

Make no small plans.

Make no small plans. They have no magic to stir humanity's blood and probably themselves will not be realized.

Make big plans; aim high in hope and work, remembering that a noble, logical plan once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.

Remember that our sons and daughters are going to do things that will stagger us.

Let your watchword be order and your beacon, beauty.

Think big.

DANIEL H. BURNHAM
ARCHITECT AND URBAN PLANNER, 1846-1912

Think
big.

Founded as a strategic design firm in 1998, Design360 combines real-world business experience with a detailed understanding of the way aesthetics win the hearts and minds of an organization's customers, employees, stakeholders and the general public. We help companies explore opportunities and create lasting design concepts that express our clients brands, boosting awareness and positioning them for long-term success.

Located in Chicago's Fulton Market area, we are a highly flexible organization with the ability to custom-tailor services to clients' needs. This flexibility enables us to follow our client's corporate protocol and find solutions that fit.

At Design360 we think, explore, create and deliver BIG.

Capabilities

At Design360 our services encompass a full range of analysis, design, consulting and implementation activities that deliver strategic solutions for your communications needs.

ANALYSIS AND FRAME-UP

Market Research and Analysis
Brand Perception Studies
Customer Satisfaction

Communications Testing
Product Usability Market Research
Strategic Marketing Planning

IMAGE DEVELOPMENT

Image Assessment
Brand Positioning and Messaging
Corporate Identity

Naming and Nomenclature
Logotypes, Logomarks and Symbols
Identity Standards and Guidelines

COMMUNICATIONS AND IMPLEMENTATION

Collateral Systems
Publication Design
Annual Reports and Investor Relations
Sales Support
Digital Communications
Internet-Based Applications

Retail Environments
Wayfinding
Packaging
Direct Mail
Trade Show and Point-of-Sale
Advertising

PRODUCTION

Art Direction
Vendor Coordination
File Preparation

Image Library Creation and Management
Software Templates
Print Management

Market Focus

HEALTH CARE

Leading hospitals, clinics, associations, insurance and healthcare furnishings companies all are focused on managing change while innovating and increasing market and financial performance. Exploring new opportunities, creating the brand and expressing your vision is how we help.

FINANCE

The financial industry has undergone dynamic structural change in the past decade. These changes have deeply affected financial products, distribution systems, and the way financial products and services are sold. Today's financial market place demands a more savvy and informed sales and marketing approach. Today, establishing trust and building relationships with clients have not only become a priority but a necessity for long-term success.

LUXURY

Customer insight, experience marketing and customer loyalty continue to be top priorities for many effective marketers. With the current trends in the luxury market and an ever expanding base of luxury consumers, today's luxuries become tomorrow's necessities, and discovering new and different ways to give expression to the luxury consumer's desires becomes paramount. Increasing market share within the increased commoditization of luxury requires insightful and actionable customer insight, clear branding and marketing solutions that clearly deliver the value of the brand and reinforce the relationship each consumer has with its products and services.

HARDGOODS

From furniture to hardware and lighting, marketers of hardgoods seek new opportunities for growth. Growth in traditional hardgoods requires a new innovative sales and marketing approach that focuses on new application areas. As marketers start to focus on segments like healthcare, higher education and others, a new innovative sales and marketing approach is required. Winning in today's hardgoods marketplace demands a solid understanding of changing customer and distribution channel requirements and a more savvy and informed sales and marketing approach. Today, entering new markets and building new relationships have become a necessity for long-term success.

Healthcare



THE NATIONAL ALLIANCE FOR HEALTH INFORMATION TECHNOLOGY

The National Alliance for Health Information Technology is a diverse partnership of leaders from all healthcare sectors working to advance the adoption and implementation of healthcare information technology to achieve measurable improvements in patient safety, quality and efficiency. The Alliance engaged the services of Design360 to rebrand the visual identity of their organization and develop cross platform communications solutions. Widely acknowledged as the maturing of the organization's brand, the Alliance is now equipped with customizable materials that motivate the diverse membership to act on a variety of issues.

