

A PROVEN RECORD OF HELPING COMPANIES TELL **THEIR** STORY
ACROSS MEDIUMS
WITH PASSION
WITH RESULTS
AND CONNECT WITH THEIR CUSTOMERS

20 YEARS
LOYAL CLIENT BASE
TRUST

FORTUNE 500
SMALL/MED
STARTUPS

THEIR PASSION
THEIR EXPERTISE
THEIR KNOWLEDGE

DIGITAL
SOCIAL
VIDEO/PHOTO
PRINT

BE TOP OF MIND
BE MEMORABLE
BE RELEVANT

ROI
PREMIUM PRICING
OPPORTUNITIES
CORP CULTURE

PROVE VALUE
PROVE TRUST
JUSTIFY COST





SERVICES DELIVERED

A brand lives across different mediums and makes an impact in different locations along your clients journey. Silivanch Communications keep these experiences impactfull and consistent leading to increased awareness and sales.

This “BRAND UNIVERSE” approach, helps consolidate efforts, saving my clients time and money and more importantly keeps the brand moving in the right direction in the right time frame.

While the following pages only show a logo, the projects entailed multiple deliverables within the “BRAND UNIVERSE”





A



B



C



D



E



F



G



H



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K



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S



T



IT STARTS WITH A NAME

The samples on this page show companies and products I've named, designed logos for and supported marketing efforts for

In most of the cases there was also strategic brand positioning, print, and web development to further traction with the new brand.

KEY

- A **Vitalogy** - Dermatological care and product line
- B **Guideline** - Research and Analytics
- C **INFINIUM** - Metallurgical product manufacturer
- D **High5** : Aramark - HR messaging platform and rewards program
- E **Cyclips** - Video asset software management
- F **VIXIA** : Canon - Prosumer line of digital camcorders
- G **Phoenix Investment Funds** - Distressed asset commercial real estate
- H **Terralogix** - Environmental engineering firm
- I **M Hospitality** - Minnesota Viking's culinary and hospitallty for new stadium
- J **Venture Glow** - Firm dedicated to helping start-ups with brand positioning
- K **Fleur Delicia** - Premier New Orleans catering
- L **Bright Outcome Funding** - A surgical loan company
- M **Innolawn** - Full line of premiere synthetic lawns
- N **Everography** - Life stories captured in fine cinema
- O **Paladyne** - Hedge fund software
- P **5th Note Studio** - A film scoring and music production studio
- Q **PowerUp** : Aramark - After school snack program for Texas schools
- R **Certitude** - CCTV-based security monitoring product
- S **Accumen** - In hospital Medical lab facility
- T **Seelana** - Clothing line in Botswana Africa (meaning: expression)



BUSINESS REBRANDING

The samples on this page show existing companies, names and products that enjoyed the benefits of a complete rebranding.

In most of the cases there was also strategic brand positioning, print, and web development.

KEY

- A **Southern Cross Primary** – School in Botswana to further academics
- B **10to2** – Fractional workforce for PT or temp help
- C **Athena/Pepsi** – Line of energy drinks for women
- D **EZ Cabinets** – Fabricators of eclectic furnishings
- E **ReAction** – Special Effects and motion capture company
- F **Raise the Bar** – Business and production consulting firm for fashion industry
- G **Red Rose Improvements** – GC / home and commercial renovations
- H **Amherst Farmer Market** – Community fair trade and organic market
- I **Back Pocket Productions** – A film collective of film creators
- J **PM1** – Facility Maintenance company focusing on auto dealerships
- K **Aramark** – Community outreach program
- L **Step Right Up : CAI** – Conference branding
- M **Chefs Council** – Culinary leadership team for Givaudan
- N **Food Crew** – School dining program for Aramark
- O **Churchill's** – restaurant and event catering
- P **Rippers** – Jack the Ripper theme restaurant
- Q **Shakers** – Mobile bar tending service
- R **Chick n' Kix** – New healthy chicken franchise in universities and higher education
- S **Yuval David** – Personal rand for a Social Media star, Actor, Host, Advocate
- T **myNYCloset** – non-profit company that collects donations for Africa

