Marshall Gisser

Building loyalty and sales through design strategies | m.g@nydesign.com | 516.569.8888







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The following pages present 10 years pharmaceutical marketing by Marshall Gisser. Projects include market research, corporate identity, product branding and package design, 3D digital mock-ups, social media, videos, PPT, with a record of tripling sales.
(Blue items are hyperlinked)



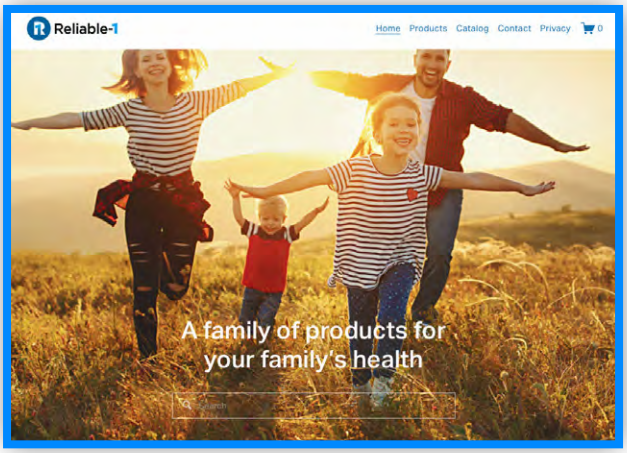
Pharma research/rebranding



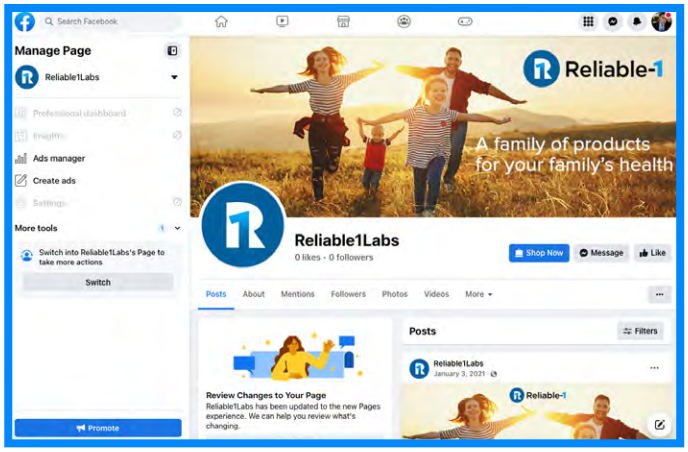
Phase I



Phase II



Ecomm Website: www.Reliable1Labs.com



Facebook

Product Branding







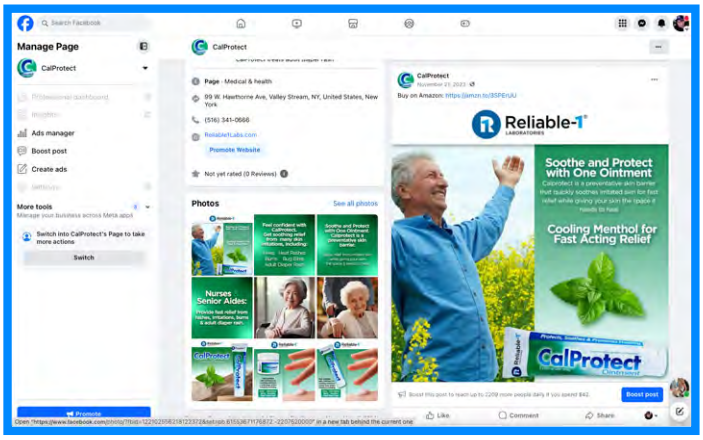