CHILDREN'S MEMORIAL HOSPITAL

Being one of the leading children's hospital in the United States requires constant stewardship of your image. As the Children's Memorial organization has experience tremendous growth, the corporate hierarchy became more than the initial identity could accommodate. While still remaining true to the classic Children's identity, Design360 created a naming and identity hierarchical system that could be easily understood as well as reveal the many parts of this now complex organization. The next step was educating the Children's staff to the benefits of the system and the importance of consistent usage. Design360 prepared brand standards and implementation tools to assist in the roll-out of the new identity to the entire medical system.

MERCY HOSPITAL AND MEDICAL CENTER

Mercy Hospital has been keeping Chicago healthy for over 154 years. Because of the changing demographics surrounding the hospital, Mercy required a new approach to their messaging and a refined brand identity. Mercy hired Design360 to revamp their image in order to become recognized as the health provider of choice in its service area, as well as to increase market share. Though a wide variety of marketing tools, Design360 developed cross-platform communications to the local audience to inform and entice the community to access and utilize Mercy services. Because of Design360 efforts, Mercy's voice was reaffirmed to its community—a voice that builds off their accessibility, service offering, staff teaching and field leadership.

HERMAN MILLER

For more than twenty years, Herman Miller has been a leader in healthcare furniture and furnishings for hospital, clinical, laboratory and ambulatory environments. Herman Miller is continuing its history of innovation in product design for healthcare. Herman Miller tapped Design360 for its understanding and insight in healthcare environments. Because of Design360's insight in healthcare systems and clinical settings, Herman Miller is launching a new line of healthcare furnishing products and a range of new initiatives with leading healthcare systems.

Finance

R.J.O'Brien
ESTABLISHED IN 1914



LaSalle

Baird

R.J. O'BRIEN

RJO is one of the oldest and best known independent futures brokerage firms in the industry. RJO is a founding member of the Chicago Mercantile Exchange, a full clearing member of the Chicago Board of Trade, New York Mercantile Exchange, Commodity Exchange of New York and the New York Board of Trade. RJO offers the latest in order entry technology coupled with 24-hour execution and clearing on every futures exchange worldwide. To keep up with changing technology and an evolving consumer, RJO hired Design360 to develop the interface of their electronic trading platform as well as refresh the interface of their browser-based trading complement.

THE FIRST NATIONAL BANK OF CHICAGO

Working with the private banking division of First Chicago, Design360 was assigned the task to bring this luxury service offering to the marketplace. This program that targeted at high net worth individuals and families used the historic First Chicago Chagall art piece to tie all the elements together. The information architecture was restructured into easy to understand components, making usually overwhelming information quite useable. This program was able to integrate brand aesthetics to clearly communicate the advantages of their various offerings. First Chicago and most notably their customers found the solution to be financially sound and a terrific return on investment.

LASALLE BANKS

Working with the LaSalle marketing department, Design360 revised a comprehensive set of collateral brochureware for their retail banking operations. Information architecture was streamlined for production efficiency while maintaining the LaSalle brand Chicago has known and loved.

ROBERT W. BAIRD

For over 85 years Robert W. Baird has been a leader in wealth management, capital markets, private equity and asset management for business and individual clients. Baird tapped Design360 to help jumpstart their high net worth family and institutional practice with market research, qualified lead generation and assistance with the design of a new business development process that resulted in Baird realizing over \$100 million in asset management business within the first twelve months of implementation.

Luxury



THE ART FAIR COMPANY

SOFA (Sculptural Objects & Functional Art) is the world's foremost fairs of contemporary decorative arts & design held three times a year in New York, Chicago and Santa Fe. Design 360 is responsible for all of the visual design, show materials, lecture/gallery signage and way-finding systems at the events. For over 10 years, Design 360 has ensured and maintained the consistent look and feel for dual purposes: visitors, clients and gallery retailers. Since engaging Design 360, the exposition has grown steadily in the number of exhibitors, averaging 95-100 galleries and dealers in recent years, and attendance has increased over 100%.

