

ilumina

branding strategies that meet your marketing objectives

advertising

identity

brand consulting

collateral

direct mail

packaging

p.o.p. design

annual reports

website design

multimedia

presentations

illustration

localization

translation

interpretation

naming services

about ilumina

mission

ilumina's goal is to assist you in crafting a global brand for your organization, service or product, to achieve business success through integrated visual design and effective communications across all media, all languages and all markets.

overview

Established in 1988, ilumina is a global branding firm focused on delivering integrated design solutions that establish and enhance your brand equity. It provides an integrated approach to help clients create, manage and promote their brands across all cultures and languages. ilumina's global network includes associates in Shanghai, Paris, Hamburg, London, Sofia, New Delhi, Tokyo, Mexico City, Buenos Aires, and other locations. ilumina's experience is represented in its client diversity, across the biotechnology, financial, healthcare, internet, non-profit and consumer product sectors.

alliances

ilumina has developed strategic alliances with experts in a variety of related fields, including: public relations, copywriting, server side web development, photography, and audio/video services.

approach

ilumina creates and produces brands that are:

- **integrated**, ensuring a consistent brand message across different corporate media: corporate id, print, package, and web.
- **consumer-focused**, distinctive, fresh, award-winning design & communications that appeal to people's emotions – creating a bond between the individual and your product or service.
- **international**, realizing your ability to reach customers, suppliers and business partners all over the world in any language.

contact

Izabel Arocha at iarocha@iluminausa.com
or call ilumina today at 508 238 8764.

What messages
are you conveying
to your target
market?

What is your
competitive edge?

brand streamlining

Who would imagine that an integrated rebranding effort dramatically cuts marketing costs?

Brand streamlining is a cost-effective tool to structuring corporate communication efforts. We assist you in critically evaluating the messages you are currently conveying to your clients and/or consumers. We then work with you to strategize a clear, consistent and impactful message across all media — print advertising, collateral and the web. Successful brands are cultivated and developed over time, and when properly supported and reinforced, they can become one of your most valuable assets.

‘Brand Equity’ is used to describe three quite different aspects of brand performance:

- Images, associations and beliefs consumers have about a particular brand.
- Measurement of consumer loyalty: price elasticity, demand volume, and purchase frequency.
- Financial evaluation of a brand as a separable asset – often referred to as ‘Brand Value’.

We focus on evaluating the images, associations, and beliefs consumers possess regarding your business. We follow a three-step process into every branding project:

- **Brand Valuation:** We compare and contrast your brand communications and imagery to four competitors. We then provide a report consisting of our analysis and findings on such topics as: competitor positioning, customer’s perception and brand differentiation.
- **Brand Strategy:** After the brand valuation process, we will review and align the researched data to meet your strategic goals, and advise next steps, including the implementation of a revised brand strategy into your new corporate communications efforts.
- **Brand Graphic Standards:** In our final step, we help you establish clear graphic and communications standards for all your marketing objectives in every media. This will enable your organization to understand the complete implementation of the brand strategy with consistent marketing materials and at all points of contact with customers or prospects. This serves as a vital aide for the organizations acceptance of the newly created brand.

corporate identity system

A complete Corporate Identity System (CIS) is an essential step to achieve a distinct corporate position. Our goal is to translate your company's brand essence in a clear and effective way through thoughtful strategy, design, and implementation.

corporate identity system

Company's visual styling and presentation.

