







**CLIENT:**  
**PROJECT:**  
**DUE DATE:**

First Energy  
Logo and Rebranding  
December

**BACKGROUND:**

First Energy is a midwest local power supply company. They supply most of North East Ohio with energy from their nuclear energy plants, as well as surrounding states. They recently have gotten some bad press involving a bailout and situations around the bailout. With this bad press, and a dated logo/ branding it was time to do a name change with a rebrand.

**CLIENT MISSION STATEMENT:**

"We are a forward-thinking electric utility powered by a diverse team of employees committed to making customers' lives brighter, the environment better and our communities stronger."

**OBJECTIVES:**

To provide trust and assurance within this new brand. Restore the trust of the customers and citizens. The other main objective will be to bring First Energy's logo to a current contemporary logo that will assure the customer of a quality product.

**TARGET AUDIENCE(S):**

Target audience are the citizens in the area First Energy serves. Be it current customers or potentially new customers.

**KEY COMPETITORS:**

American Electric Power, Duke Energy, DPL.

**MAIN IDEA:**

The main focus is create a logo that shows trust, and strength.

**DELIVERABLES:**

Logo, prints, signage, clothing.

# M & CERTIFIED M WELDING CO.

CLEVELAND, OH \* EST. 1982

**CLIENT:**  
**PROJECT:**  
**DUE DATE:**

M&M Certified Welding Co.  
Logo and Rebranding  
December

**BACKGROUND:**

M&M Welding has provided welding services for over 25 years. they specialize in custom and special fabrications for their clients.

**CLIENT MISSION STATEMENT:**

From the President Matt McCann's parent's garage to our current 20,000 square-foot building, M&M has thrived on the simple philosophy that taking care of our customers comes first. M & M has built a reputation as one of the premier weld shops in Northeast Ohio and will stop at nothing to uphold our high standards.

**OBJECTIVES:**

To create a contemporary logo that expresses the creative thinking and services that M&M creates. Make a new identity that sets them apart from other companies to attract more clients.

**TARGET AUDIENCE(S):**

General Public, Corporations, Small Businesses, Government contracts.

**KEY COMPETITORS:**

Steel Supply, Perry Welding

**MAIN IDEA:**

To bring an interactive logo that doesn't have a stereotypical manufacturing logo. Make the logo contemporary.

**DELIVERABLES:**

interactive logo, printed logo, clothing, apparel



# Greater Cleveland Food Bank

**CLIENT:**  
**PROJECT:**  
**DUE DATE:**

Greater Cleveland Food Bank  
Logo and Rebranding  
December

**BACKGROUND:**

The Greater Cleveland Food Bank is the largest hunger relief organization in Northeast Ohio having served more than 350,000 people in Cuyahoga, Ashtabula, Geauga, Lake, Ashland and Richland counties in 2019.

**CLIENT MISSION STATEMENT:**

Our mission is to ensure that everyone in our communities has the nutritious food they need every day.

**OBJECTIVES:**

To Create a warm and welcoming logo that will show compassion and kindness.

**TARGET AUDIENCE(S):**

People in need, donators, volunteers.

**KEY COMPETITORS:**

Akron Canton Food Bank, Middleburg Heights Food Pantry.

**MAIN IDEA:**

To bring warmth to the foundation, create a brand that is welcoming and compassionate. Incorporating Core values of GCFB and illustrating them for the community.

**DELIVERABLES:**

Interactive logo, printed logo, clothing, apparel



**CLIENT:**  
**PROJECT:**  
**DUE DATE:**

Handel's  
Logo and Rebranding  
December

**BACKGROUND:**

On a hot summer day in July, 1945, Alice Handel began serving ice cream out of her husband's gas station in Youngstown, Ohio. Her first batches were made using old-fashioned recipes with fresh fruit she picked from her own backyard.

**CLIENT MISSION STATEMENT:**

No mission statement

**OBJECTIVES:**

To modernize Handel's from 1945 to the 21st century. Create a logo that showcases fresh fruit and fresh ingredients.

**TARGET AUDIENCE(S):**

People across all walks of life and locations across the USA.

**KEY COMPETITORS:**

Rosati's, Stricklands, Dairy Queen, Edy's, Cold Stone.

**MAIN IDEA:**

Create a logo that instantly wants you to pull into their parking lot and grab a cone. Create a logo that maintains its history while also keeping it contemporary.

**DELIVERABLES:**

Interactive logo, printed logo, clothing, apparel



**CLIENT:**  
**PROJECT:**  
**DUE DATE:**

Builder Emporium  
Logo and Rebranding  
December

**BACKGROUND:**

BEi is a family owned and operated company that opened up in 1970 and has been proudly serving our community and neighbors for 50 years! Veteran owned since 2017. Today, we still strive to continue to offer the best customer service available in this industry because here at BEi we believe that customers come first.

**CLIENT MISSION STATEMENT:**

No mission statement

**OBJECTIVES:**

The current logo doesn't represent what BEI does. Create a logo that projects and creates power within the field. They are a local store that has to fight against Lowes and Home Depot.

**TARGET AUDIENCE(S):**

Contractors, and regular customers.

**KEY COMPETITORS:**

Lowes, Homedepot, Whitecap

**MAIN IDEA:**

Create a logo that represents who they are.

