

Vol. **2**

Hello there.

We should be your brand strategy, design and marketing communications partner. Here's a quick look at some of our work. Please give us a shout when the time is right.

id29

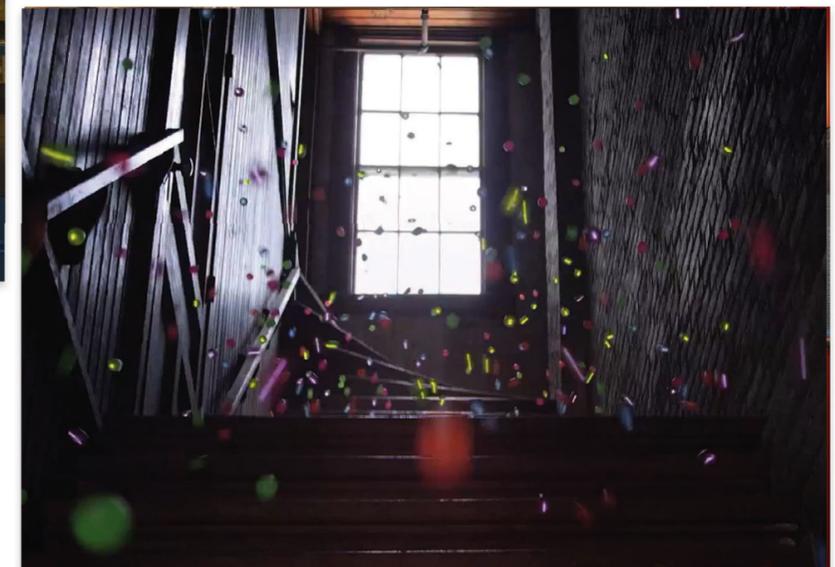


Hello there.

Everything you're about to read is true. No names have been changed, and nothing has been coated with sugar. Sure, we're showing you some of our highlights, but what do you want? It's a short book and we're trying to impress you.

The reality is that we're working every day to deliver some of the world's best creative to organizations small, medium, and large. That's what we've been doing for nearly 15 years now. Some of this work is grand in scale; some is less glorious but no less important to our clients. All of it is worthy of deep thought and attention to detail.

It's what you expect, and it's what we do. Thanks for your time and enjoy.





Jetboil :: Manchester, NH

A now-legendary name in the Outdoor Industry, Jetboil was one of the first companies to offer well-designed, highly compact camping stoves. Their product lineup has grown to include cooking pots of various sizes, utensils and pretty much everything you need to cook up some tasty trailside treats and brew extra strong coffee when you most need it.

A short time ago, Jetboil reached out to us to help them launch a new line of cook systems. They needed some design flourish to help the new products stand out in the market. We developed a series of pot wraps for them that allowed customers to personalize their gear, including some Asian-market-specific designs that required no small degree of research and design study to make sure we were hitting the mark.



Frame graphics



Parlee Cycles :: Beverly, MA

Bob Parlee was on the cutting edge of the composite materials revolution in the cycling industry. He brought his long experience in the boat building world over to bicycles in the nineties, and his hand-built carbon fiber race bikes quickly became regarded as among the world's finest, highest-performance machines. Over the years, his company has grown from a one-man shop into a full-fledged manufacturing company, but throughout their growth, Parlee has maintained Bob's fanatical attention to detail and methodical approach to design and production.

Leading up to a major product line revamp and the launch of several new models, Bob, and his team approached us to help apply some creative and graphic standards to the new line of aerodynamic road bicycle framesets. We worked closely with their in-house designers to come up with a design language that fit in with the rest of the Parlee product family but could also reach a critical new set of potential customers. We also got to throw a leg over the prototype bikes as part of the initial testing crew—pretty cool.



