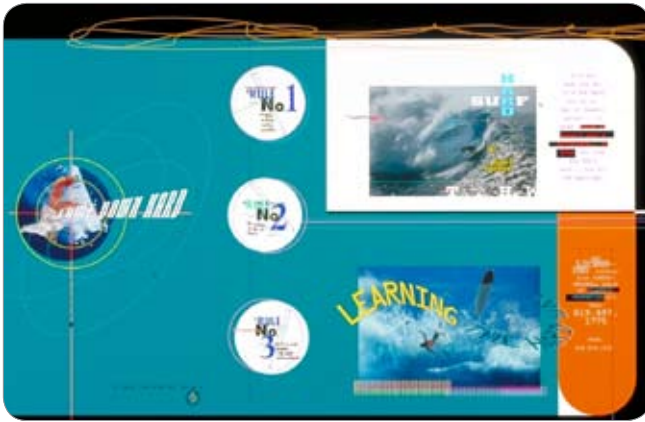
PARAMOUNT — STAR TREK GRAPHICS TRENDS REFRESH



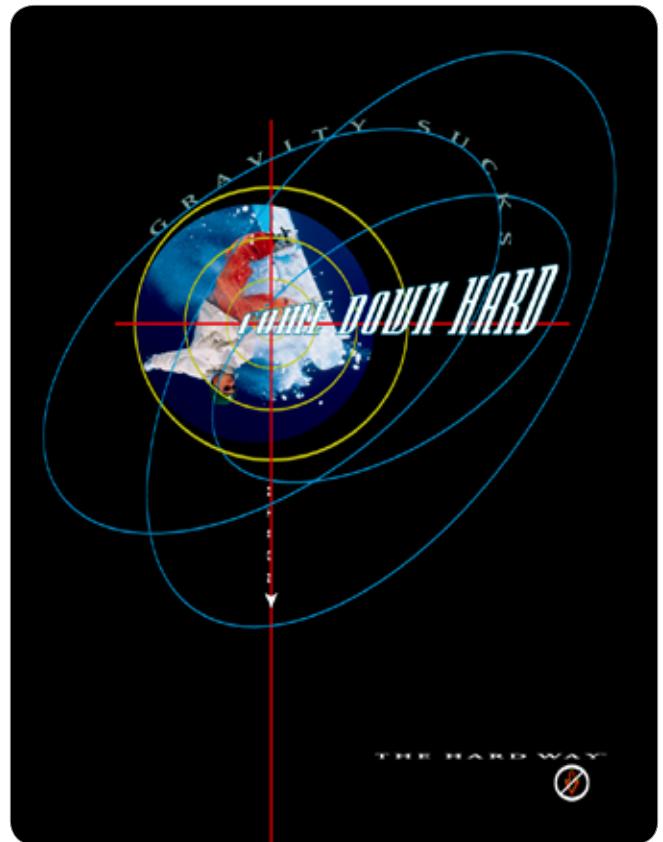
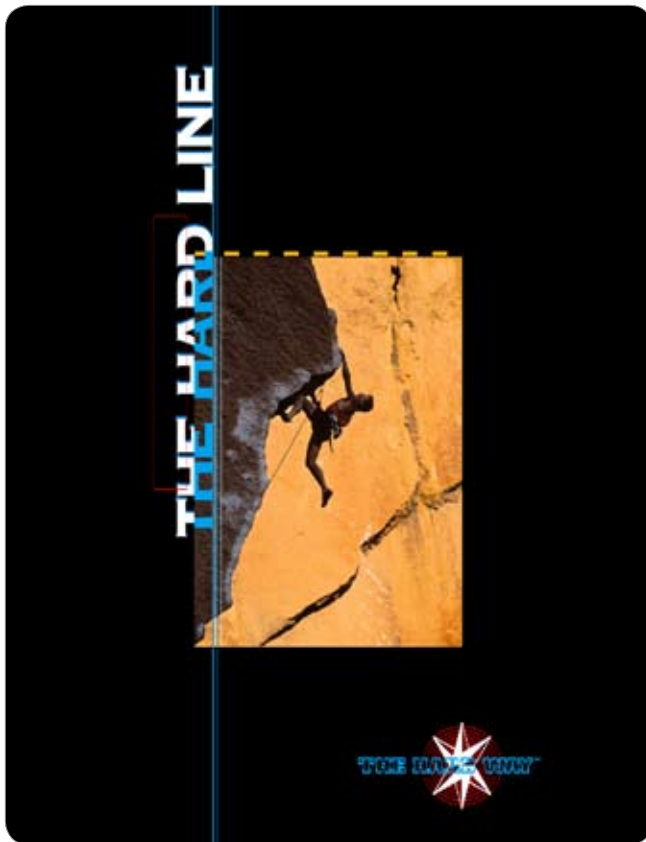
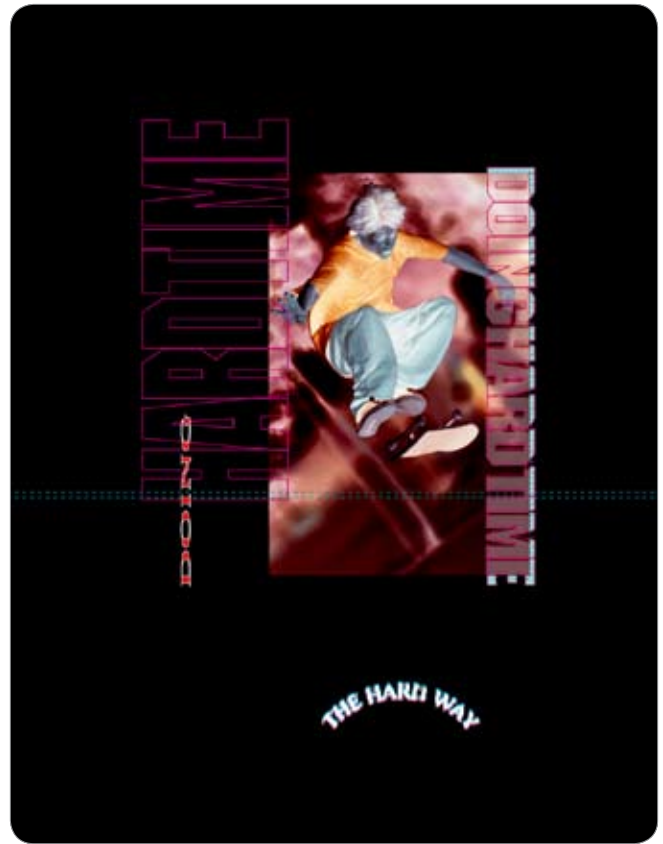
THE HARD WAY — STYLE GUIDE

The Hard Way, a licensing franchise, was created around the concepts of Extreme Sports and Positive Engagement. The concepts of “Play Hard”, “Work Hard” and “Doing Things the Hard Way” are all positive actions used to encourage youth to become more active and engage in positive and cutting-edge activities and extreme sports. Reflectur was retained to concept and develop the entire property by creating all aspects of the brand positioning, including the graphics program and the style guide.