**DELIVERABLES:**

Interactive logo, printed logo, clothing, apparel



# First Energy



# M&M Welding



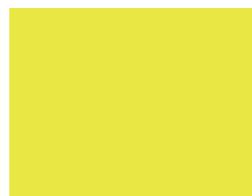
# Food Bank



# Builders Emporium



# Handel's



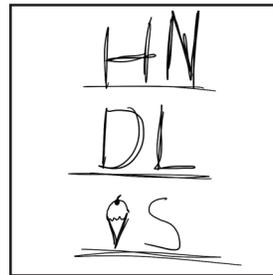
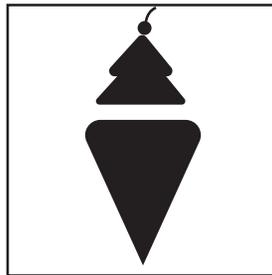
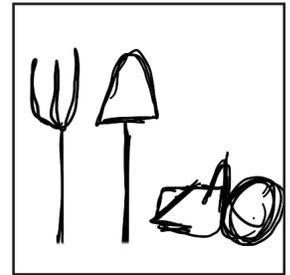
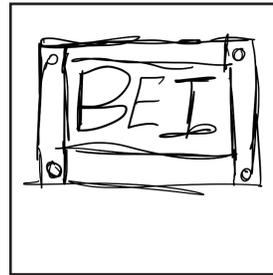
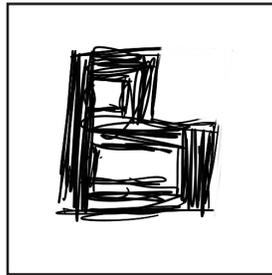
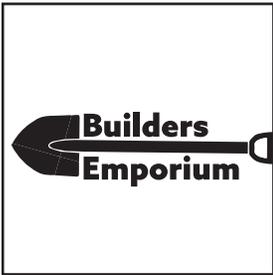
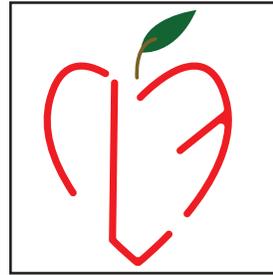
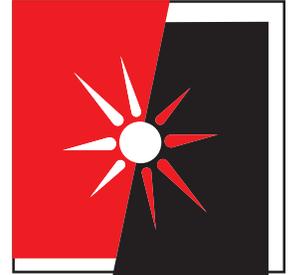
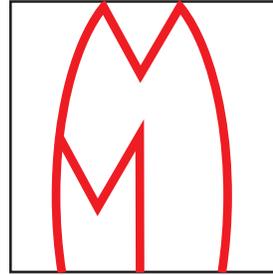
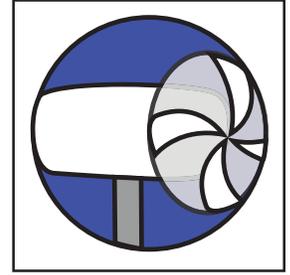
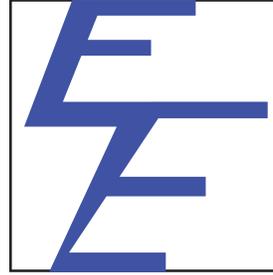
Combinations

Logotype

Symbol

Monogram

Pictogram





# Combination



Logotype

HANDEL'S



HANDEL'S



# Monogram

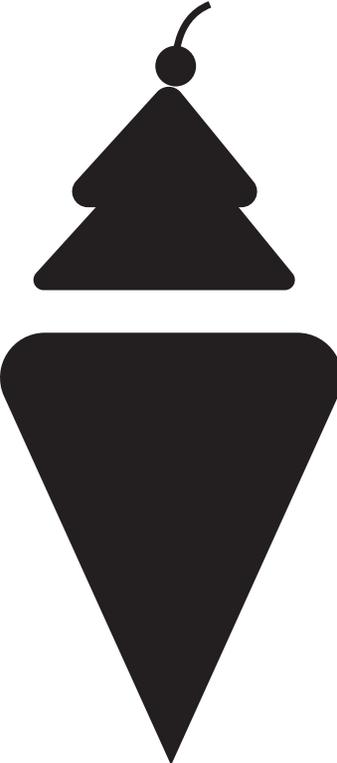
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# Pictogram



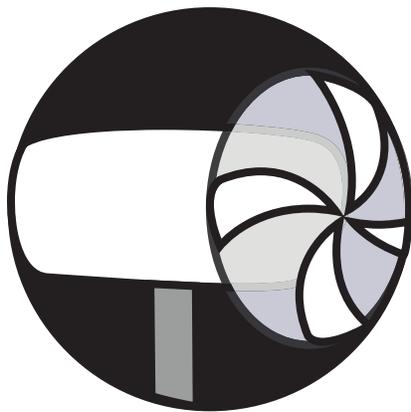
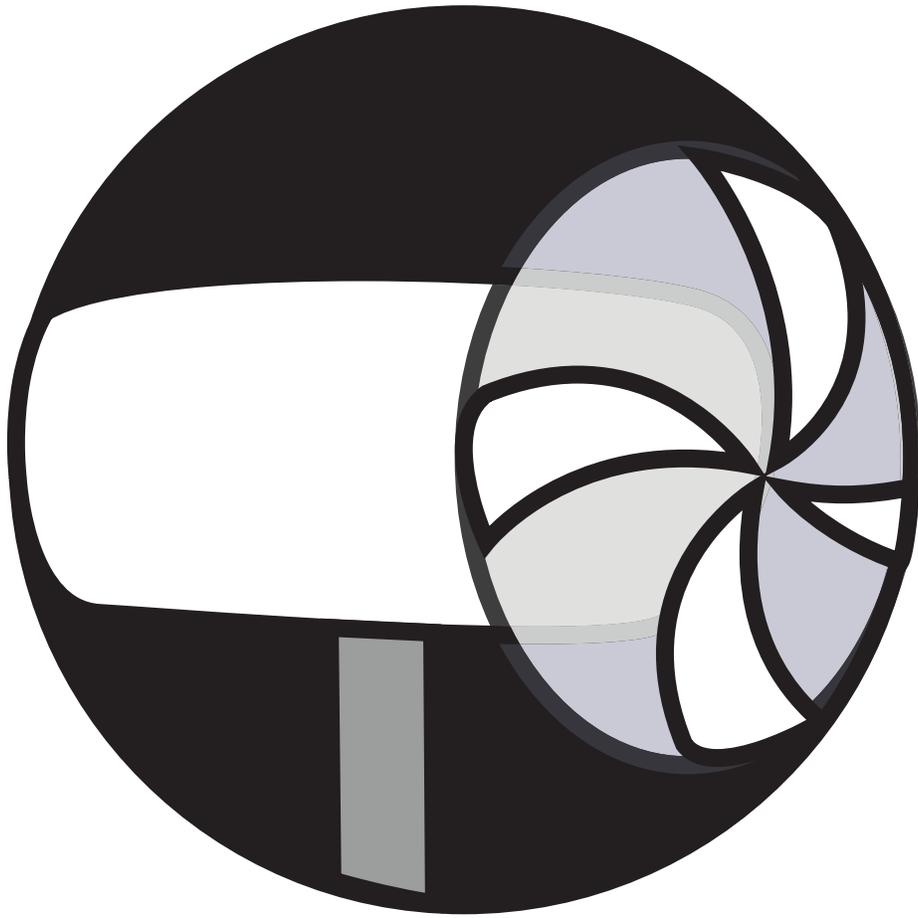
Symbol