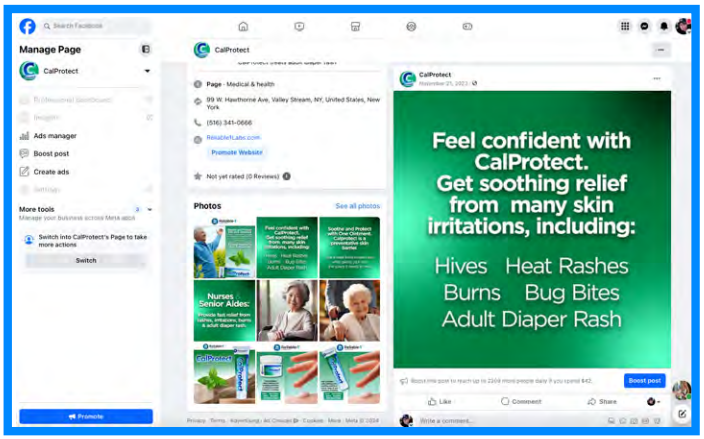


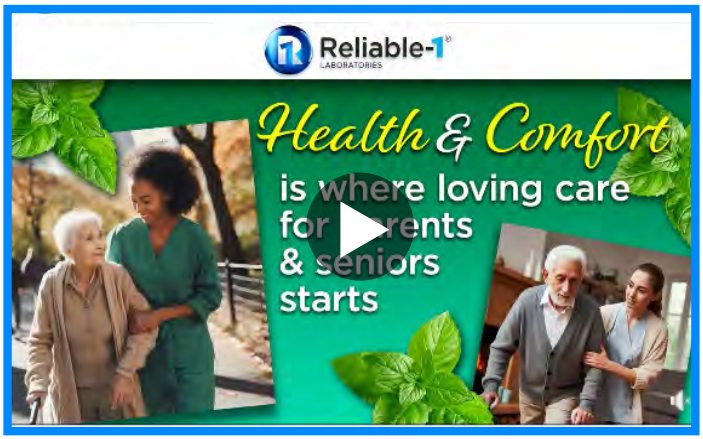
Product branding, banners, Facebook page & video














PLUS
Ophthalube
Sterile Pet Eye Ointment
20g/0.70 Oz
For Animal Use Only
Ophthalube
Sterile Pet Eye Ointment
20g/0.70 Oz
For Animal Use Only

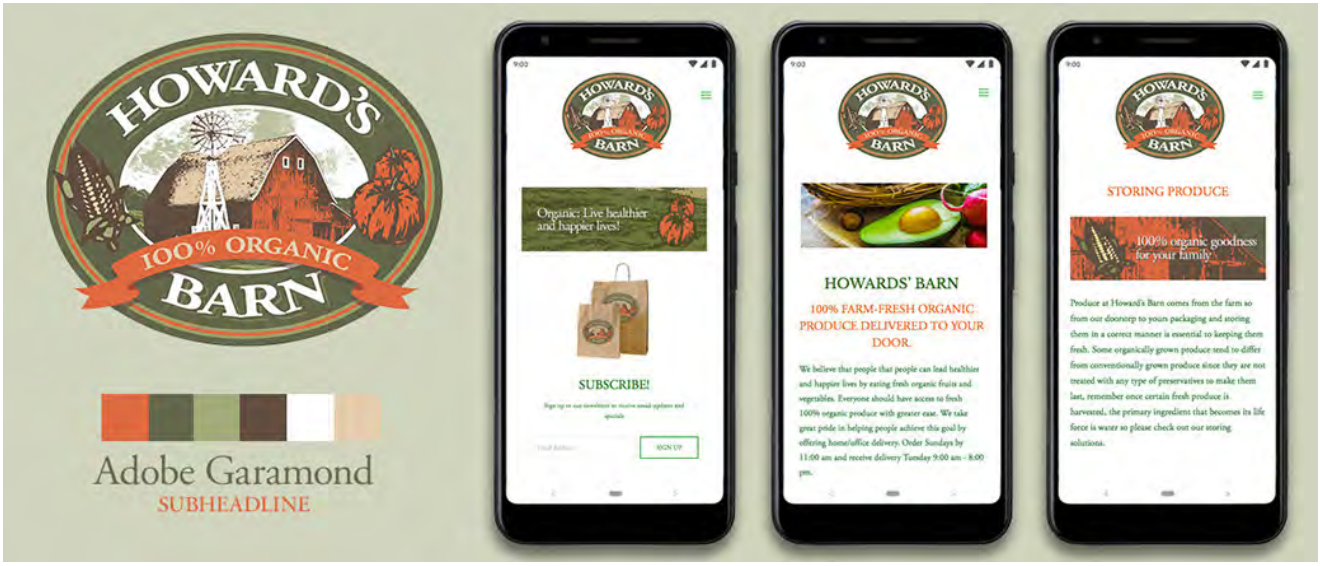

unify


unify
unify

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LOGO + PACKAGE DESIGN







LOGOS


CardPlus
CardPlus
Financial services logo/branding


XCHANGE
TELECOM


MEC4


+RAX
RATE & SHARE YOUR MUSIC


Skywire


WORLDWIDE
SPORTS & ENTERTAINMENT MANAGEMENT


CAULIFLOWER
Souffle
MELROSE
All Natural
FAT FREE
MICROWAVEABLE
SWEET NOODLE
Souffle
MELROSE
MADE GOURMET
the
HOMEMADE
way