THE HARD WAY — STYLE GUIDE



THE HARD WAY — STYLE GUIDE



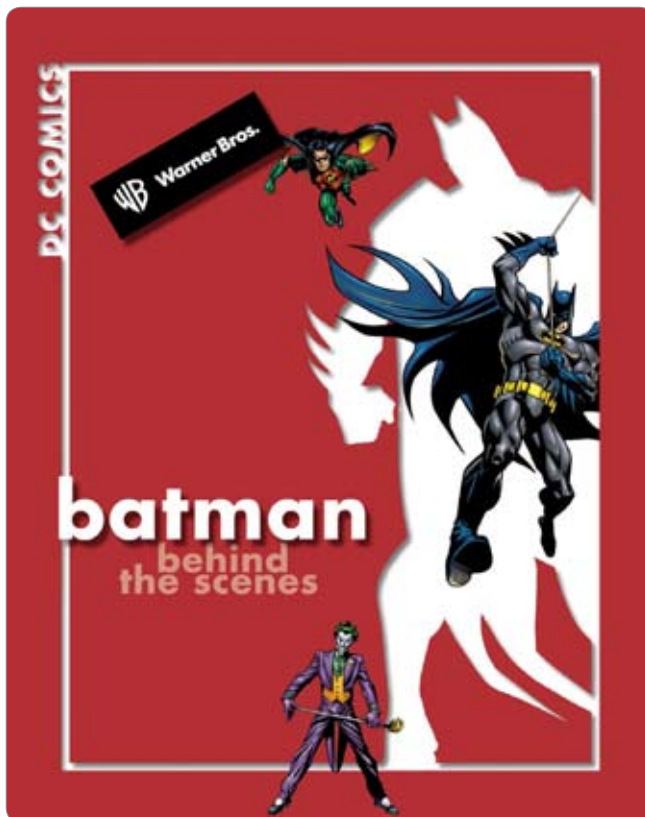
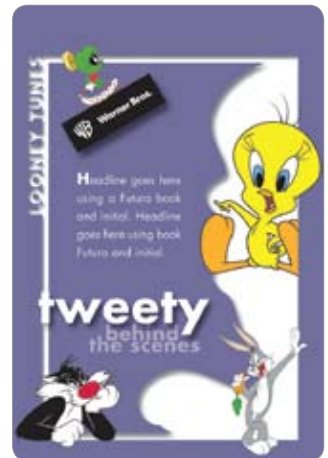
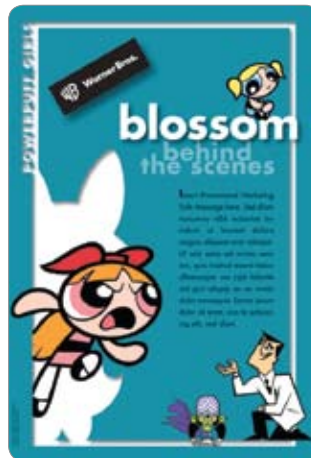
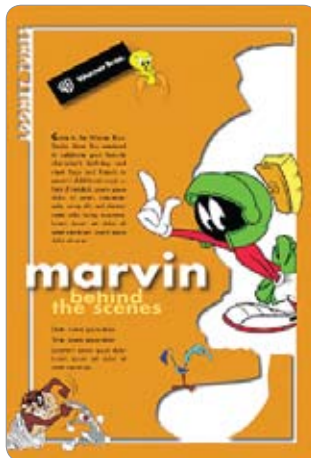
DIVERSCITY.NET—INTERACTIVE STYLE GUIDE

DiversCity.net is a licensed property, internet portal, social networking site and animated web series that engages youth around the issues of bullying and how to deal with and protect oneself against school bullies. Told through an animated series, we follow kids as they encounter bullies, seek help as they go on with their lives, and how they connect with others around the world to deal with these issues. Reflectur became a partner and investor in this project, creating everything from the brand positioning and investor presentations, to the style guides, merchandise and product strategy.











Licensing



Apparel



[previous](#) [next](#) [main](#)

PINK PANTHER.

- Home
- Entertainment
- Promotions/PR
- Brand Positioning
- Pink Sells
- Licensing
- Apparel
- Accessories
- Toys
- Stationery
- Gifts
- Publishing

Licensing



Apparel



click on thumbnail to view larger image

[next](#)

PINK PANTHER.