# Combination



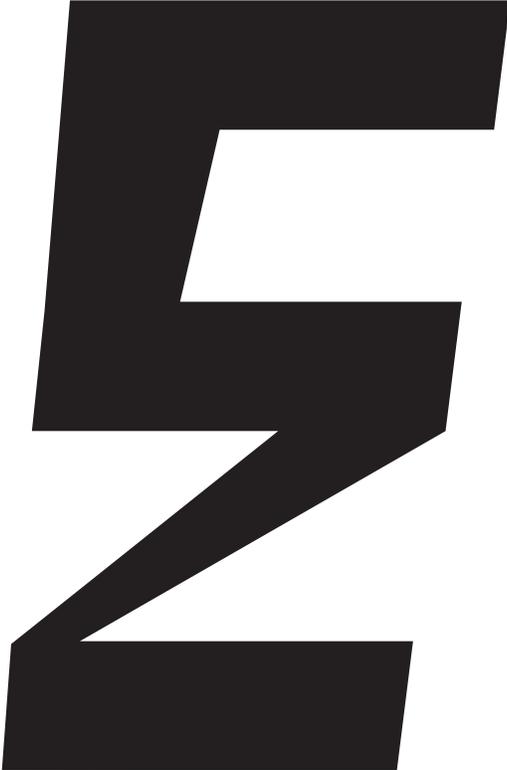
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Monogram



