

“Your brand is the single most important investment you can make in your business.”

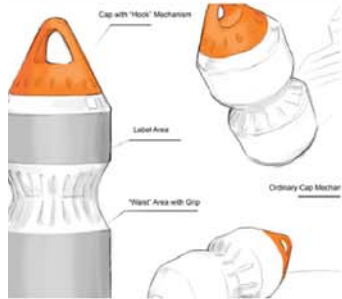
– Steve Jobs

Who We Are

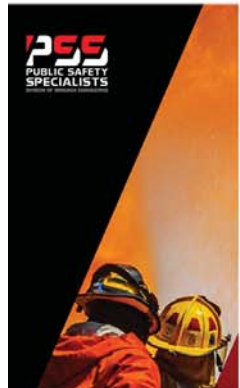
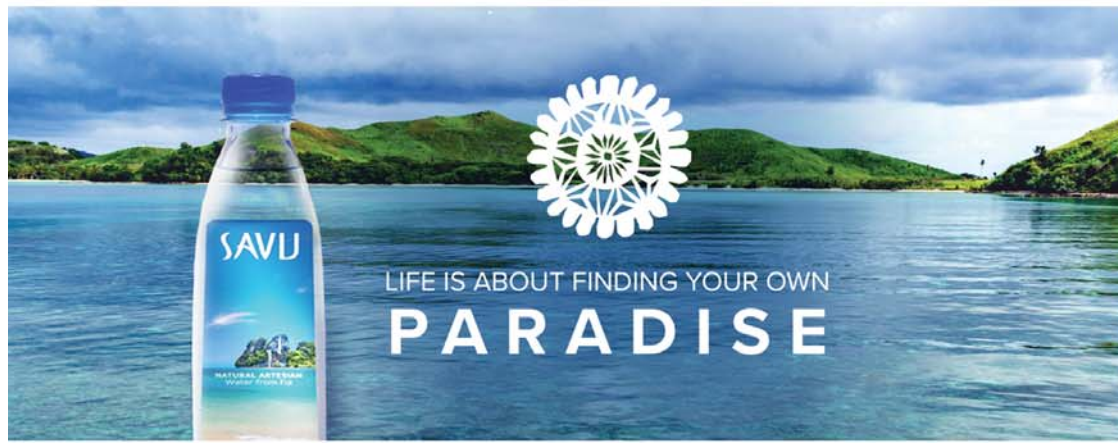
SCN is a design firm that specializes in branding, design and production. Our extensive industry knowledge and background help us elevate brand experiences through simple, focused and logical design solutions.

Since our founding in 2007, visual communication has been our language. Our team has more than 40 years of combined experience in the industry, and we believe great design starts with team collaboration, personal commitment, passion and intelligence. SCN strives to build client relationships on a foundation of truth and respect, because we believe this is essential for success.