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- Publishing

MORNING GLORY



MORNING
GLORY

MORNING
GLORY

morning glory

MAG



superman

superbikes



SUPERMAN CONCEPT BIKE #1



SUPERBODY STYLING
ON FAIRING



SHIELD-SHAPED
WINDSHIELD



superman paint scheme



SUPERMAN



SUPERMAN CONCEPT BIKE #2



STEEL RIVETED
FRAME TRIM



TITANIUM SHIELD
FAKING



batman

superbikes



BATMAN CONCEPT BIKE #1



BAT SIGNAL
ACCENT SPOTLIGHTS



BAT SPORE RIMS

batman paint scheme



BATMAN CONCEPT BIKE #2



HOODED ARMOR
WHEELGUARDS

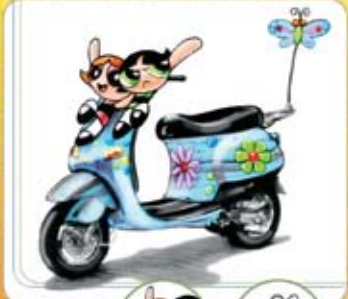


FOLD OUT STORAGE
COMPARTMENTS



powerpuff girls scooters

POWERPUFF CONCEPT SCOOTER #1



BLOSSOM & BUTTERFLY
ANTENNA & GEAR COVER



BUTTERFLY
ANTENNA

POWERPUFF CONCEPT SCOOTER #2



BUBBLES & HEART
ANTENNA & GEAR COVER



HEART-SHAPED
ANTENNA



powerpuff part scheme



taz dirt bikes



TAZ CONCEPT BIKE #1



TORNADO-SHAPED
SPRING COIL
SUSPENSION



TAZ SPOKE
GUARD



DEVIL HORN
GRIP GUARDS



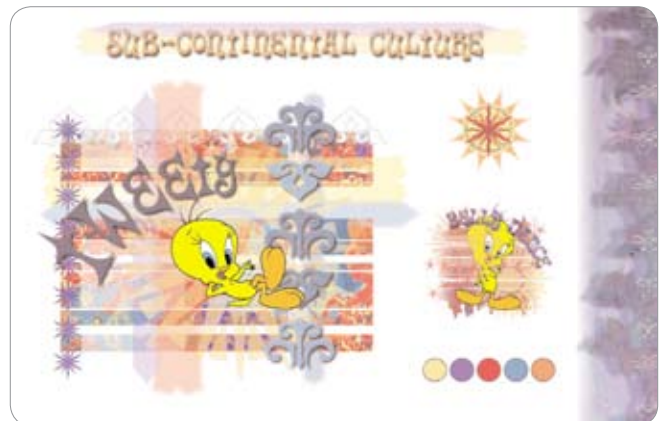
TORNADO
PIPES



TAZ CONCEPT BIKE #2

TAZ SPOKE GUARD





The Green Machine



The Green Machine

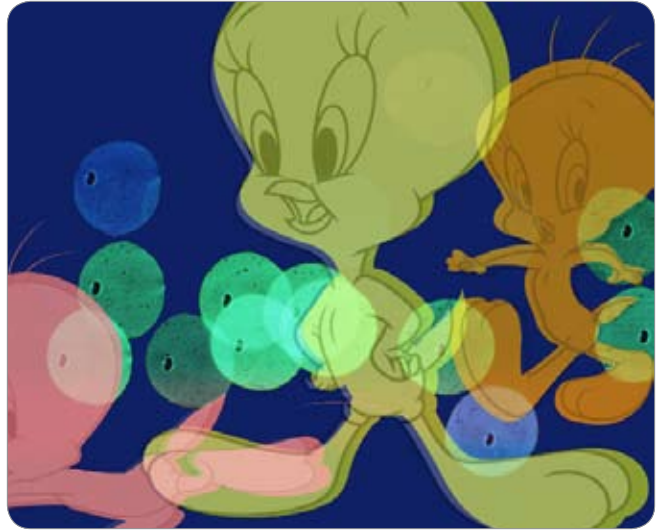


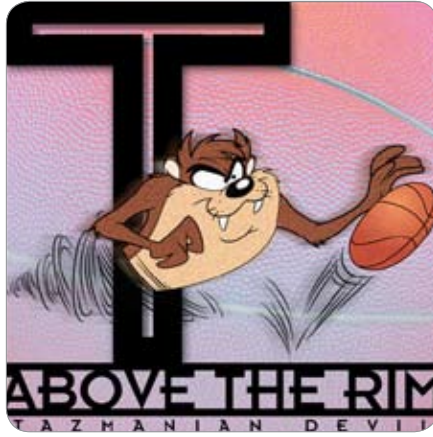
Scooby Memories



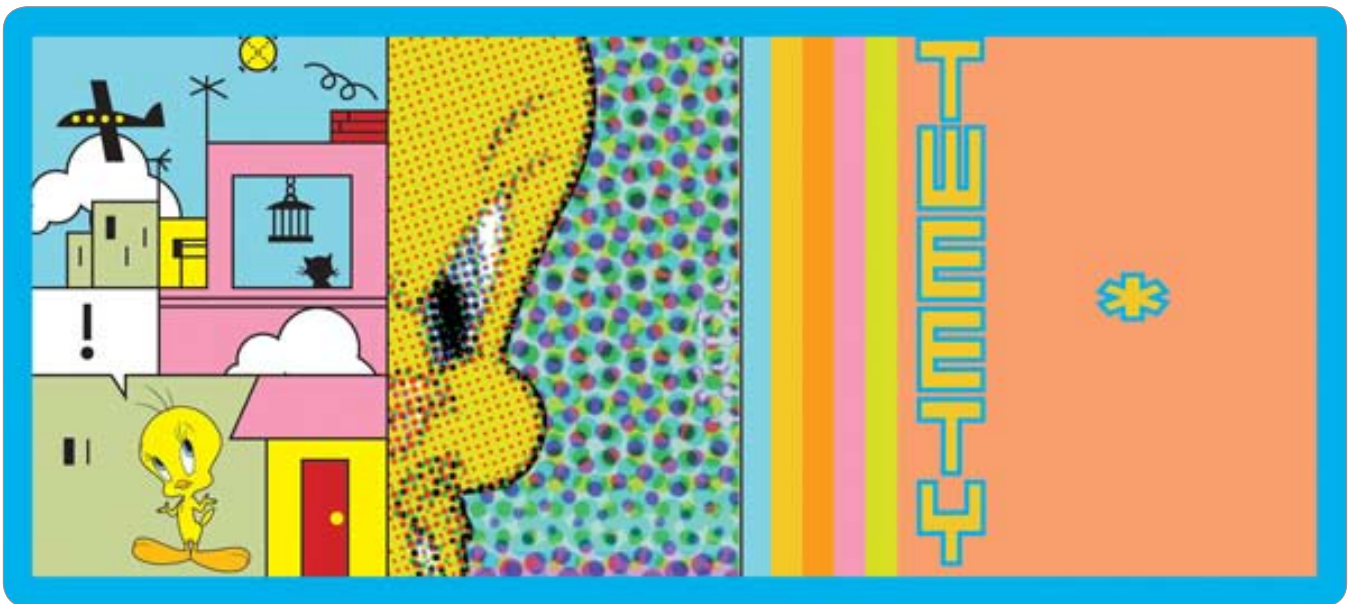
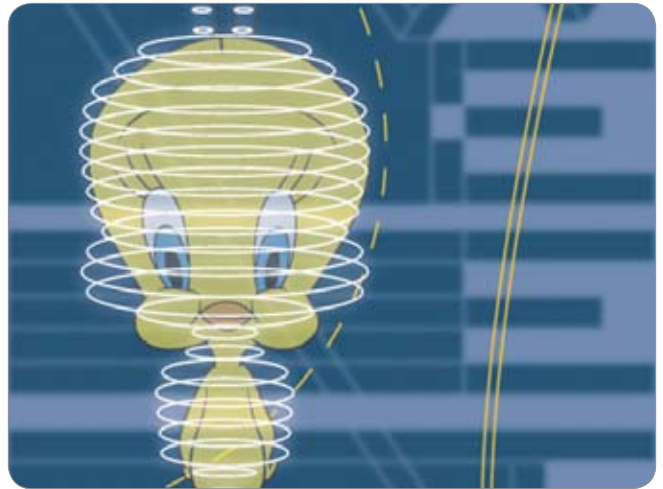
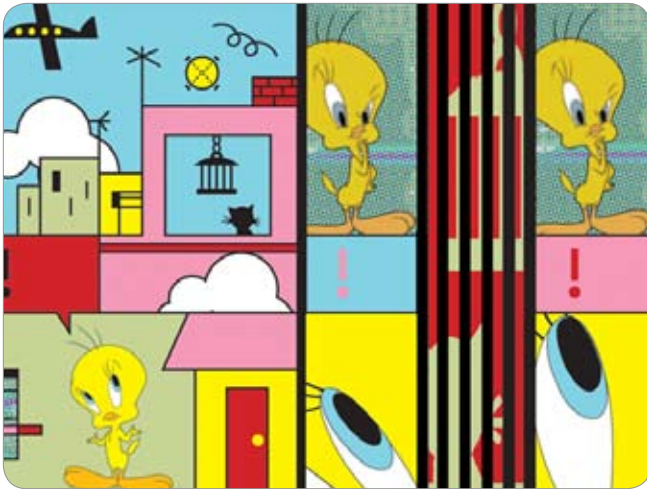
SCOOBY POP!







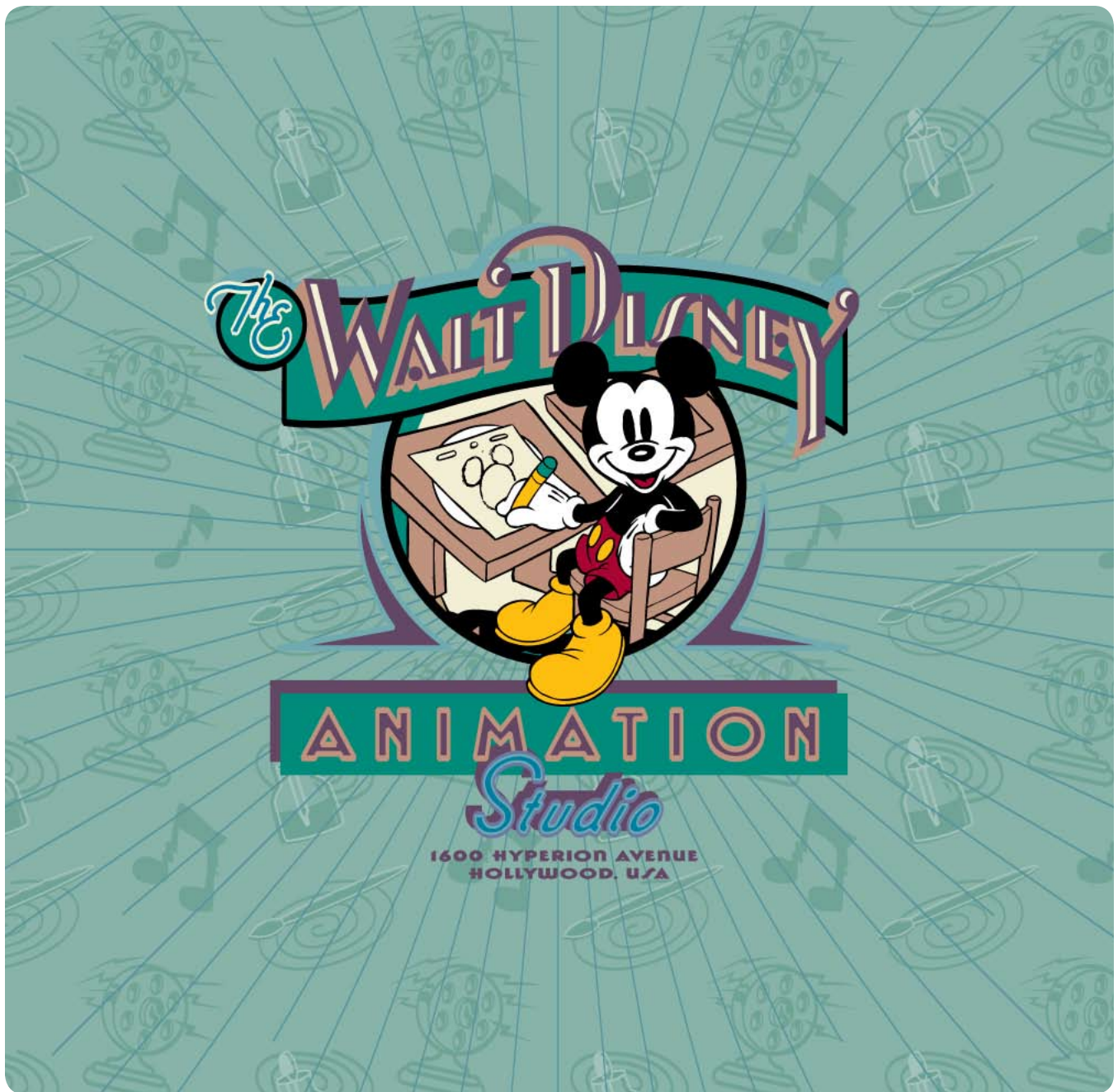
WARNER BROS. CONSUMER PRODUCTS — TAZ TREND AND STYLE GUIDE GRAPHICS PROGRAM



WARNER BROS. CONSUMER PRODUCTS — TWEETY TREND AND STYLE GUIDE GRAPHICS PROGRAM

MICKEY★PLUTO★MINNIE★
★GOOFY★DONALD★DAISY





MGM — PINKITUDE RETAIL BRAND DEVELOPMENT

MGM's Pinkitude was created through an innovative partnership with Susan G. Komen for the Cure. The Pinkitude brand, inspired by the Pink Panther, targets teens and young adult women and is designed to raise awareness as to the importance of breast self-examination and the early detection and treatment of breast cancer. Reflectur was retained to help position the brand and to produce nearly every aspect of the creative for the launch of this important initiative, including television commercials, advertising, direct mail and retail branding.



