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VOL5

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DESIGN

H A P P E N I N G S

MAKE THIS YEAR
YOUR BEST.

ELA AREA PUBLIC LIBRARY
Building a Brand Image

PRO MACH
Video Production



Make This Year Your Best

Now is the time to make a fresh start.

Every year at this time, people think about what didn't work for them the previous year and make resolutions to try and reinvent or change themselves for the better. I had one of these moments a few years ago when I decided I was tired of being chubby and out of shape.

Two years after I broke my ankle, I limped through life with my ever-expanding waist line, gaining weight, pining for the days when I could walk much less run without pain, and wishing more than anything that I could be active again. All the while, I blamed my situation on the softball field, which I deemed unfit for play. Then it occurred to me, this isn't about the evil softball field; it's not about how it's so unfair that I got hurt, because let's face it, without a Delorean and a bolt of lightning it already happened and nothing is going to change that. No, this was about me and how I was going to take charge, get my life back on track and be a better me.

The first thing I did was set a goal. For me, it was to partake in the Men's Health Urbanathlon, a 9.75 mile run and obstacle course through the heart of downtown Chicago. Then it was about doing everything in my power to achieve that goal and not fail. Six months later when

the race rolled around and not only did I finish it, but I actually wasn't last, it completely changed my life. I loved the feeling of accomplishment, of setting and reaching my goal. Now, I am healthier and happier than I have ever been.

I tell this story because I feel that it mirrors the plight of many businesses in today's economy. So many people are just trying to ride it out, doing the minimum and hoping that it's "good enough." Too many people have accepted that this is their life, blaming their woes on the economy and complaining about how the world isn't fair. Now there is no doubt things have been difficult, and the cause of this is the result of many things you cannot control or change. However, ask yourself – what can I change? What can my company do to use this difficult time as an opportunity to learn, adapt and thrive? Take responsibility for the situation, acknowledge where you are, what needs to change and make it happen. Don't wait for things to magically get better – MAKE them better. Don't sit around hoping people will come in to your store – BRING them to your store. People are still spending money every day. Take a good hard look at yourself and figure out how to make them spend it with you.

Now is the time to dig down deep and focus. Look at your company, your business or your life in general. Are you happy with where you are, or is it just good enough? Once you determine what you want, you're in the driver's seat. Set a goal for yourself and do whatever it is you need to do in order to reach your destination. No one is going to do it for you and there are no shortcuts.

For me, that meant challenging myself in new ways and to new limits. It meant waking up early and training every day. It meant changing my lifestyle and the way I had been doing things and making them better. For you, maybe it means reevaluating your business and being honest about the image you are portraying. Or, focusing your efforts into creating a consistent, confident brand that customers can trust and want to be a part of. It definitely means putting forward the very best you have to offer at all times, digging down deep, pushing harder than those around you, and making yourself the best you, you can be.

**“PEOPLE ARE SPENDING MONEY EVERYDAY.
MAKE THEM WANT TO SPEND IT WITH YOU.”**

Building a Strong Design Ela Area Public Library

The Ela Area Public Library is the gold standard in libraries. They are a modern, professional, technology driven educational resource for the community. We created a logo that reflects those same ideals. The grid is meant to symbolize the many facets that the library offers to the community. It is not just one thing that makes it great, but everything as a whole. It also represents the age old vision of books on a shelf. The words Ela Area are overlapping and close as is the community that it serves. The type is clean, modern and easy to read.

“Ten26 did an excellent job of designing our logo and website. The logo is dynamic and contemporary and does a great job of conveying the organization’s image. The overall branding effect achieved with the stationary package and website ties together beautifully to create a dramatic presentation.”

Mary Beth Campe
Executive Director
Ela Area Public Library District

FEATURED IN:
Basic Identity
Published by
Index Books.



Logo created using construction elements and the initials of the company name.



Stationary package included business cards, letterhead, note cards and envelopes.



Ela Area Public Library Website. Home page and Secondary page. Created using a simple Content Management System (CMS)

Design with Motion

Pro Mach Corporate Video

Pro Mach is one of North America's largest providers of packaging line products and solutions with 11 industry-leading divisions. They came to us with the need for a corporate video that spoke to their customers about all that they have to offer. Rather than creating a traditional video, they wanted something that would engage the viewer and keep them interested the whole time.

We created a three-minute motion graphics video, complete with custom graphics, music development and video editing, that takes the viewer on a visual journey of who Pro Mach is, what they believe in, and why you should use them.

The video debuted at the 2010 Pack Expo and was very well received by all in attendance.

"When we approached Ten26 Design with the idea for our video, they met the challenge with enthusiasm, confidence and professionalism. In the past we have worked with other production houses that made big promises and couldn't deliver. With Ten26, not only did they deliver a great product, but they exceeded our wildest expectations. From the sales staff to the CEO, our entire company was blown away with the end result."

Glen Gudino
Manager, Strategic Accounts
Automation World



Pro Mach Corporate Video. Click to see the full video.



DOWNLOAD

Click here to view the full video online.





About Us:

Ten26 Design Group, located in Crystal Lake, Illinois, is founded on the concept that everyone deserves great design. From identity packages and logo designs to websites and full advertising campaigns and everything in between, we strive to create the very best for our customers. We take on every new challenge with the perfect blend of creativity and excitement, along with a willingness and desire to always surpass our clients expectations. For more information or to chat a bit on how we might be able to help you break through to the next level, send us an email at info@ten26design.com.

Capabilities:

Print: Brochures, Annual Reports, Direct Mail, Invitations, Newsletters, Advertising, Posters, Billboards

Branding: Corporate Identity, Logo Design, Signage, Trademarks, Business Cards, Letterhead, Folders and Stationary Systems

Media: Web Site Design & Development, E-Commerce, iPhone Apps, Content Management Systems, Email Marketing, Video Production, Motion Graphics

Contact Us:

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Partial Client List:

- Anna Shea Chocolates & Lounge
- Avalon Salon & Day Spa
- Stonewall Orchard Golf Club
- Carmel Catholic High School
- Ela Area Public Library
- Gibbs & Soell
- The Arboretum of South Barrington
- Progressive Components
- Loren Reid Seaman & Associates
- Duro-Chrome Industries
- Vanderbilt Family Chiropractic
- J.P. Wendt Construction Management

Awards & Recognitions:

- Ten26 Design Group has been selected to be featured in the book "The New Big Book of Layouts" by Crescent Hill Books Publishing.

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