PARK™ HOLDING INC



STERII ketPaks® cc



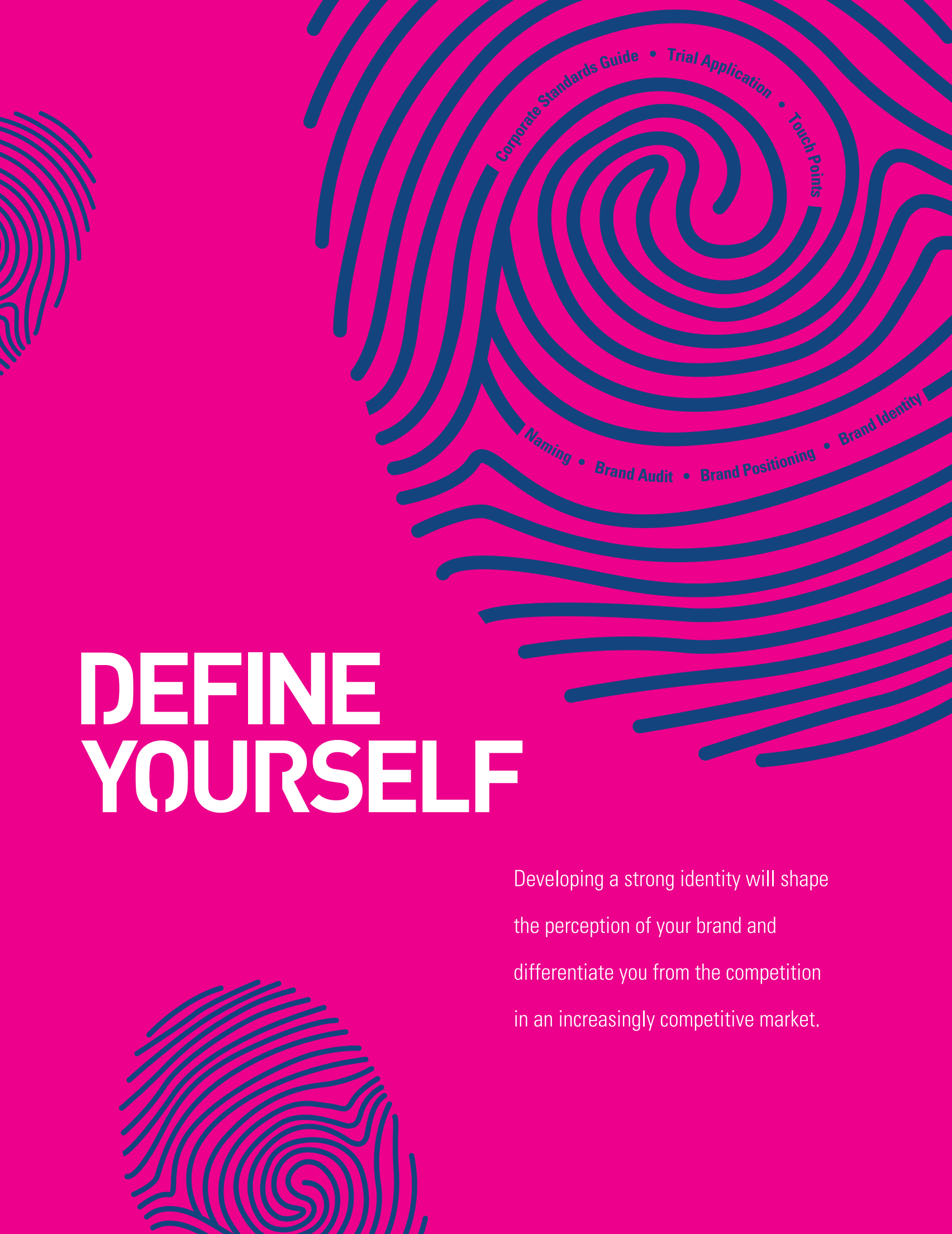
What We Do

SCN builds, improves and maintains visual brands to create experiences that reflect your service, support your vision, represent your character and deliver a dynamic story that connects your brand to your customers.

- Brand and corporate identity
- Naming and taglines
- Print design
- Packaging design
- UX and web design
- Online marketing
- Displays and exhibitions
- Photography and video
- Illustrations and 3D renderings
- Copywriting

**“Design is the intermediary
between information and
understanding.”**

– Hans Hofmann



Corporate Standards Guide • Trial Application • Touch Points

Naming • Brand Audit • Brand Positioning • Brand Identity

DEFINE YOURSELF

Developing a strong identity will shape the perception of your brand and differentiate you from the competition in an increasingly competitive market.





Oravida
 This supplier of fresh and natural foods expand from New Zealand to the Asian market.



CORPORATE FONTS

Geometric Slabserif 712 BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&{};:?.



Black



PMS 130U



Bracken Engineering

Bracken Engineering provides a range of consulting services in the areas of design, forensics, construction and disaster support for the insurance, legal, construction and real estate industries.

Robin Gordon

This luxury real estate agent specializes in the Philadelphia's Main Line area.



Zaptitude

This technology company builds applications to help organizations optimize the benefits of social media.





Rood Research

This healthcare market research company has been delivering quality business-insight analytics for over 40 years. They have a well-established reputation for responsiveness and quick turnaround.