TELEVISION COMMERCIAL INCLUDING CONCEPT AND SCRIPT DEVELOPMENT



DIRECT MAIL, SHOPPING BAG AND RETAIL IN-STORE SIGNAGE



Pinkitude, it's fashion with compassion and attitude!

Now you can do a world of good for your business and a lot of young women by taking advantage of a hot (pink) new licensing opportunity. With the PINKITUDE brand, MGM, in partnership with Susan G. Komen for the Cure®, has brought together top designers and the entertainment industry in the fight against breast cancer. Brand spokesperson Emmy Rossum is dedicated to raising awareness about breast health in 18- to 34-year-old women and encouraging them to shop for the Cure. Become a partner today. Let PINKITUDE do good for your business and the fight against breast cancer.

To learn more about licensing opportunities call the MGM Sales Hotline: 310-449-3227 and visit www.pinkitude.com.



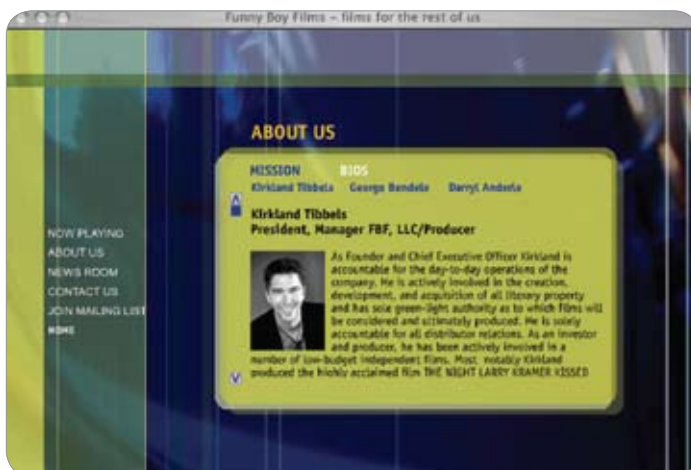
Emmy Rossum
Actress and Singer



PINKITUDE is a trademark of Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.

FUNNY BOY FILMS — INDEPENDENT FILM STUDIO BRAND DEVELOPMENT

FunnyBoy Films has been dubbed the “first gay film studio”. FunnyBoy produces gay films about gay characters for gay audiences. The Studio aims to deliver a consistent source of gay and lesbian theatrical content to the market. Recognizing that there is a massive untapped market for quality gay material, FunnyBoy's goal is to work with the most talented gay and lesbian filmmakers to create movies with stories and production values that equal or exceed those of “mainstream” productions. Reflectur became equity partner in FunnyBoy Films, and an integral member of the studio, when we were engaged to revise the brand identity, website, advertising, film openers and studio communications, as well as the studio's new tagline.





