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hello@brandartmfg.com  
WINSTON-SALEM / CHARLOTTE  
NORTH CAROLINA + EVERYWHERE ELSE



KNOW SOMEONE INTERESTED?  
PLEASE FORWARD.



INDEPENDENT CREATIVE STUDIO

**BRAND ART  
MANUFACTURING**

DESIGN WITH INTELLIGENCE™

# Manufacturing a world of ideas and experiences.



**Brand Art Manufacturing is an independent branding, design, and packaging studio with a goal to integrate design with an intelligence to solve problems, add value, and create a brand experience.**

why invest in design?:

**Strong design creates brands that are more profitable, command a premium, and build a loyalty that reduces cost of sales and competition.**

the design intelligence:

### **Making it Intuitive**

We understand the real world through experiences. The question we ask is – What do users might find to be intuitive? We work to find these answers and replicate those models in our designs.

.....

### **Creating Visceral Reactions**

We work to develop designs based on Visceral Reactions. It's the kind of reaction that just comes from the heart – design can create a positive aesthetic impression.

.....

### **Using Dual-Coding**

Our designs use Dual-Coding – This is the idea that both visual and verbal cues can represent ideas and using both will help communicate ideas faster.

.....

### **Reviewing the Cost-Benefit-Analysis**

All projects go through a Cost-Benefit Analysis where the benefits should outweigh the costs. All final designs are created to make the content simple for the audience while still fulfilling its goal.

our mission:

# Design for the future – in ways that make sense now.

## benefits we offer:

### BELIEF THAT DESIGN MATTERS

We want to talk about your future goals and then use our knowledge and experience to help develop innovative and creative solutions to solve your objectives.

### DIRECT COLLABORATION

You'll work with you one-on-one and you'll always be apart of the process. This is essential to the project's success.

### DECADES OF EXPERIENCE

Design is about making choices. We are skilled in the selection of choices that will directly influence your message, and this experience will translate directly to the project.

## select clients



SCAD

valspar

PROFESSIONAL PARTNERSHIP BY  
MICROBAN



APTUS  
MODERN FIT

MARTIN  
THINKER AS THE GAME

FENNEC  
REALLY EVOLVED



UTTERMOST



TIMBER CREEK  
— Dullley —

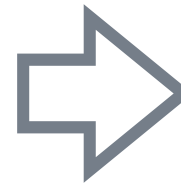


**The experience  
and services  
you need.**

**Brand Development  
Brand Identity and Positioning  
Content Creation  
Packaging  
Catalog Design  
Digital Media  
Industrial Collateral  
Sports Branding  
Environmental Graphics  
Retail Design  
Photography  
Signage  
Web Design**

**With a diverse range of work  
and experience companies  
have awarded and trusted  
Brand Art Mfg. with brand  
creation, redevelopment, and  
expansion across corporate  
and retail environments.**

**Take a look.**





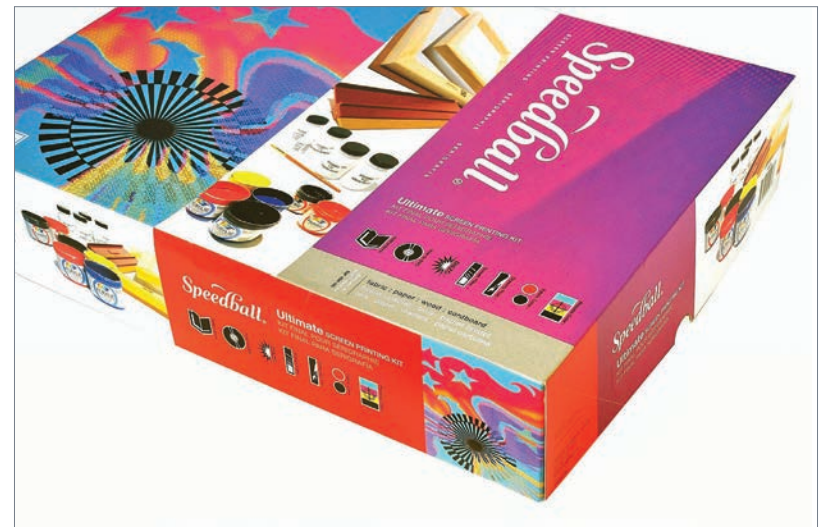
## SPEEDBALL ART PRODUCTS

Brand Development  
Catalog Design  
Packaging  
Print Ad Campaigns

In-store Graphics  
Digital Promotion  
Custom Art Development  
Photography

Speedball Art Products Co. have been making art products for over 100 years. Despite their historic reputation, this classic brand needed an update with contemporary appeal. The redesign covered just about every aspect of brand communications and as agency of record our work helped Speedball increase sales by over 300% in the first 5 years.