corporate image

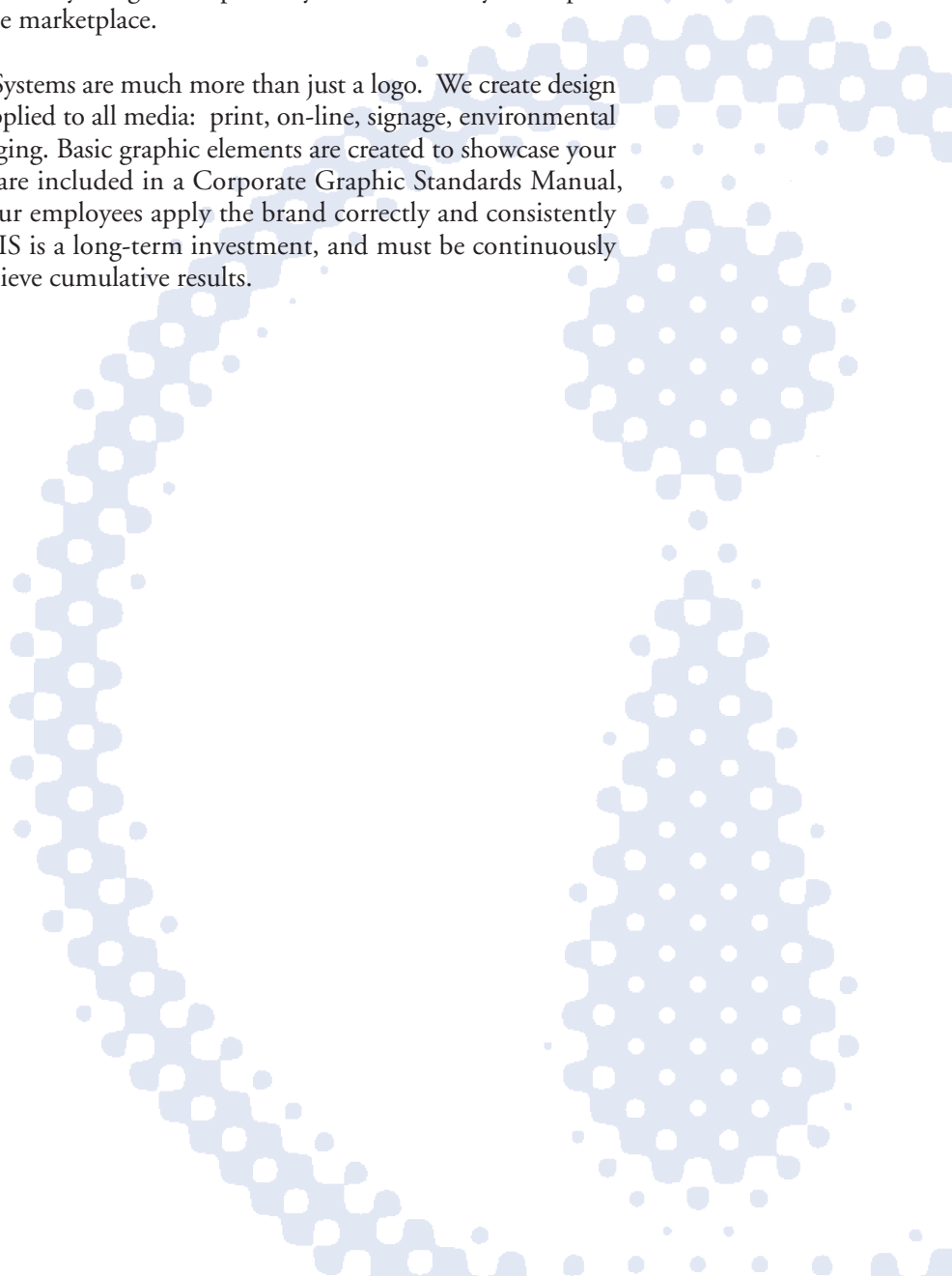
An objective consumer perception of your company.

corporate branding

How the central character and essence of a company's values are placed, to create strength and purpose to its efforts, both internally, as direction and motivation and externally, in its products and services.

Your brand is one of the company's most precious assets. We will ensure your brand remains relevant in changing markets. Your logo is your signature to the world and must not be compromised. The graphic elements of your CIS will be among the most valuable branding and communications tools. These elements support a carefully designed corporate system and allow you to speak with one voice in the marketplace.

Corporate Identity Systems are much more than just a logo. We create design standards that are applied to all media: print, on-line, signage, environmental graphics, and packaging. Basic graphic elements are created to showcase your positioning. These are included in a Corporate Graphic Standards Manual, designed to help your employees apply the brand correctly and consistently across all media. CIS is a long-term investment, and must be continuously implemented to achieve cumulative results.



brochures

advertising

collateral

direct mail

p.o.p. design

annual reports

folders

manuals

catalogs

book covers

print

According to statistics, 50% of all printed material is tossed away, and 30% of readers have formed no impression after reading the material. Only 20% of printed material attracts a person's attention, of which 10% is kept.

Our design layouts for the printed media combine a strong sense of clear communication and an exciting use of images. A great deal of messages are thrown at consumers daily. With the overload of information, a good portion is overlooked due to improper design and information architecture. When you need the printed word to convey information about products, businesses or activities, top consideration should be given to the overall design. Clear content architecture and layout is crucial for communication to be most effective.