Symbol

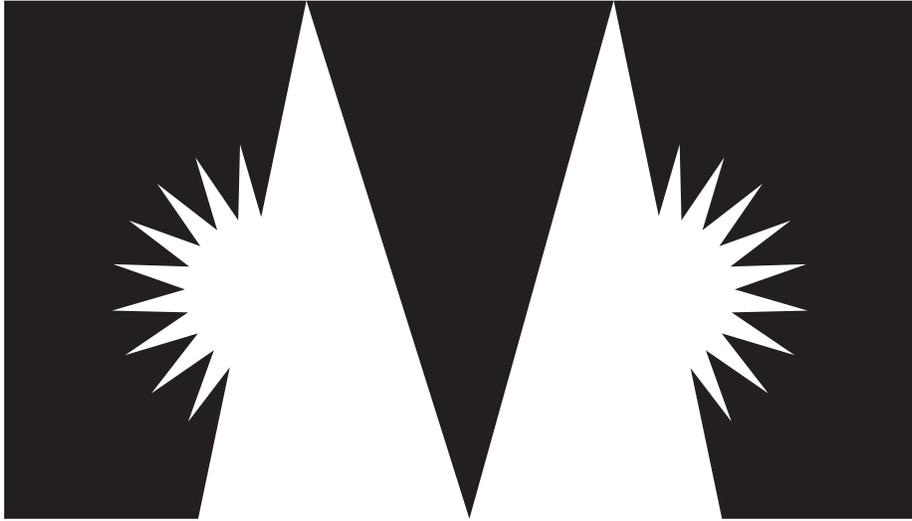


Logotype

***First Energy***

***First Energy***

# Monogram



Logotype

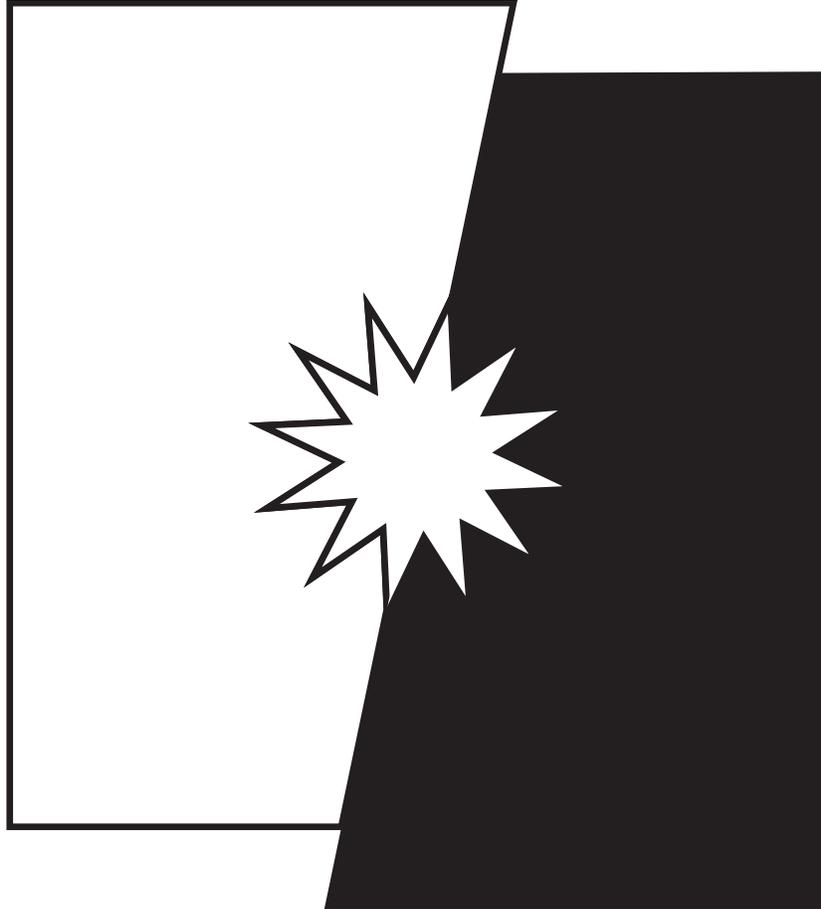
***McCann  
Welding***

***McCann  
Welding***

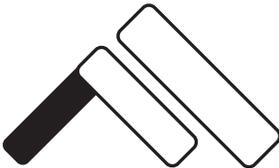
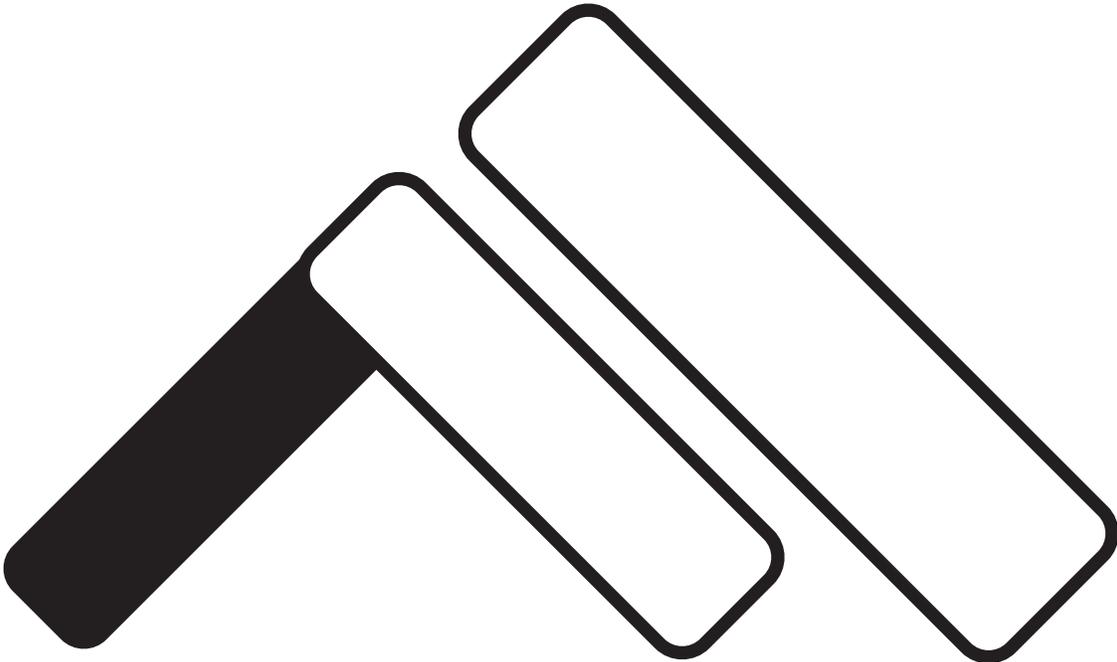
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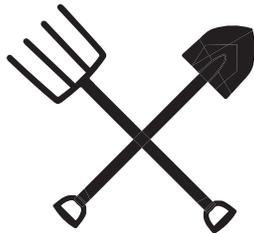
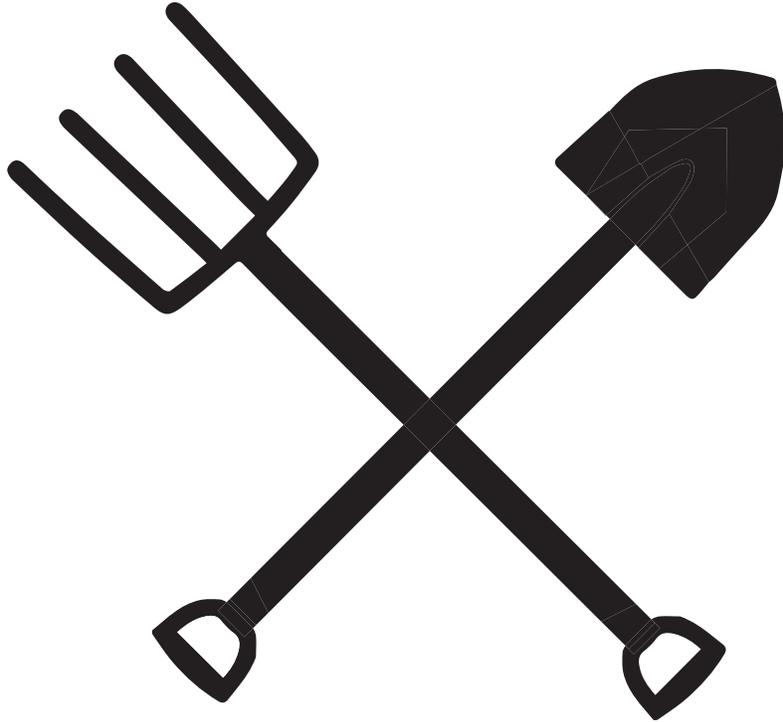
# Pictogram



