

1026

VOL6



DESIGN

H A P P E N I N G S

DO IT YOURSELF?

BURGER BASH
A Delicious Design

OUT OF THE BOX
Logo Design with Personality



Do It Yourself

Would you ever do your own dental work?

This month I would like to begin with a little exercise. Below are a series of questions I would like you to read and answer to yourself.

- Would you ever visit an auto mechanic to handle your financial investments?
- Would you solicit legal advice from the cheapest bidder on Craigslist?
- Would you allow your nephew in health class to diagnose your chest pains?
- Would you ever dream of filling your own cavity?

I hope that the answer to all of these questions is a big fat NO! I will be the first to admit it, the examples above seem pretty ridiculous. For instance, you would obviously seek out a qualified professional, like PMG Wealth Management, to handle your financial planning. For legal advice you would hire someone you could trust, with a passion for the legal system and a proven track record. Unless your nephew is the second coming of Doogie Howser, you're

probably going find the best doctor in the area and get to the bottom of the situation. Finally, let's be honest, none of us would ever dream of doing our own dental work.

The sad thing is, as laughable as these examples of poor decision making are, they're all things I have heard from business owners about their own marketing decisions.

Why is it then, when it comes to building their brand, do some people not put the same kind of care and consideration into working with trained, skilled professionals? When communicating with customers, and creating the visual representation of their business, why will people go with the cheapest price they can find regardless of talent and reputation? Think about the industry that you're in. What if your customers decided they didn't need you,

that they could do just as good a job themselves? Now think about your decisions when it comes to marketing your business and ask yourself if you are making the right choices for your business.

I would like to invite you to experience graphic design and brand integration by proven professionals. Let Ten26 Design Group work with you to help you reach your customers in new and exciting ways. We want to work with you to accurately communicate what your business is all about and assist you in standing out from the competition.

If you need a cavity filled, call a dentist. If you are ready to grow your business and looking for a fresh approach, call Ten26 Design Group.

CAN YOUR CUSTOMERS DO
YOUR JOB BETTER THAN YOU?

A Delicious Design

The Arboretum of South Barrington "Burger Bash"

"In late summer of 2010 the marketing team at the Arboretum of South Barrington began work on a new dining event called Burger Bash. Burger Bash is a fun event where guests visit The Arboretum's premiere restaurants, via chartered buses, and sample signature burgers. The proceeds of the event were slated to benefit The Alexian Brother's Cancer Institute and the fight against breast cancer. The event Burger Bash had never been done at the Arboretum and the challenge to the marketing team was how to generate excitement for an unknown event to insure guarantee attendance, while promoting the charity .

We believed that a powerful logo with strong imagery would sell the event more effectively than wordy content. We met with Ten26 and described the event and what we wanted to capture in a logo. We never for a moment doubted that the best people for the job were Kelly and Tony and as expected, the logo was better than we could have ever hoped for. The colors were rich, the imagery was striking and they were even able to subtly incorporate the charity in the logo. The Burger Bash logo designed by the Ten26 team delivered the brand message beyond our expectations and the event was a tremendous success for the Arboretum of South Barrington and for the charity.

When we need a logo designed again we will look no further than the excellence and top notch professional design team at Ten26 Design Group."

Allison Krupp

Brand Marketing Consultant
The Arboretum of South Barrington



Logo design process for Burger Bash. (1) Sketches and concepts. (2) Computer illustrated draft. (3) Final Black and White.



Final logo and email blast created for the Burger Bash event.

A Logo with Personality

Out Of The Box

When we first met with Mary from Out Of The Box, she had a great vision for her store. She described it as a destination, a place that will always be evolving with new and exiting items. An eclectic array of products with a little bit of something for everyone. In the end, we created a logo that is clean, modern, and easy to read. We wanted something out of the ordinary so we used negative space within the logo to create the illusion of a magical box holding all that await you.

I love the way that this project turned out. The end result is easily one of my favorite logo design projects that we have ever worked on. Next time you are in the Crystal Lake area, stop by Out Of The Box and experience this truly unique store.

"Ten26 Design Group did an outstanding job on my logo! He worked patiently and tirelessly until we got it just the way I wanted it, never complaining about my many "do-overs". The logo Tony came up with has proved to be the thing that branded my business. Customers have told me that they get excited when they see a gift come in the box with our logo! It conveys the fun, unique style of my store perfectly. If you want a designer who will listen to what you want and create something that matches your personal style, Tony is the designer for you. I couldn't have asked for a better designer or a better logo!"

Mary Batson
Store Owner
Out Of The Box

PUBLISHED
Basic Identity
by
Index Books



Out Of The Box Final Logo Design



Out Of The Box Business Cards



Out Of The Box Shopping Bags and Product Tags

Ten26 Year Round Get your 2011 Calendar

Every year we showcase our talents and creativity in our Ten26 Design calendar. This year is no different and our best effort to date.

If you have not yet received your calendar send us an email with your name and address and request a copy and we will be happy to get one out to you. In the meantime feel free to download the February desktop calendar.

Thanks as always.



Download Your Desktop Calendar

1024 x 768	1280 x 800	1280 x 1024
1440 x 900	1600 x 1200	1680 x 1050
1920 x 1200		



2011 Ten26 Design Group Calendar. [Click here to get your own.](#)



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 "Basic Pack" by Index Books.

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