

Hello — and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

Note that all concepts and original drawings are owned by Aim Processing Inc. The images in this document are my own and are under copyright to Rich Kurz.

The client had reached a point in the growth of their company where it was time for a polished logo to replace the one they had drawn to begin with. Working thru the platform worksheet, the client decided they wanted something that reflected their short-run but high-quality, precision manufacturing ability, and that indicated their upward trajectory as they grew their company. Something that might say, "We aim high" or "We aim to please."

I thumbnailed while we talked (pg.4) and created a round of concepts. After a first review meeting, we concentrated on two, had another meeting, and finalized on one. Next was applying color, matching it to some fabric samples supplied by the client. And finally, creating the final logo and applying it to a new letterhead, business cards, and a capabilities flyer.

Deliverables: Two-color (spot + black) logo and business materials (cream stock)

I am available to discuss your design, illustration, marketing, and advertising needs. Let's talk!



Rich Kurz



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MARKETING BY DESIGN

PLATFORM worksheet

3019 PLACER CT. / FT. COLLINS, CO 80526 / (303) 226-6282

Primary Product/Service: INJECTION MOLDING
SHORT RUN, SMALLER, THIS OF EXP. PRODUCTION
TECH THROUGH PROBLEMS

Why does the customer want this?

Target Market: PROCESSOR - / MOLDER
MACHINE ADJUSTMENTS THROUGH SKILL (REPAIR)
MAKING TRANSPARENT PART WORK IN PROTO & INITIAL
SHORT PROJ. MGMT PROGRAM, PHOTO, R&D, THROUGH SKILL, PARTS PROCESSING

Target Audience:

Competitors:

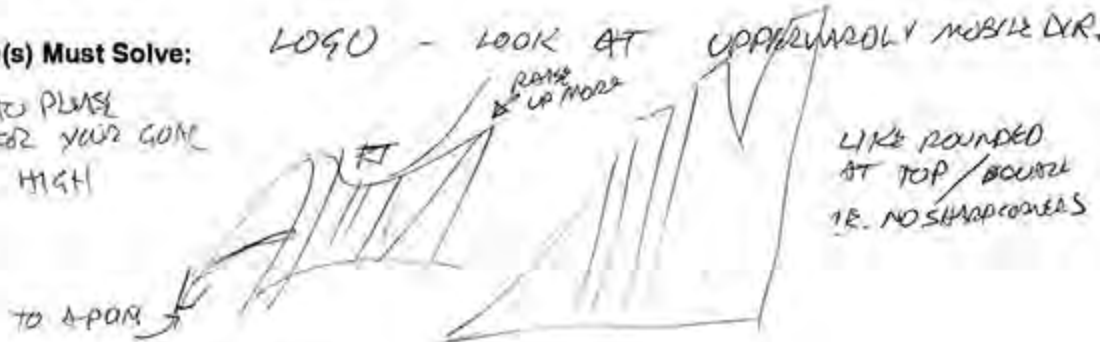
Problem the Deliverable(s) Must Solve:

LOGO - LOOK AT UPWARDLY MOBILE DIR.

Objectives:

AIM TO PLEASE FOR YOUR GONE
WE AIM HIGH

Call To Action:



Positioning Statement (Unique Selling Proposition):

Single Net Impression:

Key Buying Factors:

