



fire BRAND DESIGN

Advertising Design & Marketing Communications

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Why Firebrand?

STRETCHING YOUR MARKETING DOLLAR

We give you the most value for your graphics dollar through creative thinking, efficient problem-solving, professional graphics, production expertise, personal service and timely delivery.

EXPERIENCE AND CAPABILITY

Firebrand was originally founded by Cathy Teal in July 1986 as DesignTeal. In March 2002, the company was re-named Firebrand Design, Inc. Firebrand has 25 years of experience working with private and public sector companies, non-profits and municipalities. Most notably, The City of Santa Monica has been a client for over 20 years. During that time, Firebrand has produced everything from print and electronic advertising and collateral, web/ interactive graphics, new media and events.

BIO

Cathy E. Teal, Creative Director

Cathy Teal's over twenty-five years of experience in advertising art and design services has landed her name in the "Who's Who Directory of Executives and Professionals." Since completing her degree in Fine Arts and Mass Communications at Middle Tennessee State University, she's gone on to establish a reputation as a versatile Art Director for agencies and design firms in Arizona and Los Angeles. Teal founded DesignTeal in July of 1986. In addition to serving a number of corporate and commercial clients, such as Harbor Bank, Capital Research and Management Company and Novocom, Cathy has devoted much of her time to helping non-profit municipal, arts and environmental organizations get their messages out as well. In recognition of these efforts, the National Association of Women Business Owners awarded her Special Recognition in 1995. As Creative Director, Cathy applies her broad experience, talent and expertise in design, project management and marketing principles to every project the firm completes. Cathy's personal involvement in every project ensures that her clients receive personalized service and quality solutions with attention to detail unequalled with a large firm.

Past Work

Projects for The City of Santa Monica

The City of Santa Monica has been a client of Firebrand since 1989. Firebrand has produced work for the City of Santa Monica's Water Conservation Department (now the Environmental Programs Division), the Utility Division, General Services (now Environmental & Public Works Management), and the Santa Monica Airport.

Firebrand was instrumental in the launch of the Bay Saver Fixture Rebate Program. Responsible for the Bay Saver logo and tagline, "Save Now, Bay Later", Firebrand continues to be the sole source for visual and marketing communications for the program.

For the past seven years, Firebrand has been responsible for the Annual Water Quality Report for the Utility Division.

And — when the big Northridge Earthquake hit, we were there with big ideas that showed the City's appreciation for all the hard work and long hours that City employees put into get Santa Monica back on its feet.

In 1996, we organized a "Rider Appreciation" ad campaign for "Try Transit Week" for the Santa Monica Municipal Bus Lines and continue to produce their quarterly newsletter targeted to bus riders.

We built the City's Utility Division's website initially in 1997 and have updated it's water quality component annually since. We also have produced the printed Water Quality Report annually since 1994.



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Valley Eye Center, The Clearing
25000 Calle Arroyo, Suite 100
San Juan Capistrano, CA 92675
(949) 261-2020

Valley Eye Center, Project: Ad Campaign

We're Glad You Called

When you call the Big Blue Bus, you're talking to the best people in the industry. Our staff is trained to help you find the best route for your trip. We'll even help you with your schedule. So you can get to work on time every day. And we'll be there to help you if you have any questions.

For more information, call 310-451-5444



Client: City of Santa Monica Big Blue Bus
Projects: Newspaper & Magazine Ad Campaign

We're Fixing

TO MAKE YOUR RIDE SPECIAL

Ever wonder how Santa Monica's 100 blue buses keep running so smoothly? Well, that's how a bus can't be on time if it's not running. An extensive schedule of preventive maintenance and regular oil changes keep our buses in top performance. Well-maintained buses mean less pollution, less down-time and, happier riders. If you have experienced the pleasure of our friendly and buses, thanks for riding. If you haven't, give it a try. In either case, we're behind you, every mile of the way.

RIDE THE BIG BLUE BUS
For information, call 310-451-5444




Thanks FOR TAKING THE RIDE

When we're driving, we know that you're behind us. We want to take this opportunity to say we're behind you, too. We truly appreciate your patronage.