A



B



C



D



E



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K



L



M



N



O



P



Q



R



S



T





A

HAZELTREE

B

Quorum

C

InfoHedge
TECHNOLOGIES

D

OpenSystems
INTEGRATORS

BUSINESS REBRANDING

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E

OCEANIS
OPEN COMMUNITY FOR ETHICS IN
AUTONOMOUS AND INTELLIGENT SYSTEMS

F

CXI GLOBAL
COUNCIL ON
EXTENDED INTELLIGENCE

G

CONNECTIVITY
COALITION

H

AFDI-ITA
IEEE STANDARDS ASSOCIATION
DIGITAL INCLUSION -
IDENTITY, TRUST & AGENCY

I

FRUGAL NG
Powered by IEEE and TSDSI

J

IMPERION
AEROSPACE
GROUP

K

CORE
LEADERSHIP CIRCLE

L

J2 STUDIO
ARCHITECTURE
DESIGN

KEY

- A **Hazeltree** - Treasury management solutions for Hedge Funds
- B **Quorum** - Hedge fund investment firm
- C **InfoHedge** - Turnkey Infrastructure management for start-up hedge funds
- D **Open Systems** - Security solutions and engineering
- E **Oceanis** - IEEE, - non-profit organization around artificial Intelligence
- F **CXI GLOBAL** - IEEE,- non-profit organization around artificial Intelligence
- G **Connectivity Coalition** - IEEE, - non-profit organization for AI
- H **DI-ITA** - IEEE, - Community for artificial intelligence
- I **Frugal NG** - IEEE, Communication and connectivity for developing communities
- J **Imperion** - Aerospace logistics consulting group
- K **CORE** - Leadership mentoring and community
- L **J2 Studio** - Architectural and Design Services Firm
- M **Thomas Edison** - Friends group to support and fund projects for the park
- N **Medocity** - Digital healthcare support
- O **REEDY** - Chemical and aeration engineering firm
- P **Get Lost**, - global digital community for nature enthusiasts
- Q **Core Motion** - Contracting and facilities engineering firm
- R **INNERNET** - Computer and tech retail store / IT consulting
- S **SphereLogic** - Logistics and global transport engineering firm
- T **H(app)athon** - Mobile app focusing on quantifying happiness data



FAMILY BRANDING

The samples on this page show how a parent brand can tie into divisions, products or related businesses. In each case there was a unique goal for the relationship between the entities. All logos and strategic planning by Rich Silivanch.

Aside from the logo design, In most of the cases there was also strategic brand positioning, print, and interactive. and web development.

KEY

- A **USI Services Group** – a collection of unique service based companies unified by a consistent brand.
- B **MadisonGrey** – A hedge fund in Georgia along with its new asset management software called Pentem
- C **Southern Cross - Botswana Family** – A suite of new companies all founded in Botswana Africa to help drive support, education and economic success to the under privileged. The companies vary from fashion, to tourism to environmental.
- D **No Limit Air** – A suite of identity elements including programs, and promotions for air charter company
- E **Promotion Marketing Association** – A suite of cohesive conference branding to appeal to marketing executives
- F **Reedy International** – a Plastics company along with its line of products. Also displayed is the R3 reponse system, a way to get real time answers to tough plastics processing questions.
- G **Aramark** – Campus FX is the name we developed for Aramark's Operational Excellence platform or OpEx. Nexus is the name we developed for a the OpEx

