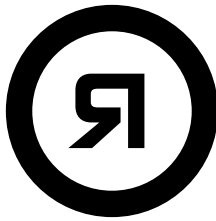




Я E F L E C T U R





WELCOME TO REFLECTUR, AN AWARD-WINNING DESIGN, BROADCAST, INTERACTIVE, ADVERTISING AND ENTERTAINMENT MARKETING AGENCY BASED ON THE LEFT COAST. AT REFLECTUR, WE BELIEVE IN GREAT CREATIVE AND FLAWLESS EXECUTION. FOR OVER 16 YEARS OUR CREATIVE TEAMS HAVE PRODUCED AWARD-WINNING BRAND IDENTITY, CONSUMER AND TRADE ADVERTISING, PRINT AND DIRECT-MAIL CAMPAIGNS, NETWORK REDESIGNS, PROMOTIONAL PACKAGES, SHOW PACKAGES, INDENTS AND PROMOS, ENTERTAINMENT GRAPHICS, WEBSITES AND UNIQUE INTERACTIVE PROJECTS. WHETHER YOUR PROJECT INVOLVES MOTION GRAPHICS, VISUAL EFX, INTERACTIVE AND BROADCAST MEDIA AND WEBSITE DESIGN—OR A CREATIVE AND INTEGRATED PRINT EXECUTION THAT INCLUDES IDENTITY, COLLATERAL, POINT OF SALE OR PACKAGING—OUR STRATEGIC THINKING, CREATIVE DIRECTION AND PRODUCTION VALUE WILL ENHANCE YOUR BRAND. AND THE RESULT? HELPING YOU BUILD YOUR BUSINESS WITH BREAKTHROUGH CREATIVE AND FLAWLESS EXECUTION OF SOUND IDEAS. WE REALLY LOVE THIS STUFF . . . **WANNA PLAY?**

**REFLECTUR.COM**







## OUR HERITAGE

REFLECTUR, A HIGHLY REGARDED, WIDELY PUBLISHED, AWARD-WINNING AGENCY WAS FIRST FOUNDED IN 1990 AS SACKETT DESIGN. THE FIRM IS FOCUSED ON BROADCAST, ENTERTAINMENT AND CORPORATE CLIENTS WITH A FOCUS ON STRATEGIC DESIGN AND MARKETING COMMUNICATIONS INCLUDING: MOTION GRAPHICS, BRANDING, WEB DEVELOPMENT, MULTIMEDIA, AND PRODUCT DEVELOPMENT. WITH OFFICES IN SAN FRANCISCO, LOS ANGELES, AND KANSAS CITY, REFLECTUR'S HEADQUARTERS OCCUPIES A HISTORIC 1920'S WAREHOUSE (FORMERLY THE WILLIAM RANDOLPH HEARST PRINTING PLANT) WHICH HOUSES NOT ONLY THE COMPANY'S OPERATIONS BUT ALSO ITS SUBSIDIARIES: ARTICULATION FILMS, BRAINFOOD CREATIVE PROGRAMS AND STAGE 24 PRODUCTIONS.

Mark E. Sackett, President and Creative Director, Gretchen Sackett, Vice President/Operations Director, and their staff including their production team t2, have won over one thousand industry awards in national and international design competitions. The work has been awarded or published in numerous shows, design annuals, books, and publications around the world. Additionally, the work has been selected for representation in the permanent collection of the Library of Congress.

As a multidisciplinary firm, Reflectur's clients range from large corporations to growing start-up companies and non-profit organizations focused heavily in the entertainment and broadcast industry. Reflectur art directs and produces on-air rebrands, tool kits, video, film, broadcast design, motion graphics, and various multimedia projects including Internet development and eCommerce strategies. The firm has extensive experience in the design and development of network re-design, commercials, videos, consumer and trade advertising, licensing programs, style guides, and promotional campaigns, as well as the creation and implementation of integrated brand initiatives and collateral standards development. Additionally, the work

encompasses development of brand strategies, image audits, annual reports, publishing, posters, product launches, retail design, apparel, corporate identity, logo development, retail promotions, product and packaging design, brochures, advertising, interior design, and various other forms of collateral and three-dimensional design. Reflectur continually selects assignments in which they can collaborate with clients in the creation of dynamic solutions and integrated brand development strategies to increase brand recognition, sales, market share, and visibility.

In addition, Reflectur has designed and implemented a corporate creativity-training program entitled Brainfood Creative Programs for organizations with in-house marketing and creative departments. Brainfood focuses primarily on team building, trends analysis, cognitive skills development, research techniques, and motivational programs designed to improve individual and team productivity as well as creative results. Mark E. Sackett also speaks around the country at conferences and seminars presenting their Brainfood programs, the firm's work, and the importance of a "cause-related" marketing approach for all organizations.

## CHARITY & COMMUNITY

MARK E. SACKETT, PRESIDENT AND CREATIVE DIRECTOR, SERVES ON A NUMBER OF BOARDS AND ADVISORY BOARDS OF CALIFORNIA 501C3 NON-PROFIT ORGANIZATIONS. IN ADDITION, EACH YEAR REFLECTUR DONATES APPROXIMATELY 20-30% OF OUR TIME TOWARD PRO BONO PROJECTS BENEFITING CAUSES AND ORGANIZATIONS OTHERWISE UNABLE TO AFFORD OUR SERVICES.

### RECIPIENTS HAVE INCLUDED:

AIDS Project LA  
Old Skool Cafe  
Financial Women's Association  
Northern Light School  
Little Brothers Friends  
of the Elderly  
Firefighters in the Schools  
Under One Roof  
The AIDS/HIV Life Center  
Planet Organics  
Avenues Pet Hospital  
PAWS  
Love Every Animal  
Young Imaginations  
The Salvation Army  
Creativity Explored  
The Tuolumne River Trust  
The Audrey L. Smith Development Center  
Business Arts Council  
San Francisco School Volunteers  
Maitri, a San Francisco  
AIDS hospice

**Reflectur believes strongly in giving back  
to the communities in which we do business.**

### LEADERSHIP IN CHARITABLE ORGANIZATIONS

**Former President of The AIDS/HIV Life Center Board  
of Directors**—a San Francisco-based nonprofit directing  
the construction of a seven-million-dollar AIDS/HIV  
services center

**Founding Board Member of Young Imaginations**—a  
San Francisco-based nonprofit that takes music, dance  
and art outreach programs into public grade schools

**Founding Board Member of Firefighters in the  
Schools**—a San Francisco-based nonprofit that teaches  
fire safety in grade schools

**Founding Advisory Board Member of The Everychild  
Foundation**—a Los Angeles organization providing a  
unique opportunity for successful women in Los Angeles  
to give back to the children of the community in an  
immediate, efficient way

**Advisory Board Member of the Richmond Ermet  
AIDS Foundation**—a San Francisco-based organization  
raising funds for AIDS service provider agencies through  
the production of quality entertainment events while  
promoting awareness for continued AIDS funding needs