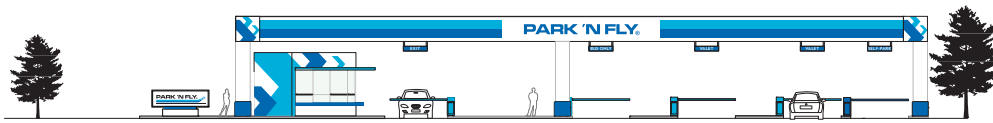
Aurora

A global provider of information security strategy and assurance solutions.

COLOR PALETTE



Park 'N Fly
 Nationwide airport parking services.



Cecilio Musical Instruments
 Manufacturer of affordable handcrafted musical instruments for entry - to intermediate-level musicians.



Literature design

Packaging

Posters

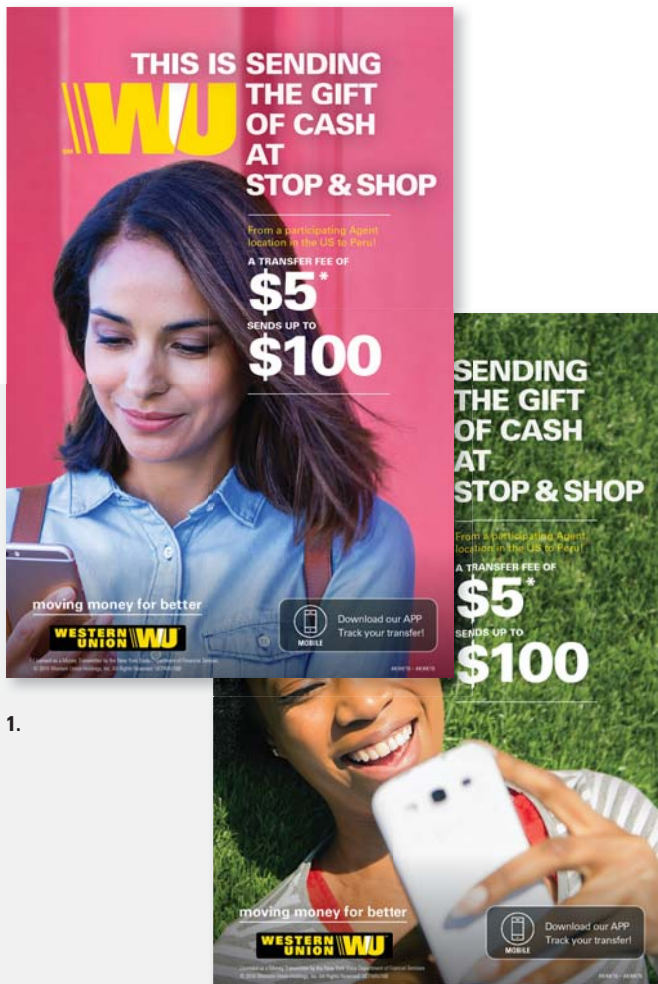
Advertisements

Direct mail

Book covers

deliver
your
story

A unified communication system enhances brand recognition and awareness, connecting your customers to your service and products.



1.



2.



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4.



1. Western Union

Promotional and co-branded posters for the N.Y. metro area.

2. ADP

Associate program survey campaign to improve ADP's work environment.

3. AchieveGlobal

Worldwide corporate training solutions calendar.

4. Oravida

Holiday promotional packaging.

