

Corporate Branding Management Proposal

Information Clearinghouse Inc.



January 14, 2009

Proposal Phase 1

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Introduction

What is Brand Identity?

Brand identity is the face and outward expression of the brand, including its name and visual appearance which ensures consumer recognition and individuality. A brand identity typically includes a name, logo design, and other visual elements such as images or symbols.

NOTE: Consumers typically recognize and remember visual expressions more powerfully than they remember names or words.

The foundation of our visual identity system, the Information Clearinghouse (IC) signature, is the most concise expression of the IC brand. It is responsible for communicating the qualities that make us unique and one of a kind.

Brands exist in many levels and many combinations. Today, mergers and acquisitions are commonplace and can further blur and complicate a company's brand.

The purpose of this proposal is to define our branding architectural system.



Brand Definition

Defining Your Brand

For simplicity, I have broken down four branding strategies for evaluation. There are other variations of these themes, but it can become complex and is beyond the scope of this presentation.

Based on the brand platform, we should go to market using a single, defining brand philosophy, which will be implemented across all divisions consistently to build equity and understanding of the new brand.

Chose a method that works best and allows for growth.

Corporate Brand - By corporate brand, I mean "Ownership" of all product brands, such as Proctor & Gamble. The brand takes the lead above the corporate identity. P&G chose not to advise consumers of its ownership, but there are no hard rules. Our position would most likely be to advise our customers of IC ownership. The graphics do not need to be relatable to all product brands.

Master Brand - A brand that can (or does) span a number of closely or distantly related categories and currently has other brands, sub-brands, and/or lines within its scope or range. An example of this is how GE markets their products. Everything has the GE logo on it, while spanning multiple industries. Their Master brand would be GE. The sub-brands are *Profile, Monogram, Lighting, Healthcare, Aviation, etc.* The graphics should relate to all product brands.

Product Brand - Brands that generally stay in one or similar categories, although they may have sub-brands. Graphics would be the same but they are differentiated by title and color.

Reflective Brand - Incorporating the Corporate Brand strategy into the Master Brand & Product Brand. All brands stay in one or similar categories and are identified through divisions. Sub-brands would be difficult to market with this method.

Corporate Brand

Design Concept 1

Different logos with common ideas and colors. The objective is to have powerful-looking logos that illustrate speed and global communication.

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Information Clearinghouse Inc. Corporate Logo



F&D Logo



Creditntell Logo



ARMS Logo



Master Brand

Design Concept 2

Following the corporate logo as a basis for the product logos. They all have elements and colors relating to one another as in the corporate brand. The objective is to have powerful-looking logos that illustrate speed and global communication.

Master Brand - A brand that can (or does) span a number of closely or distantly related categories and currently has other brands, sub-brands, and/or lines within its scope or range. An example of this is how GE markets their products. Everything has the GE logo on it, while spanning multiple industries. Their Master brand would be GE. The sub-brands are Profile, Monogram, Lighting, Healthcare, Aviation, etc. The graphics should relate to all product brands.

Information
Clearinghouse Inc.
Corporate Logo



F&D Logo



Creditntell
Logo



ARMS Logo



Product Brand

Design Concept 3

Following the corporate logo as a parent for the product logos. They are all the same differentiated only by colors and title. You must be careful; as you expand colors can be limited. The objective is to have powerful-looking logos that illustrate speed and global communication remains the same.

Product Brand - Brands that generally stay in one or similar categories, although they may have sub-brands. Graphics would be the same but they are differentiated by title and color.

Information
Clearinghouse Inc.
Logo



F&D Logo



Credittell
Logo



ARMS Logo



Reflective Brand

Design Concept 4

This method takes the corporate logo and differentiates the product brands or business units by title. This reflective method can simplify your product brand but it also can be limiting and difficult to market.

Reflective Brand - Incorporating the Corporate Brand strategy into the Master Brand & Product Brand. All brands stay in one or similar categories and are identified through divisions. Sub-brands would be difficult to market with this method.

Information
Clearinghouse Inc.
Logo



F&D Logo



Business Unit
F&D REPORTS

Creditnell
Logo



Business Unit
CREDITNELL.com

ARMS Logo



Business Unit
ARMS
Accounts Receivable
Management Solutions

Sub-Product Brands

Design Concept

Sub-products are the products that fall under a product line such as **F&D's Scrambled Eggs** and **ARMS Eggs Over Delinquency Bulletin**. We would market these sub-product brands using plain text. The important sub-product word would be bold for an esthetic design. This method allows us a tremendous latitude and eliminates any complications or problems with future products.