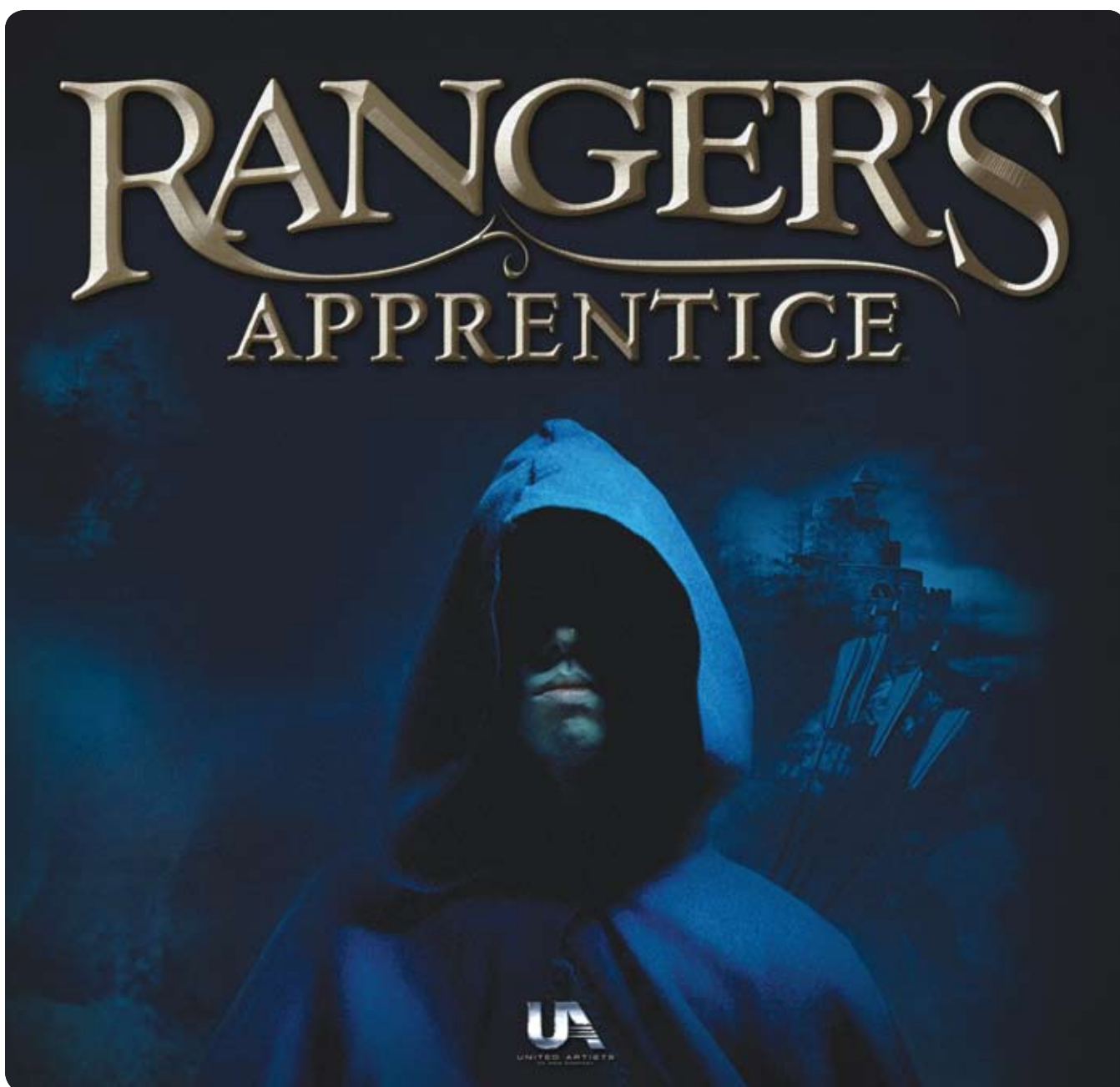
OPENING TITLE SEQUENCE



CORPORATE IDENTITY AND BUSINESS PAPERS



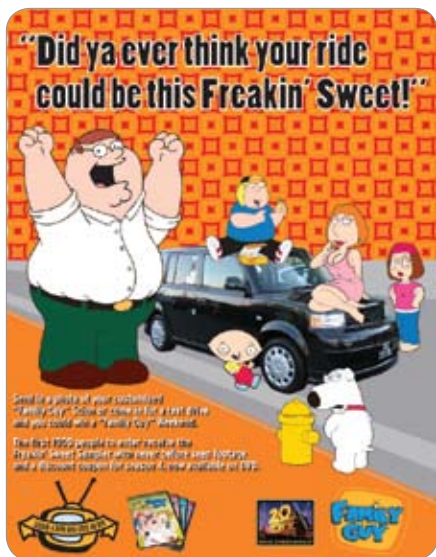
PARAMOUNT PICTURES — GI JOE AND TRANSFORMERS II, RETAIL PARTNER PROMOTIONS



MGM CONSUMER PRODUCTS — LOGO AND POSTER TRADE SHOW GRAPHICS



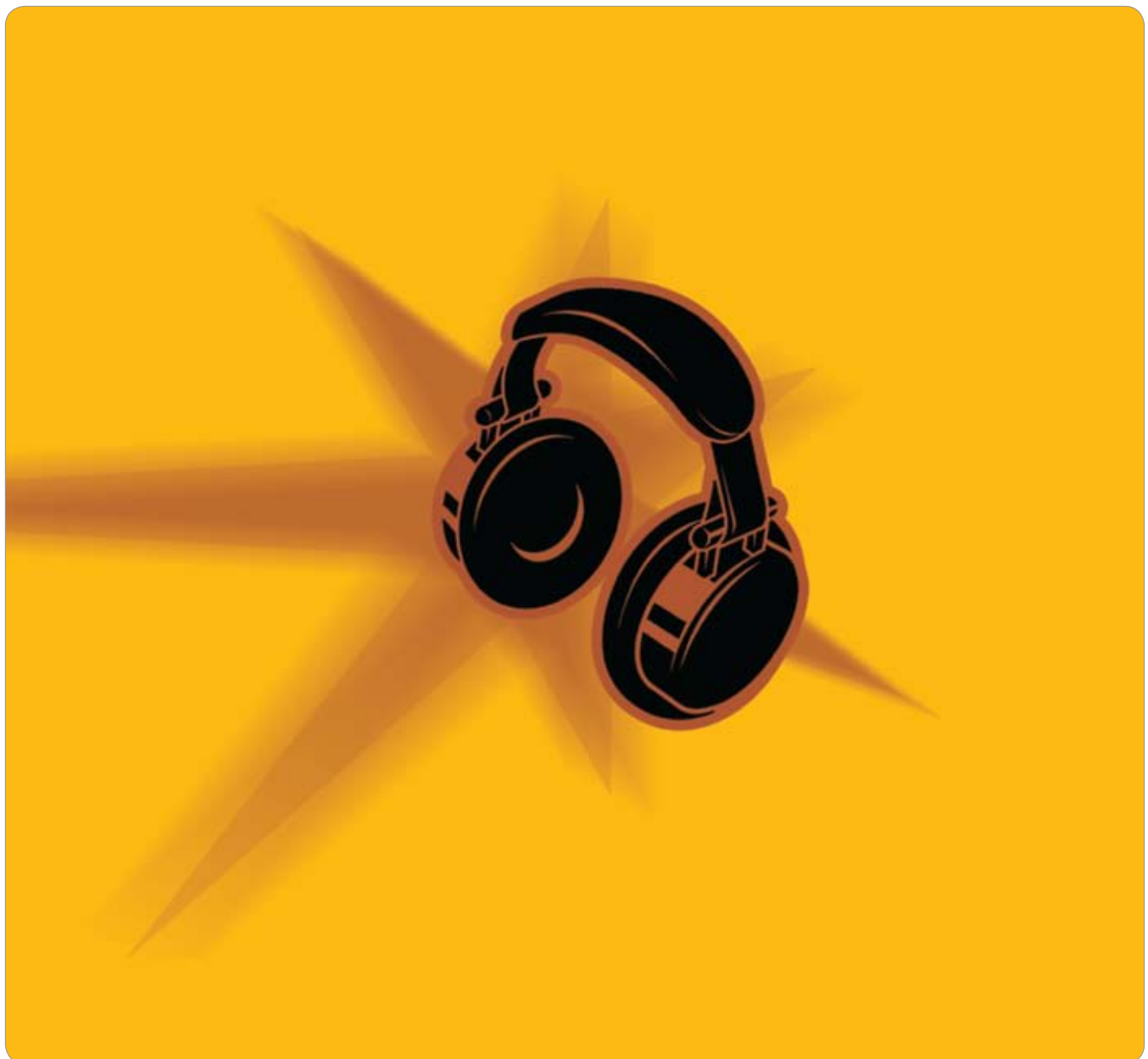
WARNER BROS. CONSUMER PRODUCTS—INTERACTIVE DVD, INTERFACE DESIGN



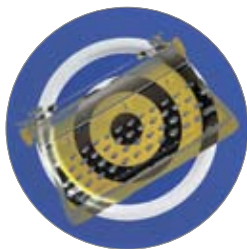
TWENTIETH CENTURY FOX—FAMILY GUY RETAIL PARTNER PROMOTIONS



SOMATONE INTERACTIVE AUDIO—WEBSITE DESIGN



SOMATONE INTERACTIVE AUDIO—A MUSIC COMPOSITION AND INTERACTIVE SOUND DESIGN COMPANY, BRAND IDENTITY REFRESH



FIT AND FAMOUS — EDITORIAL DESIGN AND BRAND DEVELOPMENT

Fit and Famous started as a fusion of a how-to fitness journal and a high-end fashion magazine. The Reflectur team created this brand from the ground up including everything from the naming of the magazine to the identity, launch materials, investor presentations, website and editorial design. The magazine contained success secrets of the world's healthiest celebrities—by distilling it all into relevant advice for real people. Its “best of class” advice and information approach from the world's leading health and wellness experts was unique in the industry. As a 50 percent equity holder in the magazine, Reflectur led the growth of the brand to a point where it was commercially sold—the goal being to help people live more inspired, healthy lives.





WEBSITE DESIGN



CORPORATE IDENTITY AND BUSINESS PAPERS

CURIOUS SOFA — RETAIL STORE BRAND DEVELOPMENT

Curious Sofa is a unique retail boutique created by former photo stylist and well-known makeup artist Debbie Dusenberry to showcase a comfortable array of home furnishings, accessories and unusual items gathered in a unique and highly designed retail environment. The Curious Sofa brand articulates the belief that any home can be functional, comfortable and surrounded by objects that inspire. In order to help articulate the vision of the creator into a highly effective and engaging brand, Reflectur was retained to create the design and image of the overall brand identity, advertising, packaging, website and interactive development, including promotions that all support the store's tagline "Less than Serious Surroundings."

CURIOUS *Sofa*

LESS THAN SERIOUS SURROUNDINGS





WEBSITE DESIGN



IDENTITY AND PACKAGE DESIGN

ESTÉE LAUDER — RETAIL FIXTURES AND CONSUMER BRAND DEVELOPMENT

Estée Lauder acquired Rodan + Fields, the brainchild of Drs. Katie Rodan and Kathy Fields (creators of Proactiv) and immediately retained Reflectur as agency of record. This premium skincare line contained over-the-counter medicines known as cosmeceuticals. These products needed to stand out in a sea of competitive companies and educate consumers on the use of this relatively new type of skincare product. Reflectur conducted extensive research to develop the company's brand positioning and logo/brand identity as well as store fixtures, tester units, packaging, advertising, direct mail, sales collateral, promotions, training materials and interactive development. The launch included a book tour and web design, email blasts and electronic communications for an unprecedented six-month partnership with Oprah.com.

RODAN + FIELDS® DERMATOLOGISTS





Is your skin ruling your life?

Take control and get proven results with Rodan + Fields CALM.



OPRAH.COM ONLINE PROMOTION AND EMAIL TEMPLATE

Proof positive that the best things come in small packages.

Just in time for holiday travels, we have a little gift you can take with you.

On December 7 only, come to Rodan + Fields at Nordstrom South Coast Plaza to replenish your MULTIMED TherapyII regimen and you'll receive a free partial dose of the RADIANT or CALM regimen with your purchase.

Now you can keep your great skin going, even when you travel. Partial dose regimens are just the right size to tuck into your canyon. That means more space for presents!

See you December 7 at Nordstrom South Coast Plaza.

Holiday wishes,

Nina Southard
Multi-Med Practitioner
Rodan + Fields Inc.