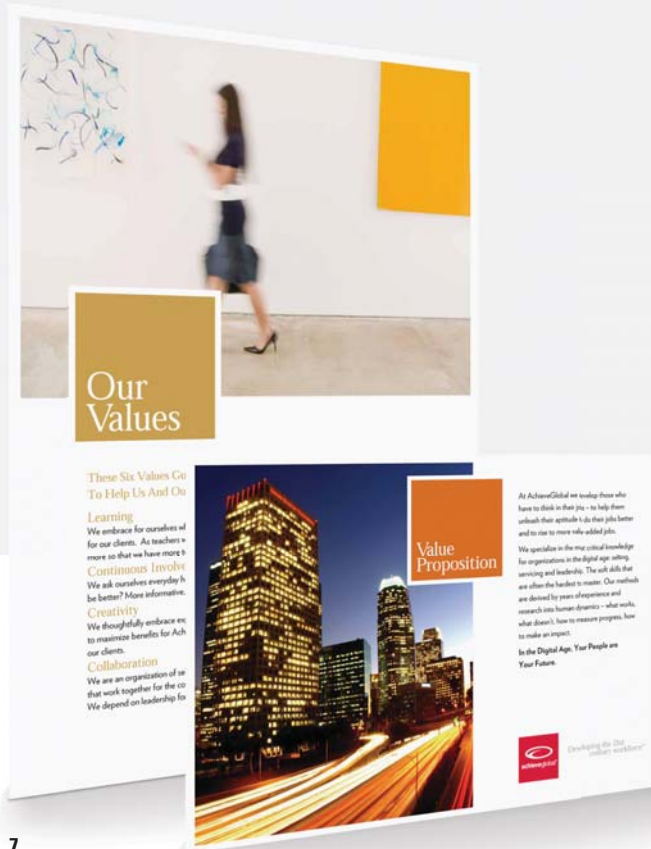


5.

- 5. **Astavita**
Packaging design for astaxanthin supplements.
- 6. **MHI Global**
Corporate training product sheets.
- 7. **AchieveGlobal**
Posters for worldwide corporate training services.
- 8. **Public Safety Specialists**
Capabilities brochure for experts who specialize in a broad range of safety consulting services.



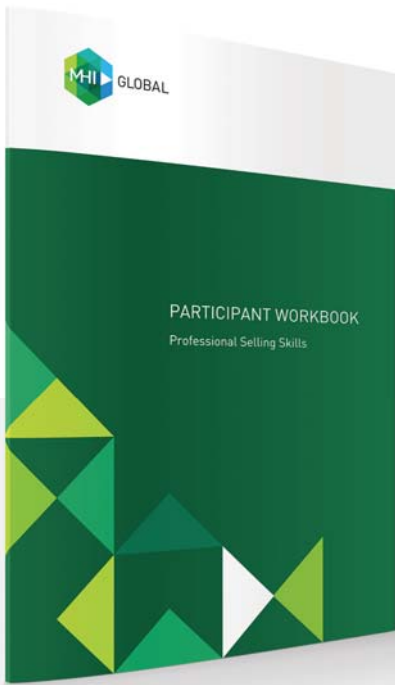
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9. MHI Global
Participant book for corporate training services.

10. Bracken Engineering
Direct mail for a forensics engineering consulting firm.

11. The Dilweg Companies
Ad for commercial real estate agency.

12. Oravida
Label design for New Zealand wine.

13. Oravida
Product packaging.

14. DSP
Packaging for skincare products.

15. Evolve
B-to-B educational booklet.

16. Concert Cloud
Product brochure for cloud solutions.



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16.

ESTABLISH YOUR PRESENCE

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<head>  
category = "digital media"
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Services:

- UX and web design
- Internet marketing
- Photography
- Video
- Animation

Establish and maintain rich connections through your digital media and provide user-focused experiences that align with your core values.

1. Myles William

Campaign to promote Grammy-winning producer.

2. Evan Giiia

Photo shoot to support the promotion of the recording artist's new song releases.

3. "Exhale"

Cover of Evan Giiia's single, "Exhale."

4. Life Style

Social media content featuring real people and interactions for a local specialty food store in Montreal, Canada.



2.

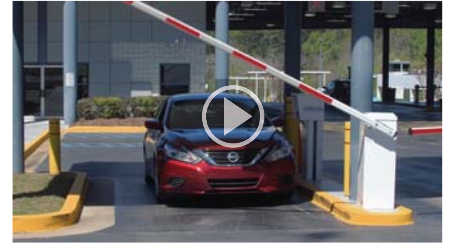
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5. Park 'N Fly
Orientation video for employees joining PNF's airport parking service team.