Scrambled Eggs

Eggs Over
Delinquency
Bulletin

Bondwatch

Foodservice Sector
Newsletter

Scrambled **Eggs**

Eggs Over
Delinquency Bulletin

Bondwatch

Foodservice
Sector Newsletter

Competition

Stand Out From The Competition



Effective branding and the right logo can go a long way in helping you to build brand loyalty.

There is a psychological aspect in how your branding is perceived. This perception starts with your company logo design.

Information Clearinghouse Inc. Corporate Logo



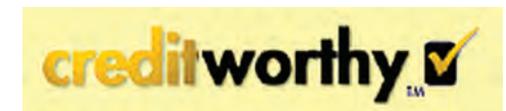
D&B Logo



Debtwire Logo



Creditworthy Logo



Seafax Logo



Core Identity Elements

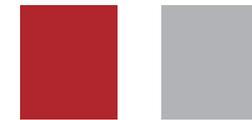
Branding Identity Elements

Any combination of these elements will help define your identity. A corporate guidelines manual will communicate all specifications for the company.

Core Logo



Primary Color Palette

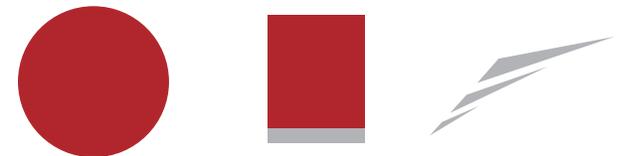


Possible Typography Options

Myriad Pro - Futura - Arial

Primary Graphic Elements

The circle can be used in any combination that best suits a design. Cropping and abstracting is acceptable.



Tagline

Words to Define Your Company

It is better to have no tagline than a poor one. While a company might benefit significantly from a tagline, it has to be willing to develop a great one. The real test of a tagline is whether it is memorable and if it expresses the true beliefs of the company.

I have created a few suggestions but recommend the appropriate people think about this and provide a selection for the team to review.

1. "Intelligent Business Resources"
2. "Resourceful Solutions"
3. "Your Connecting Financial Solution"
4. "Sound Financial Resources"
5. "Changing your way of business"

Identity Prototypes

Design Prototypes

To give you an idea of how the branding will be implemented I have created sample prototypes on the following pages.

This cover page design represents the integration of all reports into one if we decided to go in that direction.

Newsletter Cover Page



The **Eggs Over Delinquency Bulletin**
Information Clearinghouse Inc.
www.idams.com | January 14, 2009



Name	Volume Buyers Address	Explanation
Abbey Specialty Foods LLC	13 Fairfield Ave., Little Falls, NJ 07424	35 days past due
American Food Distributors of Illinois Inc.	374 E. 167 th St., Harvey, IL 60426	Over 30 days past due in trend
Chloe Foods Corp. dba Chloe Foods Manufacturing	3301 Atlantic Ave., Brooklyn, NY 11208	Chapter 11 - #08-
De Billo Distributors Inc. dba De Billo Food Distributors	605 E. Commercial St., Anaheim, CA 92801	Out of Business
Drug Fair Group Inc.	800 Cottontail Ln., Somerset, NJ 08873	14 days past due
Ference Cheese	174A Weaverville Rd., Asheville, NC 28804	65 days past due
Hero Beechnut Nutrition Corp.	13 British American Blvd., Latham, NY 12110	14 days past due
Joseph Epstein Food Enterprises Inc. dba Hors D'Oeuvres	25 Branca Rd., E. Rutherford, NJ 07073	19 days past due
Millennia Marketing Inc.	7460 Conowingo Ave., Jessup, MD 20794	Placed with
Navarro Distribution Center Inc. dba Navarro Discount Pharmacies	9400 NW 104 th St., Medley, FL 33178	14 days past due
Orval Kent Foods Co. Inc.	120 W. Palatine Ave., Wheeling, IL 60090	13 days past due
Ritz C. Guggiana Enterprises dba Ritz Foodservice	3000 Dutton Ave., Santa Rosa, CA 95407	Collect
Romeo & Sons Inc.	100 Romeo Ln., Uniontown, PA 15401	17 day
Sutton Place Gourmet LLC dba Balducci's	10411 Motor City Dr., Bethesda, MD 20817	47 days past due
Tree of Life Inc.	405 Golfway West Dr., St. Augustine, FL 32095	(1) \$
Ritz C. Guggiana Enterprises dba Ritz Foodservice	3000 Dutton Ave., Santa Rosa, CA 95407	(2)
Romeo & Sons Inc.	100 Romeo Ln., Uniontown, PA 15401	
Sutton Place Gourmet LLC dba Balducci's	10411 Motor City Dr., Bethesda, MD 20817	
Tree of Life Inc.	405 Golfway West Dr., St. Augustine, FL 32095	