Every printed item tells a story about your product or service. Even an item as small and common as a business card can reflect the nature of a company's culture. Our goal is to create printed materials that communicate the unique character of a product or business. We are passionate and diligent in our pursuit to maintain consistency among all your printed materials: collateral, forms, displays, and advertisements. Consistency will strengthen and fortify your brand.

Whether you require a new direction to your company's annual report, or a dynamic image for your newspaper, magazine, or brochure, you will find our approach refreshing and compelling.

line extension

structural design

**promotional
packaging**

global integration

**international
conversion**

packaging

Packaging is a decisive factor in purchase decisions. We believe that packaging design should not be limited to visual appeal, but must be consistent with the product marketing strategy. Our talented staff has a precise grasp of each task at every stage of the product packaging process. The process consists of: understanding and evaluating a product's background and features; analyzing competing brands; integrating market characteristics; selecting materials; and budgeting. Our expertise also extends to creating international versions, with a full translation capabilities division.

We work closely with the product manager and relevant team members to achieve established goals and deliverables. Listening to our client's needs is essential to achieve superior design. How will your product stand out versus its competitors on the shelf? Is this packaging solution creative? Is it displayed in its most appealing fashion? Are the features communicated clearly to the consumer and are they easy to read? Is the packaging enhancing the company's brand? Is the solution cost-effective?

Our objective is to make a compelling connection with the consumer on an emotional level.



creating
recognition
through
consistency

on-line branding

Your corporate web site should clearly reflect your company's brand and culture. We view our web development services as crafting your on-line brand presence. Our goal is to create a brand experience that reinforces your main corporate message. By combining technical expertise, proprietary design, and cost effective strategies, we will translate your brand into a memorable on-line brand experience. Our design team's expertise includes information architecture, interface development, multimedia, and motion design. We are driven to create interactive solutions that are accessible to your consumer. For each project, we carefully consider download time, visibility, content architecture, and navigation functionality.

We consider the imagery of the graphical user interface and the composition of HTML, DHTML, JavaScript, and Flash to be the main elements of the interface design component. The graphical user interface is developed using a methodology that ensures user intuitiveness, repeat customer traffic, and strong brand identification.

In most cases, a web development project isn't just an attractive interface - it requires some level of interactive programming. ilumina works with long-term technology partners to address these needs on a case-by-case basis. For example, database driven solutions offer you the convenience of managing the content and data flow of your web site by means of a secure administration web site. A database driven solution also allows you to interact with your audience in ways that are only limited by our imagination and your business rules.

Through our technology partners, our capabilities also extend into e-commerce, building customized business to consumer shopping cart applications for service or retail based businesses. Our application development solutions also provide you with custom-built tools for content management, commerce, and cross compatibility testing on all browsers and platforms.

user manuals

marketing collateral

business cards

software

websites

legal documents

packaging

training materials

technical manuals

translation services

With a dedicated team of highly skilled professionals around the world, ilumina can convert your documents into any language or dialect quickly and efficiently. ilumina's experience is represented in its client diversity, across the biotechnology, healthcare, internet, financial, non-profit and consumer product sectors.

meeting all your translation needs

Whatever your needs, from the smallest project to the largest and most demanding, we have the best resources to get the project done within budget and on time. We are well-equipped to handle both web site localization as well as a variety of document or collateral translations as our designers are experts at foreign text layout.