**Former Board Member of The Art of Elysium**—a  
Los Angeles-based nonprofit that encourages artists to  
dedicate their time and talent to underserved, at risk,  
and hospitalized children

**Advisory Board Member of Maitri**—a San Francisco-  
based organization providing services to those severely  
debilitated by HIV/AIDS who are in need of either  
hospice care or 24-hour nursing care

## CLIENT LIST

### FILM / ENTERTAINMENT

AMC Theatres  
Disney Store, Inc.  
Fox Cable Networks  
FunnyBoy Films  
KMBC—ABC Affiliate  
MGM Consumer Products  
MGM Networks  
Paramount Pictures  
Relativity Media  
Twentieth Century Fox  
Universal Studios  
Warner Bros. Consumer Products  
Warner Bros. International Licensing

### FASHION / MUSIC

Capitol Records  
Levi Strauss & Co.  
LVMH group  
Moët Hennessy Louis Vuitton  
Mervyn's  
North Face

### CONSUMER PRODUCTS / RETAIL

Amoco Corporation  
Curious Sofa  
Estée Lauder—Rodan + Fields  
Nature Company  
Northwest Airlines  
Smith & Hawken

### FOOD & BEVERAGE

California Harvest Ranch Markets  
Full Moon Foods and Mercantile  
Nightshade  
Deadly Great Restaurants Inc.  
Southcorp Wines, The Americas

### TECHNOLOGY / COMMUNICATIONS

Anthem Electronics  
Aquila, Inc. (formerly UtiliCorp)  
Cerner Corporation  
DiCon Fiberoptics Inc.  
Hewlett-Packard Co.  
IMSI  
Software Corporation  
Power Integrations, Inc.  
SkyStream Networks  
Sprint Corporation

### HEALTH / HUMAN SERVICE

CareLinc Corporation  
Consensus Health Care  
San Francisco Tennis Club  
Simply Balanced Pilates Studio

### FINANCIAL SERVICES

Charles Schwab & Co., Inc.  
Citicorp  
Clarke American, Inc.  
H&R Block  
SSA Capital  
Union Bank of California

### PUBLISHING

Hallmark Inc.  
Jossey-Bass Inc.  
McGraw-Hill School Systems

### BUSINESS & CREATIVE SERVICES

AR Lithographers  
Ira K. Glasser Real Estate Developer  
Jackson Lewis  
MarketTools Inc.  
Resource & Design, Inc.  
Ron Berg Photography  
SomaTone Interactive Audio

### NONPROFIT ORGANIZATIONS

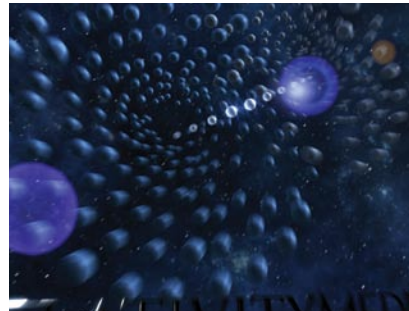
American College & University  
Presidents Climate Commitment  
Everychild Foundation  
Jewish Family and Children's Services  
Jewish Federation of the  
Greater East Bay  
March of Dimes  
Rainforest Action Network  
Schwab Charitable  
Texas A&M Foundation  
Under One Roof—  
The Store for AIDS Relief

### MUSEUMS / INSTITUTIONS

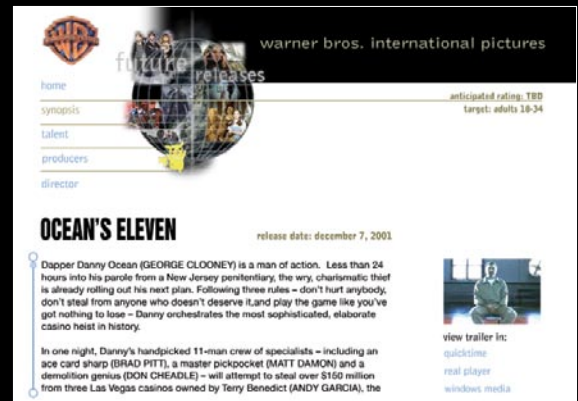
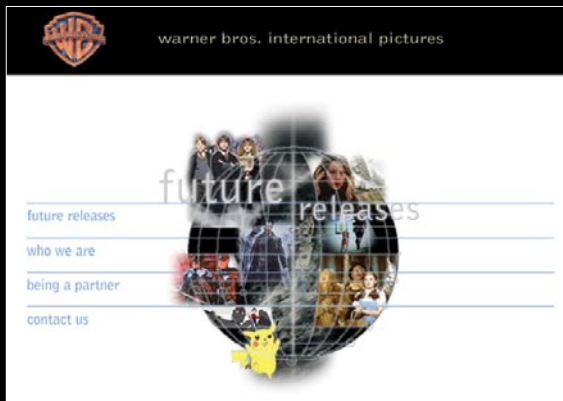
New York Botanical Garden  
San Francisco Airport Museums  
San Francisco International Airport

## BROADCAST DESIGN AND ENTERTAINMENT MARKETING

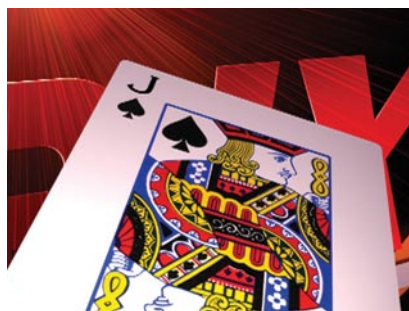
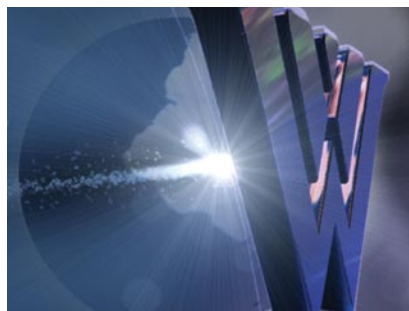
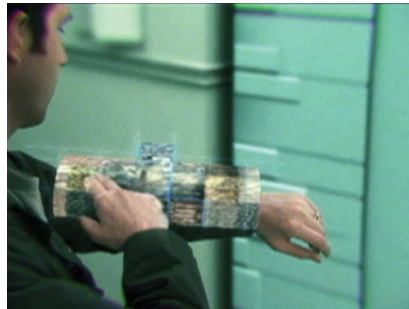
Cross-media entertainment marketing including motion graphics, on-air design and advertising, particularly within the broadcast arena, requires innovative, thoughtful, and flawless creative. Our experience in broadcast design, consumer and trade advertising, print, packaging and interactive design seamlessly builds campaigns from the on-air look to the entire advertising launch. From motion graphics, advertising campaigns and licensing guides to collateral and promotional packages, our award-winning creative serves the entire entertainment industry. Our clients include cable and network television studios, major and independent film studios, and some of the world's largest consumer products companies wishing to break through the clutter with strategic and targeted creative.







