

10 26

VOL 8



DESIGN

H A P P E N I N G S

EVOLUTION

A Necessity for Success

GO HARBALL

Sports and Design Meet

FIRESTONE

A Modern Look For A Classic Brand



Evolution: A Necessity for Success.

What is evolution? One definition I found is the gradual process in which something changes into a different and usually more complex or better form. There are different theories on the concept of evolution; some are religious arguments that I don't want to get into, but the overall idea of evolution does seem to have merit. Now I am not saying that today's man is a direct descendant from apes, but it does bring up an interesting question: Can a specific species adapt by taking on and learning new skills to thrive and succeed in a new and changing environment?

This is the very question that many businesses and individuals are confronted with on a daily basis, and the answer is absolutely. Not only can you teach an old dog new tricks, but the ability to do so is crucial in order to continually meet the needs of your customers.

So what does evolution mean to you? It may mean you need to start utilizing online social media to reach a new and ever present audience. Maybe the original website you have had since the 2000's needs a face-lift? It could be that your corporate brand doesn't accurately reflect the current goals of your business. Its also possible that you need to expand your services for changing demands?

In the past 5 years that Ten26 has been in business, we have grown in a number of ways to meet the needs of our clients. From the hours we work, to the new skills we possess and the unique services we offer, Ten26 is always evolving. In our constant quest to challenge our growth and development, we have recently added video production to our list ever expanding services. We quickly realized that video was the new in demand format, and rather than have our clients go elsewhere to fulfill their need, Ten26 made it a priority to learn the necessary skills needed in order to get the job done.

What I am trying to say is, whatever industry we are in, we all need to recognize the needs of the customer and position ourselves in such a way as to satisfy those needs. We need to evolve personally and professionally or we run the risk of going the route of the dinosaur. I don't know about you, but for me, extinction is not an option.

TO SUCCEED, THE
OLD DOG MUST
LEARN NEW TRICKS.



Ten26 Year Round

[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		

Sports & Design Meet: GoHardball Training Academy



Go Hardball provides lessons, clinics, video analysis and sports training to baseball and softball players of all ages. When we met with Tony he asked very specific questions pertaining to our business. We talked about age, demographic, future development, and image and logo usage. We gave Tony the challenge of creating a logo with an athletic quality that didn't seem too specific to baseball or softball, to boys or girls, and could appeal to a large range of ages. On top of that, our company consists of three partners with strong opinions!

When we saw the first logo we were stunned. It was exactly what we'd had in mind but hadn't been able to describe or envision. We didn't even need to see anything else. I have no idea how Tony was able to knock it out of the park on the first try, but he did. We made a few changes to the placement and sizing of the 'seams' on the baseball, but ended up going

back to the original design. Working with Ten26 was a flawless process. They made changes quickly and were patient with our, sometimes, finicky requests. We are complimented daily on our logo. Sometimes, when we are out at a restaurant or sporting event people ask "Where did you get that hat?" It's a great conversation starter and it makes our business so recognizable.

Our excitement about Ten26 is endless; we highly recommend that anyone looking for a logo that truly captures the spirit of their business seek out their expertise and wisdom.

Kate Mitchum
Owner / Fitness Coach
GoHardball Training Academy

A Modern Look for A Classic Brand: Firestone / Gibbs & Soell



Since 1988, Firestone Building Products has been honoring its top achieving licensed roofing contractors with the Master Contractor Award for upholding high standards of roofing system installation excellence. Inclusion in a printed directory of Master Contractors, which is distributed at Firestone's annual recognition event and various industry trade shows throughout the year, is among the many benefits of achieving this distinction. The directory lists all U.S. and Mexico-based honorees by state, as well as Canadian Master Contractors by province. It has become a valuable marketing tool for Firestone sales reps with building owners, architects and roofing consultants.

"On behalf of Firestone Building Products, Gibbs & Soell engaged Ten26 Design to breathe new life into this annual project. Tony came up with several clean, crisp design concepts that supported the Firestone brand well. It was difficult to choose a favorite! In addition, this project always requires quick turnaround because of when we receive the data and its proximity to the holidays and Tony rose to the challenge as usual. Together we successfully delivered a quality, cost-effective product right on schedule. And, Firestone's esteemed contractors enjoyed seeing their names in print once again."

Gina Borgman
Account Supervisor
Gibbs & Soell



HAPPY EASTER

ANNA SHEA CHOCOLATE
THE ROBINS EGG COLLECTION

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
- The Arboretum of South Barrington
- Stonewall Orchard Golf Club
- Carmel Catholic High School
- Ela Area Public Library
- Gibbs & Soell
- 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 Identity" Published by Index Books.

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