

## Your Visual Identity Speaks Volumes— Read What MarCom Point.Solutions Is Saying

### Introducing the MCPS Logo

This is the face of MarCom Point.Solutions <MCPS> in the marketplace—positioning the brand with the attributes of creativity, sophistication and vitality—ready to quickly embark and deliver on time, on budget, and on point.

### Logo Description

The logo design emphasizes the word point within the company name and tag line. Make your point...and you make money. Get your point across...and get ahead. Let's go.

### Design and Typography

The > mark represents the point...making it...getting it, going forward...action—and is used in three places within the logo—two of them rotating the > mark to point upward:  $\blacktriangle$ , representing the top...the best. The mark used in this manner < > is also part of the brand visual identity and when positioned this way represents the inclusion of on-point messaging.

The multi-colored, stylized mark represents the two primary core competencies delivered by the company: marketing and communications [reflected in the company name], which include the two major components within marcom: brand building and corporate identity, and the two foundational elements of marcom: content development and copywriting. The conjoining of these two major disciplines within the design displays a bold representation of the subtle nuance that it's what you say that really makes the difference—identified by the arm of communications overlapping the arm of marketing: It's the message that drives the marketing delivery via the media channel selected—targeted to all industries.

A unique typeface replicating the  $\blacktriangle$  logo design was selected for use in the company name to emphasize the importance of developing a message on point that incorporates strategic and tactical implementation—brand reinforcement.

The negative space within the multi-colored, stylized mark creates an apex where the two colors come together, which symbolizes the point at which a client's complex information is creatively synthesized to deliver the messaging they envision—on point—to produce bottom-line results.

The negative space in the letter  $\blacktriangle$  in the company name points to the goal of reaching the peak of optimum performance by implementing the incisive solutions created and delivered by the company.

A period punctuation mark is used within the company name, providing a secondary visual reference to the importance of being on point.

The tag line of messaging with a point uses the > mark as a call to action.

### Logo Colors

The use of two colors within the logo design symbolizes the core competencies as well as the collaboration between the company and clients—a partnership that creates the strategy for on-point, succinct, messaging.

The two colors selected for the logo are raspberry and teal—each a color that is strong and significant on its own—and when used together, create a synergy that strengthens the relationship, better demonstrating the full scope of company experience and capabilities—end-to-end, on-point, successful solutions.

It's a unique color combination communicating a one-of-a-kind brand personality capable of delivering unmatched, individualized, strategic thinking to create targeted Messaging with a Point—the unique brand image translates into unparalleled solutions and service.

The raspberry communicates the value proposition differentiators of innovation, power, confidence, passion and energy. While teal conveys imagination, cleverness, motivation, know-how, and communication. Together they are dynamic—demonstrating the high-quality creativity delivered by MarCom Point.Solutions—making a point.

Within each logo element (design, company name, tag line), both colors are used—signifying the balance required to create pointed communications to solve marketing challenges. The marcom solution is **Messaging with a Point.**

It's **what** you say...*and* **how** you say it: It's the **point.**



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