Short video series with Ian Poulter



Product catalogs



Puma :: Carlsbad, CA

So, how does a relatively small, stealthy creative agency in Upstate NY become one of only a handful of agencies for a 3.3 billion, global-leader of sportslifestyle products? It's simple. We happened to meet PUMA's global CMO. We placed in his hands our shamelessly self-promotional books, *How to Be a Better Client* and *Slay the Scary Monsters*. A week after that, he tells us that he loves our work, our approach and our attitude and that he has a "project" for us. Two meetings later, we begin a multi-year, epic journey with PUMA. During that time, we've helped PUMA drive the growth

of their golf division worldwide, despite the fact that it is operating within a category that has experienced little to no growth overall. In this partnership our New York and California teams have traveled the world and done it all: Integrated campaigns, video, point-of-sale, promotions, print, digital collateral, exhibition design, and more. Yeah, we like that definition of "project."



**BRIGHT™
IDEAS
BREWING
NORTH
ADAMS
MA.**



Evans original mark

**GET
RIGHT.
DRINK
BRIGHT.™**



C.G. Evans Brewing Co. :: Albany, NY

Neil Evans' family has a rich heritage of brewing. Their original brewery in Hudson, NY was built in 1786. The brewery's ales were enjoyed in the Northeast U.S. as well as England and France. So, when Neil asked us to re-imagine his brewery and product brands, we approached the project with great care. While many of today's craft brewery brands are extremely progressive, this was not the time to introduce whacky irreverence into the C.H. Evans brand. We used the original

and existing Evans brand assets as a base. From those assets, we pulled the most beautiful, most relevant components and logically refined, updated and enhanced them.

The new brand assets that we developed for C.H. Evans are certainly contemporary but they're also extremely respectful of the brewery's history. When a craft brewery's brand assets make you thirsty (and scientific research shows that these do), you know they're good.

Bright Ideas Brewing :: North Adams, MA

Eric and Orion from Bright Ideas, came to us with a vision and big plans to open a craft brewery in the superb, industrial space at MASS MoCA in North Adams, MA. Sure, they wanted to connect with the rising tide of craft beer enthusiasts—both local and those visiting the area—but they were also bent on building a fiercely-local brand that would resonate with the hard-working “everyman” who may currently eschew craft beer in favor of Bud or Coors Lite.

From brand identity, complete custom typeface design and website through label design, shwag and environmental design, our task was to bring that brand to-life in an approachable, colorful, vibrant and memorable manner. By all metrics, they're doing quite well and can't seem to pour pints of their fresh and tasty beers quickly enough.



Not only did we greatly enhance Stan's visual brand, we created a powerful, textual voice—a voice that spoke with the confidence of the category leader that they are.



Stan's No Tubes :: Big Flats, NY

Over the past ten years, we've done quite a bit of solid work in the cycling industry. So, it was not a huge surprise that Stan's NoTubes contacted us in 2012 and signed up for a bit of id29 magic. We're now their agency of record—helping them present a bold, more confident, more credible face. Not only have we greatly enhanced their visual brand, we've created a powerful, textual voice—a voice that speaks with the confidence of the category leader that they are. It's great to be working with such an awesome group of cycling-crazed people.