The next time you take a ride with us on the Big Blue Bus, consider bringing a friend. This week is national Try Transit Week, after all. If you're not one of our regulars, we'd like to extend a special invitation to take a ride with us. We're always happy to see new faces, and all the familiar ones, too.

RIDE THE BIG BLUE BUS
For information, call 310-451-5444



Past Work



Client: Hollywood Is A Festival, Inc.
Project: Discover Hollywood Magazines
and Annual Festival Posters

Past Work



Client: The Milken Institute

Project: Build Conference Identity and develop graphics for print collateral, street banners, lobby exhibits and stage backdrops for the first International Economic Global Conference held in Los Angeles, March 1998.



Client: Novocom

Project: Build Corporate Identity and develop graphics for all print collateral.

Past Work



Angel's Walk LA Guide

Project: Design guide for self guided walking tour. The Bunker Hill Historic District is the first of five pedestrian friendly Angels Walks under development in downtown Los Angeles.



Angel's Walk LA Bunker Hill Historic Core

Historic Core Signage

Project: Graphics designed for the historic markers to be placed at 15 locations in the Los Angeles downtown area. The stanchions are currently in production and are scheduled to be installed in May 1999. This is the first phase of urban trails to be developed in downtown Los Angeles. The project was supported and funded by the Los Angeles County Metropolitan Transportation Agency, Community Redevelopment Agency and the City of Los Angeles. The objective was, and is, to get people out of their cars.

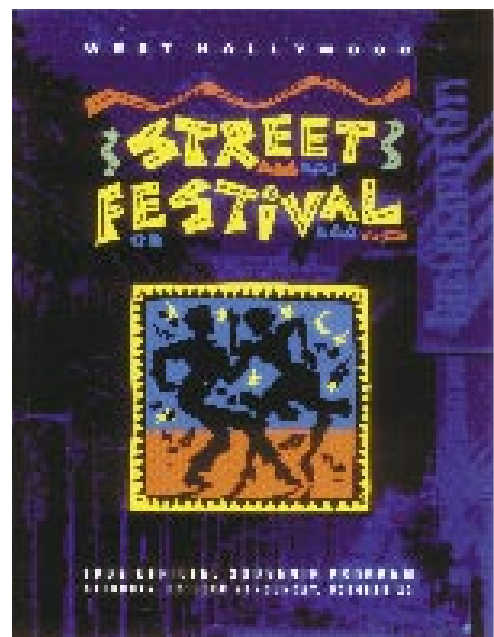
Past Work



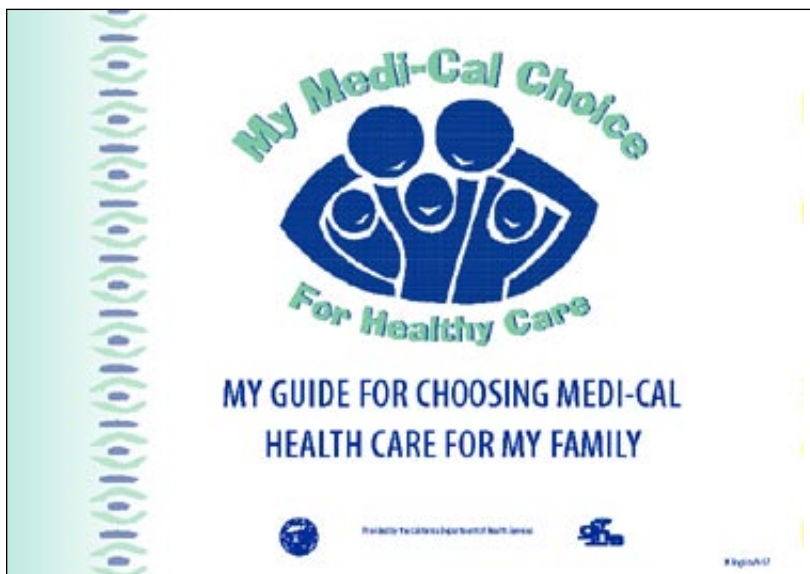
DUNE Magazine, Project: Initial Design and Launch



Women In Film
Project: Event Program Book



City of West Hollywood
Project: Initial Design and Launch



Application booklet for State of California

Department of Health Services, Mail-In Medi-Cal Application in 11 languages

Over 4 million Arthritis sufferers and their families are waiting to hear from you...