Symbol



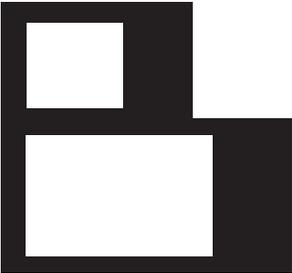
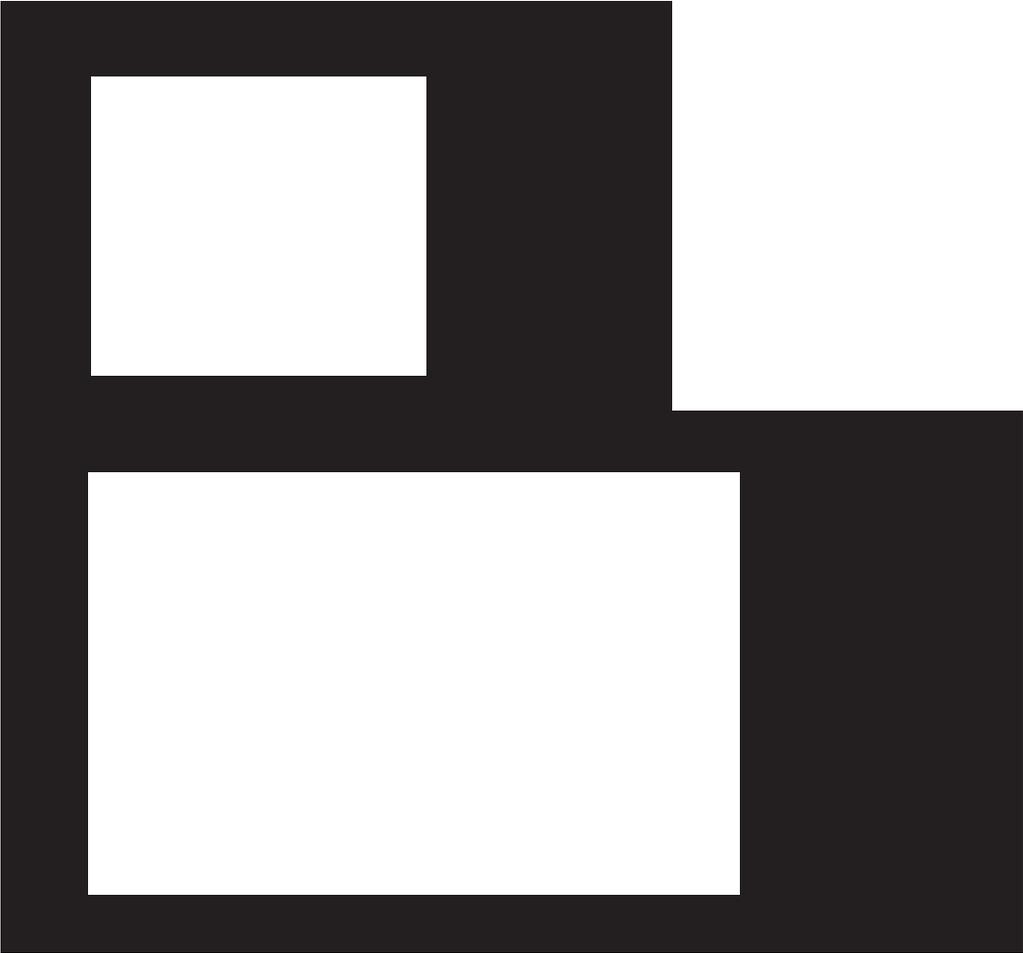
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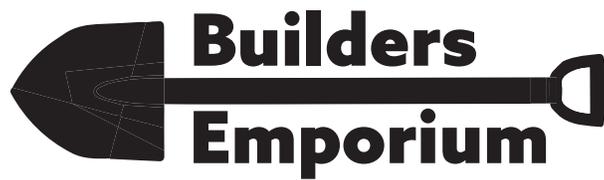
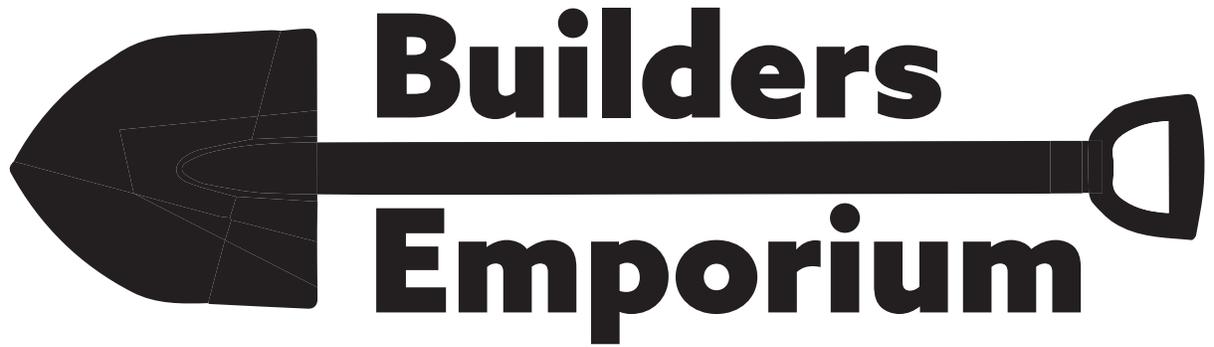
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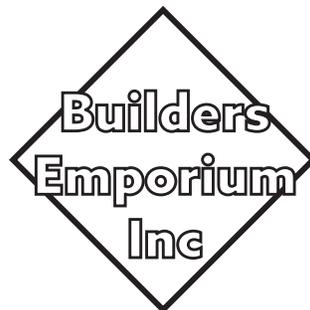
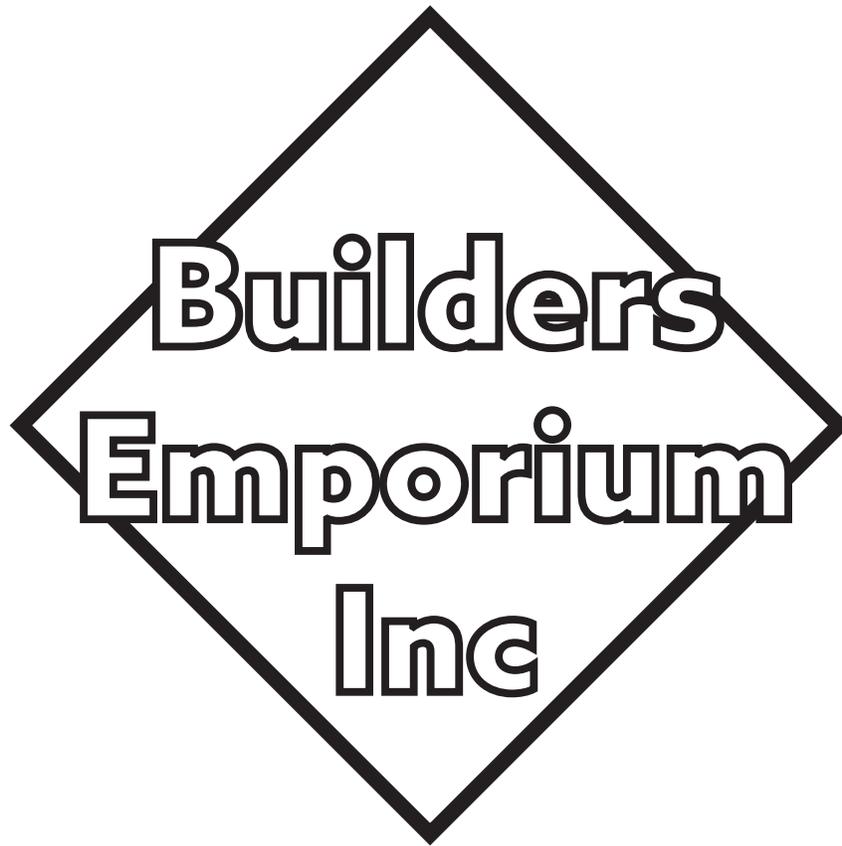
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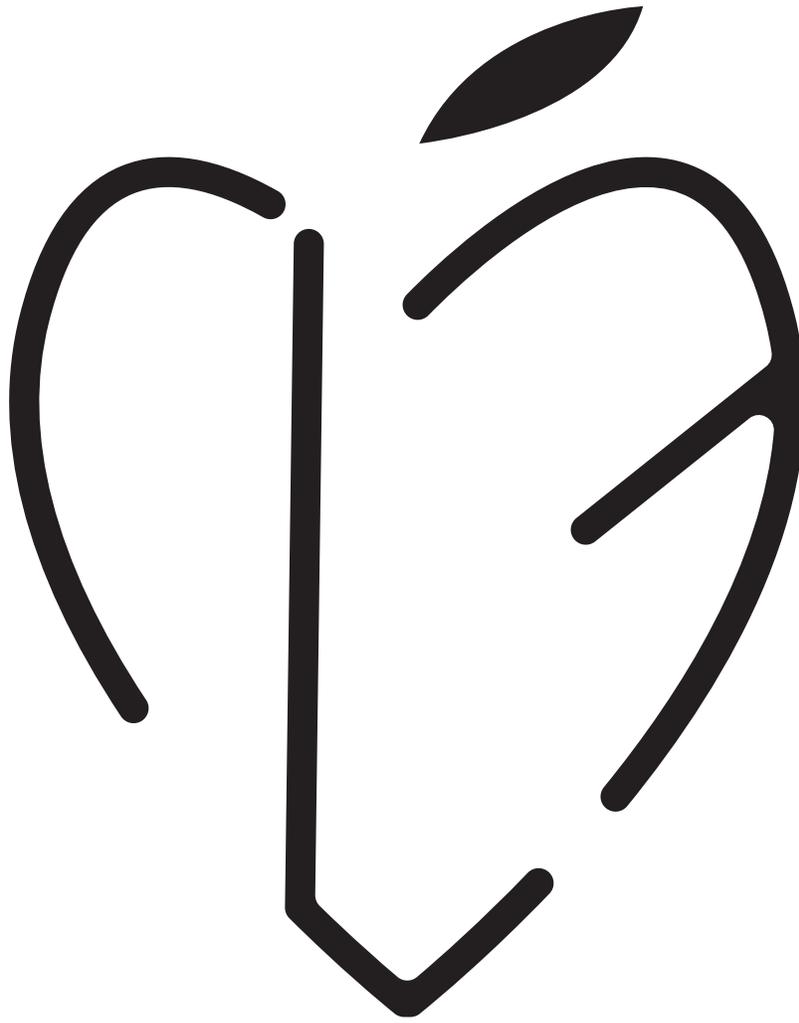
Combination