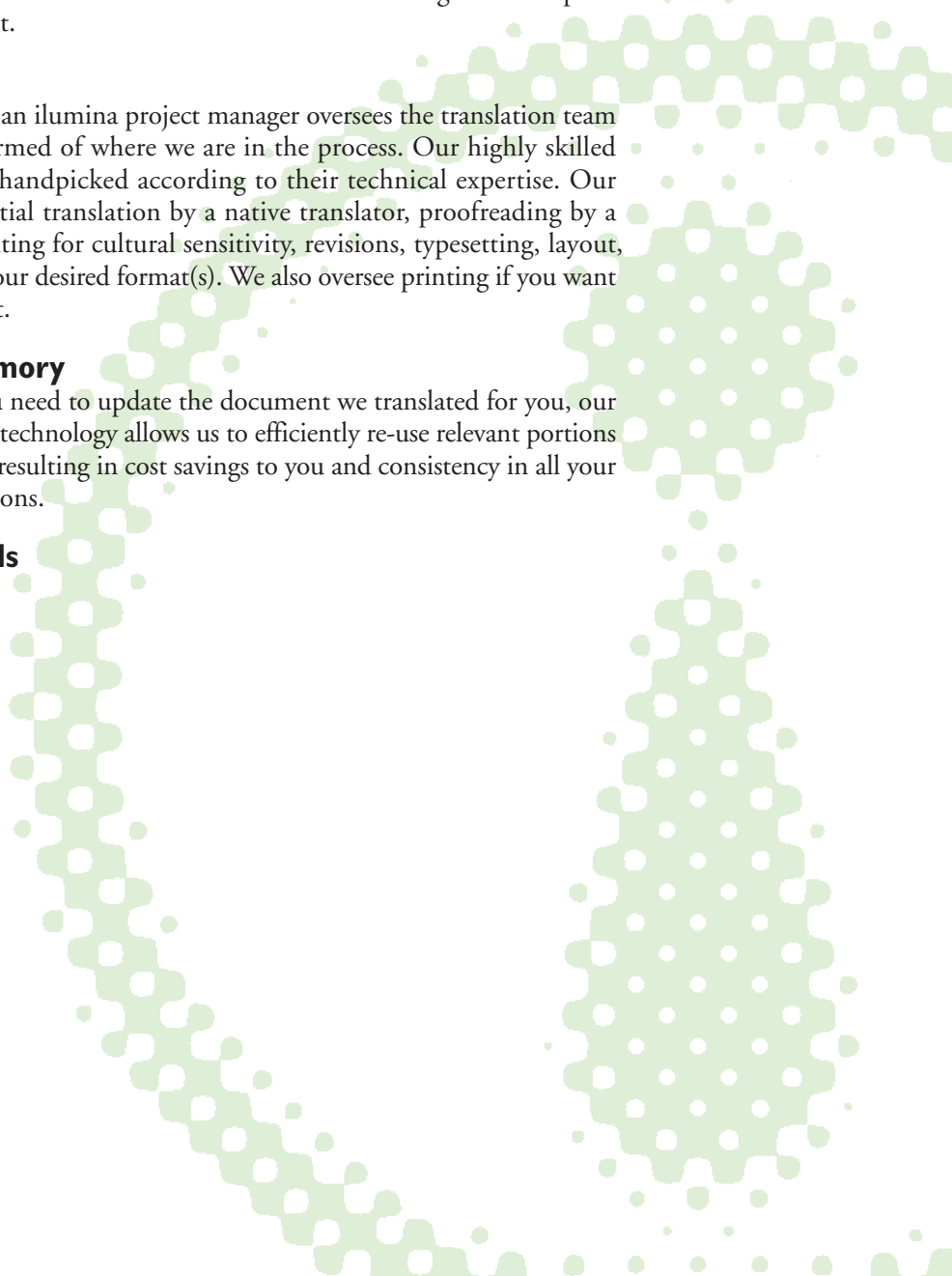
process

As with all projects, an ilumina project manager oversees the translation team and keeps you informed of where we are in the process. Our highly skilled translation team is handpicked according to their technical expertise. Our process includes initial translation by a native translator, proofreading by a second reviewer, editing for cultural sensitivity, revisions, typesetting, layout, and conversion to your desired format(s). We also oversee printing if you want the finished product.

translation memory

If, in the future, you need to update the document we translated for you, our translation memory technology allows us to efficiently re-use relevant portions of past translations, resulting in cost savings to you and consistency in all your global communications.

voice your needs



languages



Abkhazian	Estonian	Latvian	Slovenian
Adzharian	Farsi	Lithuanian	Somali
Afghani	Finnish	Luo	S. A. Spanish
Afrikaans	French	Macedonian	C. Spanish
Albanian	C. French	Maithili	Swahili
Amharic	Garhwali	Malagasy	Swazi
Arabic	Garo	Malay	Swedish
Armenian	Georgian	Malayalam	Tagalog
Assamese	German	Marathi	Taiwanese
Azeri	Gikuyu	Mongolian	Tajik
Baluchi	Greek	Navajo	Tamil
Bashkinian	Gujarati	Ndebele	Tatar
Bengali	Haya	Nepalese	Telugu
Bhojpuri	Hebrew	Norwegian	Thai
Bihari	Hindi	Oriya	Tibetan
Bikol	Hungarian	Ossetian	Tigrinian
Bisayan	Illocano	Pashto	Tripuri
Bodo	Indonesian	Persian	Tsonga
Bondi	Italian	Polish	Tulu
Bulgarian	Japanese	B. Portuguese	Turkish
Buryatian	Javanese	C. Portuguese	Turkmen
Catalan	Kanada	Punjabi	Uguir
Cebuano	Kashmiri	Rajasthani	Ukrainian
Chattisgarhi	Kazakh	Romanian	Urdu
S. Chinese	Khasi	Russian	Uzbek
T. Chinese	Kikongo	Sanskrit	Venda
Croatian	Kinyarwanda	Santhali	Vietnamese
Czech	Kok Borok	Serbian	Yiddish
Danish	Korean	Setswana	Yoruba
Dari	Krio	Shona	Zulu
Dogri	Kumaoni	Sindhi	
Dutch	Kyrghiz	Sinhalese	
English	Lari	Slovak	