Crystal IS™

PRODUCT FAMILY PRODUCT

Optan® Flat Window

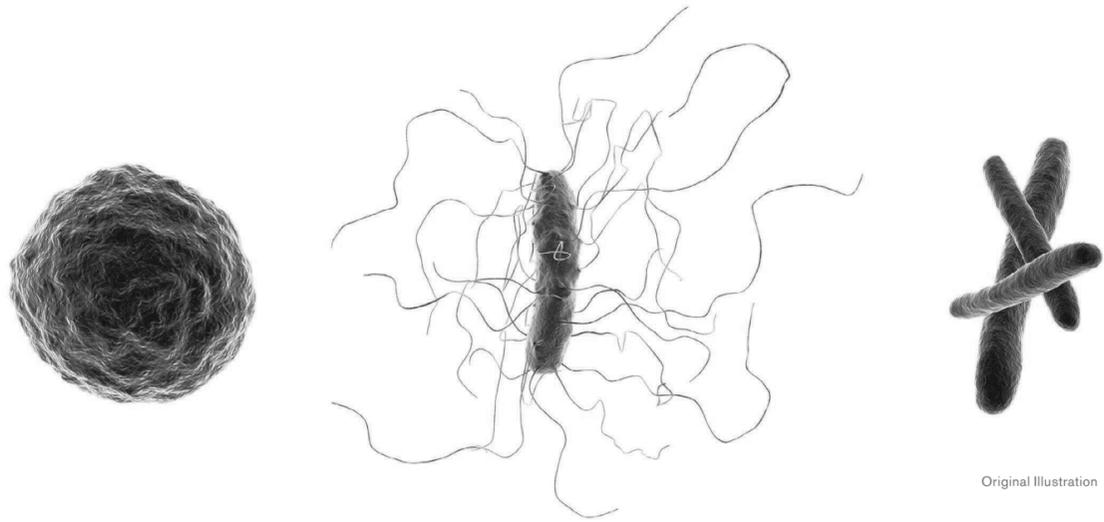
100% SIZE 100% SIZE

Wide Bold Narrow Regular

BEFORE
Optan® Flat Window

AFTER
Optan® Flat Window
Optan® SMD
Optan® Ball Lens

			
PMS 325 C CMYK 84, 0, 18, 0 RGB 0, 124, 199 HEX# 00AEC7	PMS 431 C CMYK 45, 25, 16, 59 RGB 51, 103, 172 HEX# 5B5770	CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX# 000000	
			
PMS Red 622 C CMYK 0, 86, 63, 0 RGB 239, 91, 64 HEX# EF3340	PMS 191 C CMYK 0, 60, 100, 0 RGB 255, 150, 0 HEX# FF9200	PMS 391 C CMYK 25, 0, 98, 0 RGB 208, 220, 0 HEX# CEDC00	PMS 641 C CMYK 30, 3, 1, 2 RGB 198, 214, 227 HEX# C6D9E3



Original Illustration



Original Product Photography

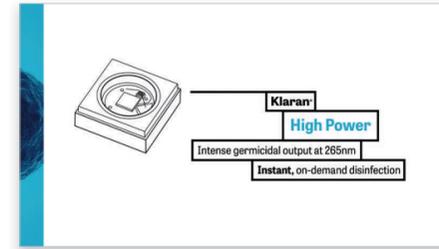
Crystal IS :: Green Island, NY

For nearly the first 20 years of their existence, Crystal IS was a research company focused on developing UVC LED technology. Their proprietary crystal structure creates specialized LED devices for high-accuracy sensors and high-powered disinfection applications. Over the past few years, they are starting to bring their once-experimental technology to the market, where it's being adopted by all manner of scientific instrument and healthcare device manufacturers.

In short, as the market begins to adopt LED technology more readily, Crystal IS has blown up. Though they had an existing brand, it wasn't really up to the challenge of deploying across multiple market segments and product lines, in multiple continents. We've really just begun, and the sky's the limit for what Crystal IS can accomplish over the next few years.



Print Advertising



Tradeshow Animation Reel



Mobile Landing Page



Tradeshow Design



GENUINE
— E/One-DRIVEN —
ALL-TERRAIN SEWER™

Is all the good land gone? The answer is no.
Flat? Wet? Rocky? Hilly? Get after it.
All-Terrain Sewer systems give you the freedom to build anywhere.

Environmentally sensitive and economically sensible: E/One All-Terrain Sewers are significantly more affordable than conventional gravity sewers, safer than septic systems, and they're a light touch on the land. Plus, our All-Terrain Sewers carry a proven track record of reliability with the lowest system life-cycle costs in the industry.

There's still great land out there. Whether it's your next new community, or just a tough infill lot; we can help. Learn more at allterrainsewer.com




Fleet graphics



GENUINE
— E/One-DRIVEN —
ALL-TERRAIN SEWER™

Invest in your property with the most rugged, longest-lasting grinder pump in the industry.

10-year coverage, meantime between service calls and zero preventive maintenance.