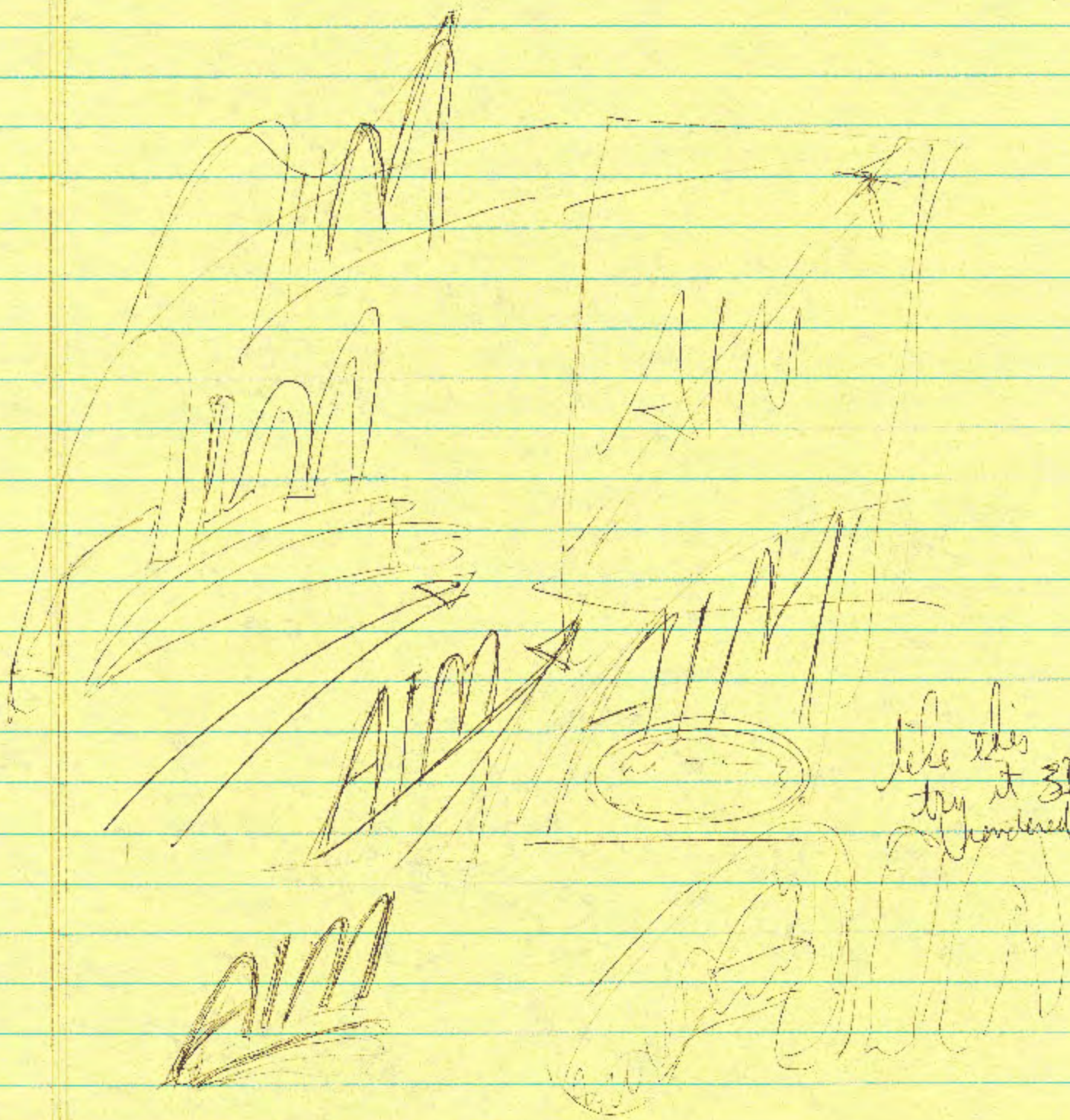
Feature/Benefit/Advantage:

Support for Promise:

Tone & Manner:

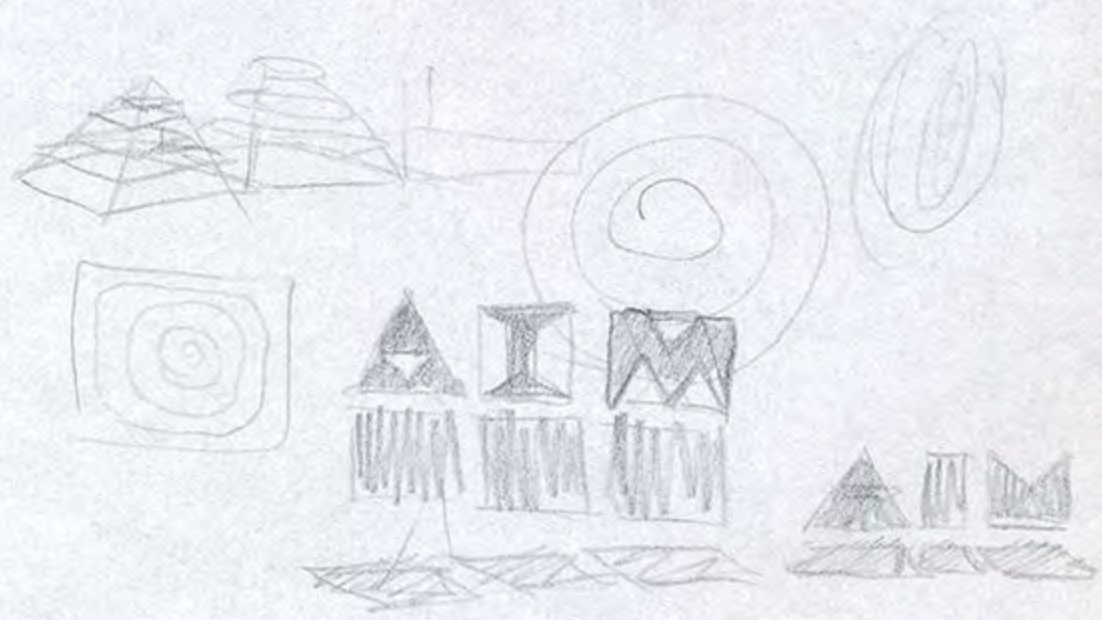
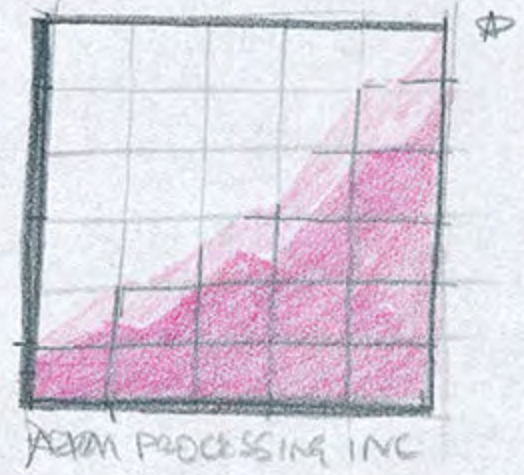
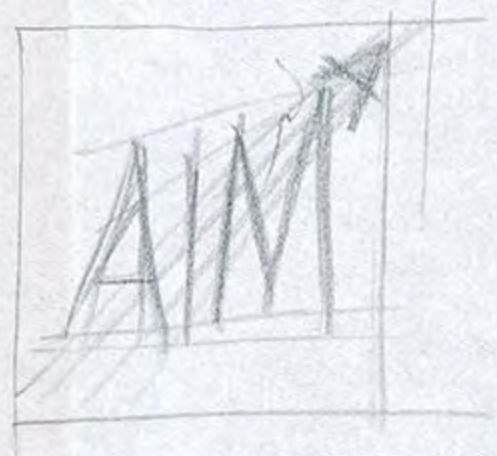