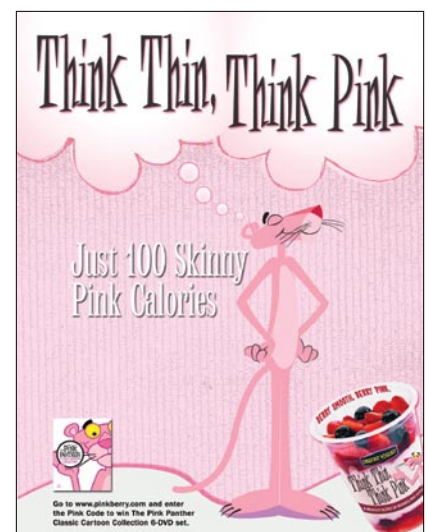
Warner Bros. Theatrical, Future Releases Web Site



Motion Graphics: World Builder, Woodrow Wilson International School for Scholars, Black Jack Extreme

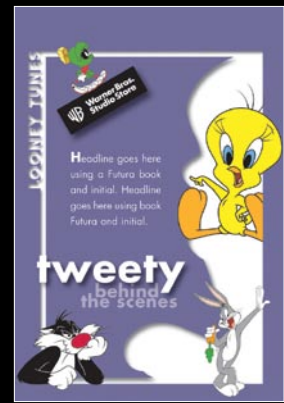
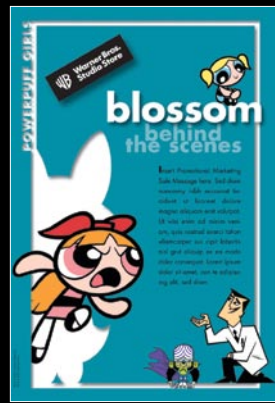
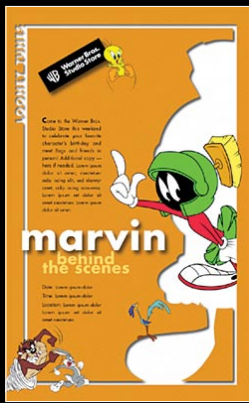


*A Life's Work, DVD Packaging and Grant Taylor, CD Packaging*



*MGM Consumer Products, Pink Panther Partner Promotions*





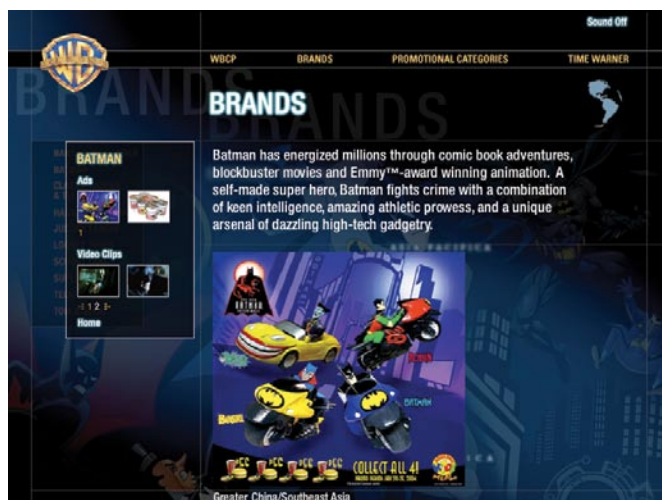
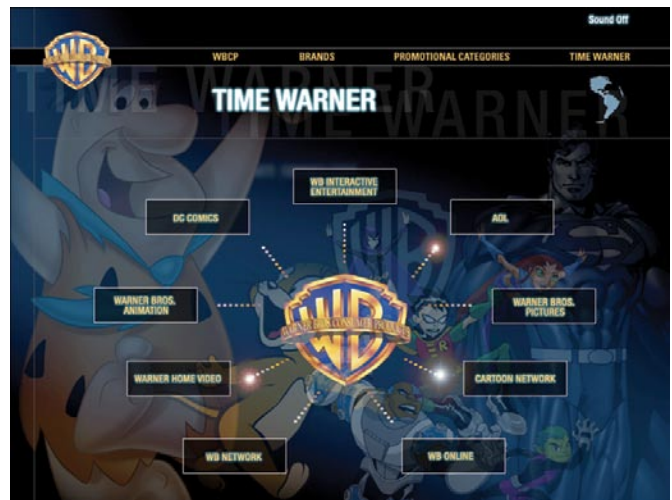
Warner Bros. International, Retail Style Guide







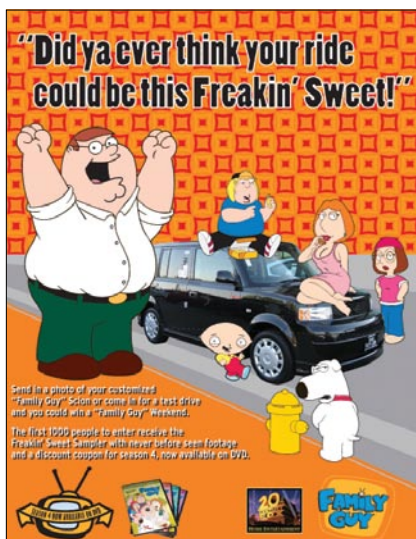
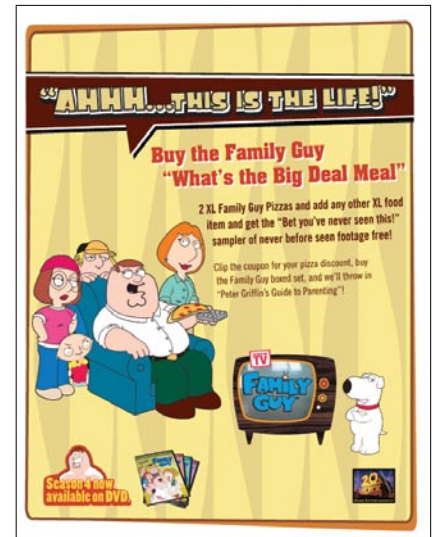
Paramount, Star Trek Graphic Brand Refresh