CREAMY
glennys
94% FAT FREE
CHOCOLATE
Crunch
LOW FAT
ROASTED
glennys
90% FAT FREE
CHOCOLATE
Crunch
PEANUT
ROASTED
CHOCOLATE
ALMOND
90% FAT FREE

COMPETING WITH BRANDS





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Olive Branch

Product Branding
3D Mock-Ups



Product Branding





Reliable-1

Reliable-1 HEALTH









New Product Branding / 3D Mockup

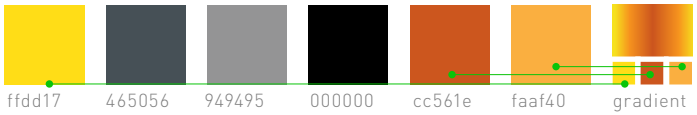


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CENTRAL OFFICE BRANDING | APP DESIGN

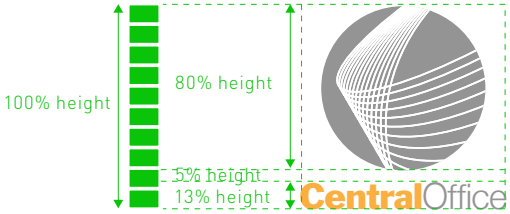
Color Palette



Typography

Franklin Gothic No. 2 Roman
Helvetica Neue Light
Din Pro Light
Tracking -20 (both)





Logo Usage

The horizontal (above) and stacked (left) logos are the only permitted versions on white. The following page shows one additional logo treatment created internally using Photoshop "Hard Light" layer effects.

Icons/Text

Rounded edges and tab shapes will identify CO branding on all visual elements, including icons (rt), along with proprietary communication waves. Product titling will follow logo typography.



Paragraph Headline (Franklin 10.9 pt)

Body text: Din Pro Light, flush left, rag right. 7 pt on 11 pt line spacing. Entering filler text to illustrate paragraph look. Entering filler text to illustrate paragraph look. Entering filler text to illustrate paragraph look. Entering filler text to

(Din Pro 7/11 pt)

Branding

Tab shapes seen in use with communication waves, and white (knock-out) treatment of product icons on darker backgrounds.



Letter-sized Documents: Logo top/center



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As app screens are developed by NYDesign alone, no style guides ae required.

Normal button state

Pressed button state



App store icon

CentralOffice

CENTRAL OFFICE BRANDING | APP DESIGN



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CENTRAL OFFICE BRANDING | APP DESIGN





ELEMENTS

SUBMIT

SUBMIT

SUBMIT

Thank You

Thank you for your message.
We will reply shortly.

Contact

Available 24/7 Competitive Rates
Quick Short/Long Term Financing

Financing Opportunities

Sectors

Loan Types

SalamonBrothers LLC

Salamon Brothers

Salamon Brothers

Financing Opportunities

FIX AND FLIP
GROUND-UP CONSTRUCTION
CONSTRUCTION TO PERM.
MEZZANINE FINANCING
PRIVATE MONEY
ACQUISITIONS

Sectors

MULTI FAMILY LAND RETAIL
MOTEL/HOTELS OFFICE
INDUSTRIAL SELF STORAGE
SHOPPING CENTERS
RESIDENTIAL PORTFOLIOS
MOBILE HOME PARKS

Loan Types

BRIDGE (<2 YRS) FANNIE MAE
TERM SBA FHA FREDDIE MAC
CONSTRUCTION AGRICULTURAL
REFINANCINGS NON CONVEN.
HARD MONEY PARTNER BUYOUTS
AGENCY HUD NON PERFORMING
SPECIAL SITUATIONS