6. Jay Watts
Photo shoot to support the recording artist's social media marketing campaign.

7. The Future Moguls Show
Document the first "Future Moguls" concert.

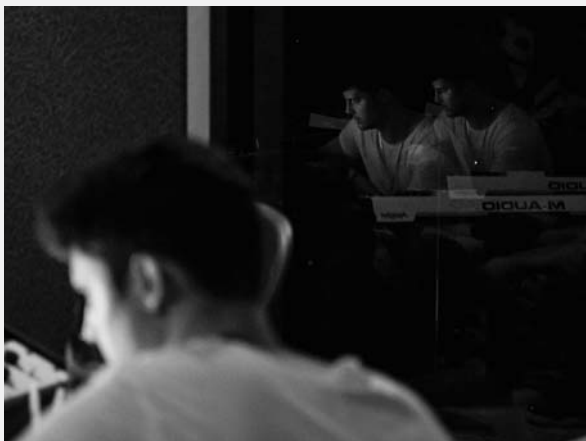
8. Myles William
Document the music-production process of the Grammy award-winning producer.

9. Myles William
Create social media content to support Grammy award-winning producer.

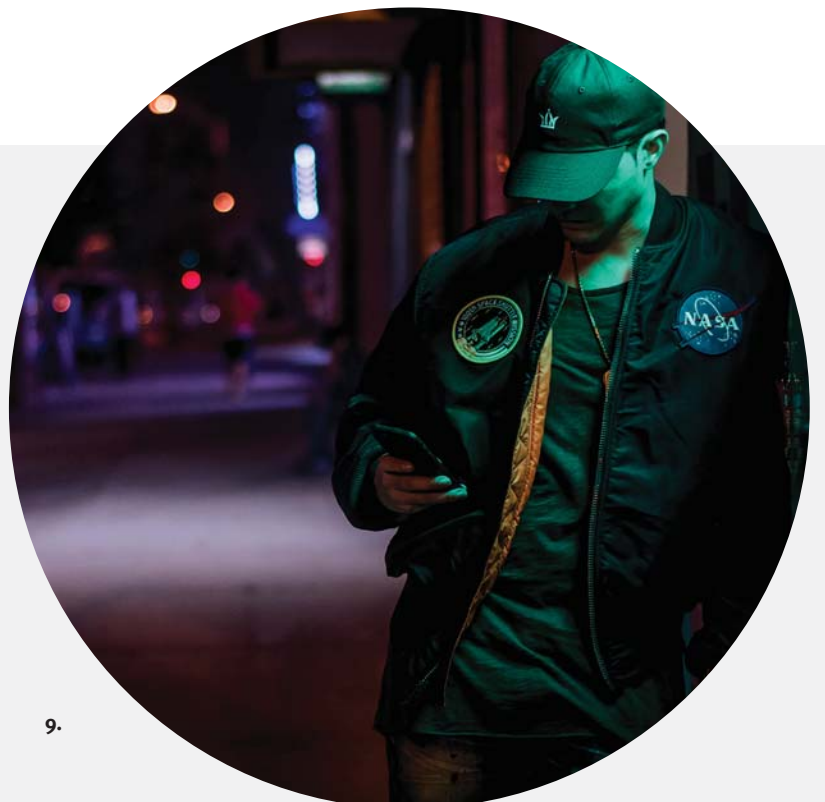
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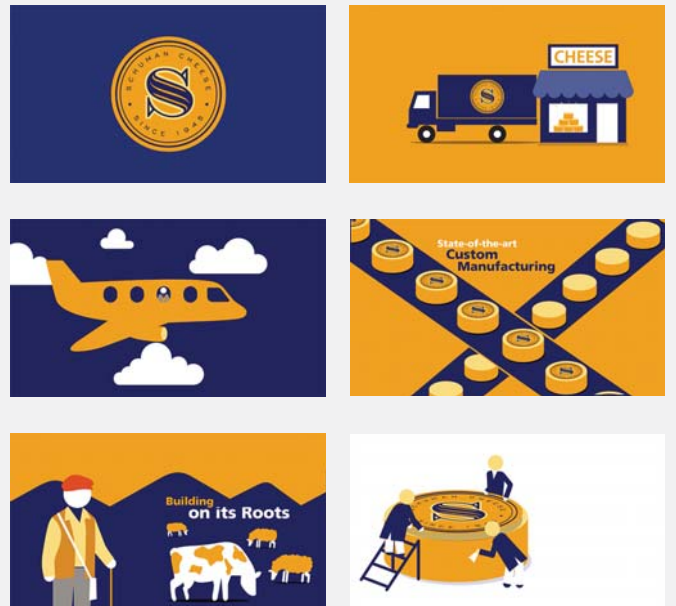
- 10. **Glenmere**
Website for a specialty brewing company.
- 11. **Concerto Cloud**
PowerPoint template for cloud service presentation.
- 12. **Schuman Cheese**
Motion graphics for family-owned business.
- 13. **Park 'N Fly**
Photo shoot to illustrate Park 'N Fly's airport parking services.