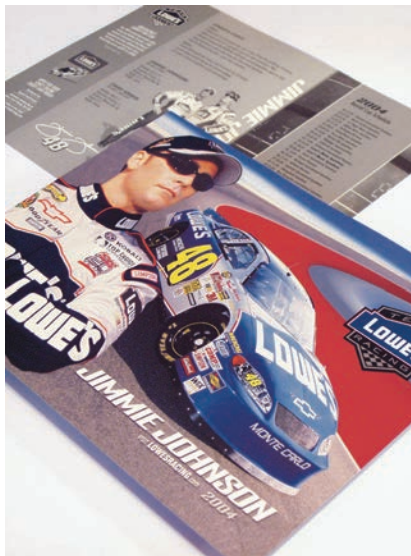












LOWE'S TEAM 48

Brand Development  
Identity Guidelines  
Packaging  
Print Ad Campaigns

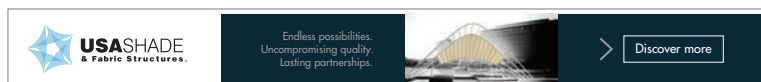
In-store Graphics  
Photography  
Art Direction  
Promotional Design

Lowe's Home Improvement asked us to develop the Team 48 brand style and direction during the second year of the Lowe's Racing sponsorship. We developed the branding, in-store campaigns, and race promotional items that made everyone want to join Team 48 and race with a champion.





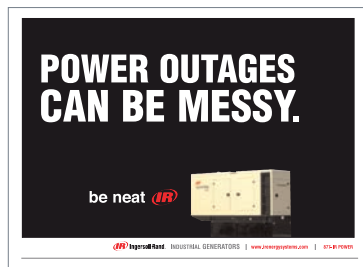
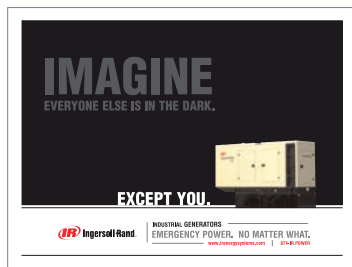
structures  
that transform  
shade to create  
one-of-a-kind  
places



USA SHADE

- Brand Development
- Print + Digital Ad Campaigns
- Print Collateral
- Digital Ads
- Image Retouching

USA Shade wanted to show the world its innovative products and tell a story of how they create new environments with shade. We developed a series of communications that told their story through incredible images and a stylized modern design approach.



INGERSOLL-RAND  
ENERGY SYSTEMS

Brand Development  
Catalog Design  
Print Ad Campaigns  
Image Design  
Tradeshow Graphics

Ingersoll-Rand needed to update their Energy Systems brand line and communicate the message of power. We first reimagined the brand style and then translated it across multiple marketing platforms. The results effectively communicated the required technical information and delivered their energy message in a powerful brand story.





We are in your  
neighborhood.



MAIL MANAGEMENT  
SYSTEMS

Brand Development  
Identity Design  
Digital Design  
Promotional Items

Mail Management Services asked us to create a full rebranding of the company to inform customers of its evolution of services. A full suite of brand graphics were introduced to help shape and redevelop the brand strategy, product portfolio, and the redesigned brand expression.



APPALACHIAN  
COUNTRY STORE

Brand Development  
Catalog Design  
Environmental Graphics

Appalachian Country Store wanted to promote the natural traditions from Lost Cove Creek, North Carolina, to a global audience that provided discerning consumers worldwide an opportunity to enjoy fresh, natural, handcrafted products. We developed an overall design direction to support promotional items and build the brand's core identity.





WILLOW TEX

Willow Tex asked us to create an information and reference site for their library of manufactured IZIT leather. The site is a clean easy reference interface design that allows for reference, selection, and ordering. All touch points are cohesive to improve the user experience and make sales easier.