FACEBOOK OPENGRAPH IMAGE











BRANDING | Salamon Brothers

DESKTOP PATTERN



DESKTOP



MOBILE



EMAIL



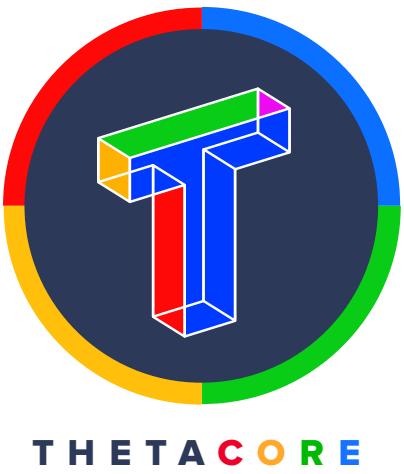
LOGOS

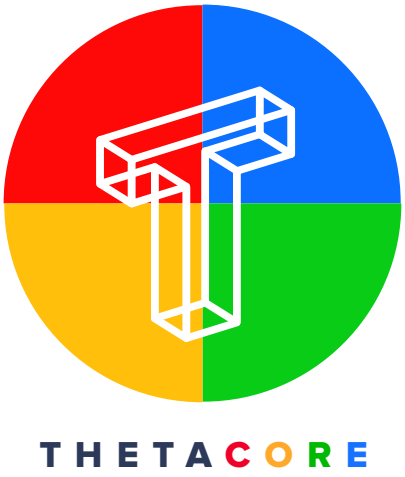
Faceted

Suggestive "faceted" personality



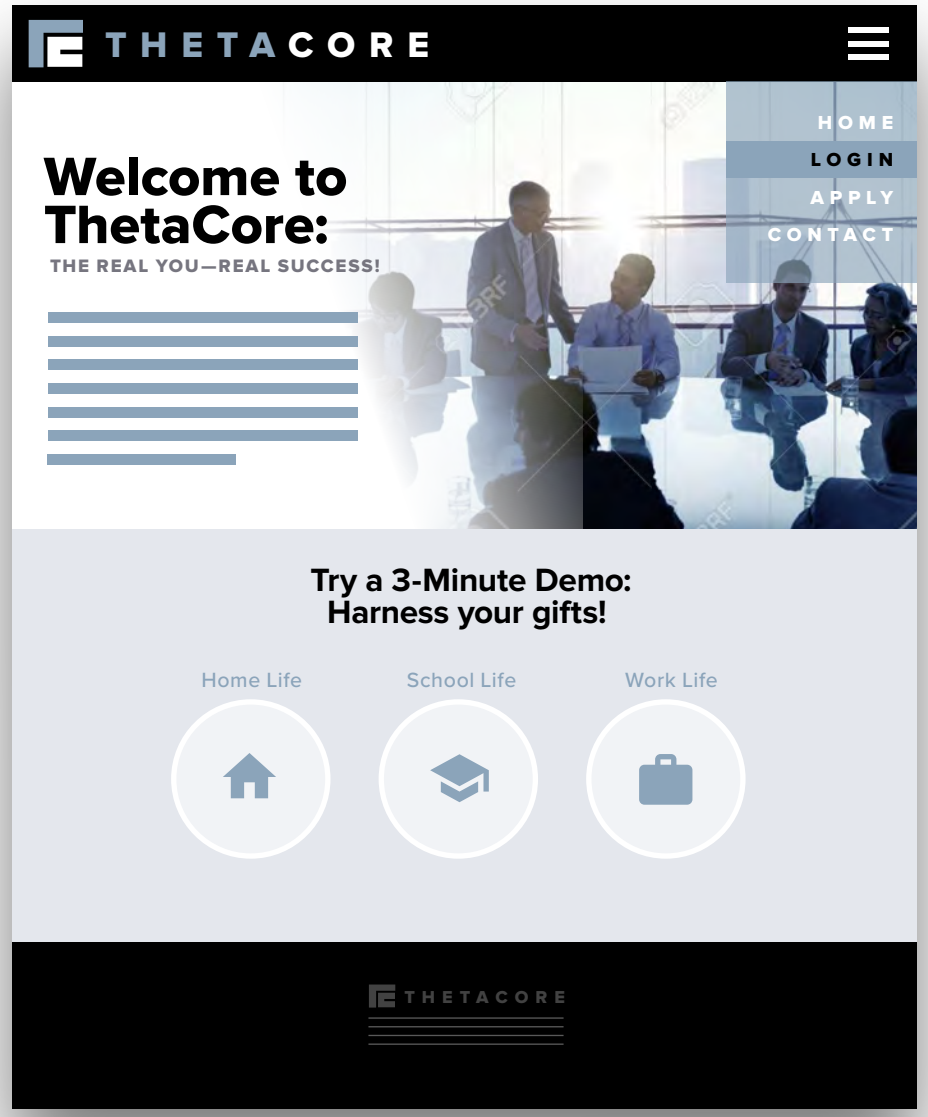




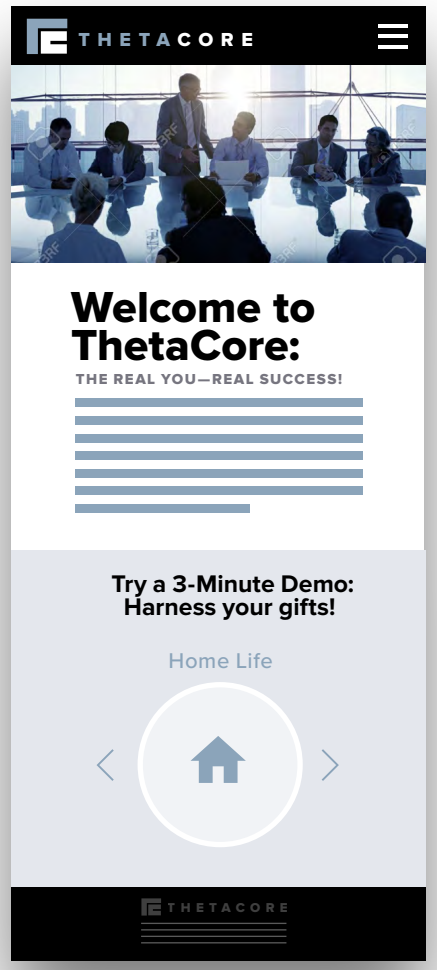


	A	B	C	D
10	 THETACORE	 THETACORE	 THETACORE	 THETACORE
11	 THETACORE	 THETACORE	 THETACORE	 THETACORE
12	 THETACORE	 THETACORE	 THETACORE	 THETACORE

Desktop



Mobile







13



14



15



16



17

STYLES