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Scrambled Eggs
Information Clearinghouse Inc.

www.fcreports.com | January 14, 2009
Newsletter



Food & Drug

Two-For-Two... **Penn Traffic** (Syracuse, NY) scored another win last week after reaching a non-prosecution agreement with the U.S. Attorney's Office for the Northern District of New York. The agreement imposed no fines or monetary penalties on Penn Traffic, although the Company did accept responsibility for the conduct of its employees during the relevant time period and agreed to provide full cooperation to the U.S. Attorney's Office with respect to its ongoing investigations through the conclusion of any and all related criminal trials. As mentioned in previous issues of this publication, the U.S. Attorney had been investigating the Company's accounting practices and policies relating to promotional allowances between fiscal 2001 and fiscal 2003, as well as those of its wholly owned Penny Curtiss bakery subsidiary from fiscal 2000 through the first quarter of fiscal 2003. The Company reached a similar settlement agreement with the SEC, details of which can be found in our **Special Update** issued September 30. For analytical support on Penn Traffic, call Michael Blackburn at 1-800-789-0123 ext. 131 or [click here to email him](#).



If You Can't Beat 'Em, Join 'Em... Independent grocer Klein's Family Markets (Forest Hill, MD) is joining Wakefern Food (Elizabeth, NJ), becoming the cooperative's 44th member. Consequently, the chain will transition its seven Baltimore, MD-area Klein's Family Market stores to the ShopRite banner by the first quarter of 2009. Klein's, whose stores average 43,000 square feet, is currently supplied by **SUPERVALU** (Eden Prairie, MN) and garners a share of 2.4% in the Baltimore market. The agreement significantly bolsters Wakefern's position in Baltimore, adding Klein's estimated retail revenues of \$125.0 million last year to its existing local distribution portfolio of 58 convenience stores operating under the High's Dairy Stores banner and generating approximately \$60.0 million in annual sales. For analytical support on Wakefern, please call Al Furst at 1-800-789-0123 ext. 147 or [click here to email him](#).



Publix Presses... **Publix Super Markets** (Lakeland, FL) opened new stores in Sebring and Zephyrhills, FL last week. They will soon be followed by a new unit in Perry, GA, scheduled to open November 12, and another new store in Sunlake, FL, scheduled to open early next month. In the meantime, the Company is busy constructing stores in Flagler Beach and Spring Hill, FL and Macon, GA. Management is reportedly working to secure local approval to construct another store in the Macon market. Further north, Publix also plans to open a store in Cane Bay, SC. Construction has not yet begun, but is expected to last approximately 10 months once it is started. Publix operates 694 stores in Florida, 175 stores in Georgia and 42 in South Carolina.

Hold On a Second... Two weeks ago it seemed **Whole Foods** (Austin, TX) and the FTC might finally be finding some common ground, after the FTC honored the Company's request to appoint an Administrative Law Judge to preside over the hearings to reconsider the Wild Oats acquisition. But last week, the situation turned contentious again, as Whole Foods declared its "strong opposition" to new and amended regulations proposed by the FTC, which would speed the legal process surrounding mergers and shift the authority to decide all dispositive prehearing motions from Administrative Law Judges to the Commission. According to counsel for the Company, "Through these regulations, the FTC is attempting to deprive American businesses of the fundamental principles of due process, the very businesses that believed that mergers should actually benefit the consumer." He further claimed the FTC is "trying to push through this radical change of its regulations in a limited 30-day comment period, just weeks before the Presidential election and in the middle of a national economic crisis." The Company is forming an "Ad Hoc Committee for FTC Fair Play" and it hopes other businesses and organizations will immediately submit opposition comments to the FTC seeking an extension of the 30-day comment period as well as a rejection of the proposed regulations. For analytical support on Whole Foods, call Robert Marzo at 1-800-789-0123 ext. 173 or [click here to email him](#).

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Letterhead

Lawrence Sarf
Chief Executive officer



Lawrence Sarf
Chief Executive Officer



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email: larrys@fdreports.com
www.informationclearinghouseinc.com

Month Day, Year

Addressee's Name
Business Address
Street Address
City, State Zip

Dear Addressee:

When typing a letter, follow this page as a guide. This letter is an example of the typical format for letterhead. The clean, organized structure of the flush-left format gives our business communications a highly professional profile. Type all body copy in 11-point Arial Regular (if available), upper- and lowercase, on 12.5 points of leading.