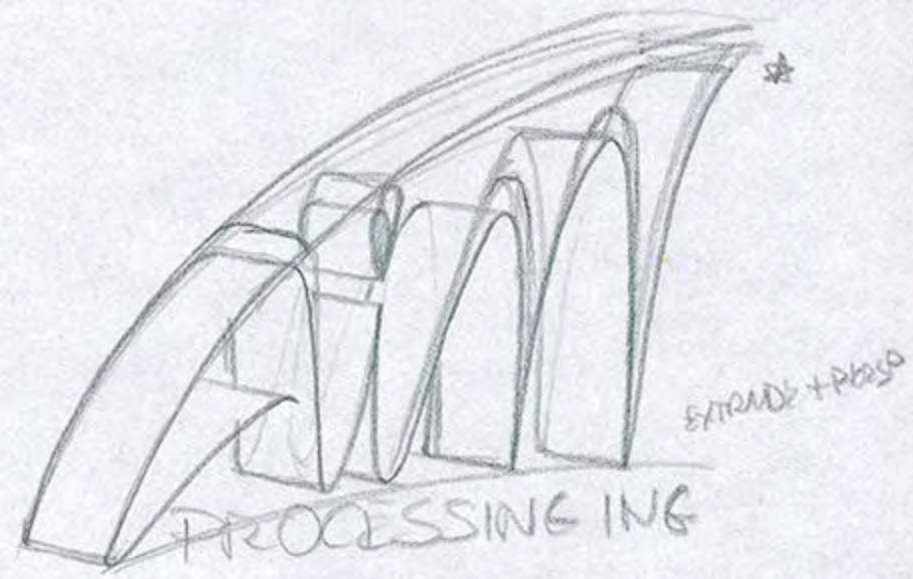
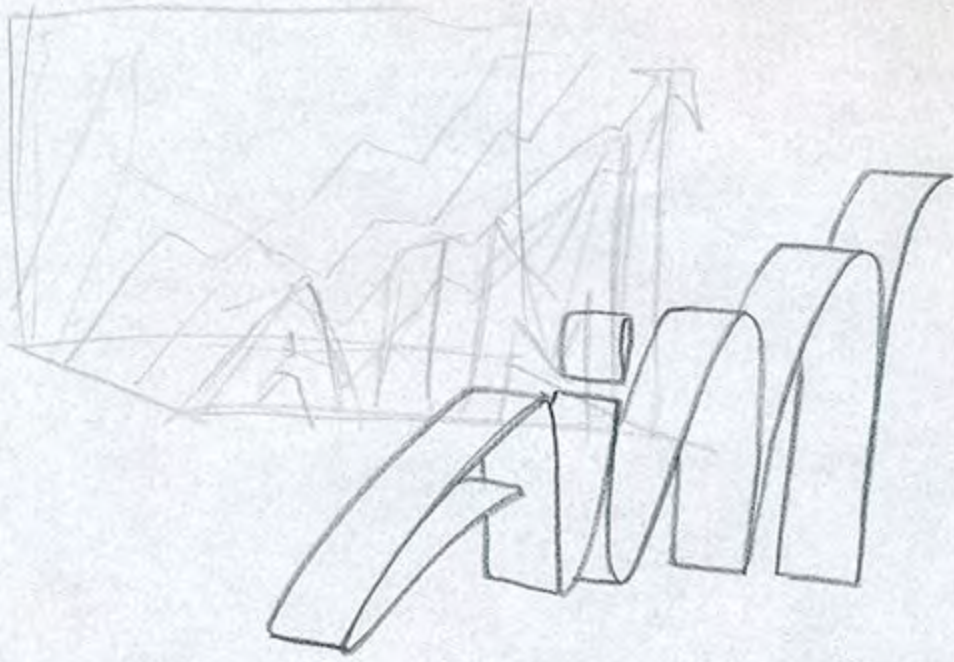
Schedule