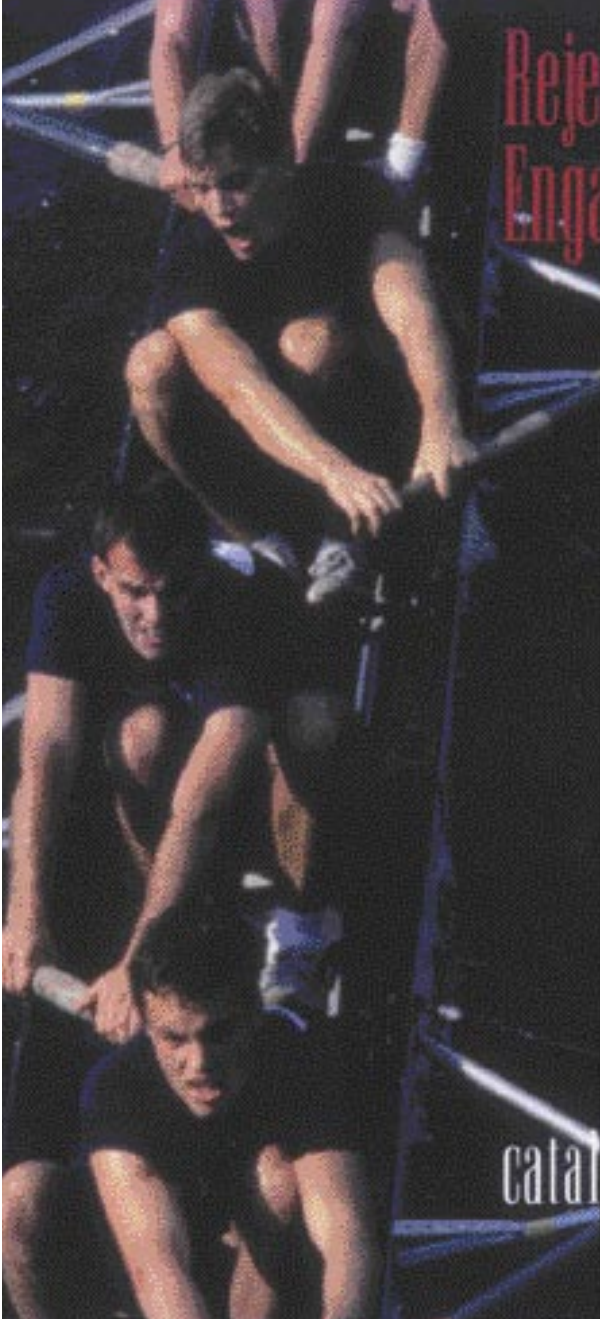


DNA has their names.

With more than 4 million individuals suffering from Arthritis and/or Rheumatoid Arthritis, the more sources you know, the more accurate, up-to-date and complete your data coverage will become. Whether your market is found using self-reported data, alternative health product buyers or information seekers, our resources are designed to pinpoint individuals that are eager to get your message. As an independent list provider we are never locked into one source. If your goal is to market DIRECT TO CONSUMER or DIRECT TO PROFESSIONAL, you can be sure we have their name. DNA delivers the life blood of your industry... patients, future patients and physicians.

Database Network Associates: The essential component of a successful direct marketing program.

Direct Mail for list provider marketing to pharmaceutical companies



Reject Boundaries, Engage In Change.

The success of any team effort, whether it's in sports or business, depends on anticipating, adapting and generating fresh ideas that engage and exploit change. Change is the engine of growth.

Catalyst Direct Marketing is *change*. We carefully analyze each list for strengths, inherent profit centers and opportunities. When we implement our years of experience in list management and brokerage, it makes our clients more profitable with new tests, fresh ideas, and solid forecasting. We excel in the details that escape others, and we make a point of paying attention to the details others miss.

Are you getting the analysis and advice you need to maximize your income?
Are you getting the creative mail planning and aggressive marketing consultation you need when your revenues across the board are shrinking?

