



Creating Visual Impact

guvendesign

At Guven Design, we create visual brand identity programs with impact, to reflect and strengthen your brand and communicate what is distinct about your business.

We have over 20 years of experience in conceptualizing and designing brand identity, including logo design, marketing materials, trade advertising and capabilities brochures.

We work with you to help define your needs and reach your goals.

Please contact us to see how we can help you today.

logos



The Switzer Group, Inc.
A new logo was developed for this architectural design consultant, to be classic, with a twist, reflecting the vision, experience and attention to detail that this company prides itself on.



Green Mansion Press

Green Mansion Press, LLC
A youthful logo and coordinating stationery materials were designed for a new company specializing in republishing quality literature for children and young adults.



Janos Consultants
As a consultant to the high-end diamond industry, Janos wanted a look that was clean and contemporary with some reference to the industry. The diamond shape with linear movement provides the suggestion.



Leap Strategies LLC
The focus on upward movement plays off the name and the forward direction Leap takes with some major organizations in improving their performance both in manufacturing and in service.



Hollydale Associates
A contract furniture specialist required a logo to reflect the creativity and resourcefulness of her company, while playing off the letter "h".



Hybridon, Inc.
A design was created for this emerging biotechnology company, using the unique "H" in Hybridon as the corporate signature, suggesting their DNA research.



Citrus Incorporated
A custom wall and floor design firm specializing in stencil work used in residential and commercial interiors, required a logo reflecting the unique aspect of their creative designs.



Protection Plus Security Corporation
A new logo was developed for Protection Plus Security Corporation as well as capabilities brochure to reflect their high level of professionalism and quality in the security industry.



Newsome Color
Simplicity and color were used to project the sophisticated approach Louise Newsome brings to interior design in her color consulting business.



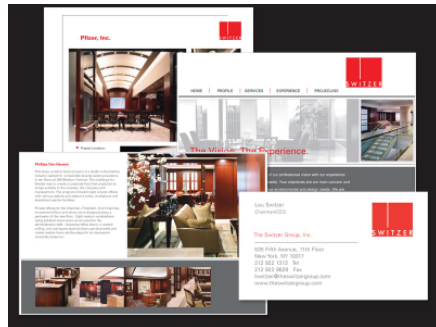
Rittenhouse Rankings
An investor relations firm that advises CEOs on developing high-performance, ethical communications, wanted a more current, professional image across a range of corporate materials. The "stepped" element suggests the performance rankings.



OneSource Casting Corporation
This full service metal company consolidated its foundry, casting and machinery companies into one source, requiring a new image to reflect this new identity.



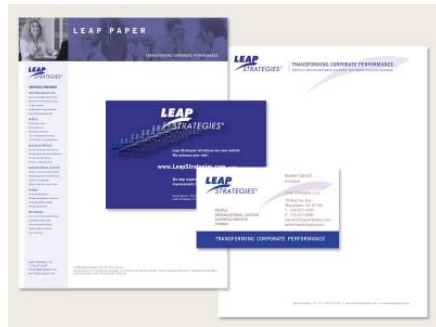
Bowne & Co., Inc.
A provider of shareholder and marketing communications services around the world for over 200 years, Bowne has been meeting the ever-changing demands of its clients. Withstanding the test of time, the logo design reflects the heritage of a company on the leading edge of on demand technology of today.



A New Vision for The Switzer Group
The new identity created for this architectural design consultant was applied to a range of print materials, as well as their redesigned website to help brand this professional business.



Building Value for Ariel Re
Ariel Re, a diversified global insurance and reinsurance business, located in Bermuda, provides security for policy holders and builds value for shareholders by intelligently managing risk. A capabilities brochure captures the Bermuda local with its calming images and blue colors.



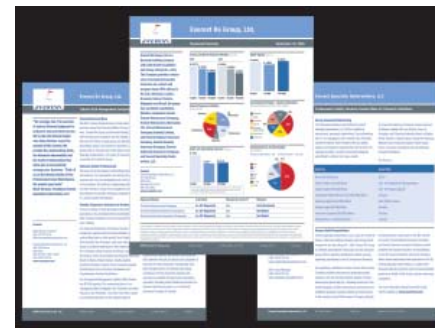
A Coordinated Approach for Leap Strategies
Leap Strategies, has a unique approach to helping organizations achieve their business goals and accomplish successful change. A coordinated look was created across a range of marketing materials, emphasizing this forward approach.



Casting an Image for OneSource
Capabilities brochures were created with a related look for the three companies which are now part of the new parent corporation OneSource Casting Corporation, along with a branding system.



Securing a New Look for Protection Plus
To reflect the high level of professionalism and quality this security firm is identified with in the industry, a new logo was developed for Protection Plus Security Corporation, as well as modular capabilities brochure and other marketing materials.

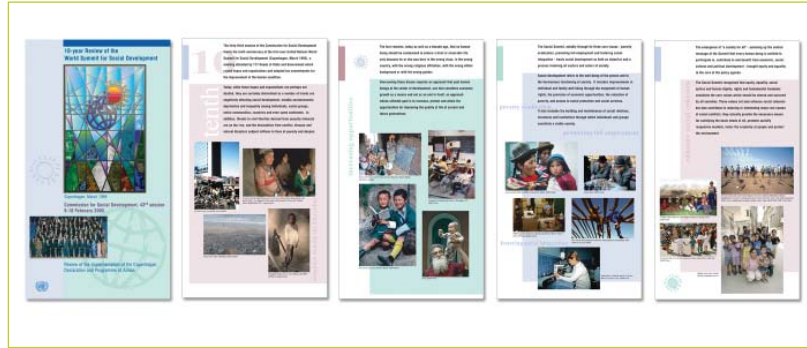


Everest Re Group, Ltd.: Protecting Your Back
Company Overview and Financial sheets were developed with a clean, organized format for Everest Re Group, Ltd., a world leader providing tailored risk management solutions.

exhibition design

United Nations 10 Year Review of the World Summit for Social Development

A series of 30" x 54" display panels were created for an exhibit to be viewed by UN members, as well as the public, marking the 10th anniversary of this summit, which was attended by 117 heads of state and Government, in hopes of raising awareness to improve the human condition.



United Nations Mauritius International Meeting – Small Islands: Big Stakes

A series of 24" x 48" display panels was created for a public exhibit at the UN highlighting a meeting attended by 40 nations, to review the Implementation of the Programme of Action for the Sustainable Development of Small Island Developing States, regarding the progress on the environment and development action plan.



guvendesign

310 East 46th Street | Suite 16/G | New York, NY 10017
212.286.9457 | madeline@guvendesign.com | www.guvendesign.com