A



E



B



F



G



C



D





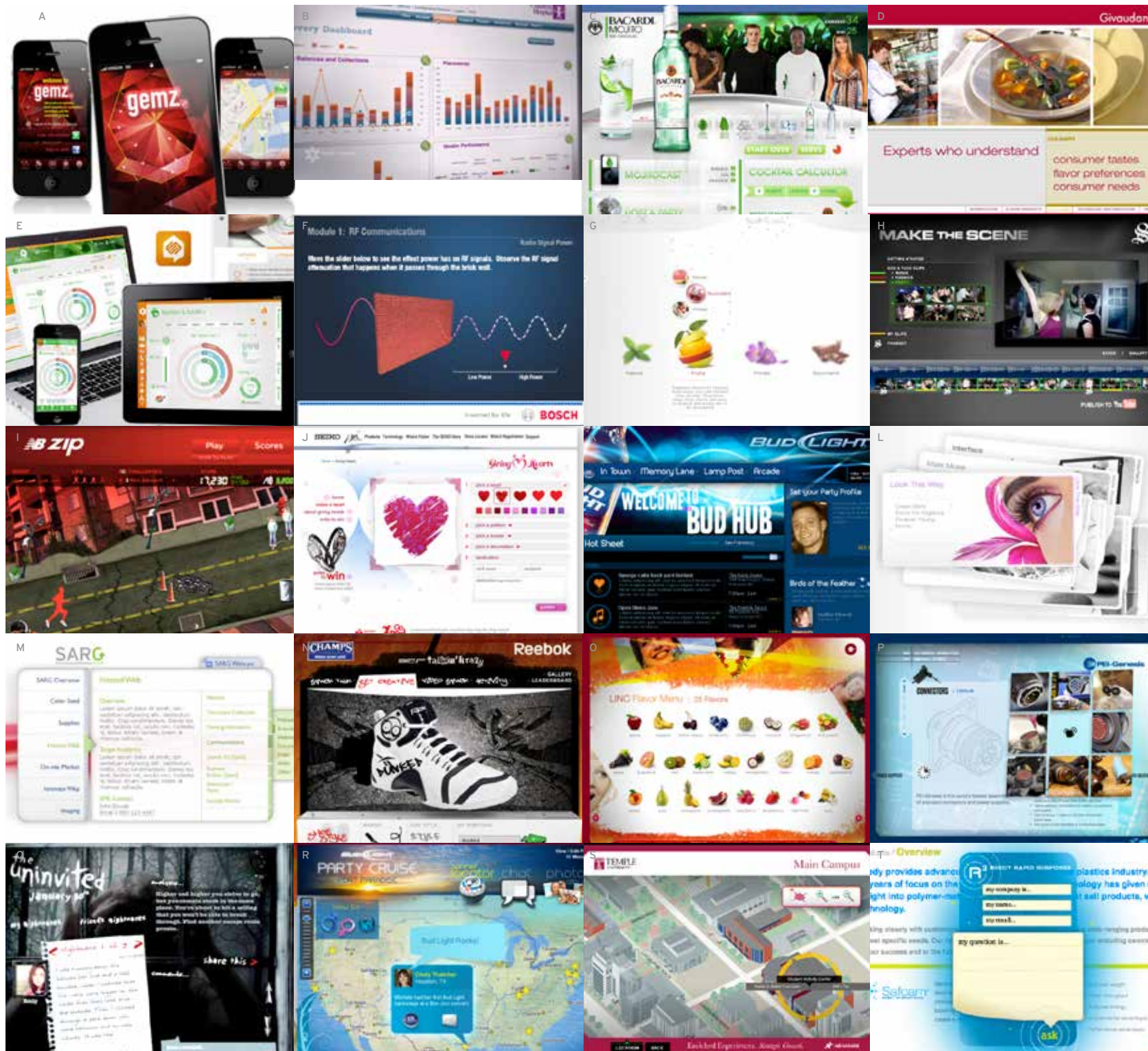
APPLICATION DESIGN

The samples on this page show unique and highly innovative ways we've helped arm sales people and customers with engaging ways to learn more about a company, product or service.

All concept, IA, GUI, branding and tech build was managed by our team.

KEY

- A **GEMZ** - iphone loyalty app to reward customers with free merch.
- B **Health Recovery Partners** - Debt recovery software interface
- C **Bacardi** - Facebook-interactive bartender timed game
- D **Givaudan** - Savory exploration sales application
- E **iCancerHealth** - mobile cancer care platform
- F **BOSCH** - sales app to help explain the radio frequency products
- G **Givaudan** - Interactive scent exploration application
- H **Simmons Jewelry** - Application to makes your own music videos
- I **New Balance** - Facebook / Brand focus running game
- J **SEIKO** - Heart builder for Heart Month/partnership with AHA
- K **Budlight** - Facebook / interactive community forum
- L **Givaudan** - Interactive trend application
- M **XEROX** - Custom CRM sales growth application
- N **Reebok** - Facebook / interactive shoe designer
- O **Givaudan** - sales application for exploring energetic natural flavors
- P **PEI Genesis** - Desktop Application for engineers and sales people
- Q **Paramount Pictures** - Facebook / interactive dream interpreter
- R **Budlight** - Location based event planner for cruise promotion
- S **ARAMARK** - Suite of interactive campur tours
- T **Reedy** - Custom Engineer messaging tool



