

LOGOS

Symbols are power. From primitive times, symbols have been respected, feared, loved and given magical attributes. In the 21st century, the award-winning Persona team is still recognized as the creative and strategic thought leaders in logo design. Let us work some Image magic for you.



STRATEGY & CREATIVITY

"They show you how to reach all your business, sales and marketing goals."
Dayton Daily News

"Killer Creative."
Marketing Magazine



P E R S O N A C O R P

IMAGE YOUR SUCCESS

LOGOS

Award-winning logos are not enough to ensure equity and response. **Strength of brand** and position come from correct Image.

Our famous creative director knows how to use **strong conceptual** development to create a logo that works in all areas of Image. This ensures your logo fits your **brand** Persona, name, positioning, advertising, collateral, annual reports and web marketing. Our two decades of expertise in all of these creative areas ensures your logo becomes a key asset.





PORTFOLIO



Regional Cable TV

Logo evokes worldwide programming and connectivity.



Paris Air Show

Best-in-Show multi-award-winning logo turning the French flag to a paper airplane.



CCNS

A strong, conservative look for a leader in the public information industry.



"Congratulations!
Beautiful. Everyone
is very happy."

Penguin Books



C A S T E K®

Castek Software

Logo personality conveying advanced technology solutions.



Urban Warrior

Urban Warrior

A trendy logo for a dynamic U.S. firm specializing in sporting wear and goods.



Buy & SELL

After many years of success as Toronto's "Free Ad News," it was time for a new marketing look.



P E R S O N A C O R P

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Smart Vitamins

Product name and logo positioning for a Jamieson vitamin for people in need of "alertness."



Governor's Hill

An elegant look for condominiums for the up-market buyer.



The Winston Academy

Classic and "established" image for this new school for exceptional students in Miami, Florida.



"You are the best."

Laurier Life Insurance



The Richmond

Multi-award-winning logo for a "hip" downtown condominium from Tridel.



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POWER

Logo Tip Sheet

1

Find your correct personality. Targeted brand personality is why we developed the Persona methods.

2

Design to your audiences. Remember cultural taboos, focus on the audience preferences and, especially, their motivators. Persona creative is always about the audience.

3

Don't be fashionable. Logos are always a long-term investment that becomes the symbol of your Image Equity. No one understands Image Equity better than Persona.



Amer.com

Award-winning logo for an American high-tech manufacturer, Amer.com.



Zoo T

Fun and popular logo for Zoo wear that captures the imagination of children.



School Voyageurs

A fresh new look for a well-established school touring company.



“You gave us the innovative new logo and look we needed.”

Canadian Education Association



Profile Investigation

Professional yet evocative: the fingerprint of a private investigations firm.



INFO

The Public Libraries of Ontario share information through their Information Network.



Autism Canada

Multi-award-winning logo illustrating support and caring for people with autism.



P E R S O N A C O R P

IMAGE YOUR SUCCESS





PORTFOLIO



Freedom9

Capturing the future, a logo that helped Freedom 9 grow into the U.S. market.



Appletree

A comfortable, earthy look for health food store.



HOOVER & NEBRIG

Hoover and Nebrig

Award-winning, bold look for computer consultants in the U.S.



**“Brilliant!
I congratulate you.”**
The Academy
of Canadian Cinema
and Television



Voice IQ

A logo which repositions for strength in a competitive market.



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CLIENT LIST

Arts and Entertainment

- Academy of Canadian Cinema and Television
- CBC TV
- CFTO TV
- Fox TV
- Gemini Awards
- Genie Awards
- Ontario Arts Council
- Robert Stallman Flutist
- Sony Music
- Stratford Festival

Associations and Charities

- Autism Society of Canada
- Canadian Education Association
- Canadian Figure Skating
- Catholic Church of Canada
- Heritage Foundation
- Hospital for Sick Children
- TSSA
- World Preferred
- Workers' Compensation Board

Consulting and Services

- Andersen Consulting
- Deloitte & Touche
- CCNS, The Information Place
- Centra Gas
- Contemporary Personnel
- Deucalion Disaster Recovery
- Ecrutier
- Home Express
- Market Facts
- Marshall Macklin Monaghan
- National Public Relations
- Hydro
- Profile Investigations
- Tigertel UTR

Distributors and Wholesale

- Accenta
- Letraset
- Lenbrook
- Rodenstock Eyewear

Education

- Ministry of Education
- Ministry of Colleges and Universities
- School Voyagers
- The Winston Academy
- York University

Ecommerce

- Amer.com
- Antiquezen.com
- Cars4u.com
- recruiter.com

Events

- Autism International Conference
- Christie: Children's Book Awards
- Paris Air Show
- Purina Hall of Fame

Fashion and Accessories

- Lonix
- Parktown Hats
- Urban Warrior
- Zoo T

Finance and Insurance

- Acuity Mutual Funds
- Atlas Mutual Funds
- CIBC
- Comtech Credit Union
- Laurier Life
- Merrill Lynch
- Midland Walwyn
- Montreal Trust
- National Trust
- Royal Insurance
- Retrocom
- Sun Life
- Trout Trading

Food and Beverage

- Appletree Natural Foods
- Becker's Best Cookies
- Coors
- Nestlé
- Foodland Ontario
- Miller Genuine Draft
- Molson Brewery

Government

- Ontario Human Rights Commission
- OMDC (previously OFDC)
- Ontario Ministry of Agriculture and Food
- Ontario Ministry of Citizenship and Immigration
- Ontario Ministry of Community and Social Services
- Ontario Ministry of Culture
- Ontario Ministry of Education
- Ontario Ministry of Economic Development and Trade
- Ontario Ministry of Health
- Ontario Ministry of Training, Colleges and Universities
- Ontario Ministry of Tourism and Recreation
- Senior's Secretariat

Information Technology and High Tech

- 9003 Inc. Aquazon
- Bryker Datasystems
- Castek Software
- Digital Sound
- Hoover & Nebrig
- D-Link
- FTG
- IBM
- Idenovo
- Info
- Insystems
- ISN
- Lean
- LSF Software
- Platform Computing
- Silcom
- SMART
- Soft Smile
- Voice IQ
- Whisper

Manufacturing

- Armor Tile
- Arvin
- Boeing Canada
- Bosch
- Castle Top
- deHaviland
- DSC
- Gescso Industries Inc.
- Engineered Plastics
- Royal Building Systems
- Shilling Optical

Pharmaceutical

- C.E. Jamieson & Co.
- Jamieson Vitamins
- Genpharm
- Propharm

Products

- Chesebrough-Ponds Canada
- Coors Talking Can
- Christie Brown and Co
- Purina
- Q Tips

Publishing

- Buy and Sell Newspaper
- eye
- Penguin/ Viking Books
- Simon & Schuster

Retail

- Fairview Mall
- Canadian Tire
- Loomis + Toles Artsmart
- National Grocers

Real Estate

- Ashton Manor Group
- Cadillac Fairview
- Consilium
- Governor's Hill
- The Richmond
- Tridel

Telcom

- Cable Sat
- Regional Cable TV
- RR Enterprises
- Shaw Fiberlink

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