Logotype



# Monogram



Symbol



# Pictogram



Logotype

**Greater  
Cleveland  
Food Bank**

**Greater  
Cleveland  
Food Bank**

Combination



# Greater Cleveland Food Bank



Greater  
Cleveland  
Food Bank

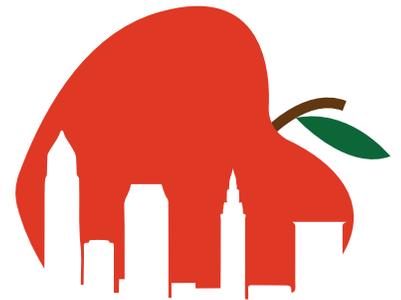




Greater Cleveland  
**Food Bank**



Greater Cleveland  
**Food Bank**

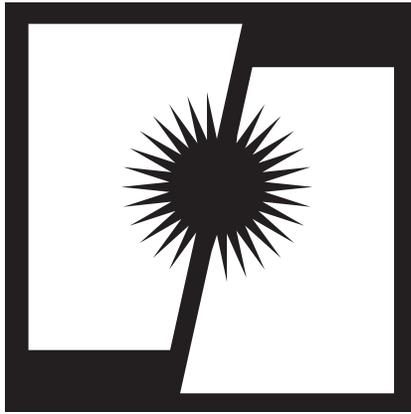
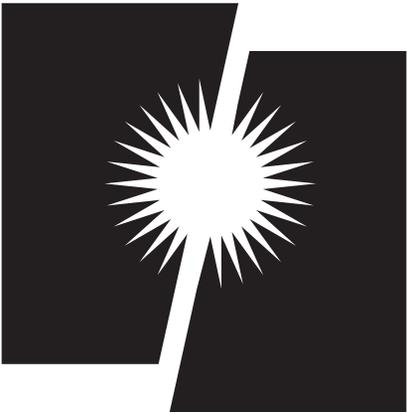


Greater Cleveland  
**Food Bank**

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Colin McCann  
(330) 467-1729  
556 Highland Rd,  
Macedonia, Ohio



**McCann**  
**Welding**



(330) 467-1729

556 Highland Rd, Macedonia, OH 44056

# McCann Welding

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Client Name  
Date Issued: 05 June '21  
Invoice No: 1254

Employee Name  
556 Highland Rd.  
Macedonia Ohio  
44067

DESCRIPTION	RATE	HOURS	SUBTOTAL
Stairs	\$110.00	20	\$2,200.00
Transportation	\$50.00	6	\$300.00