Warner Bros. Consumer Products, Promotional Partners DVD Screens



Warner Bros. Consumer Products, Powerpuff Girls Scooters & Taz Dirt Bikes

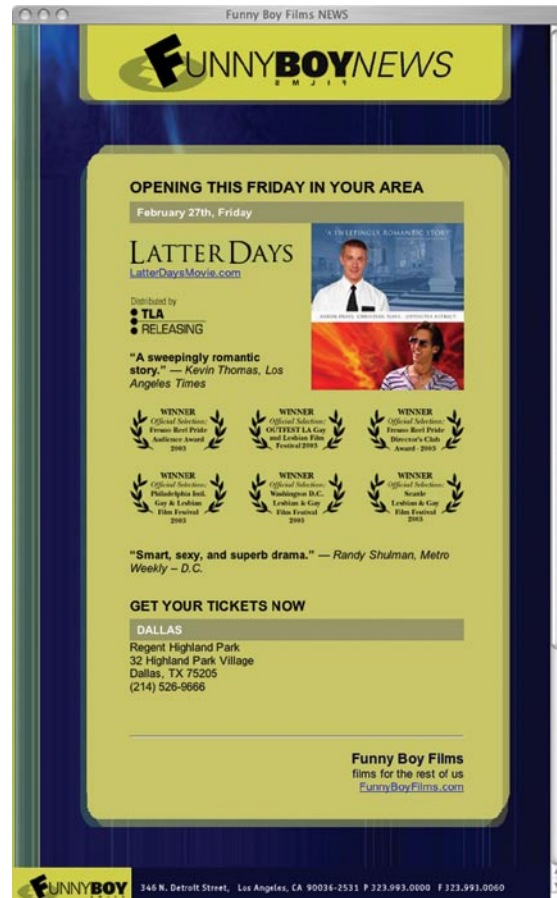
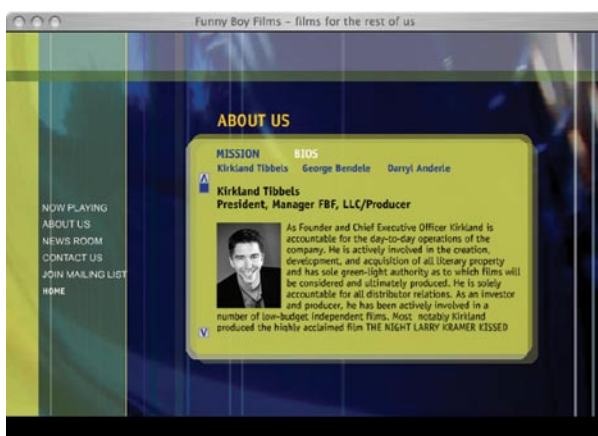


Twentieth Century Fox, Family Guy Partner Promotions

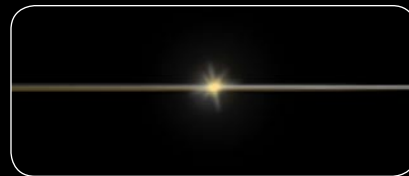


## INDEPENDENT FILM STUDIO BRAND DEVELOPMENT

FunnyBoy Films has been dubbed the “first gay film studio”. FunnyBoy produces gay films about gay characters for gay audiences. The Studio aims to deliver a consistent source of gay and lesbian theatrical content to the market. Recognizing that there is a massive untapped market for quality gay material, the studio’s goal is to work with the most talented gay and lesbian filmmakers to create movies with stories and production values that equal or exceed those of “mainstream” productions. Reflectur became equity partner and an integral member of the studio by helping to revise the brand including identity, website, advertising, film openers and studio communications, as well as the studio’s new tagline.







**FUNNYBOY**  
FILMS

346 N DETROIT STREET  
LOS ANGELES CA 90034-2331  
FUNNYBOYFILMS.COM

**FUNNYBOY**  
FILMS

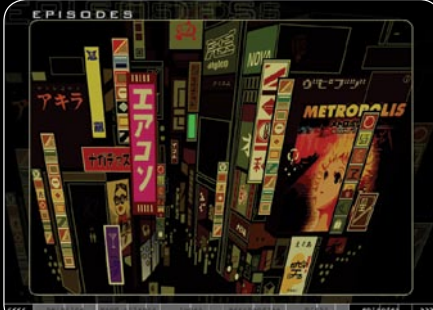
laugh, cry, smile, frown, growl  
films for the rest of us.

**FUNNYBOY**  
FILMS

**Matt M. Sacks**  
1048 HOWARD STREET  
SAN FRANCISCO, CA 94103-2823  
MOBILE #1.540.3.9000  
SF 415.934.6700  
LA 310.286.0340  
FAX 415.934.6999  
MARKSACKETT@SACKETTDESIGN.COM  
WWW.FUNNYBOYFILMS.COM

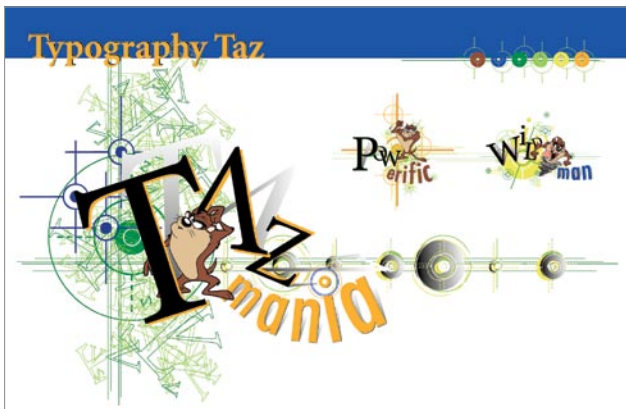
346 N DETROIT STREET  
LOS ANGELES CA 90034-2331  
FUNNYBOYFILMS.COM  
P: 323.993.0000  
F: 323.954.0440

laugh, cry, smile, frown, growl  
films for the rest of us.



*Concept development for DiversCity.net, an educational, interactive animated series*



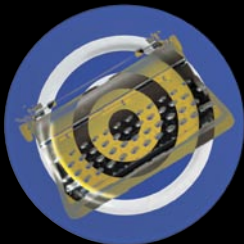
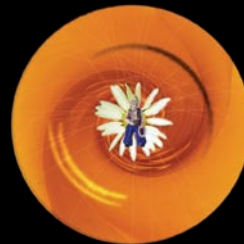