OFFICIAL AIRLINES GUIDES

OAG provides flight information data in a wide variety of formats for an even wider variety of clients. The need for customized messaging in the marketing materials prompted Design 360 to develop a high-end system of materials, both printed and online, that explain the benefits of subscribing to the OAG data pool. The clear imagery and refreshed aesthetic translated to increased awareness and higher sales. In addition to telling the OAG story, these materials were also a significant departure from previous marketing collateral, and as such sent the message to prospects that OAG was now forward looking, easier to understand, and as relevant as the data they sell.

TENNIS CORPORATION OF AMERICA

TCA is a national corporate fitness organization that operates more than 40 clubs in North America. Historically concentrating mainly on the tennis offering, TCA partnered with Design360 to refresh the visual identity of the corporation and the regional clubs to reach a wider market. For the past three decades, TCA has set the standard for upscale athletic club management and now with the help of Design360, their marketing materials and communication vehicles are in concert with their brand promise.

HERMAN MILLER FOR THE HOME

Herman Miller for the Home offers modern classics as well as home office seating through its nationwide network of consumer and online stores. Herman Miller's modern classics from Eames, Noguchi, Nelson and others can be found in modern homes around the world to the Museum of Modern Art in New York. Design360 assisted Herman Miller with market research and marketing planning, resulting in increased revenues of these classics.

Hardgoods



HERMAN MILLER

Herman Miller is a leader in modern furniture for office environments and for the home. Herman Miller's modern classics from Eames, Noguchi, Nelson and others can be found from modern homes around the world to the Museum of Modern Art in New York. Design360 assisted Herman Miller with market research and marketing planning, resulting in increased revenues of these classics.

JUNO LIGHTING

Working with Juno Lighting to redefine the brand image of their Trac lighting sector was a task that encapsulated vast aspects of the communication's plan - from image and voice to detailed information architecture and photographic and diagrammatic styles. Everything was reevaluated and retooled for the modern marketplace.

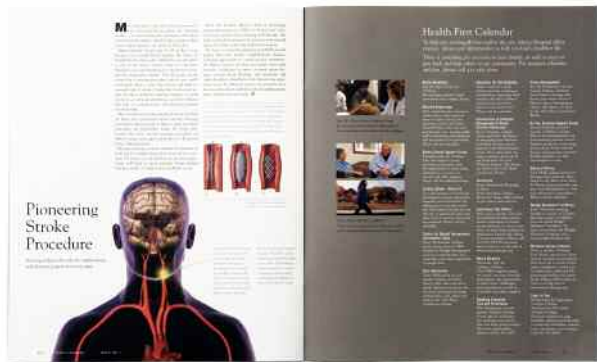
Working side-by-side with marketing, product managers and the industrial design department Design360 created an updated visual language that could be immediately embraced by the Juno core customer set: architects, design/builders, lighting specifier and the distribution channel of lighting products.

MOTOROLA

Motorola engaged Design360 to work on a system of materials that would communicate the exciting features of newly developed cellular phones. The diverse target market ranged from the internal Motorola sales team to corporate partners, and to consumers. In partnership with the Motorola team, Design360 created an easily customizable, interactive and dynamic multi-media system that showcased the phone's benefits to each audience, instructed people how to use the phone and motivated them to go out and buy.

STEELCASE

Steelcase is the largest marketer and manufacturer of furniture for office environments world wide. Design360 has helped Steelcase continue to lead the office furniture industry by providing brand perception and internet branding perceptions studies for Steelcase and its Turnstone brands. The work done by Design360 has helped Steelcase design its award winning internet portal, steelcase.com



Design 360°

Design 360° Incorporated
312 North May, Suite 5k
Chicago, Illinois 60607
312 491 8882 phone
312 491 8883 fax
www.design360.net

Make no small plans.

Think big.

Think 360° big.