Budget:

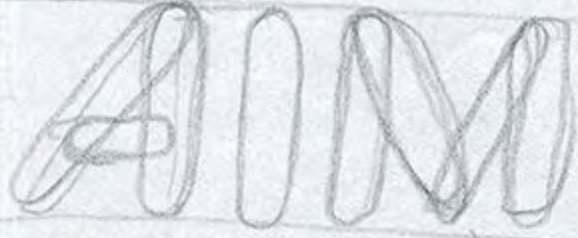


like this
try it 3D
rendered

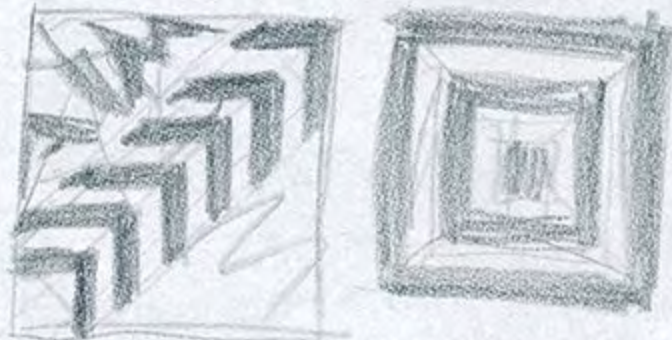
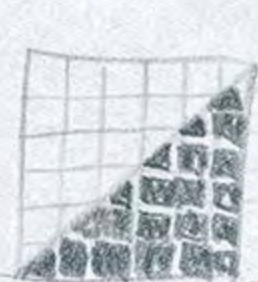
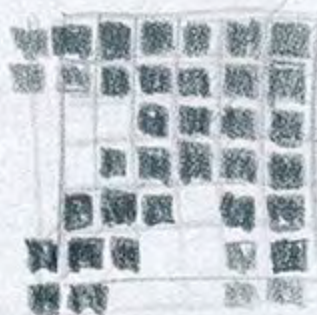
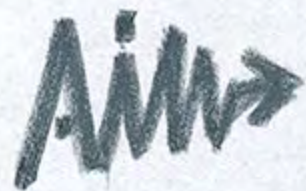
