



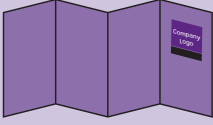


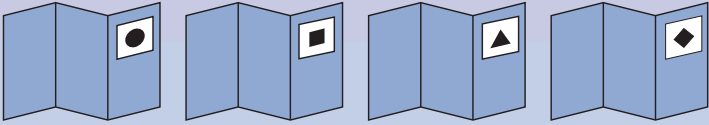
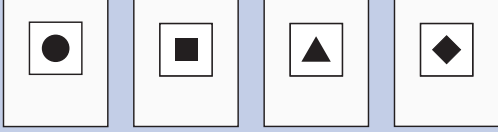
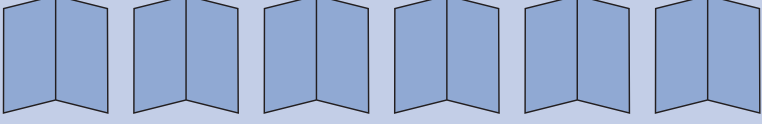
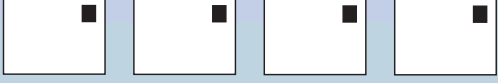
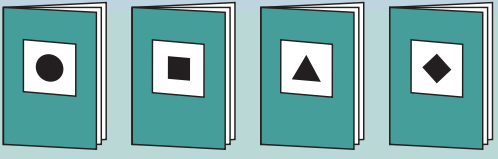

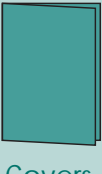




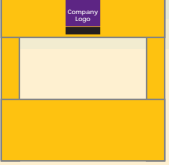



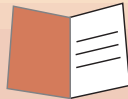





<i>Function</i>	<i>Components</i>	<i>Links</i>
IDENTITY		
Branding & Corporate Value Proposition	  	Signage Forms/Documents Letterhead/Envelopes
Business Unit Identifiers		Cards/Badges
Corporate Profile & Industry Positioning	  	Internal Newsletter Employee Orientation
MARKETING		
Market Sector Positioning		Website Info Newsletter
Print Ad Campaign		
Technical Specialties		
Direct Marketing		
SALES		
Client Positioning and Pre-sale		Client Database Resume Database Forms/Documents
Proposal Submissions	   	
PR		
Increase Name Recognition	  	Logo/Signage Forms/Documents Fulfillment
Establish Recognition of Expertise	 	Professional Associations Corporate Speaker Bureau
HR		
Identity Support of Operations and Organizational Development	    	Training Recruiting and Retention Performance Evaluation