Due By  
20 June '21  
Total  
\$2,500.00



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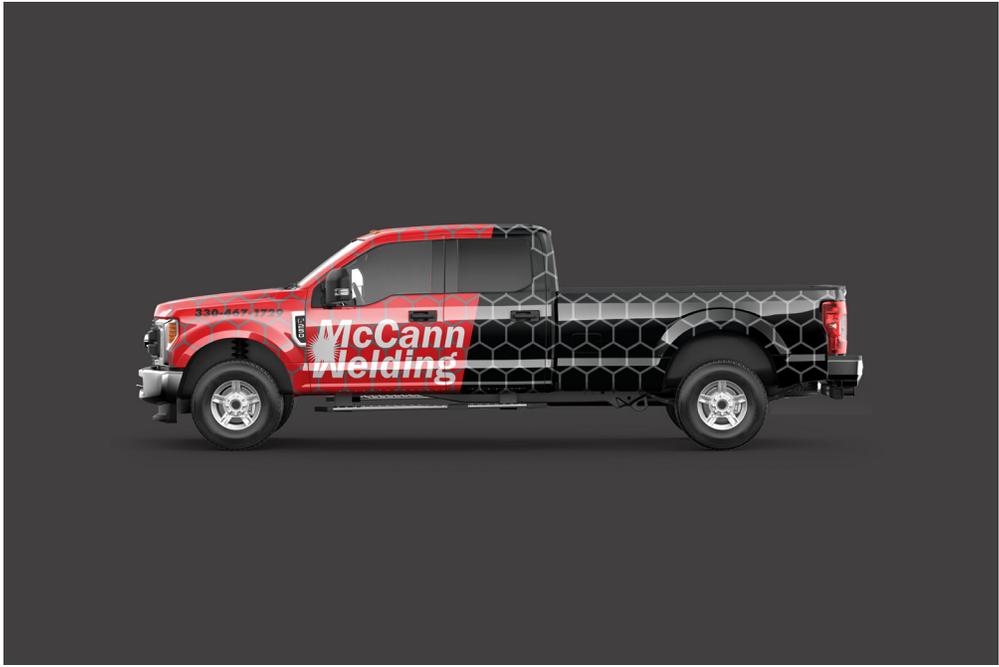
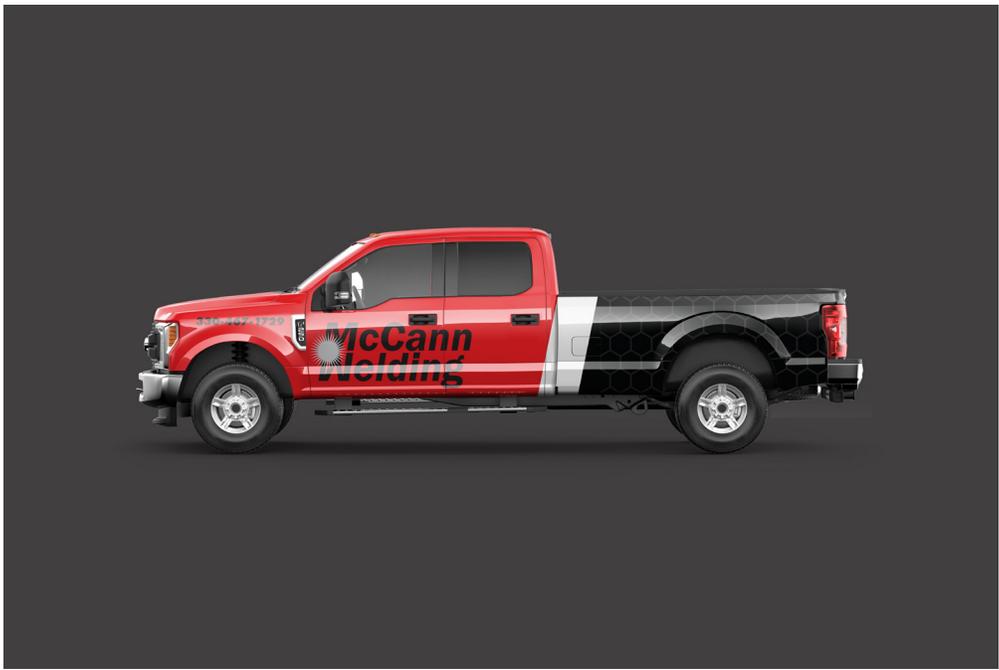
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# We Are McCann Welding



## Fabrication

Our custom fabricators here at M & M pride themselves on being able to take almost anything off of a drawing or from someone's imagination and bring it to life. Some of our common projects include:

- Tanks
- Storage Hoppers
- Roll Off Boxes
- Custom Truck Beds and Trailers
- Custom Fabricated Parts and Structures
- Ornamental Railing and Stair Cases
- Custom Fire Rings
- Exhaust Hoods

Browse our project photo gallery below for some examples of our custom fabrication work, or contact us for more information about our Cleveland and Akron, Ohio fabrication services. Or, use our online form to get a custom fabrication quote from M & M Certified Welding Company.





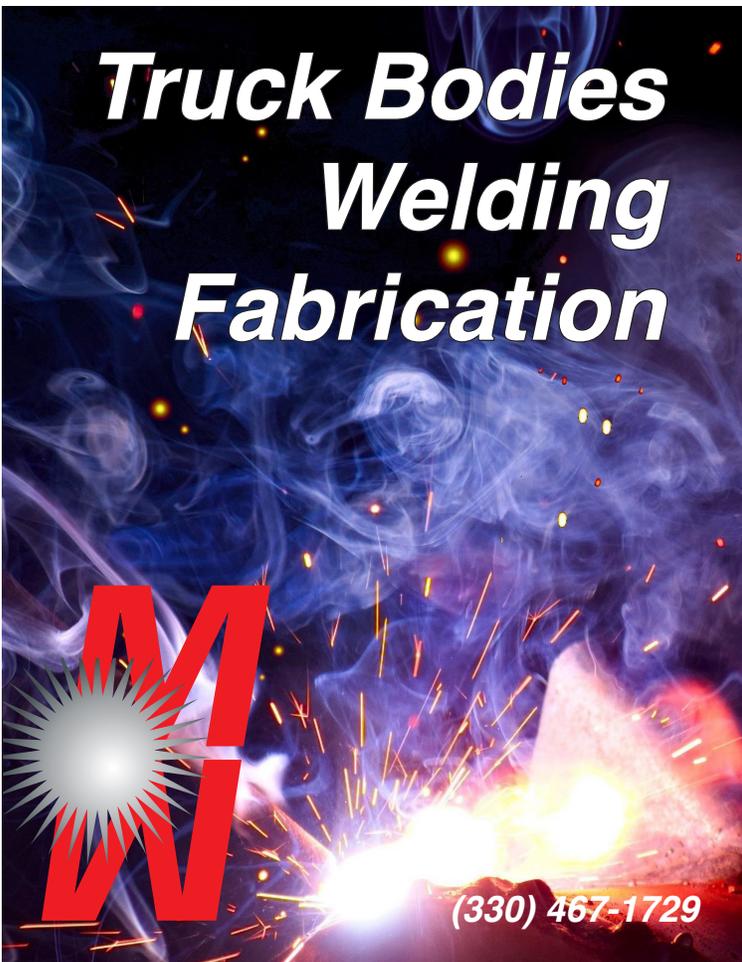
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Truck Bodies  
Since 2003*