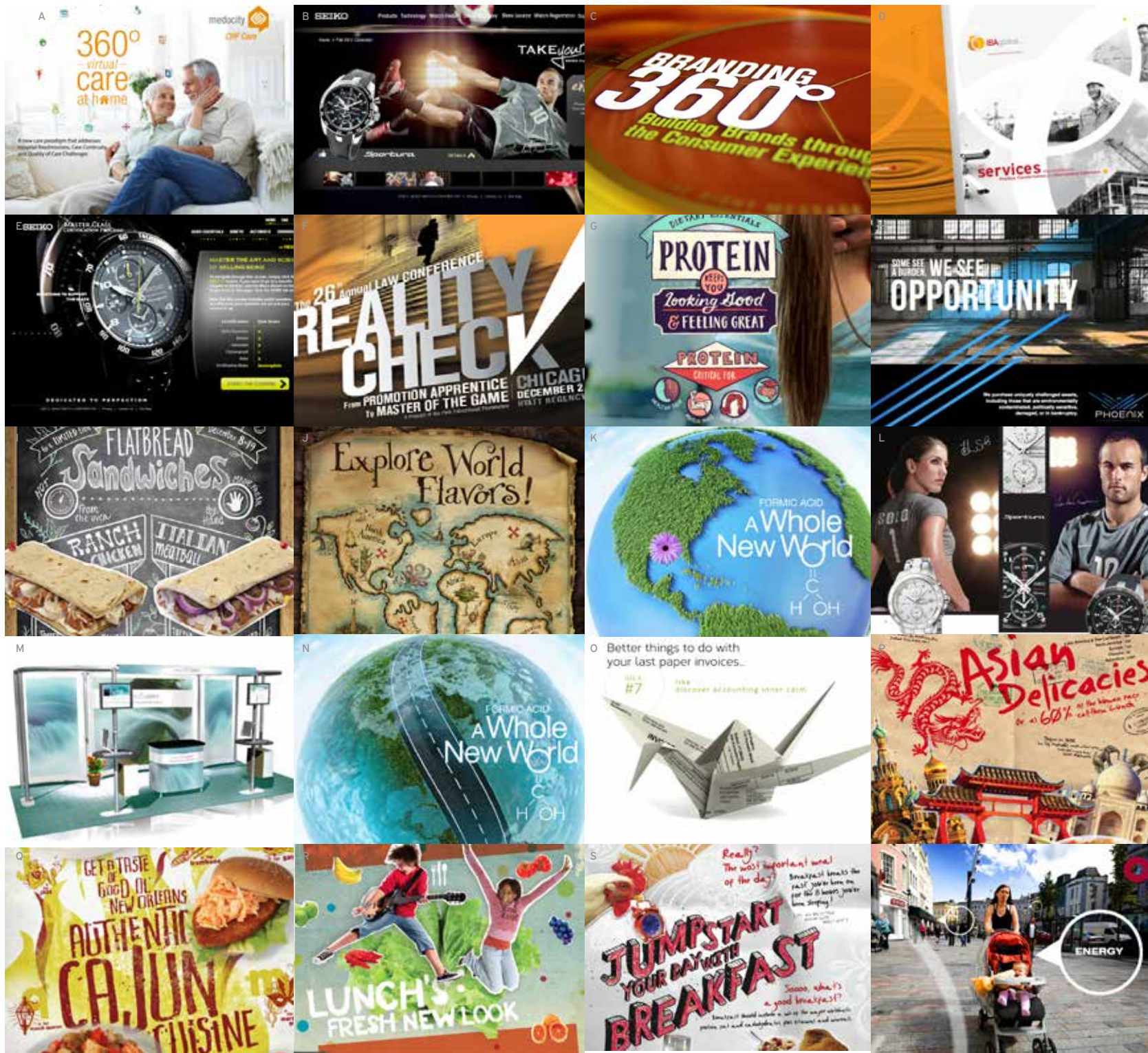


ADVERTISING & PRINT

The samples on this page highlight promotional event marketing. The similarity across all these campaigns is that they succeeded in increasing traffic to a clearly defined destination, be that a website, a booth, an event or a mailing.

KEY

- A **Medocity** - CHF, COPD and Cancer at home care platform
- B **SEIKO** - Take your Time - Fall 2012 promotional campaign
- C **Promotion Marketing Assoc.** - Promotion & brand marketing conf
- D **IBA** - Conference branding and promotion
- E **SEIKO** - Masterclass training
- F **Promotion Marketing Assoc** - Annual Law Conf. brand and promo.
- G **ARAMARK** - Nutritional Promotion for teens - suite of 30 poster
- H **Phoenix Investment Fund** - advert campaign
- I **Aramark** - Suite of of over 30 posters for
- J **ARAMARK** - 2009 FUEL Promotion - one of 8 months
- K **BASF** - International trade advertising campaign. Suite of 8 ads
- L **SEIKO** - BRAND AMBASSADORS - campaign figureheads
- M **Madison Grey** - Brand and booth creation and promotion
- N **BASF** - International trade advertising campaign. Suite of 8 ads
- O **BillTrust** - Doing away with paper billing campaign
- P **ARAMARK** - 2012 FUEL Promotion - one of 8 months
- Q **ARAMARK** - 2011 FUEL Promotion - one of 8 months
- R **ARAMARK** - 2012 Healthy Eating campaign
- S **ARAMARK** - 2012 Healthy Wellness campaign
- T **Givaudan** - Energy Drink Promotion



