

# CHUNK MEDIA

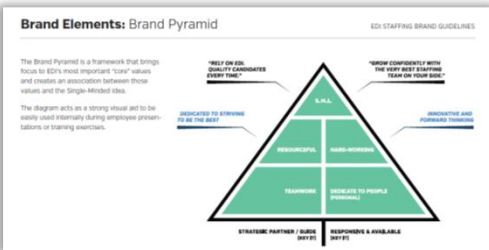
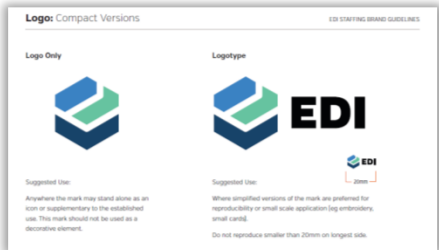
ADVERTISING  
MARKETING  
DIGITAL  
PRINT

## CLIENT SUMMARY: EDI STAFFING

WE CONDUCTED A BRANDING EXERCISE THAT RESULTED IN A NEW LOGO AND ROBUST BRAND GUIDE FOR EDI STAFFING.



EDISTAFFING.COM



**BRAND GUIDELINE**  
POSITIONING STATEMENT  
BRAND PROMISE & SINGLE-MINDED IDEA  
BRAND VOICE & PERSONA  
BRAND VALUES & BRAND PYRAMID  
LOGO, PRIMARY, SECONDARY, COMPACT  
POSITIONING RULES & INCORRECT USAGE  
TYPOGRAPHY & GENERAL GUIDELINES



**TRADE SHOW**  
10 X 10 BACKDROP  
3 X 8 PULL-UP BANNERS  
CUSTOM TABLE CLOTH  
TABLE TOP BANNERS  
CUSTOM CHOCOLATE BARS  
CUSTOM RAFFLE BOX  
PROMOTIONAL ITEMS  
LOGISTICS & SHIPPING



**MARKETING COLLATERAL**  
CUSTOM POCKET FOLDER & INSERTS  
28-PAGE BROCHURE  
4 X 6 NOTE CARDS & POST CARDS  
BUSINESS CARDS



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