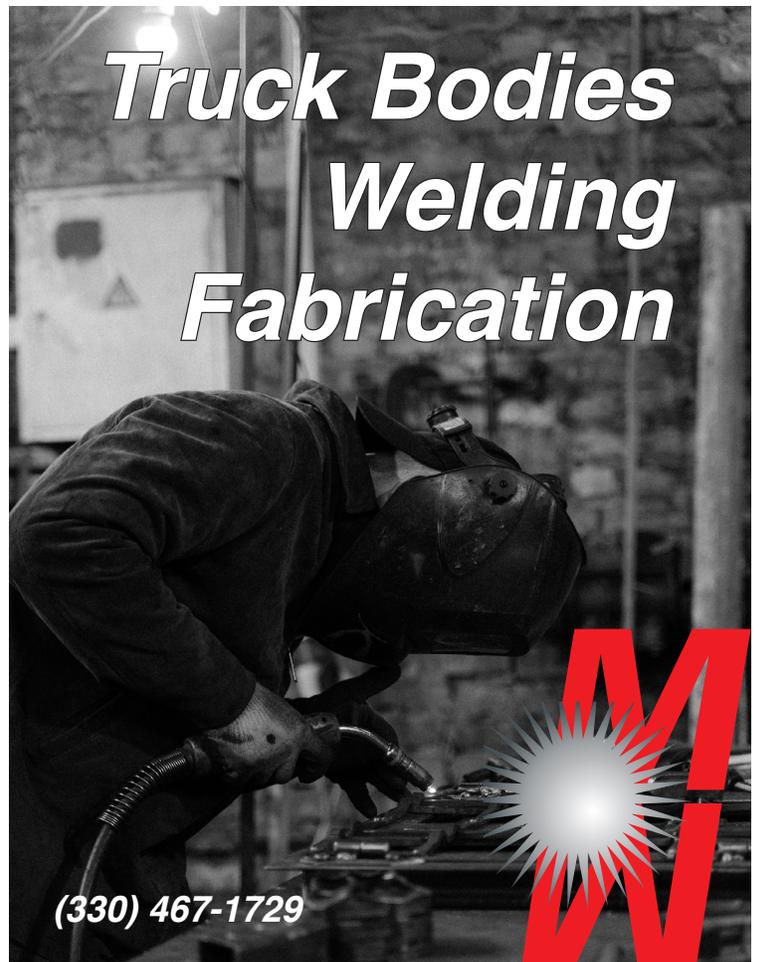
*QUALITY  
EXPERIENCE  
CREATIVE*



*Truck Bodies  
Welding  
Fabrication*



*Truck Bodies  
Welding  
Fabrication*



The background of the entire image is a dynamic scene of welding. It features a dense shower of bright orange and yellow sparks falling from the bottom right towards the top left. Interspersed among the sparks are wisps of blue smoke or steam, creating a complex, layered texture. The overall color palette is dominated by the warm tones of the sparks and the cool, ethereal tones of the blue smoke.

# ***Truck Bodies Welding Fabrication***



**(330) 467-1729**











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building contact information [bit.ly/Aim-PI](http://bit.ly/Aim-PI)



**Truck Bodies  
Welding  
Fabrication**

Talk to our shop today. [Learn More](#)

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Norbert Madrigal 31m

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Birthdays

RJ Wittmann's birthday is today.

Contacts

Ryan Walter Taylor

Halle Van Scoy

Mike Wagner

Marcus Murray

10:57 AM 12/11/2020

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Welding  
Fabrication**

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- Ryan Walter Taylor
  - Halle Van Scoy
  - Mike Wagner
  - Marcus Murray
  - Taylor Miller







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**Welding**

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**We Are  
McCann  
Welding**

(330) 467-1729  
556 Highland Rd, Macedon, OH 44056

# McCann Welding

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**McCann**  
**Welding**

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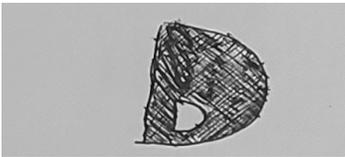
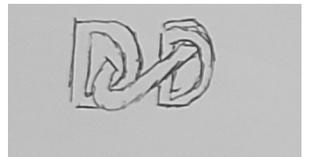
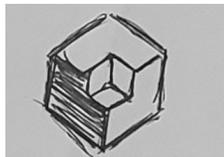
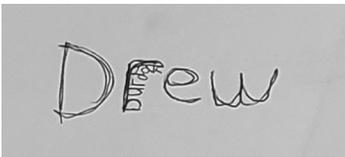
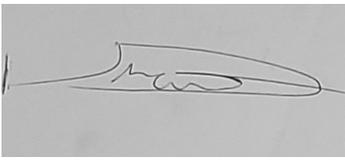
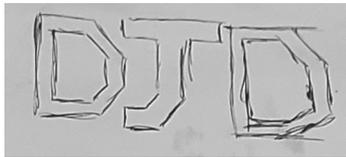
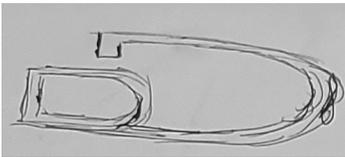


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