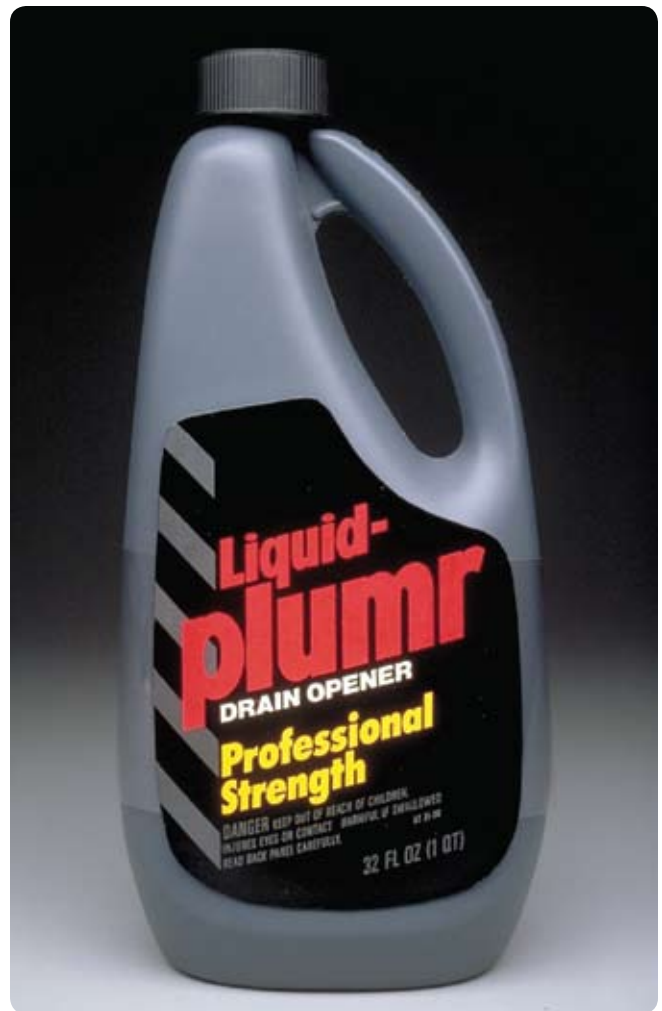
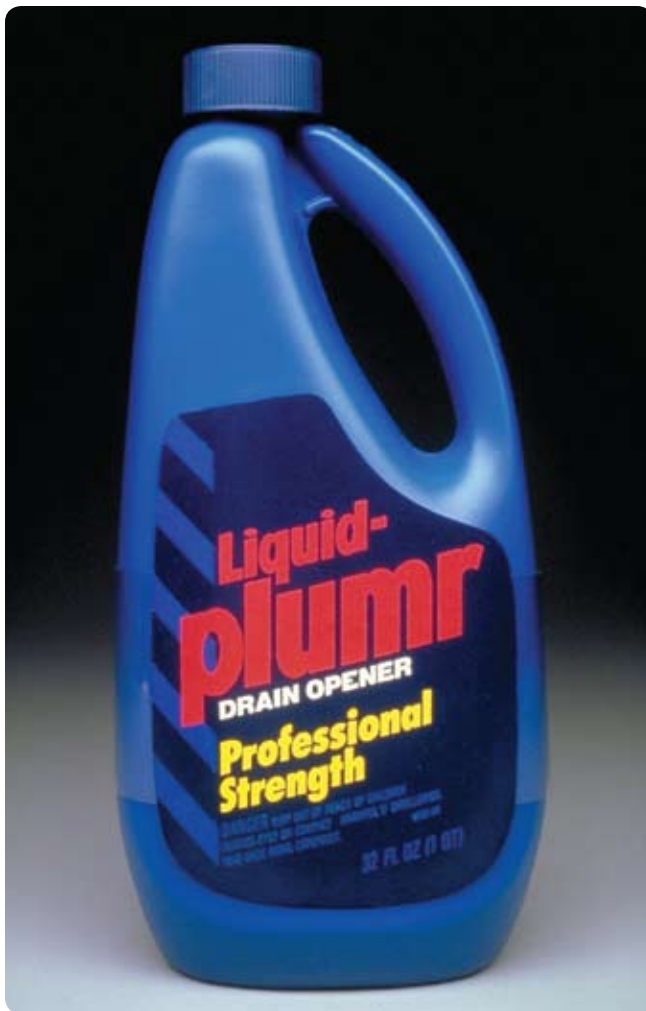
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EMAIL COMMUNICATIONS, DIRECT MAIL, ANNIVERSARY PROMOTION AND BOOK LAUNCH MATERIALS

PACKAGE DESIGN AND POINT-OF-SALE

The packaged goods and point-of-sale world is particularly exciting because it represents the “Front Line” where most consumers are first introduced to and choose to engage with or pass over a particular brand. At Reflectur, we believe that first point of contact, that first impression, must stop and convince them that the choice they make will meet or exceed their expectations over the competing choices within the category. Package and point-of-sale materials, coupled with in-store promotions and cross-media marketing, are critical to the success of any product at retail. Reflectur emotionally connects consumers with brands by using targeted lifestyle messaging and engages them through effective visuals that fulfill the overall brand promise.

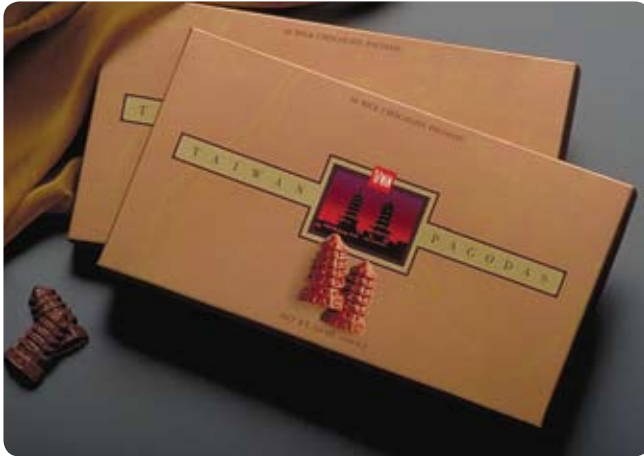




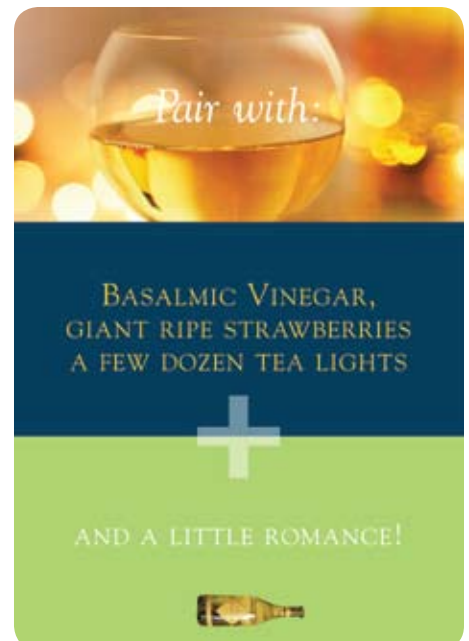
FULL MOON FOODS—IDENTITY AND PACKAGE DESIGN



BLUE DIAMOND—LINE PACKAGING REDESIGN



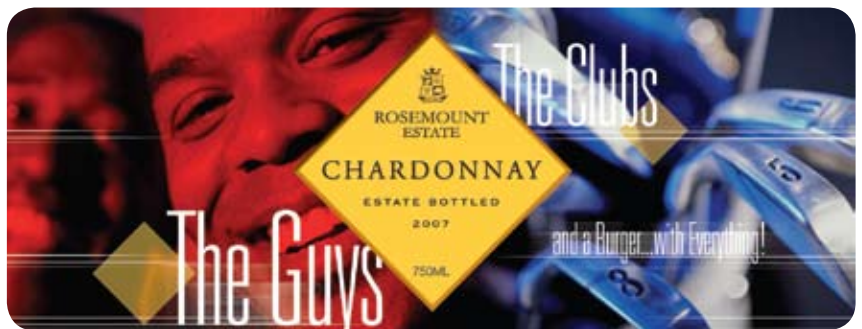
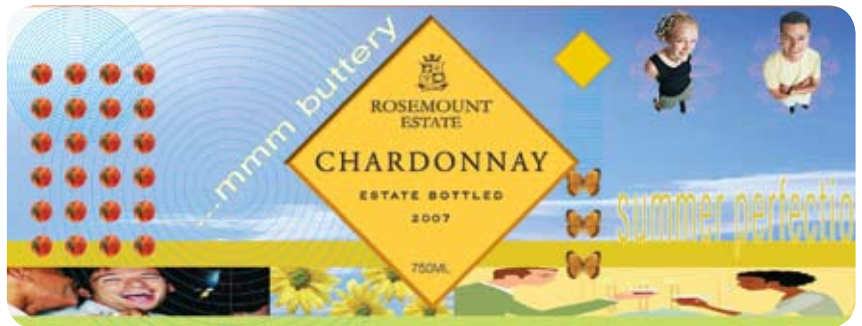
LVMH MOÛT HENNESSY - LOUIS VUITTON — DESTINATIONS CHOCOLATE PACKAGING DESIGN