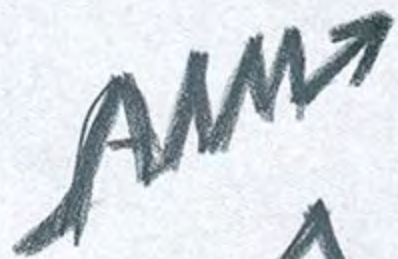
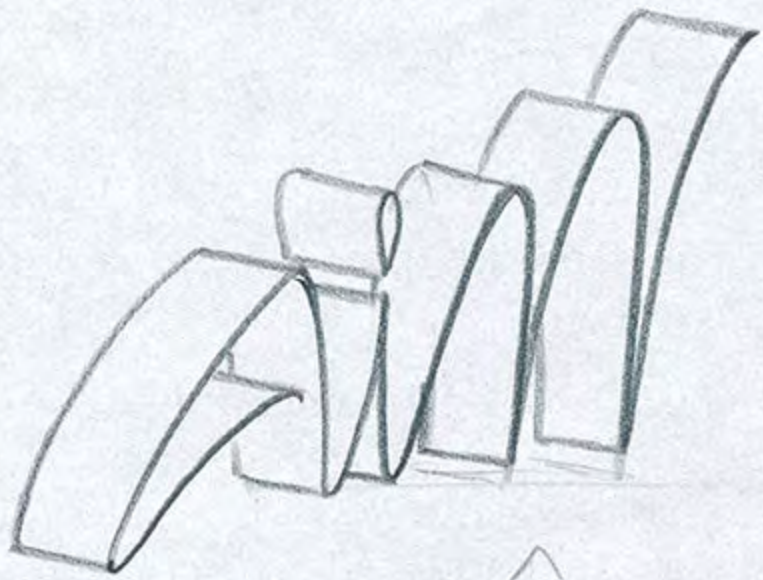
Torus

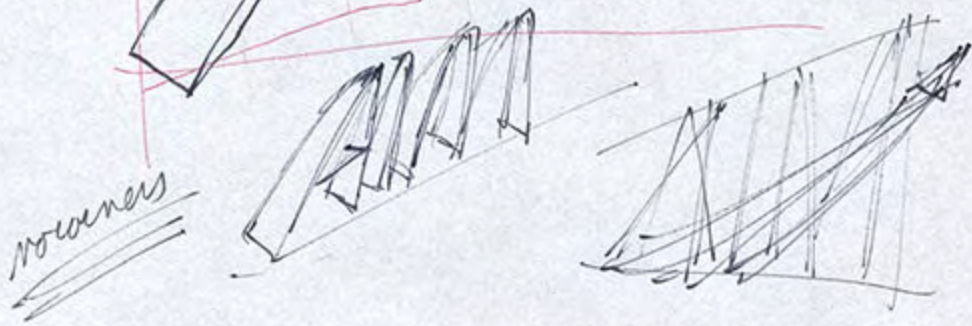
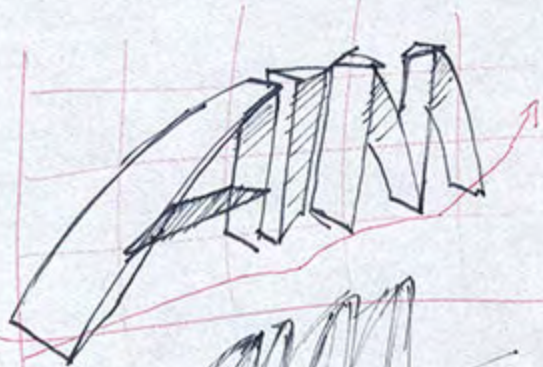
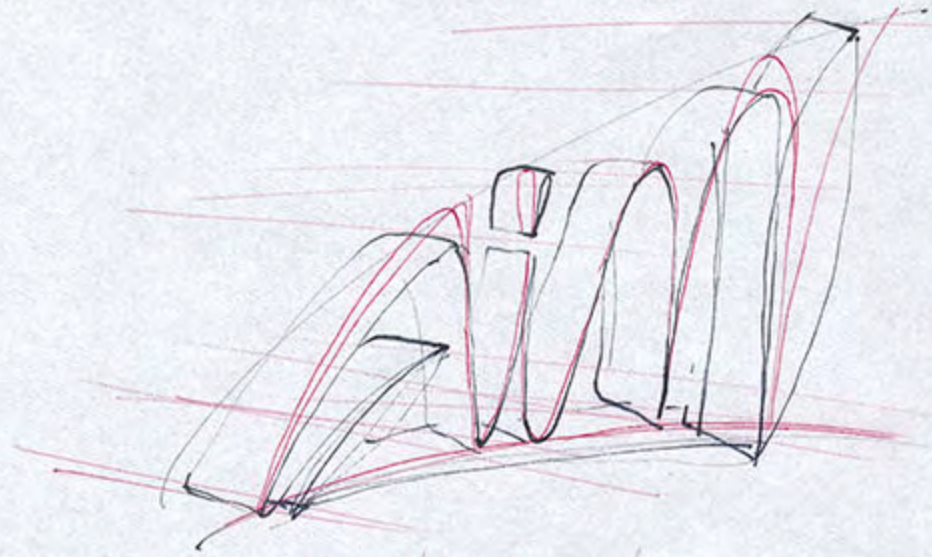


