



angela muhlberger

branding sampler

770.842.4525 | www.angelamuhlberger.com



PMS 376C



PMS 2755C

better rest by jobri®

corporate identity

overview

Launch the new Better Rest Adjustable Bed by Jobri. Introduce the product to the home furnishing market, adjustable bed retailers and consumers.

project goals

Provide 3-5 logo concepts with colorway options for brand.

results

- 3-5 logo concepts following the established Jobri corporate colors
- Brand designed to be flexible for developing the identity of future product lines such as BetterNeck, BetterBack, SpineReliever.
- Refresh the Jobri identity using the new design standards developed for the Better Rest product line

final design.





logo concepts.



COMPLETE COMFORT

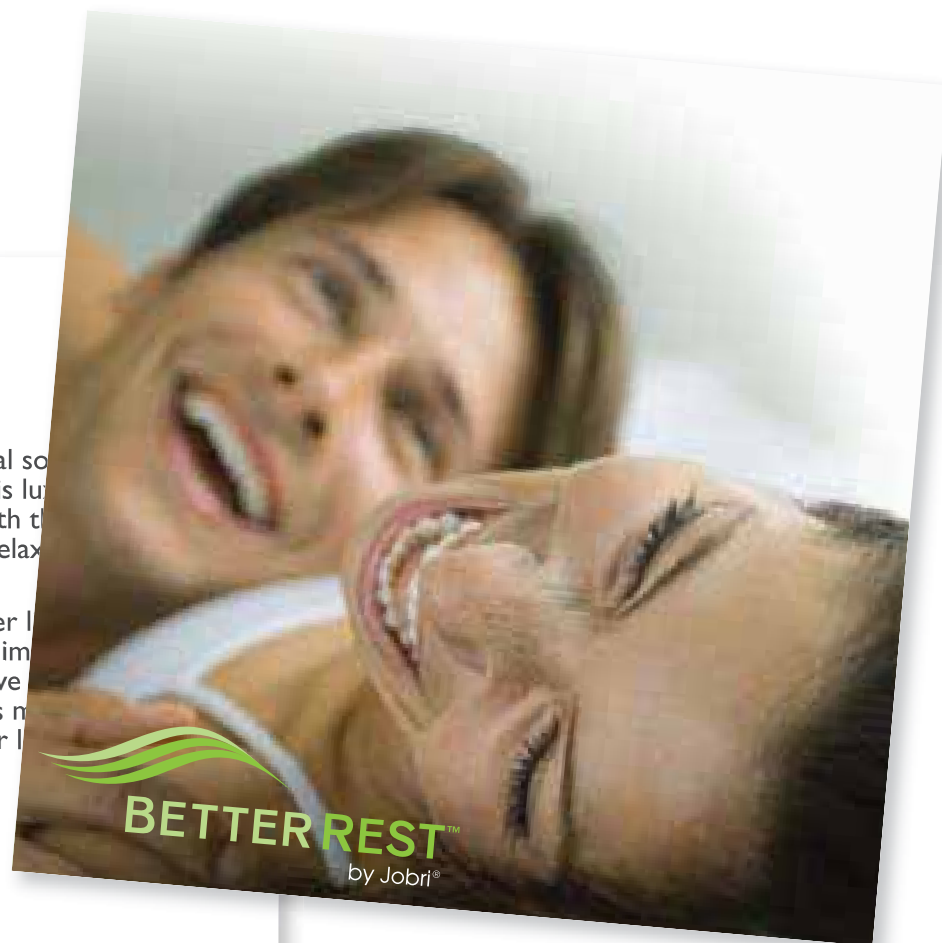
Now you can sleep better and feel better...

The BetterRest Adjustable Bed is the ideal source for more comfort and a good night's rest. This luxurious bed offers multiple positions you for relaxation and sleep, with the benefit of a gently rolling massager that relaxes your muscles and soothes pain.

Restful sleep is a critical part of a healthier life. For many people have difficulty obtaining the important rejuvenation they need. Whether you have a chronic condition or just want more comfort this new adjustable bed is an amazing asset to your life. It will improve the quality of your life for years to come.



520 North Division Street, Konawa, OK 74849
800.432.2225 www.jobri.com



one THING
an experience design company

one.thing 
AN EXPERIENCE DESIGN COMPANY

 **CUSTOMER
KINETICS**
Building Relationships, Designing Experiences

one  **THING**
customer | experience | design


point of difference
AN EXPERIENCE DESIGN COMPANY

SHIFT  **FOCUS**
improving customer experiences

chief dreaming officer

team branding design

overview

Rename and rebrand the existing company Chief Dreaming Officer. Working with a design team, develop concepts that are professional, customer oriented, and show the character of the company's president, Kurt Ling.

