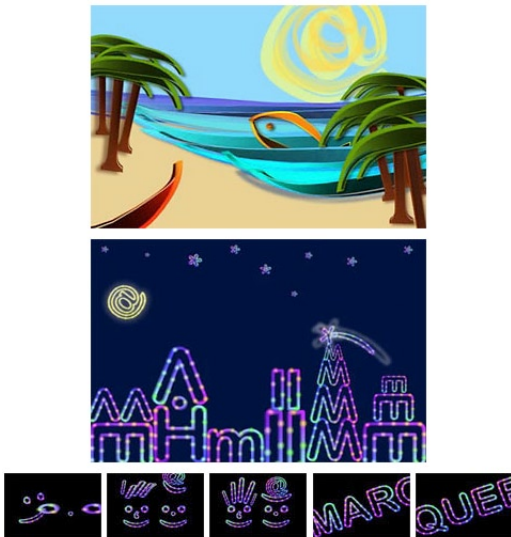


corporate image and collateral
(logo, packaging product, website design)



frames from example movies for the fonts



A success story: Startup company has a name, a product but not much else

The Problem

A team of people had a good idea: «We'll make and sell animated fonts for video and we'll call ourselves "ScreenCaffeine.com"».

When they came to me that's all they had. They needed just about everything.

The Solution

I designed a logo, letterhead, a website, email signatures, mailing labels, product packaging and even art directed some of their advertising videos.

The Results

ScreenCaffeine.com successfully launched themselves with a coordinated look giving them a very strong presence and high visibility in their market. Entering the market with a coordinated set of marketing materials, and their beautiful fonts, allowed them to be recognized as a leader right from the beginning.

Laura Ruggeri
Austin, March 2005



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