VAG BOLD



FRAGMENT
MOTOR





C Y C K M



GREEN 9055
GREEN 9055



RED 9055
TRY FRANKFURT
INDROSS



922
905

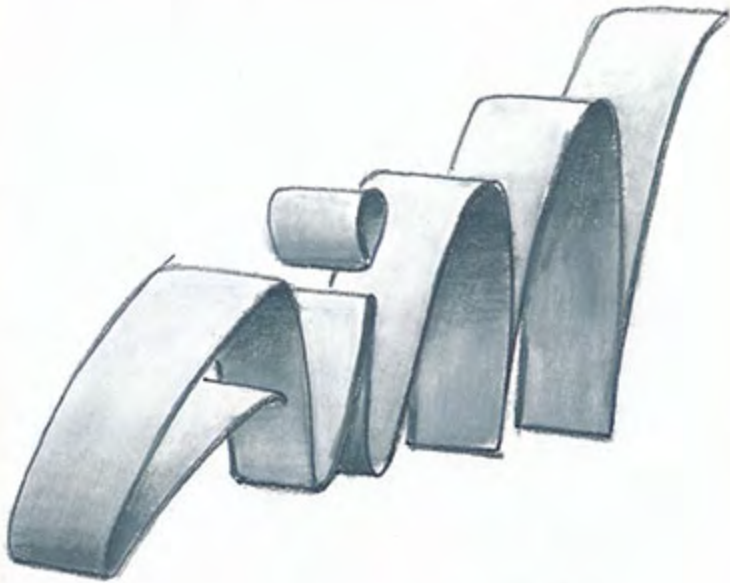
SKY BLUE
INDROSS ALL



INDROSS

Ⓐ

AIMM



Ⓑ

Aim →

D1

©
Aim ↗

Aim →

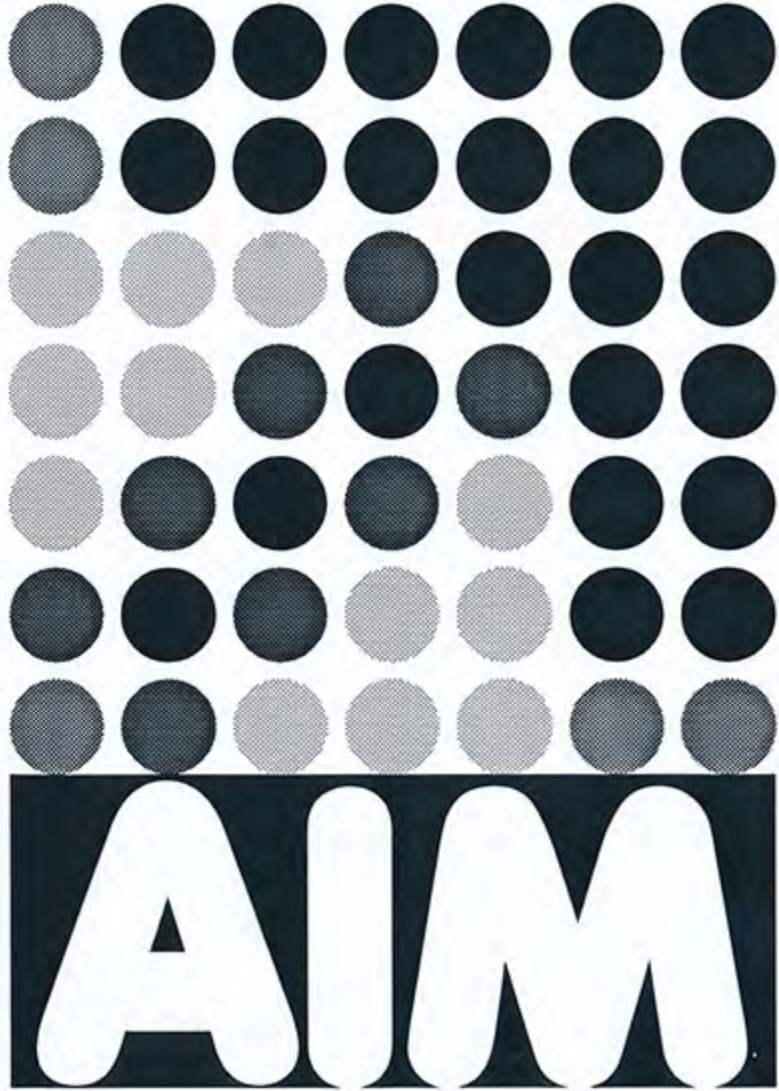
D2

Aim →

D4

Aim

D3



E1