UTTERMOST

Uttermost is a high-end home décor furnishing company that needed some product catalog concept development. The work produced developed an organized refreshed product and educational presentation.



# YOUR MOBILE MISSION STARTS WITH SPEVCO.



SPEVCO

Brand Development  
Brand Story Books  
Digital Development  
Brand Image Direction

SPEVCO is an experimental vehicle design manufacturer that needed a reimagined visual experience. We redefined their offerings and values through the development of new brand positioning that more accurately reflected and conveyed all of SPEVCO's many capabilities.

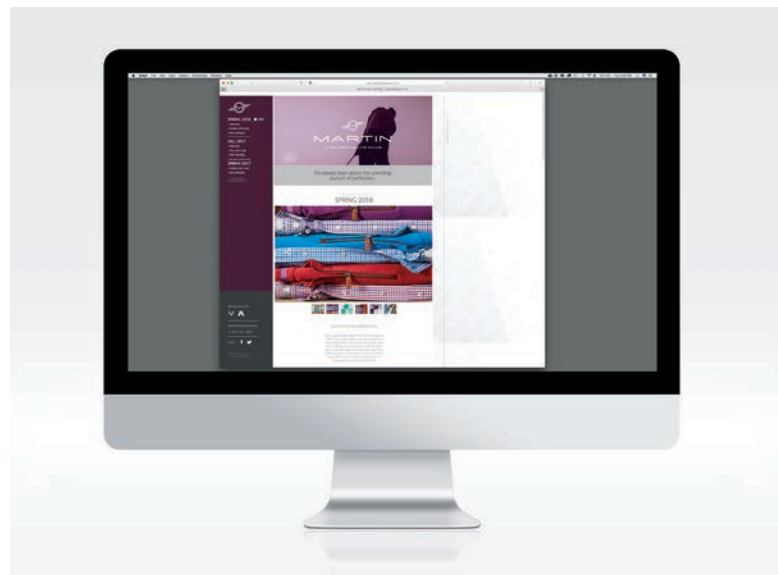
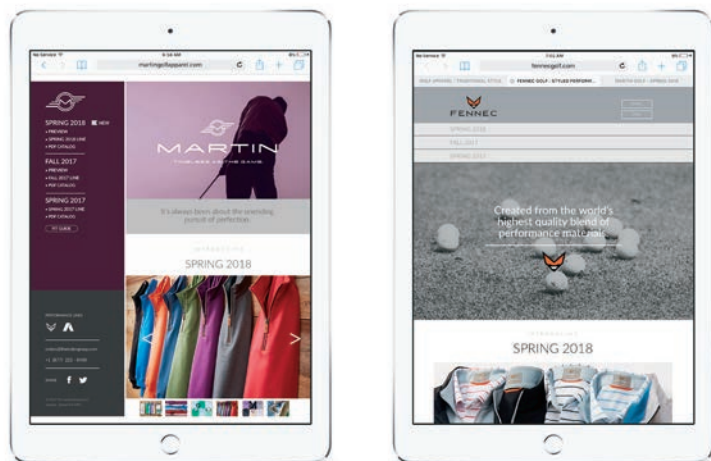
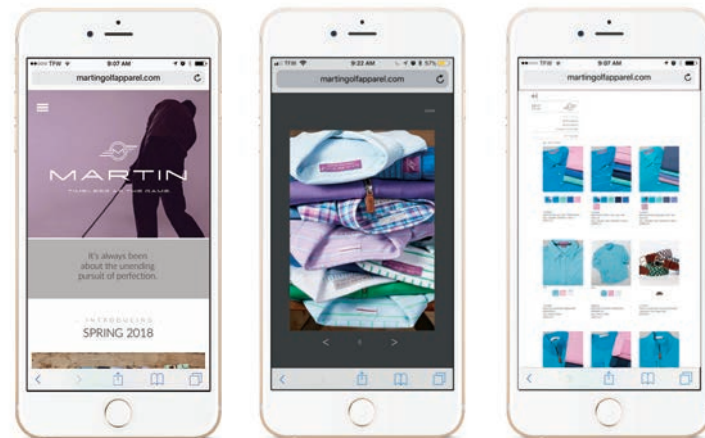
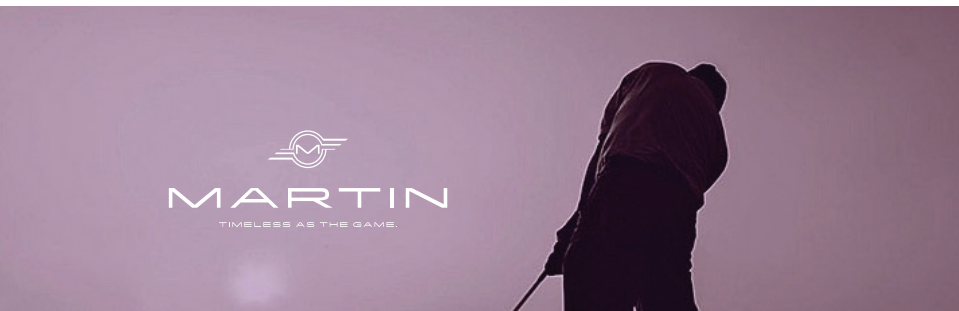