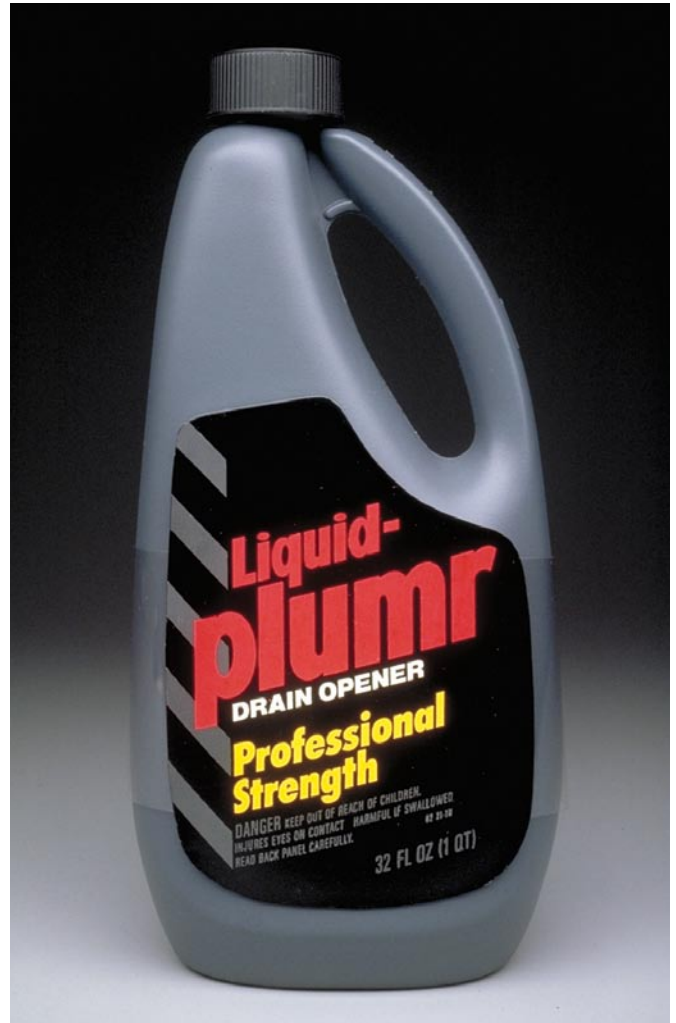
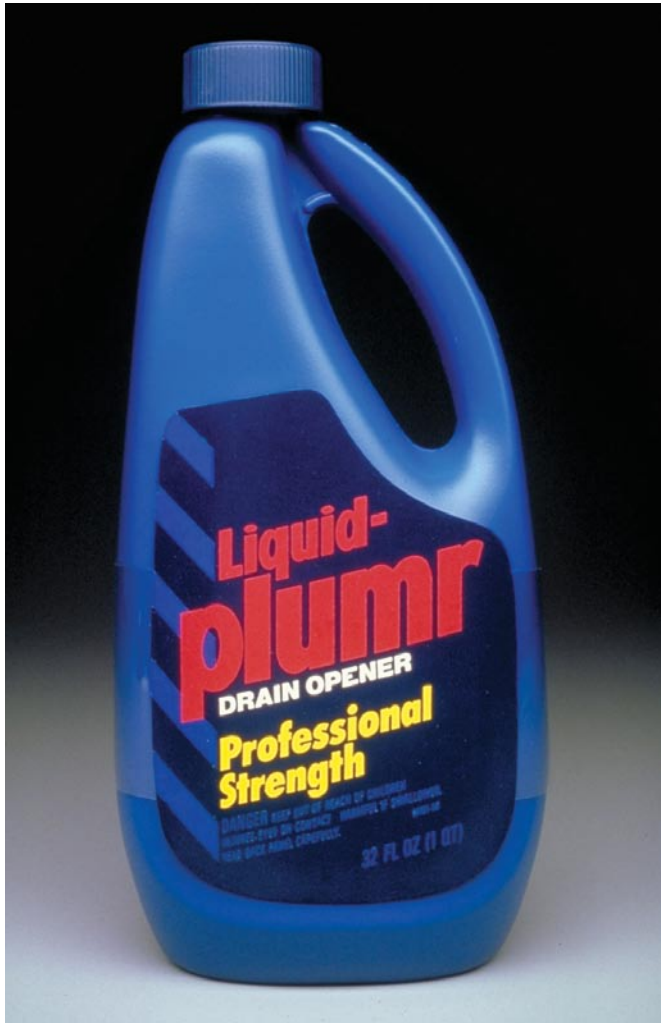
*SomaTone Interactive Audio Website*





## PACKAGE DESIGN AND POINT-OF-SALE

The packaged goods and point-of-sale world is particularly exciting because it represents the “Front Line” where most consumers are first introduced to and choose to engage with or pass over a particular brand. At Reflectur, we believe that first point of contact, that first impression, must stop and convince them that the choice they make will meet or exceed their expectations over the competing choices within the category. The package and point-of-sale materials coupled with in-store promotions and cross-media marketing are critical to the success of any product at retail. Reflectur helps consumers emotionally connect with brands by using targeted lifestyle messaging and engages them through effective visuals that fulfill the overall Brand promise.







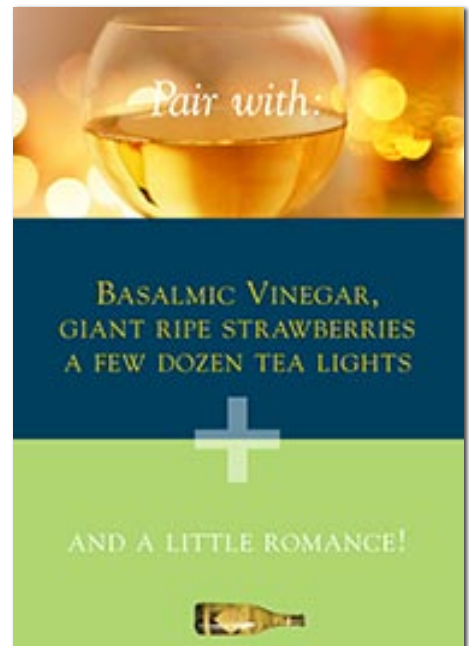
*Full Moon Foods, Identity and Package Design (above); Blue Diamond, Line Packaging Redesign (below)*







LVMH group, Moët Hennessy-Louis Vuitton, Destinations Chocolate Packaging

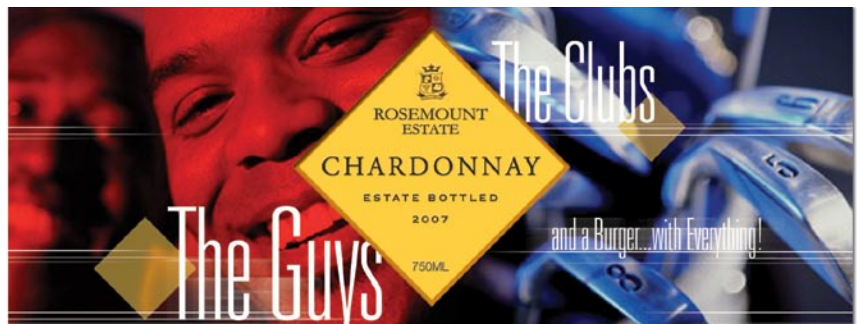
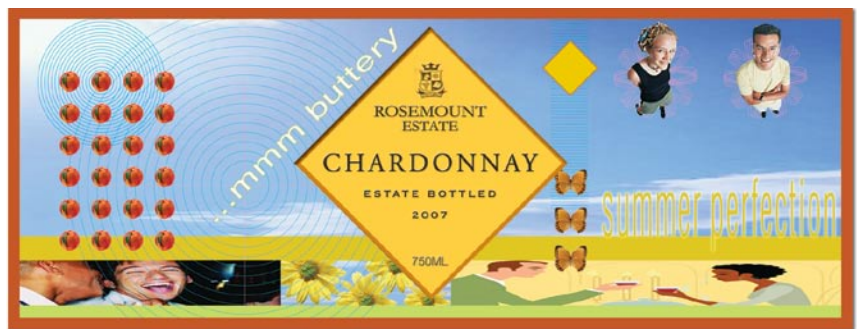