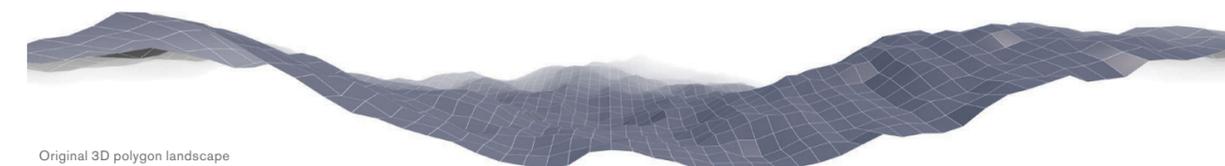
E/One All-Terrain Sewer gives you the best peace of mind with the lowest life-cycle cost.



e/One Corporation :: Niskayuna, NY

The Environment One Corporation is an engineering and industrial design firm that has, over its long history, developed many innovative technologies that permeate multiple industries. Currently, their most popular products are pressure sewer systems that allow homes to be built on plots with challenging conditions that preclude the use of mainline sewers or septic systems. It's an oft-overlooked but important technology that not only facilitates new construction but also helps prevent environmentally-damaging leakage and other sundry nastiness.

e/One is smartly solving very real problems for home owners, builders, and mother nature, so we were pleased to help them develop the All-Terrain Sewer campaign, a public-facing effort to raise awareness for this unique technology. We also helped them develop a fully-integrated educational curriculum to teach future civil engineers about the merits and proper applications of this technology.