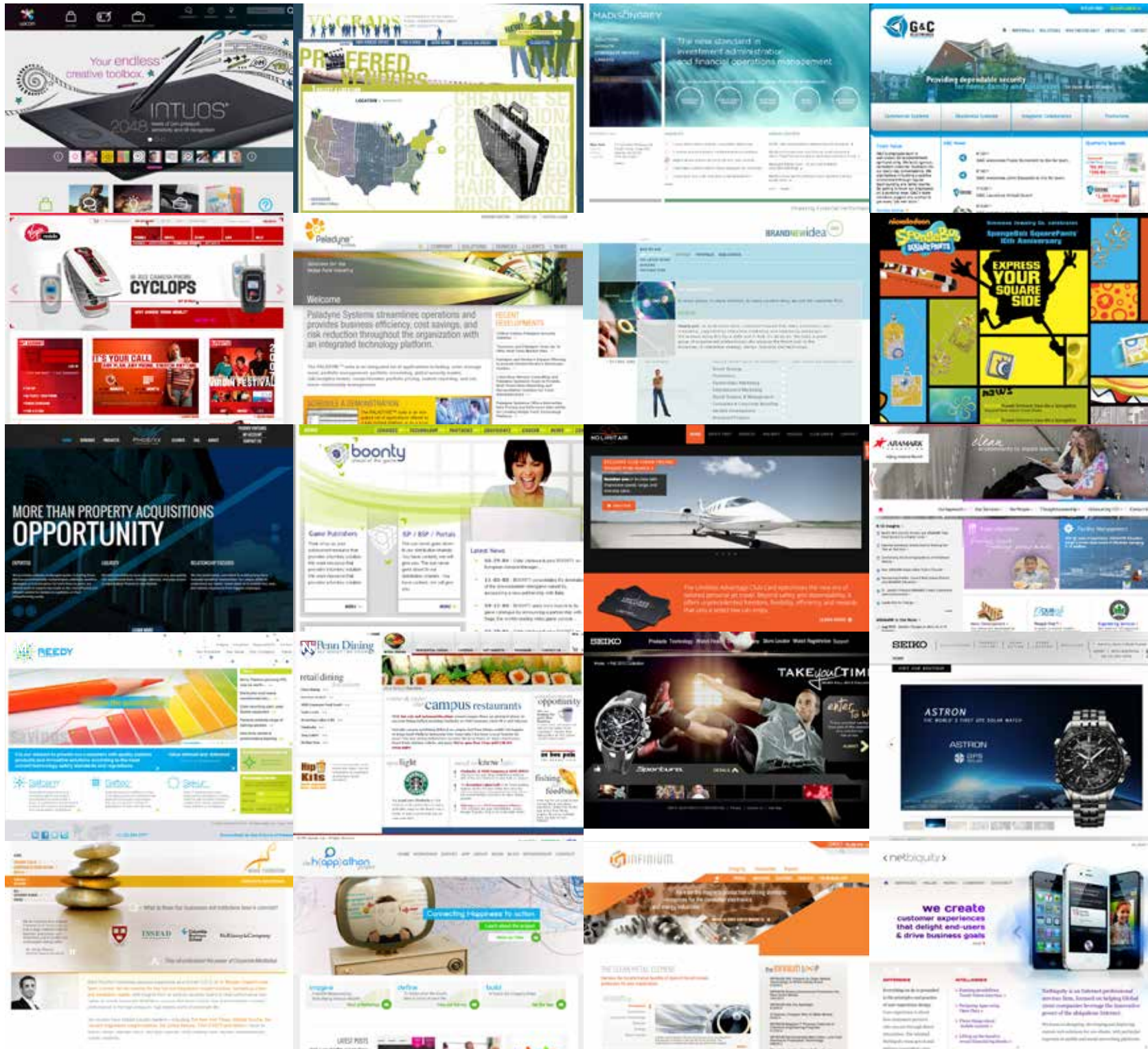


WEBSITE

The samples on this page show a range of websites spanning industries, B2B vs. B2C and depth of technology needs. Building up from a couple brochure-ware sites we have data driven backends and fully immersive interactive sites.

KEY

- A **WACOM** - Digital stylus tool
- B **University of Delaware** - Visual art community portal
- C **Madison Grey** - Hedge Fund Management Software Development Firm
- D **G&C** - Integrated Security services
- E **Virgin Mobile** - Cell phones for active adults
- F **Paladyne** - Hedge Fund Management Software Development Firm
- G **BrandNewIdea** - Marketing Consultancy
- H **Nickelodeon** - Sponge Bob Partnership with Simmons Jewelry
- I **Phoenix Investment Fund** - Marketing and investor portal
- J **Boonty** - Gaming platform for casual gamers
- K **No Limit Air** - Jet Charter Brokerage and Sales
- L **ARAMARK** - Schools website for districts, and parents
- M **Reedy** - International Plastics firm
- N **Penn Dining** - One of 200 university dining sites
- O **SEIKO** - Promotional campaign for new Sportura watch line
- P **SEIKO** - North America corporate site and portal
- Q **Thornton** - Personal brand and site for consulting services
- R **Happathon** - Nonprofit marketing site
- S **Infinium** - Manufacturing of Rare Metal products
- T **Netbiquity** - Mobile analytics firm