our team

Izabel Arocha

Izabel Arocha, President of ilumina, was born in Australia. She has lived in Belgium, Spain, Japan, Mexico, Yugoslavia, Brazil and Venezuela and has traveled extensively. This international background is the root of her passion for cross-cultural communication. She worked as a State Department interpreter and translator, and was part of the faculty for Bentley College's Interpretation Program prior to founding Global Mind, Inc., a cross-cultural consulting firm offering linguistic services in all languages and dialects. In January of 2001, Global Mind merged with Arc Design to form ilumina, a global branding firm. Her expertise has now developed into helping companies build their brand. She has a BS from Lesley University and a MEd from Boston University. She is a member of the board of directors of the New England Latin American Business Council and is an active participant and speaker in various international organizations regarding global branding. She lives with her husband and six children in Bedford, Massachusetts.

Jeanne Sharpe

Jeanne Sharpe is Project Manager of Translation and Interpretation Services at ilumina. In this position, she manages the multilingual translation projects and interpretation requests that come in from clients worldwide. Interfacing with clients, translators, proofreaders and editors from a multitude of cultures and ethnic groups, Jeanne's knowledge of, and experience with, diverse cultures has given her the expertise needed to understand and work with people from around the world. Before joining ilumina, Jeanne was Art Gallery Manager for Polaroid Museum Replica Gallery and was instrumental in bringing images from some world renowned US and European museums. With a BA in Political Science, French and a minor in Art History from the University of Massachusetts, Jeanne brings a wealth of knowledge and experience to her role as Project Manager. She lives with her husband and son in Maynard, Massachusetts.

Kevin Bergen

Kevin Bergen, our Senior Designer and studio manager is a graduate of Mass College of Art and has worked as a designer since 1991. A few years in the fast-paced world of retail advertising taught him how to keep schedules and budgets in line while delivering effective consumer-friendly design. Kevin is our resident expert in Photoshop and Freehand. He also has great facility for three-dimensional work. Ilumina has received various awards through work he has produced in several media: corporate identity, print, packaging and web. Kevin lives with his wife and son A.J. in Brockton, Massachusetts.

our team (continued)

Wanda Lewicka

Wanda Lewicka has an international background as a Senior Graphic Designer, specializing in Corporate Identity, Packaging, Signage, 3D Design Application, Illustration, Marketing and Advertising. Her clients have consisted of many major corporations in the United States as well as abroad. She has a college degree and a BFA in Graphic Design, has lectured on Design at prominent conferences such as ICOGRADA and taught at the Alberta College of Design. She has won many awards for her work. Wanda shares her two son's enthusiasm for life with her husband in Easton, Massachusetts.

Denise Kotopoulos

Denise Kotopoulos joined ilumina in August of 2002 as our Communications Manager. Denise has an extensive background in publications and marketing communications with over ten years of experience in financial services, high-tech and utility companies including Fidelity Investments, Dun & Bradstreet Software and NSTAR. In her most recent position at NSTAR, Denise worked in Strategic Planning to develop marketing plans and collateral materials for new utility businesses in the wake of deregulation. She has a BA in Politics from Fairfield University and an MBA in Marketing from Boston College. Denise lives with her husband and two sons in Brockton, Massachusetts.