Type the date and skip one line before typing the Addressee's name and address. Skip one line between the last address line and the salutation. Then skip one line between the salutation and the body of the letter.

Do not indent at the beginning of paragraphs, and always skip one line between paragraphs. Having completed your letter, skip two lines before the closing. Then skip four lines between the closing and the Sender's typed name to allow space for the Sender's signature. Finally, skip one line between the Sender's typed name and the Typist's initials.

Sincerely,

Sender's Name

SN:tn

Information Clearinghouse Inc.
310 East Shore Road, Great Neck, NY 11023
tel: 1.800.789.0123 Ext. 102 fax: 516.466.7672
www.informationclearinghouseinc.com

Website





F&D Reports

**Meat Packers Association
Credit Group**

Indianapolis, Indiana

Intelligent Business Resources



Information
Clearinghouse Inc.

Trends in Food Service Sector



January 14, 2009

MacBook Pro

Advertising

This represents what an html email or web advertisement may look like. Ideally anything that is published should have the branding. Plain text word documents or emails should be a thing of the past.



Webinar
Chief Executive Study Program
Information Clearinghouse Inc.
Intelligent Business Resources



Customized for your needs

CEU Certified By The NACM
"FOR COMPANIES THAT PLACE A HIGH PREMIUM ON TRAINING"

- Conducted by industry specialists
- Select high-risk customers for profiling
- Ideal for cross-training
- On-site sessions - minimize costly travel expenses
- After-training toll free help line

Credit Executive Study Program (CESP) is designed to help companies remain on the cutting edge of credit risk management issues. The program features a comprehensive overview of financial and industry issues, applied to the companies which are most important to your business. We use the case study method, which includes an in-depth analysis of your customers in the following monitored industries:

- Food Retailers & Wholesalers
- Drug Retailers & Wholesalers
- Consumer Electronics
- Mass Merchandisers
- Home Centers

For more information about this and other products [click here](#) or call Anthony M. Lobosco to discuss further 800.789.0123 ext. 113



Promotions

Promotional items include umbrellas, caps, golf balls, etc. I have applied IC identity elements to further develop and define our brand. The website would be present on each item.

These items can be given to potential customers or simply worn by employees for trade shows and other business related functions.



Golf Promotional Kit



Branding Process

Strategic Project Planning

This illustration outlines a brief summary of each stage of the developmental process. Below lists order:

Phase 1 - Proposal Phase

Phase 2 - Analysis and Critique

Phase 3 - Approved Proposal

Phase 4 - Analysis and Planning

Phase 5 - Final Branding Approval

Phase 6 - Implement Branding

A more detailed plan will be presented during phase 4.



Branding Checklist Phase 1

Action Items

This list details all items that are needed to complete **proposal phase** of this project. Additionally it details pending questions that need to be resolved. Timelines and revisions can be made as the process develops.

Branding Checklist

- Branding Strategy
- FD logo design
- Creditntell logo design
- ARMS logo design
- IC logo design
- What to do with Market Service Inc.?
- Ideally, Information Clearinghouse should be everyone's email address. Can that be done?
- What to do with FDCOS. Does it get its own logo? Should it be a sub-brand of ARMS or a sub-product?
- Fonts
- Colors
- Tagline
- Register and copyright logos

IC Alternative Logos

Alternative Designs

Alternative IC logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.

Information
Clearinghouse Inc.
Logos



FD Alternative Logos

Alternative Designs

Alternative FD logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.

F&D Logos



Creditntell Alternative Logos

Alternative Designs

Alternative Creditntell.com logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.

Is the .com necessary in the creditntell logo?

Creditntell.com
Logos



Creditntell.com



Creditntell.com



CREDIT **N** TELL.com

ARMS Alternative Logos

Alternative Designs

Alternative ARMS logos for committee review. Some alternative logos will need to be reviewed to ensure they work with the overall branding system.

ARMS Logos



Conclusion

In conclusion, the Information Clearinghouse brand is a strategic asset, both externally (in our business relationships) and internally (as a rallying force). However, brand equity is not perpetual; rather, it is built every single day by what we make, what we say and what we do. This implies that we collectively share the duty of maintaining and developing our brand to the best of our capabilities.



A Sound Brand Identity