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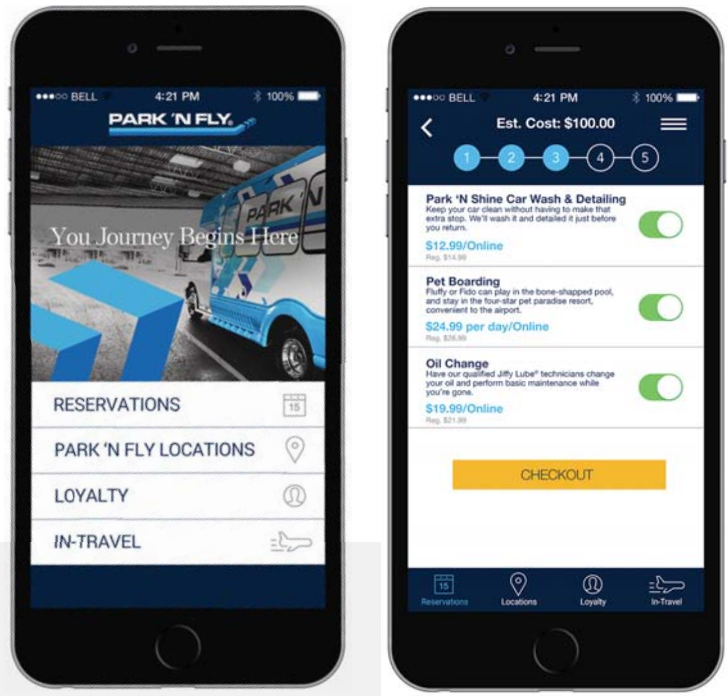
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- 14. **Park 'N Fly**
Smartphone app design for airport parking services.
- 15. **Wonese**
Worldwide recruiting services website design.
- 16. **Export A**
Welcome email for new customers.
- 17. **Stratfox**
Responsive website for a healthcare strategic marketing organization.

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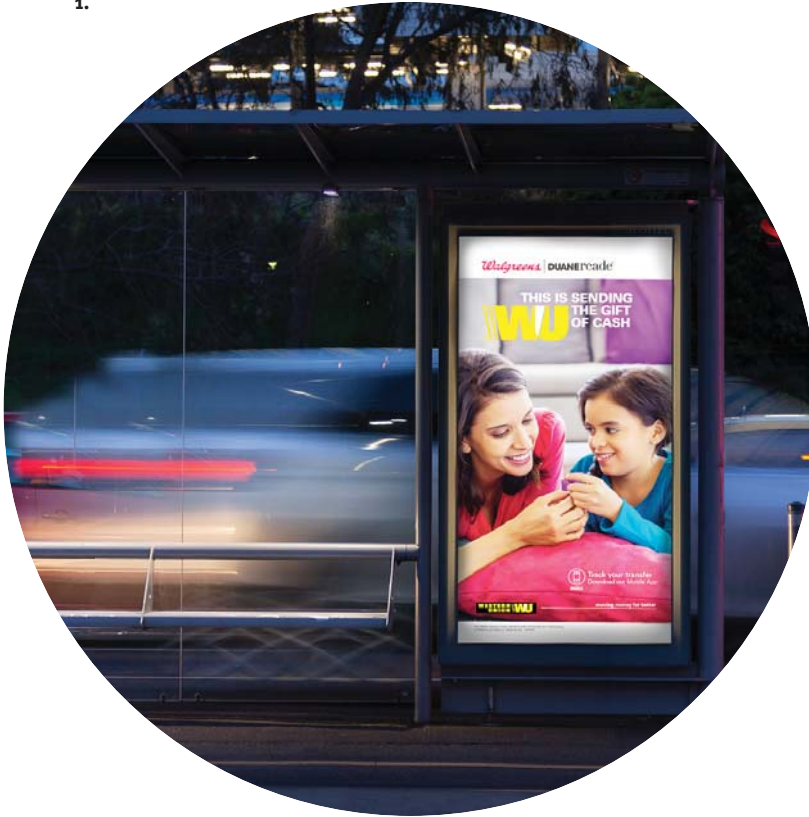


MAKE AN IMPRESSION

Stand out from the competition with effective three-dimensional environments that support your brand.