Southcorp Wines, The Americas, Rosemont Wines Branded Point-of-Sale Communications





LVMH group, Moët Hennessy Louis Vuitton, Destinations Food Packaging



Southcorp Wines, The Americas, Rosemont Wines Branded Point-of-Sale Communications

## RETAIL STORE BRAND DEVELOPMENT

Curious Sofa is a unique retail boutique created by former photo stylist and well known make-up artist Debbie Dusenberry to showcase a comfortable array of home furnishings, accessories and unusual items gathered in a unique and highly designed retail environment. The Curious Sofa brand articulates the belief that any home needs to be functional, comfortable and surrounded by objects that inspire. In order to help articulate the vision of the creator into a highly effective and engaging brand, Reflectur was retained to create the design and image of the overall brand identity, advertising, packaging, website and interactive development, including promotions that all support the store's tagline "Less than Serious Surroundings."



*This Spread: Various Logo and Identity applications including Packaging and Window Treatments. Photos: Steve Wilson*



# CURIOUS *Sofa*

LESS THAN SERIOUS SURROUNDINGS



## RETAIL CONSUMER BRAND DEVELOPMENT

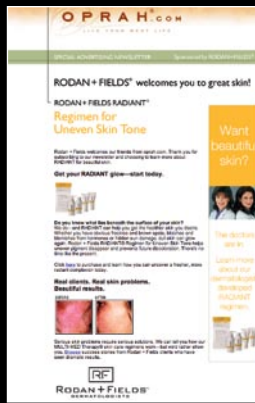
Estée Lauder acquired Rodan + Fields, the brainchild of Drs. Katie Rodan and Kathy Field (creators of Proactiv) and immediately retained Reflectur as agency of record. This premium skincare line contained over-the-counter medicines known as cosmeceuticals. These products needed to stand out in a sea of competitive companies and educate consumers on the use of this relatively new type of skincare product. Reflectur conducted extensive research to develop the company's brand positioning and logo/brand identity as well as store fixtures, tester units, packaging, advertising, direct mail, sales collateral, promotions, training materials and interactive development. The launch included a book tour and web design, e-mail blasts and electronic communications for an unprecedented six-month partnership with Oprah.com.

# RODAN + FIELDS® DERMATOLOGISTS



*Identity and Product Tester Kit for Estée Lauder/Rodan + Fields Dermatologists*





Is your skin ruling your life?

Take control and get proven results with Rodan + Fields CALM.



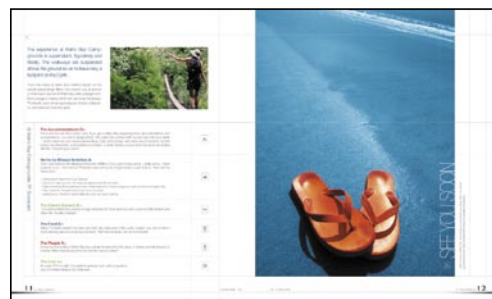
Rodan + Fields Oprah.com Online Newsletter and Banner Ads

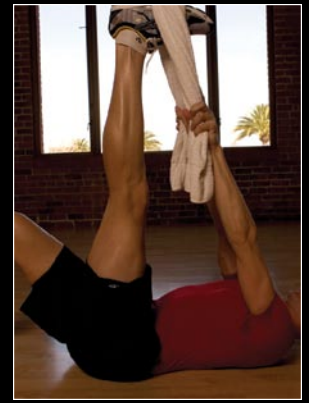
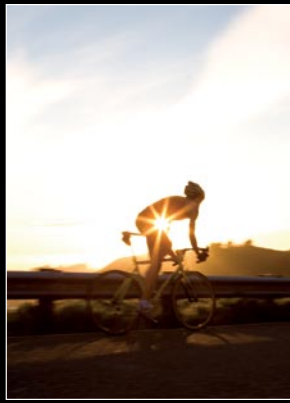


Rodan + Fields Direct Mail Campaigns and Packaging

## EDITORIAL DESIGN AND BRAND DEVELOPMENT

Fit and Famous started as a fusion of a how-to fitness journal and a high-end fashion magazine. The Reflectur team created this brand from the ground up including everything from the naming of the magazine to the identity, launch materials, investor presentations, website and editorial design. The magazine contained success secrets of the world's healthiest celebrities—by distilling it all into relevant advice for real people. Its “best of class” advice and information approach from the world's leading health and wellness experts was unique in the industry. As a 50 percent equity holder in the magazine, Reflectur led the growth of the brand to a point where it was commercially sold; the goal being to help people live more inspired, healthy lives.