FORSITE DEVELOPMENT

Brand Development  
Story Development  
Brand Book  
Photography

Forsite Development is a brownfield development firm that focuses on acquisition and redevelopment of unwanted industrial real estate. We were asked to tell the story of how they repurpose the land. Though a clean and engaging stylized approach we communicated why they are leaders in their field. The design was developed to allow for print, e-publication, and digital all within the same design.



MARTIN / FENNEC GOLF

Brand Development  
Digital UI + Web Design  
Digital Lookbook  
Photography  
Digital Store Collections

Martin and Fennec Golf asked us to develop their digital brand look to showcase their catalog of green grass shop apparel. The main site was integrated with a lookbook and e-commerce microsite for each of their brand product lines which allowed the sites to give customers an interactive presentation that could be accessed anywhere and at any time.





# EXPLORING FLAVOR WITH HANDCRAFTED GOODNESS



GOLDING FARMS FOODS

Brand Review  
Identity Redevelopment  
Packaging Design



Take your brand on a creative journey with our brand concept development service. Explore the possibilities and connect the heart with the mind to make your brand relevant, competitive, and authentic. Developing a brand guidebook helps you tell your story and re-imagine your brand in a compelling way to customers and investors.

Brand Concept Development includes:

- Brand Story Development
- Market Segment Review
- Audience Direction
- Market Themes
- Brand Design Concepts



At Golding Farms Foods a concept exploration was completed to build the Golding Farms story of flavor and history. Then these results were used to create an updated brand identity and set the foundation to redefine and develop multiple lines of product packaging.



WRIGHT GLOBAL GRAPHICS - PACKAGING DESIGN



LOWE'S HOME IMPROVMENT - PAINT & STAIN CAMPAIGN



FRENCH PAPER / LINDENMEYR MUNROE PROMOTION



WOHL



WOHL COATINGS  
CHARLOTTE STORM HOCKEY  
MONA LISA ART PRODUCTS  
PRINTMASTERS BY SPEEDBALL  
MAD MOON DISTILLERY  
MAIL MANAGEMENT SERVICES  
LOWE'S RACING TEAM 48  
SCOUTS OF AMERICA

KINGFISHER METALWORKS  
WRIGHT GLOBAL GRAPHICS  
GOLDING FARMS FOODS  
GRAFIX ART PRODUCTS  
TEAM LOWE'S RACING  
SPEEDBALL ART PRODUCTS COMPANY  
INGERSOLL-RAND

**“It’s more than a  
just a picture, it’s  
a message that  
resonates, a story  
that connects – a  
world of possibilities.  
It’s transforming a  
void into a simple  
brilliant solution.**

**It’s knowing that  
today’s investment  
will be repaid  
over and over. It’s  
believing that a  
design intelligence  
will change the  
way we see.”**



Dennis Becker – Director

“We are focused on the concept-based design experience with imagination, creativity, and a foundational strategy of design integrated with science.”

Let us show you.

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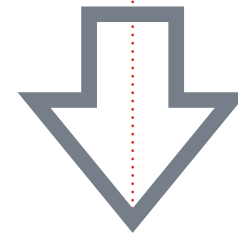
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See more here.



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