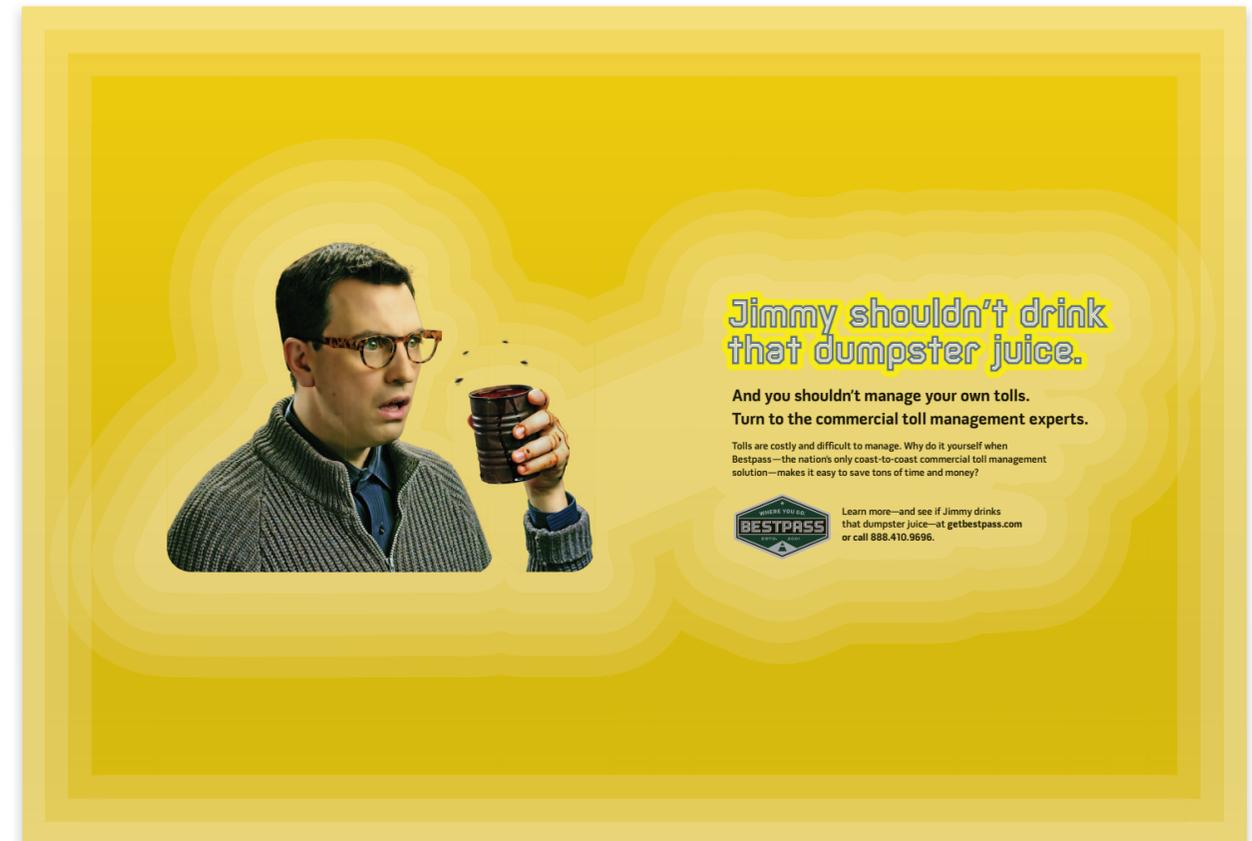
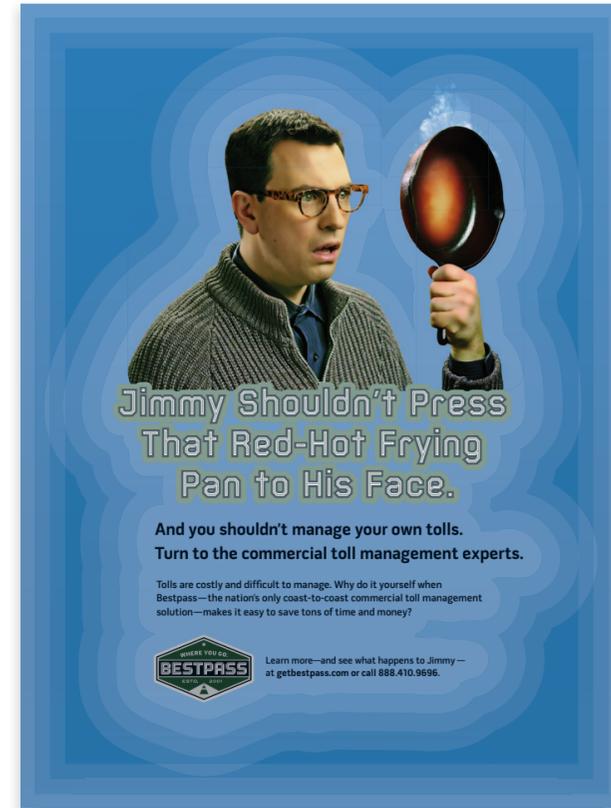
Original 3D polygon landscape

Video ad series



id29 crafted a creative platform and digital media plan that's performing four to five times better than anything the media company has ever seen across the most important KPIs.

— Alison Knowlton, Sr. Director, Customer Experience, Bestpass



Bestpass :: Albany, NY | The Jimmy Campaign

Take a look at Jimmy. He's more than a few fries short of a Happy Meal. Sure, he's got the fancy spectacles, a professorial sweater and we assume there's grey matter of some sort in there; but a member of Mensa he is not.

Jimmy is the centerpiece of Bestpass's 2017 multi-channel campaign—our third rather large, annual effort for them. We crafted the creative and media plan for the year-long campaign which includes trade advertising, digital display and video, social media, content, satellite radio, event marketing and more.

This basis for the entire creative platform boils down to two things: There are things you shouldn't do and there are things you should do. It's a simple enough concept, but it's that kind of approach that so clearly separates engaging and successful creative campaigns from campaigns that are based on literal, functional qualities of a product, service, company or organization. The key is the concept—and how that concept can be leveraged to shine a spotlight on what you're marketing, not in the functional benefits of what you're trying to market. It's not rocket science, but Jimmy certainly isn't coming up with this kind of creative.



Give us a shout.

We'd love to buy you a pint, cup of coffee or a bite to eat and discuss how we might be able to help you meet your brand, design, and marketing communications needs.



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