Colors

The logo may have variations, where alternate colors replace color 8BA4BA as seen at right, with application to a black background.

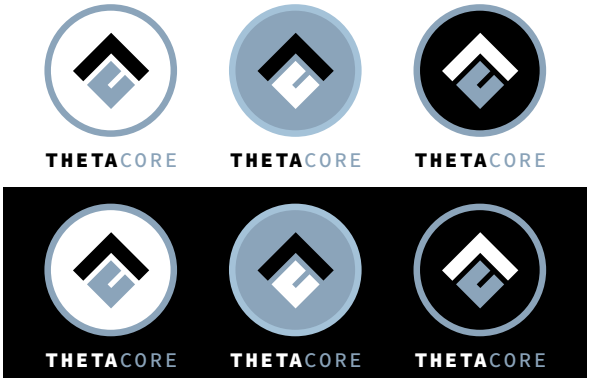
8BA4BA

E4E7ED

8E96A8

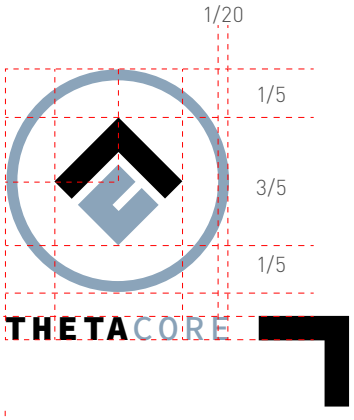
000000

ffffff



Logo Composition

The ring is 1/20 its diameter. The icon's points are 3/5 diameter, spaced 1/5 diameter from the ring. THETACORE's height equals the T's width and is spaced from the ring the same measure.



Alternatively, the horizontal version follows these measurements.