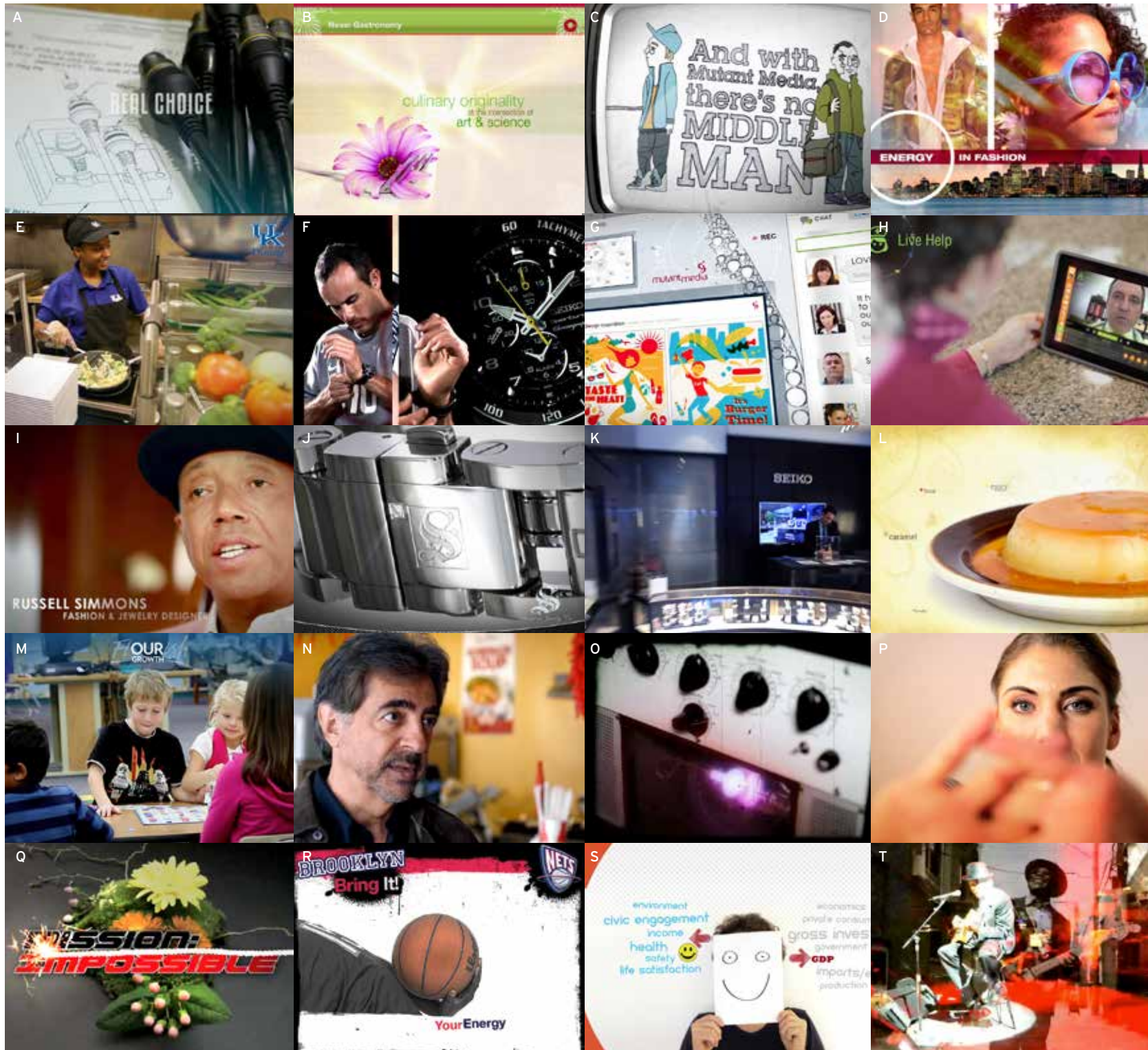
MOVIE / MOTION GRAPHICS

With experience in directing, animating, workflow management and all creative, Silivanch Communications creates stunning and effective video sales tools.


Collectively we've created over 40 movies in the last five years, each with a unique and accountable ROI.

KEY

- A **PEI Genesis** - 20 videos for custom sales interactive tool
- B **Givaudan** - 10 videos for Chef's Council promotion
- C **Mutant Media** - Fun motion piece explaining their brand value
- D **Givaudan** - Sales movie to explain the regionality of energy drinks
- E **University of Kentucky** - Culinary Campus Tour
- F **SEIKO** - Commercial for ESPN selling their new men's Sportura watch
- G **Watchitoo** - Interactive demo for new video platform
- H **Medocity** - Cancer care at home app - "real world" demo
- I **Simmons Jewelry** - Russell Simmons promotions
- J **Simmons Jewelry** - product details promotional video
- K **SEIKO** - NYC Boutique launch movie
- L **Givaudan Flavors** - Video for Vanilla promotional campaign
- M **ARAMARK** - Employee National Conf. movie
- N **Back Pocket Productions** - Pandora's Box pilot movie
- O **Back Pocket Productions** - Pandora's Box pilot movie
- P **SEIKO** - Hope Solo Brand Ambassador suite of videos and commercials
- Q **ARAMARK** - Mission Impossible National Conf. spoof movie
- R **Brooklyn / Nets** - Sales Vision Presentation
- S **Happathon** - Introduction video and workshop rally cry!
- T **ARAMARK** - Chicago Focused Sales Presentation to win new business



AT A GLANCE...