Daniel Sarmiento

Daniel Sarmiento is our Brand & Marketing Manager, and also the newest member of the ilumina team. In this role, Dan collaborates with companies in the areas of discovery, evaluation, research analysis, implementation, and launch of brand and marketing initiatives. Dan comes to us from Reebok International LTD. where he spent 6 years involved with product marketing global operations. Dan is a graduate of Boston University, and is currently enrolled at Harvard University in pursuit of a C.S.S. for Administration & Management with a concentration in Marketing Management. On September 17th 2002, Dan embarked on his greatest challenge to date, becoming a new father.

what our clients say

Greenscape Inc.

“ilumina originally played an integral role in redeveloping our corporate identity. Since then we have utilized their expertise to develop a marketing plan including print advertising, web site-design as well as the development of an interactive CD-ROM to showcase our services.”

Jon A. Ciffolillo, V.P. Business Development

Boston Medical Center

“Working with ilumina has shown us that there is a new level of professionalism, reliability and affordability.”

James Fish, Manager Interpreter Services

Massachusetts Department of Public Health

“Their expertise and extensive integrated translation services and media work has been vital in helping us accomplish many complex media projects.”

Gregory Figaro, Program Coordinator

Argus Communications

“We have worked with ilumina since 1999. We plan to continue to utilize their services for our various communications projects.”

Zamawa Arenas, Partner

George & Company

“ilumina did a wonderful job redesigning my logo. They have a fine quality of service, all in all support and attention to detail. I would recommend their services to other companies.”

Christopher R. George CBOA, President

New Organics Co.

“We have been able to count on high quality creative work that is delivered on time and within budget.”

Eric Sanders, Marketing Director

references

Gregory Figaro, Director of Translations
Mass. Dept. of Public Health
250 Washington Street, Boston, MA 02108
617 624 6063

James Fish, Manager, Interpreter Services
Boston Medical Center
One BMC Place Dowling 4 /4501, Boston, MA 02118
617 414 7204

Julie Watts, Chief of Environmental Education
Bureau for Environmental Health Assessment
250 Washington Street, 7th floor, Boston, MA 02108
617 624 5757

Quynh Dang, Director
Women's Health Network
250 Washington Street, 4th floor, Boston, MA 02108
617 624 6021

Jalal Ghaemghami, Manager
Boston Public Health Commission
1010 Massachusetts Avenue, 2nd floor, Boston, MA 02118
617 534 2682

Stephanie Pfaff, Director of Marketing
Faulkner Hospital
1153 Centre Street, Boston, MA 02130
617 983 7588

David Alden, Publications Manager
Tufts Health Plan
333 Wyman Street, Waltham, MA 02454
781 466 1070

design process

analysis

This phase is concerned with gathering information and establishing design and communication criteria. We generally spend a great deal of time with you in this phase to define the problems to be solved with each marketing piece. We need to clearly understand your goals, target market, expectations, tastes, technical/functional requirements, and budget in order to be able to translate your specific message into an effective targeted solution. Each company is unique and therefore this phase is adapted to your specific needs.

concept

After we agree on a basic program from the marketing plan, our team will present several design and communication solutions or “mock-ups” to solve the stated problems. We will then come to an agreement on which concepts are the most viable in meeting the prescribed criteria.

development

In this phase, our team refines the accepted design and communication solutions. This is the phase where copywriting is developed alongside graphic elements. Decisions on all related direction, including commissioned illustrations, photography, typography, copywriting, mechanicals and other elements are finalized at this point. These decisions will be applicable to most media. We include several checkpoints for client sign-off and approval in order to keep you informed about each stage of the project.

production

Depending on the end product (i.e. print, online, packaging, etc.), this phase may include supervising the fabrication or manufacturing of a product. Supervision is the key to this phase, because so much depends on precision and quality. We not only oversee the production process but we also know which production vendors are best suited for each project. This includes signage specs, quality of paper for stationery, color adherence and printing quality and process specs, and in the case of your on-line presence, user QA and testing of your website prior to launch.

on-line branding process

discover:

- kick-off project
- review and research
- conduct primary and secondary research
- evaluate client and competition URLs

define:

- develop brand strategy
- deliver research results
- deliver creative, technical, and functional specifications

develop content:

- craft communications strategy
- rewrite copy according to strategy
- refine copy

map:

- develop site map incorporating user-interface, content, and information architecture
- secure client approval

design:

- brainstorm
- design concepts and layouts
- refine design
- secure client approval
- develop graphic standards

produce:

- develop all templates
- incorporate copy and art
- test/QA templates
- deliver creative, technical, and functional documentation
- client approval
- launch

evolve:

- monitor and evaluate
- measure effectiveness, usability, and feedback