ROSEMOUNT ESTATE — BOTTLE WRAPS AND BRANDED POINT-OF-SALE COMMUNICATIONS



LVMH MOËT HENNESSY - LOUIS VUITTON — DESTINATIONS FOOD PACKAGING DESIGN



ROSEMOUNT ESTATE — BOTTLE WRAPS AND BRANDED POINT-OF-SALE COMMUNICATIONS

SPRINT — COLLATERAL STANDARDS AND PHOTO LIBRARY BRAND DEVELOPMENT

Reflectur was first contracted by Sprint over 14 years ago and began working closely with the business services division on a variety of print and collateral assignments. After an extensive image audit it became clear that there was a need to develop comprehensive brand and collateral standards including materials that addressed customer-for-life sales cycles, brochures, direct mail, acquisition and retention programs, internal communications and promotional literature. Once the standards were complete, Reflectur managed brand updates, agency trainings, strategy and implementation; and conceived, art directed, and maintained Sprint's first stock photo and image library entitled "Sprint Image Source" saving the company millions of dollars in rights managed photography.



COLLATERAL BRAND STANDARDS



ART DIRECTION AND PHOTO LIBRARY



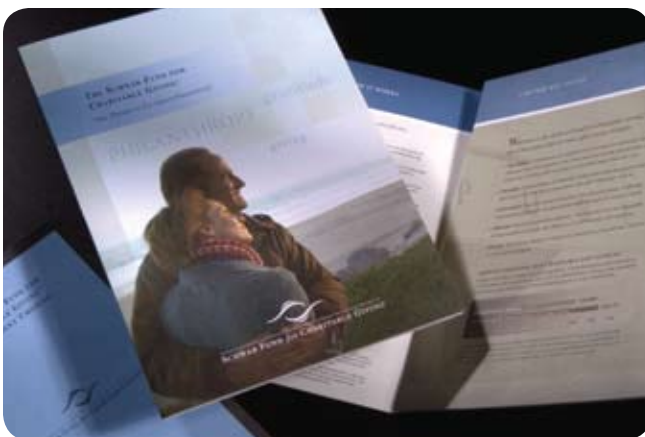
CORPORATE OVERVIEW BROCHURE



VERTICAL MARKET COLLATERAL

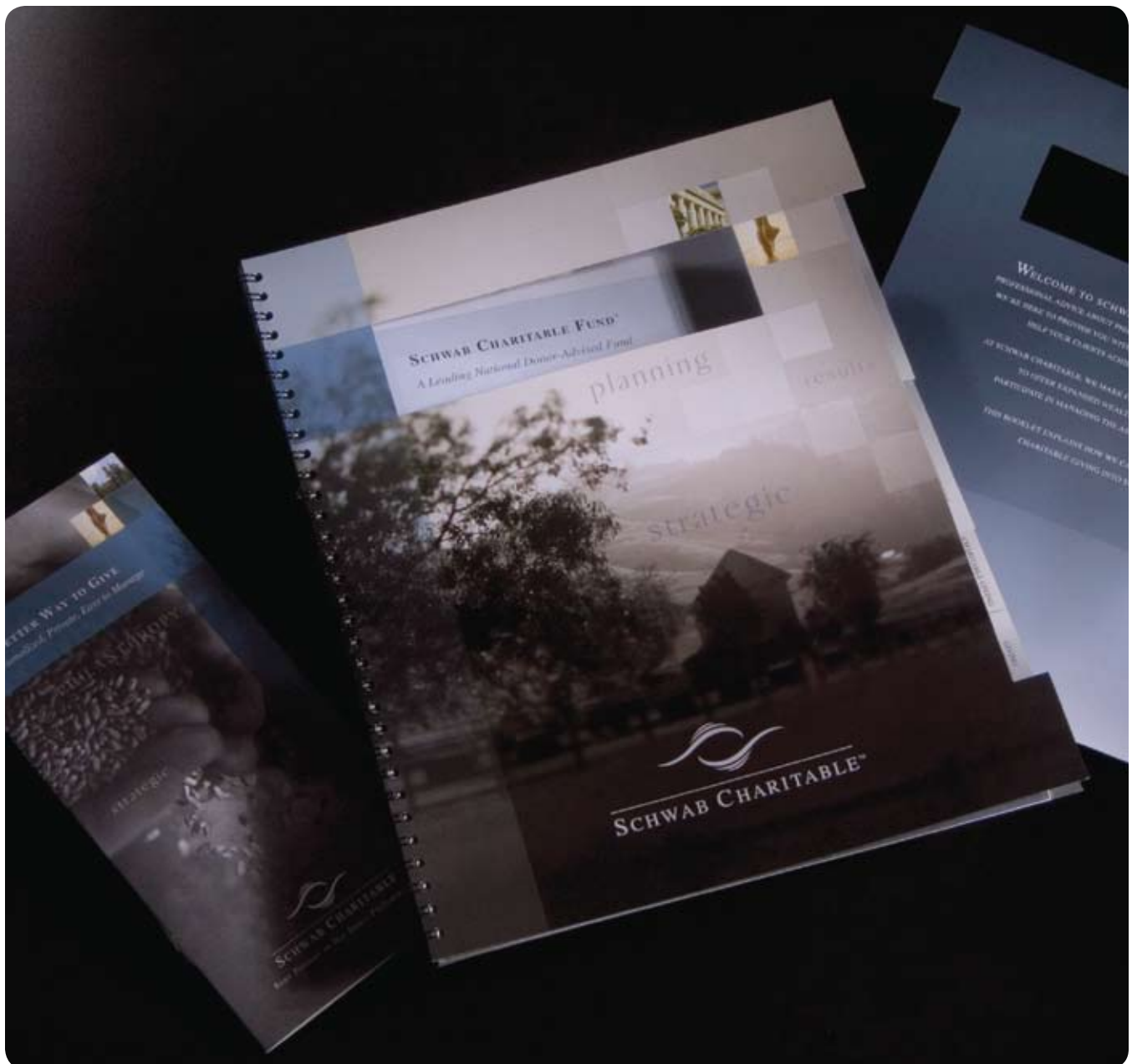
SCHWAB CHARITABLE — IDENTITY AND NON-PROFIT BRAND DEVELOPMENT

Reflectur works with foundations and non-profits across the US to help them better connect with donors. One of our primary clients in this area, Schwab Charitable, helps individual investors increase their philanthropic giving on an annual basis. Reflectur has worked with Schwab Charitable since its inception, creating their initial branding and identity as well as all supporting materials, photography direction and advertising both in print and online. Most recently, Reflectur took them through a strategic renaming, rebranding and nomenclatural process. Without walking away from Schwab Charitable's heritage, this "Living Brand" approach allowed for our work to evolve the brand while building on the increasing equity created for them throughout their growth, effectively positioning them for the future.





