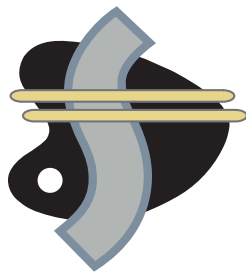




Visual Identity presentation
All Languages Specialists, Inc.

Sherard Design



There must be some form of punctuation that ALL LANGUAGES use.

Quote marks represent speaking and would be perfect but there is no single set of quotation marks that goes for all alphabetic languages; individual alphabetic languages have their own preferences about the shapes of their quotation marks.

They ALL use comma's though.

Or at least the shape of them - whether it's part of a quotation mark, Chinese ditto mark or a Polish accent mark. The Japanese comma angles down to the right but the shape is the same.

The comma, is the common thread.





By using the general essence of a comma and intersecting it with an oval (globe) we create a speaking balloon and an abstract, stand-alone trademark for 'All Languages'. It's upward slope looks fast and personal. It's simple yet complex enough to compete with visuals used by Fortune 500 companies. It speaks to all as a form of punctuation (and communication) - but one that has a common thread to ALL languages... so you're literally saying "All Speak" or "we speak it ALL".

Colors have meanings.

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, good fortune, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is the least “gender specific” color, having equal appeal to both men and women.

Navy blue represents knowledge, communication, power, integrity, and seriousness.

White is considered to be the color of perfection. White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity.

Gold is known world-wide: Success, high quality, money, and intelligence

Gold and navy = (credibility)



All Languages

SPECIALISTS, INC.

The logo is positioned above the typography so it will read as a speaking balloon.

Sans serif (no feet) typography is more worldly and more universally recognized than serif type. All Languages is set in Tahoma, a classic typeface that I believe has a nice balance and fresh appearance.

Liberal use of white space will add importance to the corporate identity.



Northwestern Mutual
FINANCIAL NETWORK®



CardinalHealth



Human Energy™



WaMu®

Morgan Stanley



AmerisourceBergen®



Aetna™



Constellation
Energy®



All Languages
SPECIALISTS, INC.



Bold use of color on the business papers present the company as modern and sophisticated.