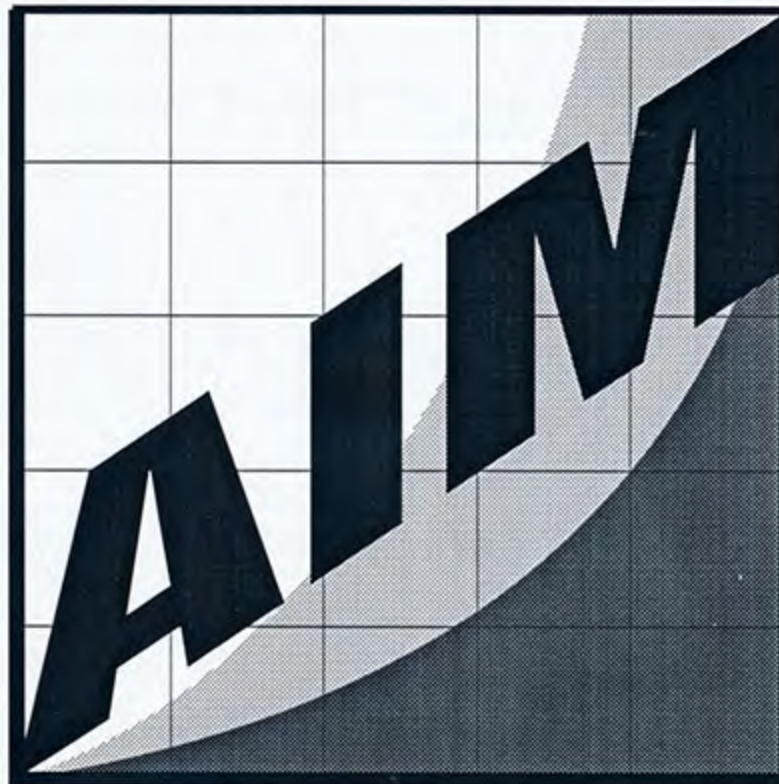
E2



F2



F3



F1



G1



G2

H

AIM

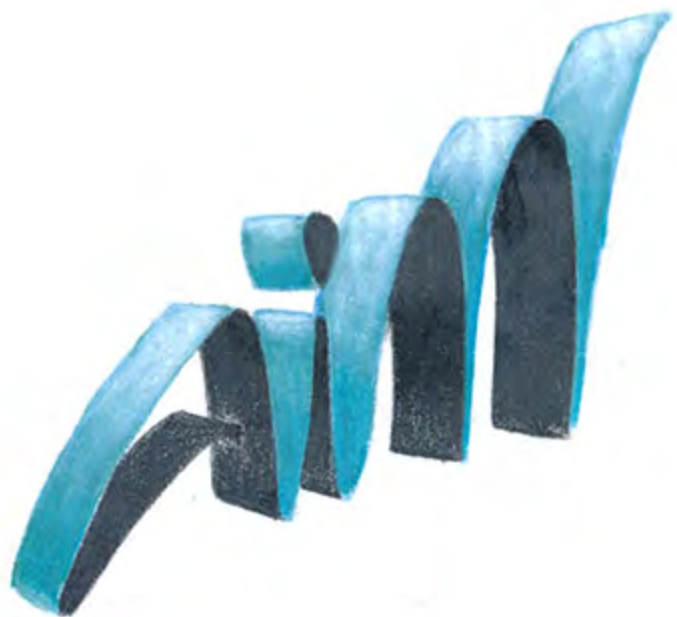
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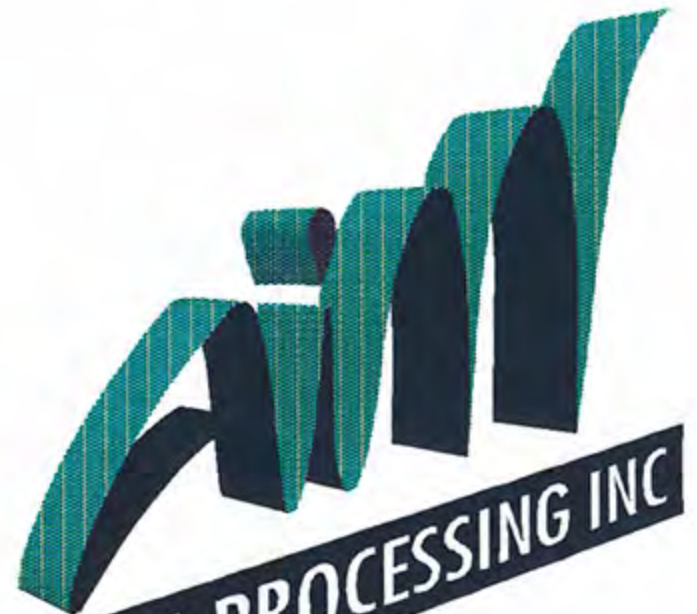




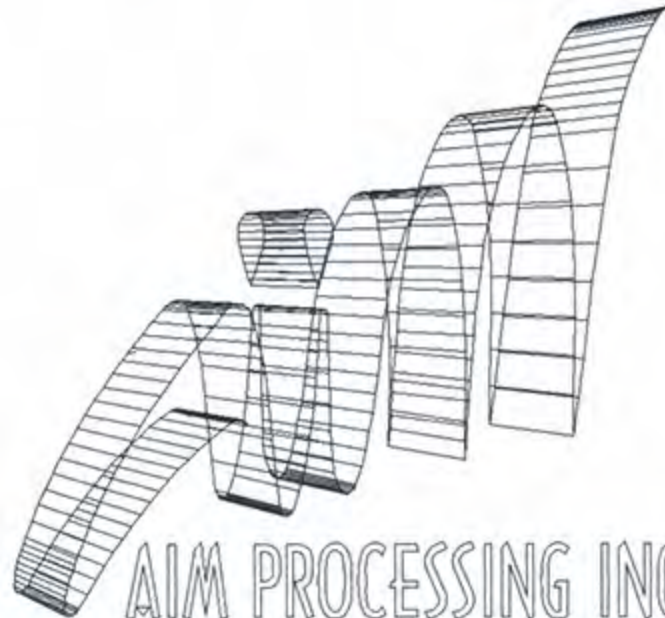
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