Font

THETA: Source Code Variable Black
28pt 160 tracking
CORE: Source Code Variable Medium
28pt 160 tracking

Typography

HEADLINE

Welcome

Proxima Nova Extra Bold
Black
24pt/20pt
Tracking: 4pt

SUBTITLE

THE REAL YOU

Proxima Nova Extra Bold
8E96A8
8pt/12pt
Tracking: 74pt

BODY

Body copy
Source Sans Variable
8pt/11pt
Tracking: 37pt

HEADLINE 2

Try a 3-Minute

Proxima Nova Bold
Black
13pt/13pt
Tracking: -6pt

* All text formatting may be altered proportionally.

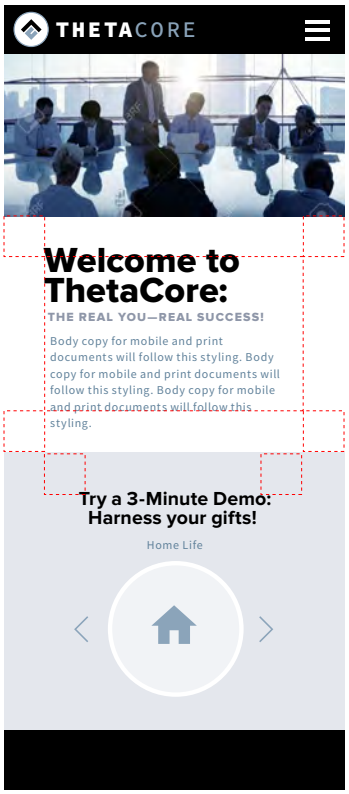
Layout

Text block padding: 2x the height of an upper case character, measured from lower case character top edge.
Flush left, rag right paragraphs.
8 words per line.

Print layout in thirds. Color blocks and images bleed off page. Images 50% height.

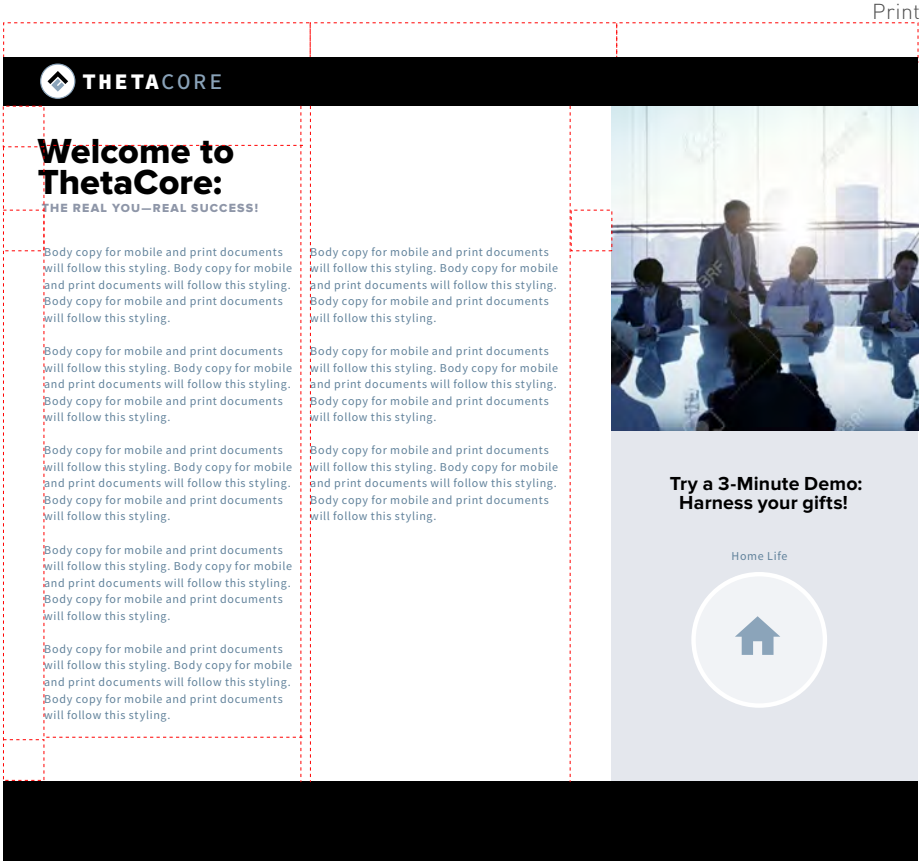
Top black area: 0.5" height.
Bottom black area: 1" height.
Logo: 1/5 height spacing from black area horizontal edges.

Web



Full bleed images

Print



Suggested design/layout for more youthful audience