- displays
- billboards
- environmental graphics
- 3D renderings
- point of purchase

1.



1. Western Union
Promotional and co-branded posters for the N.Y. metro area.

2. Astavita
Tradeshow product banner.

3. Dale Carnegie
Tradeshow booth introducing new brand look and training program.

2.



3.



4.



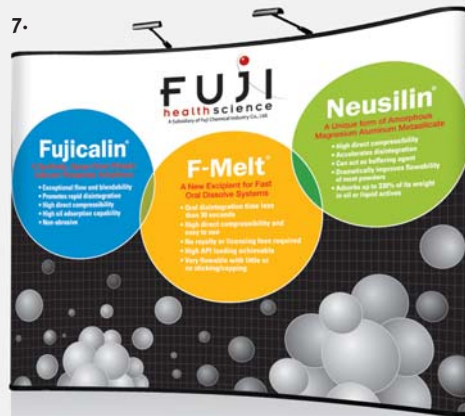
- 4. **Zapitude**
Tradeshow booth for social media tech company.
- 5. **Park 'N Fly**
Billboard for airport parking company.
- 6. **Listerine**
Smart Rinse floor stand display.
- 7. **Fuji Health Science**
Tradeshow backdrop.

5.



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- 8. Agent Cool Blue
Promotional kit for pediatric dentists.
- 9. Neosporin
Floor stand display unit.
- 10. AstaReal
Tradeshow display booth.
- 11. ISGO
Retail store design.

11.



12. Koslow

Tradeshow displays introducing metal tester product for the identification of stainless steel quality.

13. AchieveGlobal

Billboard advertisement promoting corporate training services.

14. Listerine

Counter display for teeth-whitening product.

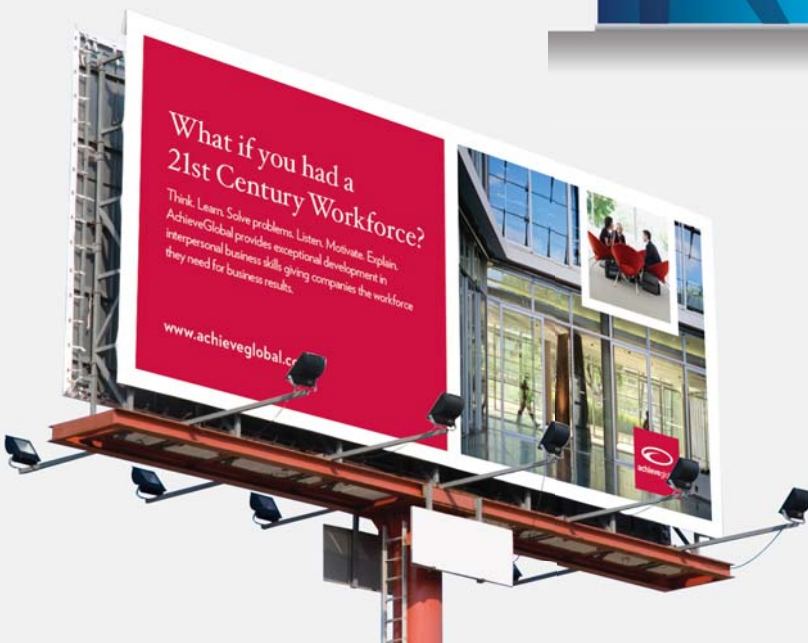
15. LD

Counter displays.

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14.





**Good Design
is Good Business.**

Tom Watson
—Former Chairman, IBM

scn

scnbranding.com



For more information please contact us at:
mail@scnbranding.com