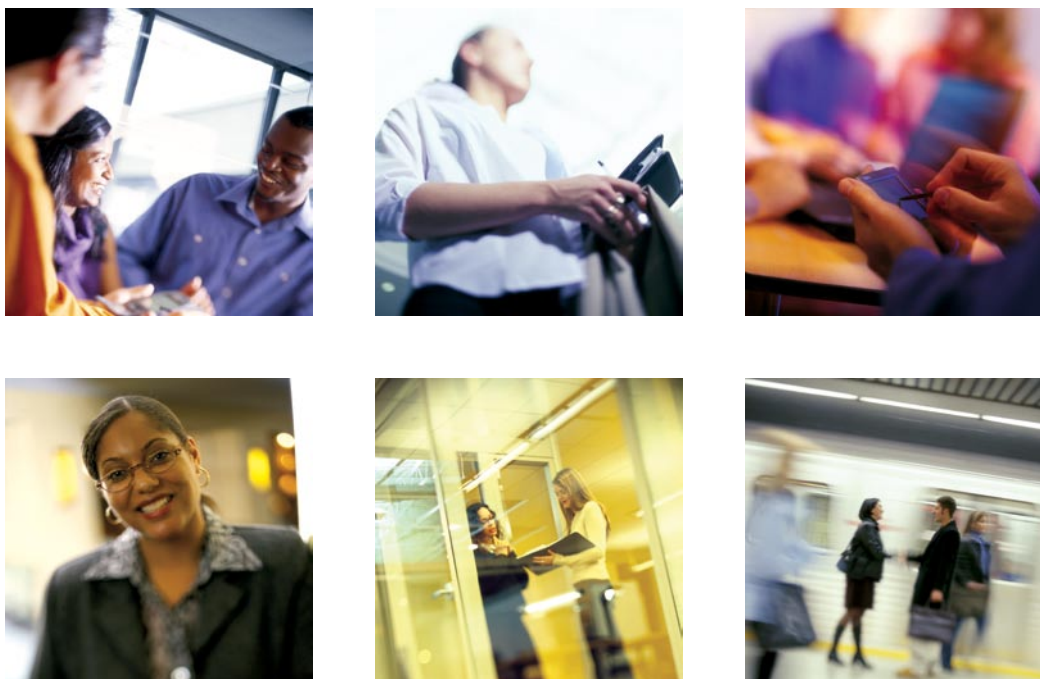
*Fit and Famous Photography*



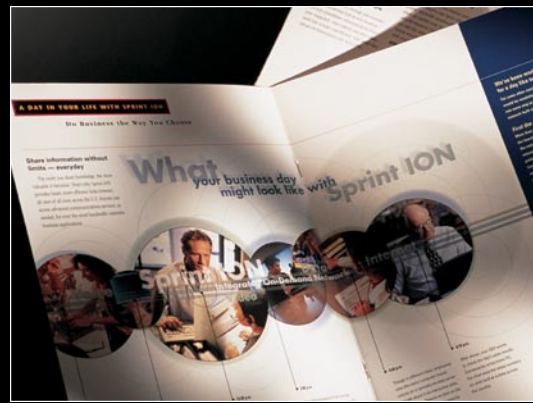


## STRATEGIC AND CROSS-MEDIA BRAND DEVELOPMENT

Reflectur was first contracted by Sprint over 14 years ago and began working closely with the business services division on a variety of print and collateral assignments. After an extensive image audit it became clear that there was a need to develop comprehensive brand and collateral standards including materials that addressed customer-for-life sales cycles, brochures, direct mail, acquisition and retention programs, internal communications and promotional literature. Once the standards were complete, Reflectur managed brand updates, agency trainings, strategy and implementation; and conceived, art directed, and maintained Sprint's first stock photo and image library entitled "Sprint Image Source" saving the company millions of dollars in rights managed photography.



*This Spread: Sprint Business Services Brand Guidelines & Sprint Image Source Library*



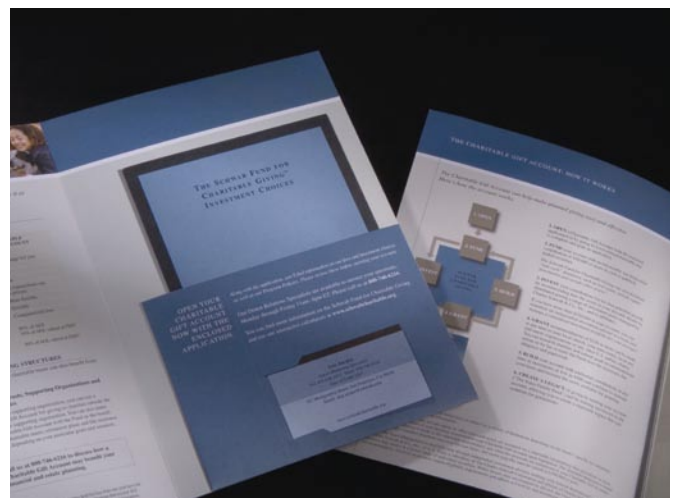
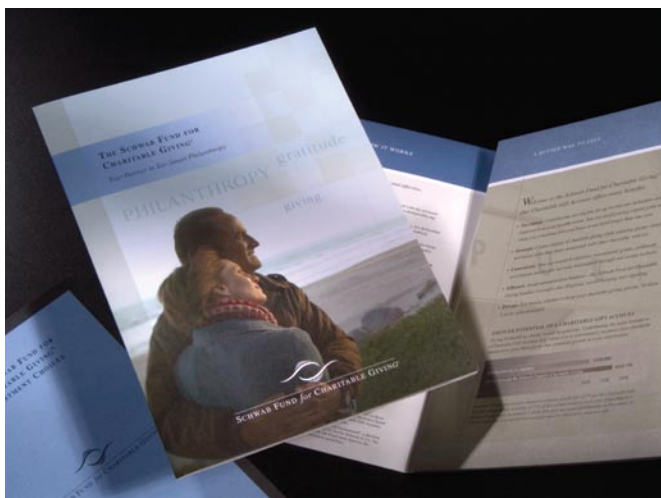
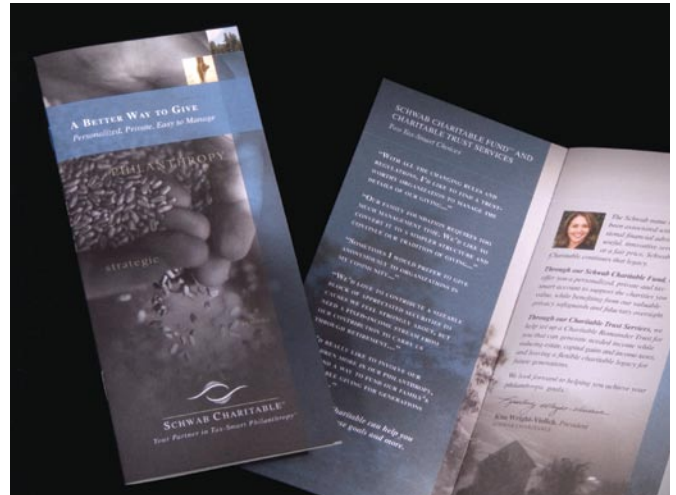
*Sprint Brochure & Collateral*

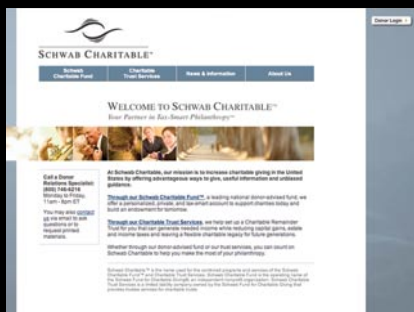




## FOUNDATION AND NON-PROFIT BRANDING

Reflectur works with foundations and non-profits across the US to help them better connect with donors. One of our primary clients in this area, Schwab Charitable, helps individual investors increase their philanthropic giving on an annual basis. Reflectur has worked with Schwab Charitable since its inception, creating their initial branding and identity as well as all supporting materials and advertising both in print and online. Most recently, Reflectur took them through a strategic renaming, rebranding and nomenclatural process. Without walking away from Schwab Charitable's heritage, this "Living Brand" approach allowed for our work to evolve the brand while building on the increasing equity created for them throughout their growth, effectively positioning them for the future.