RICH SILIVANCH can best be described as a “creative-type”, serial entrepreneur and visionary who helps connect companies with customers on an emotional, personal level. This personal level helps sales leaders tell their story, build intrigue and most importantly, establish trust with their pursuits. I deliver ROI.

IN SHORT : I HELP COMPANIES LOOK SEXY

WHERE I ADD VALUE

FOR STARTUPS:

I help create the foundation marketing and branding tools essential to build support, gain traction, convince investors and come out the gate strong. I also help create models or “proof of concept” interfaces to help visualize complex services, methodologies or products.

FOR MID SIZE BUSINESSES:

I help companies who have been in business for years reengage with past or existing customers while attracting new audiences. By rebranding and repositioning, a company can realize new enthusiasm from employees, vendors, press, and customers leading to a BIG ROI.

FOR LARGE COMPANIES:

I help “be” the external creative muscle to help internal marketing teams enhance current brand standards and deliver highly targeted marketing and sales tools to build reputation and win large deals. I also make my internal marketing team clients look like the RockStars they are!

CLIENTS

Aramark (5 divisions), Givaudan (2 divisions), MIT Media Lab, IEEE, Merrill Lynch, Citi, SEIKO, Pulsar, Reebok, Budlight, Bacardi, Paramount Pictures, NEC, Nation Financial Partners (NFP), Leg Mason, The Promotion Marketing Association (PMA), The United Way, Virgin, BASF, Wacum Tablets, Russell Simmons, Xerox, Rowan University, University of Kentucky.

...And over 150 companies not as big as the above names, but shaking up their industry just the same.

RELATIONSHIPS

Long term relationships are the key to my teams success. As an example, having served Aramark since 2004 and Seiko since 2010, my clients come to me for out-of-the-box concepts to cut through the clutter and noise. TRUST is the foundation that helps creative ideas thrive and grow.

KEY TO MY SUCCESS

Always being an advocate for the end customer, user or client. Creating tailored experiences that resonate with THEM to build confidence that my client will solve the concerns and needs of their clients.

PROUDEST MOMENTS

- Personally asked for a Virgin Mobile website overhaul 09'
- Telling my entrepreneurial story during a 40min “Spotlight” [interview](#)>>
- Increasing membership and donations on the Board for the Thomas Edison Museum, NJ
- Having a book jacket design in Barnes & Noble
- Helping and seeing an app startup hit \$3mm funding goals.
- Co-founded a Jet Charter company in NJ
- Helped launch a successful CRE investment firm in CA

150+ Logos out there in the world serving to build the reputations for my clients.

CORE SERVICES

- Brand Development / Strategy
- Printed Promotional Materials
- Tradeshow experiences
- Advertising / Marketing
- User interface (websites / apps)
- Video creation and marketing
- Presentation creation
- Social Media strategy and asset creation

43+ Industry awards, quotes, Industry recognition and most importantly: awards for my clients!

PERSONAL PASSIONS

- Mountain Biking, Kayaking, Fishing, Hiking
- Photography, Typography,
- Entrepreneurial and student mentoring
- Vintage technology, all things Thomas Edison
- Connecting and sharing with brilliant people

EXPLORE MORE

[mutantmedia.com](#) - my agency of 17years

[silivanch.com/branding](#) - logo portfolio

[silivanch.com/videography](#) - video portfolio

[silivanch.com/photography](#) - image portfolio





LET'S CHAT!

For 20 years, I've helped both Fortune 500 companies and startups evangelize their value to their clients and help their story be heard. Results.

We should talk.

Rich Silivanch - Creative Director/Co-Founder
646 894 3107