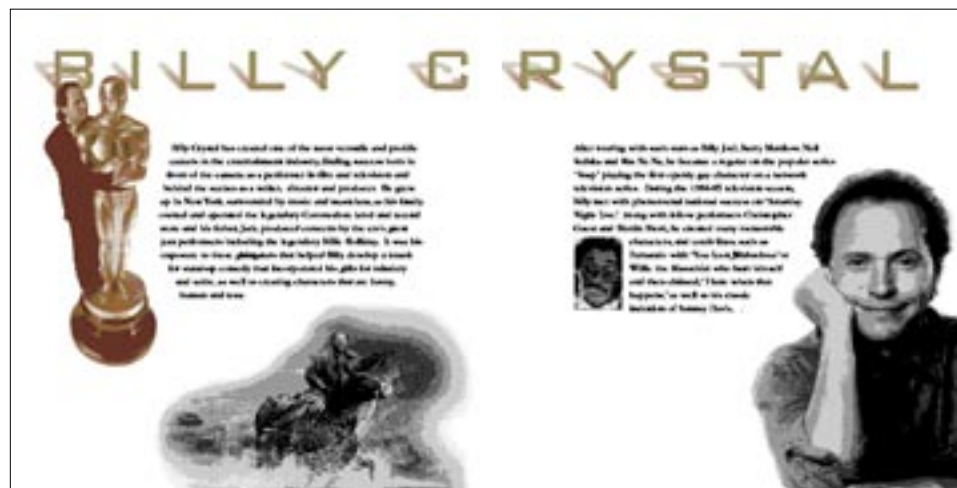
Catalyst is a pre-active partner.
Don't come to us if you are afraid of change. Come to us if you are ready to exploit it. Make no mistake, we live up to our name.

catalyst
direct marketing

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e-mail address: info@catalystdm.com
WWW address: <http://www.catalystdm.com>

Client: Catalyst Direct Marketing, Inc.

Projects: Advertising and direct mail campaigns



Client: American Friends of the Hebrew University
Project: Scopus Awards 1999 Event Book

Partial Client List

Angels Walk LA

Los Angeles, CA

American Friends of the Hebrew University

Los Angeles Chapter

Los Angeles, CA

California State Bar

Los Angeles, CA

Capital Research & Management Company

Los Angeles, CA

Cargill Consulting Group, Inc.

Marina del Rey, CA

Catalyst Direct Marketing, Inc.

Oakland, NJ

City of Anaheim

Utilities Division, Anaheim, CA

City of Pasadena

Utilities Division, Pasadena, CA

City of Santa Monica

Big Blue Bus

Utilities Division

Environmental Programs Division

Department of Public Works

Santa Monica, CA

County of Los Angeles Metropolitan Transit Authority

Los Angeles, CA

City of Los Angeles

The Los Angeles Zoo, Department of Recreation & Parks

Los Angeles, CA

DUNE Magazine

Palm Springs, CA

Fox TV

Los Angeles, CA

Harbor Bank

Long Beach, CA

Hollywood Arts Council

Los Angeles, CA

Hollywood Is A Festival, Inc.

Los Angeles, CA

International Business Development & Marketing Group

Long Beach, CA

Kaswit.com

La Quinta, CA

Richard Heath & Associates, Inc.

Fresno, CA

The Los Angeles Junior Chamber of Commerce

Los Angeles, CA

Milken Institute

Santa Monica, CA

National Bank of Long Beach,

Long Beach, CA

National Health Video

Santa Monica, CA

National Multiple Sclerosis Society

Glendale, CA

Novocom

Playa Vista, CA / London, England / and Singapore

Orion International

Los Angeles, CA

State of California

California Science Museum/Museum of Air & Space

Los Angeles, CA

Department of Health Services

Environmental Protection Agency

Sacramento, CA

Stress Analysis Services

Bath, OH

PureInfo

Van Nuys, CA

Universal Aqua Technologies

Santa Fe Springs, CA

Valley Eye Center

Van Nuys, CA

Vistage Las Vegas

Las Vegas, NE

Water Medix

Louisville, KY

Women In Film

Coachella Valley Chapter, Palm Desert, CA