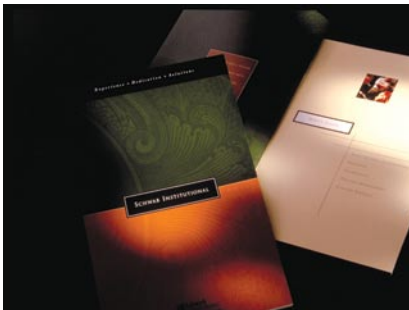
Website and Donor Center Redesign



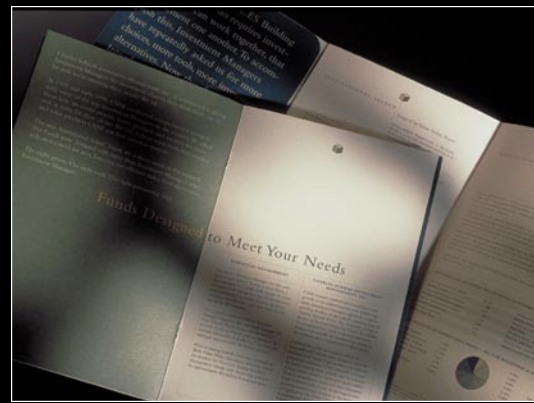


## CORPORATE AND RETAIL COMMUNICATIONS

Charles Schwab is one of America's leading financial and brokerage institutions. Reflectur, as one of Schwab's primary agencies, creates effective brand standards, product marketing and interactive solutions working with over seven divisions of the corporation including Schwab retail, Schwab mutual funds, Schwab Institutional, and Schwab corporate services. The work has included development of brand standards and identity, lead generation and acquisition campaigns, advertising, direct mail, interactive and website design, photography art direction, video direction, and website development. The work that Reflectur has accomplished for this client has helped Schwab bring in hundreds of millions of dollars in new assets under management for over the last 10 years.



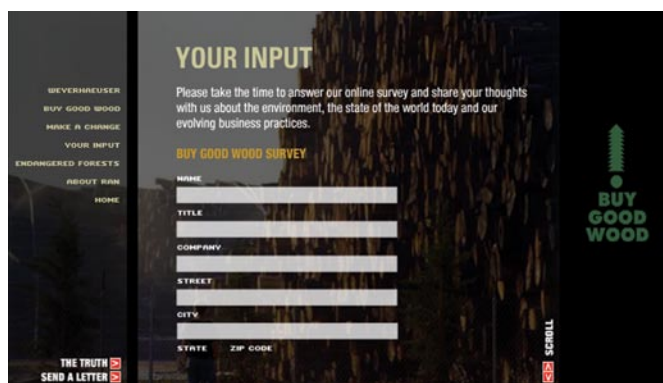
*This Spread: Charles Schwab & Co., Inc. Direct Mail Campaigns and Collateral*



*Schwab Institutional Select Campaign*

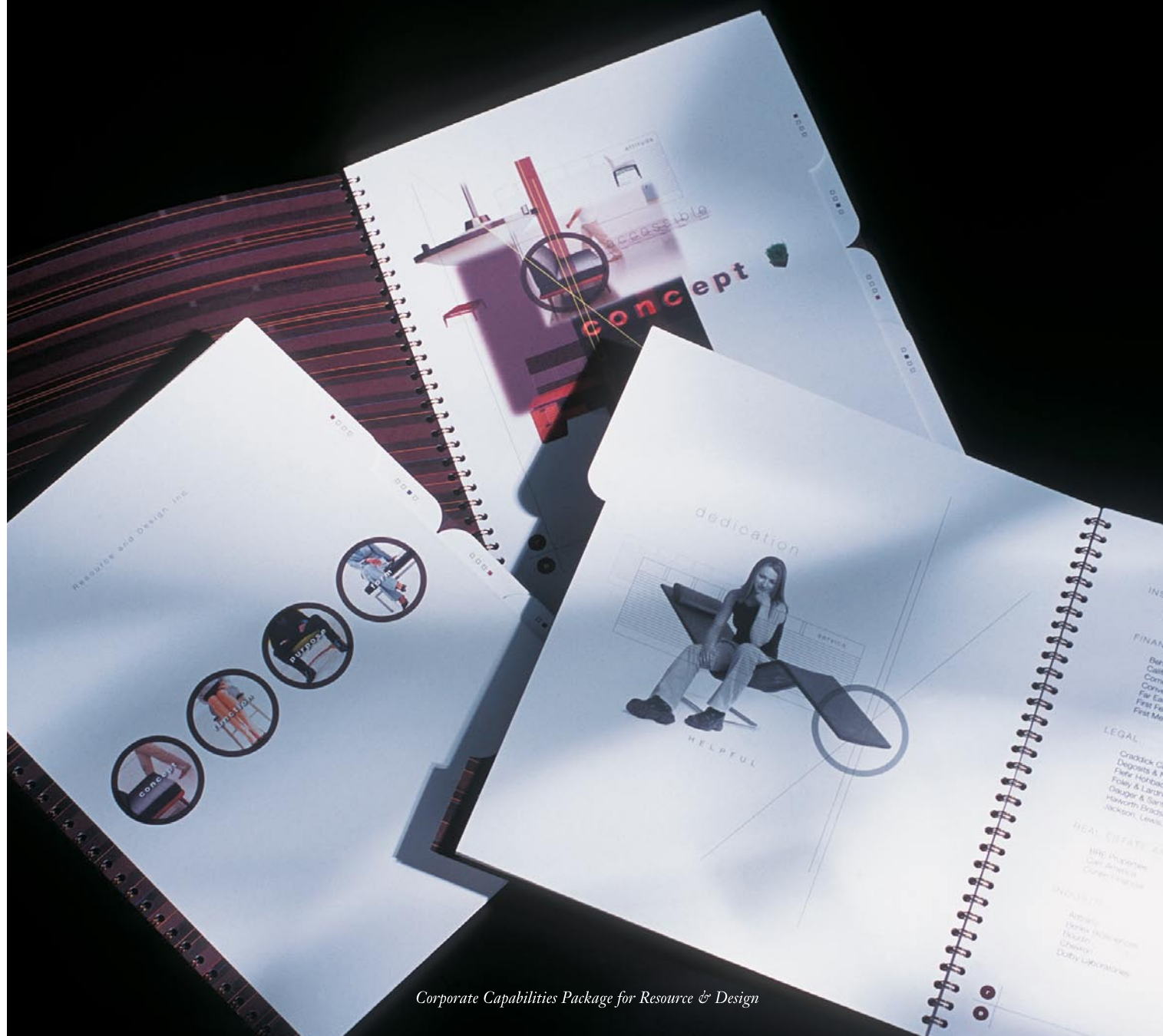








*Naming, Identity, and Business Cards for 2bd Living, a designer home furnishings retail store*



*Corporate Capabilities Package for Resource & Design*

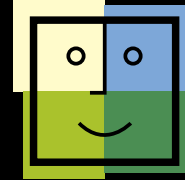




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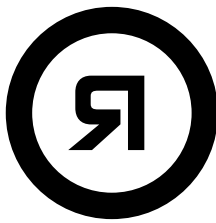
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- 1 *Firefighters in the Schools*
- 2 *Cliffside Entertainment*
- 3 *Gonzales Foundation*
- 4 *Michelle Shocked, Recording Artist*
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