WEBSITE AND DONOR CENTER REDESIGN

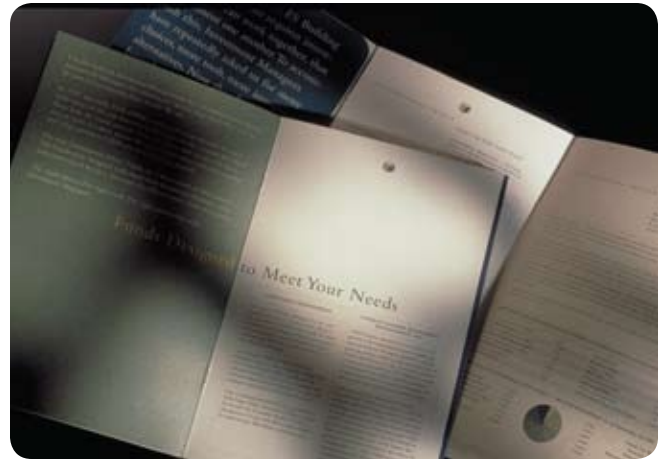
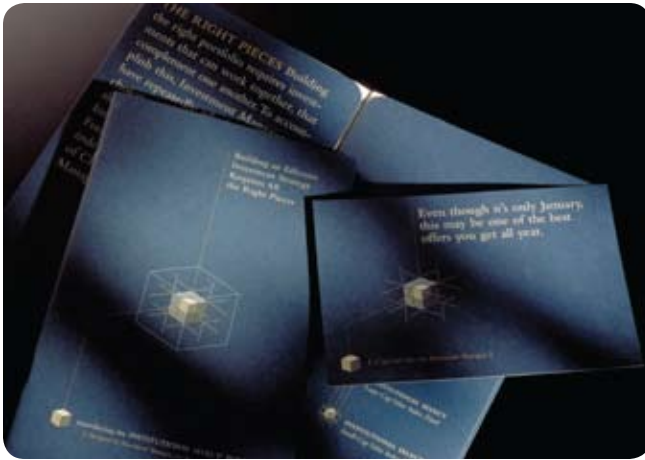


LEAD PACKAGE, SALES KIT AND PROPOSAL DESIGN

CHARLES SCHWAB — CORPORATE AND RETAIL COMMUNICATIONS

Charles Schwab is one of America's leading financial and brokerage institutions. Reflectur, as one of Schwab's primary agencies, creates effective brand standards, product marketing and interactive solutions working with over seven divisions of the corporation including Schwab retail, Schwab mutual funds, Schwab Institutional, and Schwab corporate services. The work has included development of brand standards and identity, lead generation and acquisition campaigns, advertising, direct mail, interactive and website design, photography art direction, video direction, and website development. The work that Reflectur has accomplished for this client has helped Schwab bring in hundreds of millions of dollars in new assets under management for over the last 10 years.





INSTITUTIONAL SELECT DIRECT MAIL



INSTITUTIONAL SELECT CAMPAIGN MATERIALS



WEYERHAEUSER

BUY GOOD WOOD

MAKE A CHANGE

MAKE A PLEDGE

COMMITTED COMPANIES

YOUR INPUT

ENDANGERED FORESTS

ABOUT RAIN

MORE

MAKE A CHANGE

Over the past 20 years, the global wood and paper marketplace has been evolving towards merging economy and ecology. Thanks to businesses like you, we are discovering that we do not need to destroy our last remaining endangered forests in order to meet consumer demand for wood and paper products.

Clients and consumers worldwide are actively seeking out businesses that sell good wood. And the marketplace is responding to the call. Hundreds of public and private U.S. companies including Citigroup, Home Depot, Kmart's Staples, Lowe's, Rite-Aid, Hewlett Packard, Centex Homes, KB Home and others have adopted policies to protect endangered forests and promote sustainable alternatives. In total, over 400 companies have pledged to implement environmentally ethical business practices and no longer buy or sell wood and paper products that originate from endangered forests worldwide. For a comprehensive

BUY GOOD WOOD

SCROLL

WEYERHAEUSER

BUY GOOD WOOD

MAKE A CHANGE

YOUR INPUT

ENDANGERED FORESTS

ABOUT RAIN

MORE

YOUR INPUT

Please take the time to answer our online survey and share your thoughts with us about the environment, the state of the world today and our evolving business practices.

BUY GOOD WOOD SURVEY

NAME

TITLE

COMPANY

STREET

CITY

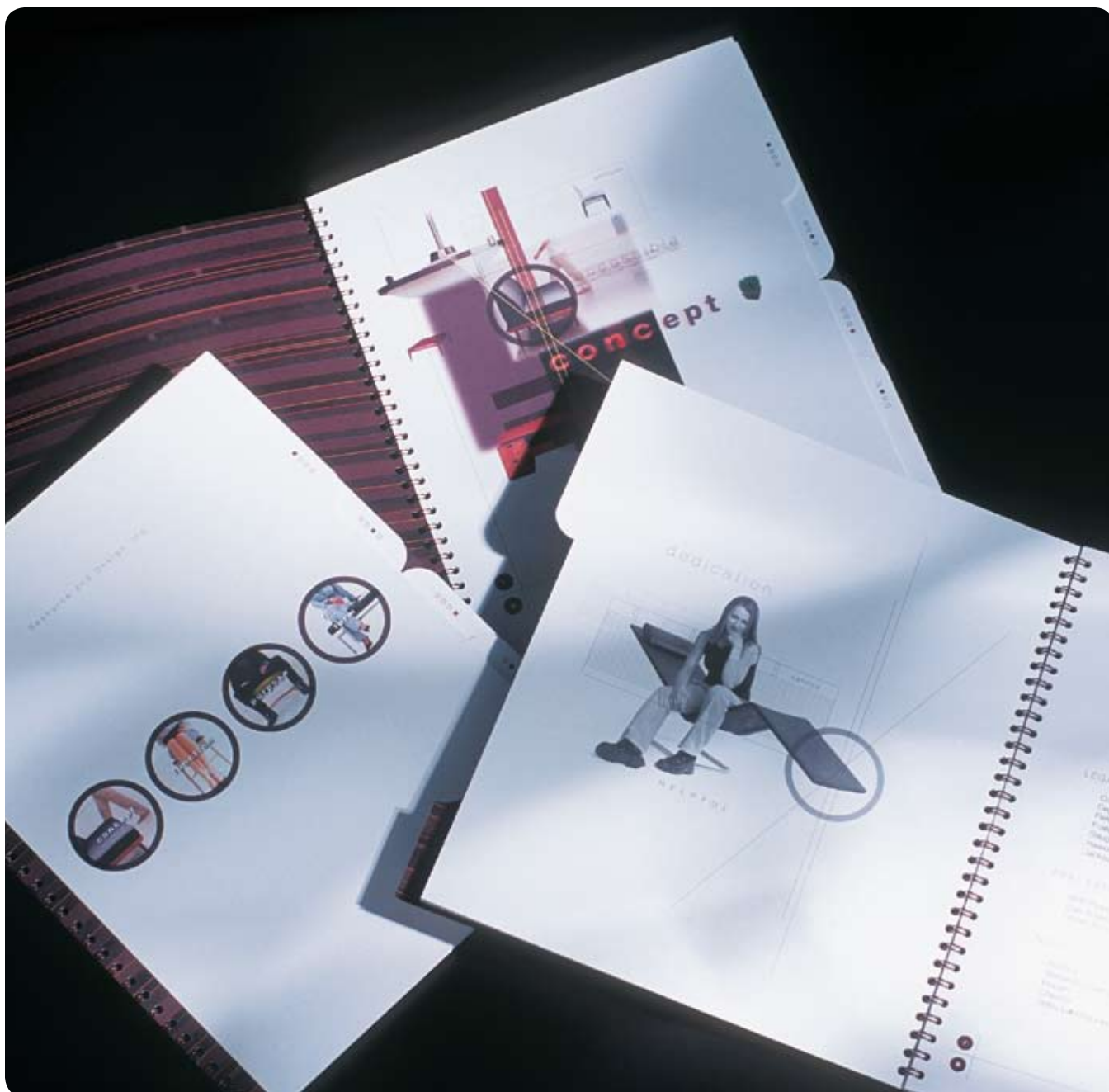
STATE ZIP CODE

BUY GOOD WOOD

SCROLL



2BD LIVING — NAMING, IDENTITY AND BUSINESS CARDS FOR A DESIGNER HOME FURNISHINGS RETAIL STORE



RESOURCE AND DESIGN — PROPOSAL PACKAGE



1



2



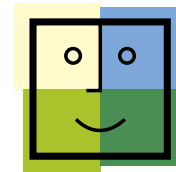
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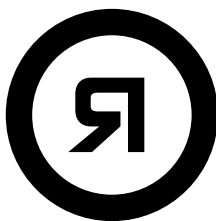
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IDENTITY

1 COMMUNITIES.COM 2 MICHELLE SHOCKED, RECORDING ARTIST 3 CANDOR FILMS
4 FIREFIGHTERS IN THE SCHOOLS 5 CLIFFSIDE ENTERTAINMENT 6 GONZALES FOUNDATION
7 LVMH MOËT HENNESSY-LOUIS VUITTON 8 AZZOLINO CHIROPRACTIC 9 THE LATE SHOW WITH DAVID LETTERMAN
10 PLANET ORGANICS 11 POWER INTEGRATIONS 12 MINDYOURBIZ.COM





REFLECTUR.COM

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