

What Makes A Great Mark?

The right logo or wordmark is a critical asset for a successful brand. Our strategic graphic design team analyzes how a brand identity can be designed to most effectively communicate the goals, values and aspirations of an organization and its mission, then crafts an identity that encapsulates a company's culture and vision while influencing customer loyalty, shareholder value, even employee recruitment. Though our work encompasses all aspects of brand identity, the first step in that process is the design of a trademark.

A successful mark is informed by a deep strategic understanding and is deliberately designed to provide a distinctive, memorable and appropriate visual expression of the organization it represents. Since the essential qualities that make a mark successful remain constant no matter what the medium of reproduction, we believe the criteria for designing a successful logo continues to be grounded in the following six attributes, qualities that ensure a distinctive, memorable, and appropriate design.

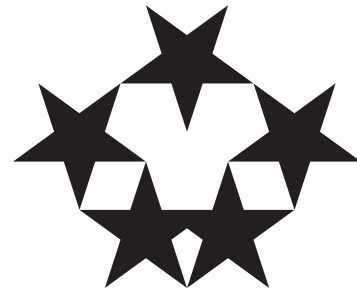
- | | |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Appropriate | A mark must be appropriate to the ideas and activities it represents. By the same token, its use and application must also be considered. A design that will flash by on a screen has different requirements than one that will be mounted on a building. The degree of exposure is also pivotal—if a mark will have wide exposure, more liberties can be taken with it. |
| Legible | We always demonstrate how a proposed design will appear in actual use. The mark, isolated by itself on a page, can be deceptive. It is much more informative to show the mark in a range of applications: large and small, in color and black-and-white, and in various media, from rough faxes to seamless computer animations. |
| Memorable | To be effective, a mark's form must be familiar enough to be recognizable yet unusual enough to be memorable. The design must be simple enough to be read in an instant yet rich enough to be interesting and engaging. |
| Flexible | For an identity to remain vital and relevant over time, its visual language must be flexible and ready to evolve in ways that cannot be predicted. |
| Consistent | We achieve continuity through clear guidelines for the use of all basic identity elements: color, typography, symbols, and imagery. But we bypass rigid formulas in favor of flexible graphic systems that are suited to such applications as advertising and web where change is part of the expression. |
| Lasting | We always take the long view in designing a logo so that it is contemporary enough to reflect its moment yet not so trendy as to appear dated before its time. As the saying goes, "Nothing dulls faster than the cutting edge." |

By vetting our designs against these criteria we are able to ensure the creation of a distinct, effective mark that embodies the character and aspirations of the client.

C&G Partners

Media and Entertainment Identities

Left to right, top to bottom: NBC
Time Warner Cable, Telemundo Network,
Multicanal (Argentina), Radio Free Europe/
Radio Liberty, Voice of America

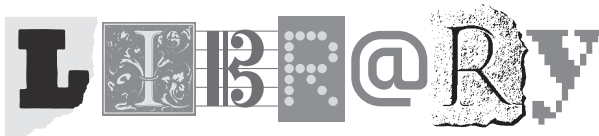


The partners and designers of C&G Partners designed the majority of these trademarks while at Chermayeff & Geismar Inc. until its dissolution on June 1, 2005

C&G Partners

Cultural, non-profit Identities

Left to right, top to bottom: New Victory Theater,
New 42nd Street Corporation, Signature Theatre,
American Cinema Editors, New York Public Library,
Alvin Ailey Dance Theater



The partners and designers of C&G Partners designed the majority of these trademarks while at Chermayeff & Geismar Inc. until its dissolution on June 1, 2005

C&G Partners

Corporate Identities

Left to right, top to bottom: Overture, Merck, Barneys New York, Andrews McMeel Universal, Irwin Financial, Crane Business Papers



B A R N E Y S
N E W Y O R K



The partners and designers of C&G Partners designed the majority of these trademarks while at Chermayeff & Geismar Inc. until its dissolution on June 1, 2005