



Brand platform -
Royal Neighbors of America
(above)

Graphic Standards -
Kraemer Brothers Construction
(far left)

Graphic Standards -
Kimberly-Clark Pull-Ups®
(left)

Identity work for Rayz Barber Shop and Men's Clothing



There are two components in a buying decision. First is the decision to actually make a purchase. Does the customer want or need to buy the product? Are they going to buy now or in the future? Do they know what they want? Making a decision to buy something is the first step in the purchase process.

The second step is deciding what brand they are going to buy, or where they are going to make the purchase. That's where your company's brand image is important. Your identity and how people perceive you can help turn the decision to buy into a decision to buy from you.

Marketing and design can only go so far in helping shape a brand perception. How you treat your customers, how you price your product, how well the product performs are not influenced by your marketing efforts.

But, that first impression of the company can certainly be shaped by a strong, smart marketing and design program. From the product name, to the logo design, to the packaging, to all corporate communications, a strong consistent identity is key to building a strong brand.

The Gunter Agency has received numerous national recognitions for identity and brand development. Our work has received national design awards and you'll find samples of our logo work in industry "best of" books.

With name development and corporate and product identity programs, the Gunter Agency has helped launch new products and shape corporate brand perceptions.

Contact the Gunter Agency to learn more.

www.GunterAgency.com • 608.527.4800

Corporate Identity and Brand Development



Capital Wealth
Advisory Group
Foundation

Capital Wealth Advisory Group
Foundation logo



Key Largo Instructor Training logo -
PADI diver training

Puriden

Puriden name and logo - pet food



Forward Theater Company logo -
professional theater



Madison Youth Performing Arts Foundation
(MYPAF) -
youth music/arts foundation



Only Fools Run At Midnight logo -
event icon



The Ad Diner name and logo -
online sales of advertising



Northstar Beer name and logo -
Aldi Foods branded beer



Hardrock Gunter website icon -
www.hardrockgunter.com

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Corporate Identity and Brand Development



*Speche Communications proposed logo -
online transcription company*



YourTeamSucks.com original logo



St. Mary's Hospital Anniversary logo



*The Nia Center
(part of the Kalahari Resort)*



*Royal Neighbors of America
proposed logo*



*Solaris name and logo -
food additives made from corn*



*General Beverage revised logo -
beer and liquor distributor*



*Kraemer Brothers revised logo -
construction company*



*Engineering Expo logo -
University of Wisconsin
Engineering Department*

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