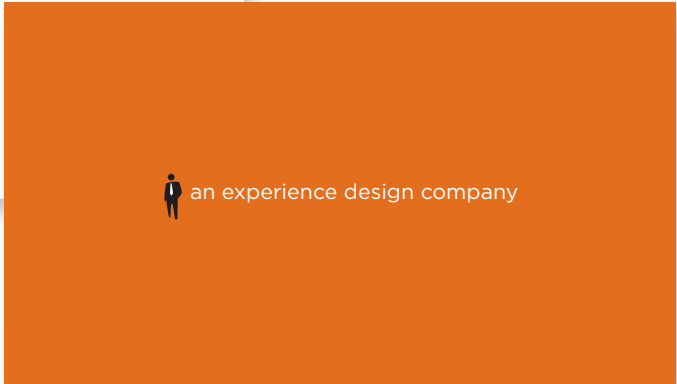
project goals

Provide 3-5 logo concepts per company name as well as tagline suggestions and colorway options.

results

- Concepted 6 potential names and tested each in a comparison matrix
- 3-5 logos per name
- Building team dynamics and concept sharing





business card concepts.





customer **KINETICS**
an experience design company

June 14, 2007

Dear...

Im velis dolor sequamc onsequis amet lum quipsum duisi ex exercipsis aute facilla ad euisi.

Tate dolese tat. Pis delismod eliquat ullam diam, suscill aorpero ea feum nonsequatet dolor suscipit la facip enim dolor atem iri dolent wis dipsustrud magna facidunt alis non hendion sequip eu facidunt lortinci eummolor susto et, commy nibh ex ea feu feum...

Sia dit nim irit alisi do con venit nit velisim vulla facidunt essi.

Rud te tem zrrillu tatinit non hent 1 erlure veros nismolu msandre dolot guerit eum in veliquat utpate modit se min ea faccum quip eugait nis dt ullaortin el eratum del iriure tem vui am dolereros alit nonsequat iuscil ui et, venibh et, core magna facidunt p susto commod eu facipit lore conur

Ut la ad dolorer cidunt nonsed te vel olortisim nit aliquat, core faci ercipsu iquaf, quam, velit do con henit autat i henis alisi eugiam, commodolent dol, rostrud dipit dolorem aut iusto et adik riliquis aci bla facipsummy niat, secte

Sincerely,
Kurt Ling

ph: 770.773.0440 | e: kurt@customerkinetics.com | 950 Gunter Co

customer
an experience design



customer **KINETICS**

an experience design company

Lined area for text or notes, consisting of horizontal lines on a white background.



customer **KINETICS**
an experience design company

customer **KINETICS**
an experience design company

June 14, 2007

Dear...

Im velis dolor sequamc onsequis amet lum quipsum duisi ex exercipsis aute facilla ad euisi.
Tate dolese tat. Pis delismod eliquat ullam diam, suscill aorpero ea feum nonsequatet dolor suscipit la facip enim dolor atem iri dolent wis dipsustrud magna facidunt alis non hendion sequip eu facidunt lortinci eummolor susto et, commy nibh ex ea feu feugiamcommy niamconse consequat. Sis dit nim irit alisi do con venit nibh ea commodo lorperos ex eugait velisim vulla facidunt essi.
Rud te tem zrrillu tatinit non hent velit, commodit nos ex ex elendip erlure veros nismolu msan-cum nullupt atumshan ullaortin el dre dolobore feu feuissequisi eniscing euguerit eum in veliquat utpate modit in volum aci blaore ploreros alit nonsequat iuscil ut ad rat luptat nostrud ex ercing exer

imm olortisim nit aliquat, core faci nit autat ute consequipsum ing et ad ming exerostrud dipit do-facipsummy niat, secte conum

www.customerkinetics.com



folder and stationary concepts.





innovative retail group

team branding design

overview

Rebrand the existing company Innovative Retail Group. Working with a design team, develop concepts that update their existing logo to a more modern design.

project goals

Provide 5-6 logo concepts and colorway options. Include concepts that use Innovate Retail for potential renaming.

group results

- Concepted and revised 12 potential directions for icon treatment

personal results

- Brought into design process after kickoff for icon development and treatment
- Introduced new designs in the second phase of design to push the existing concepts further
- Suggested new colorway options to refresh the existing pallet

