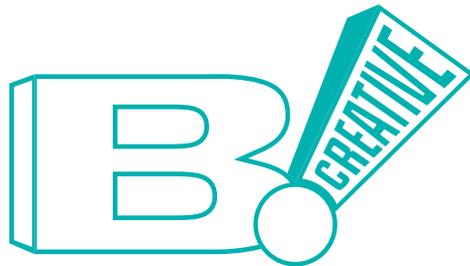
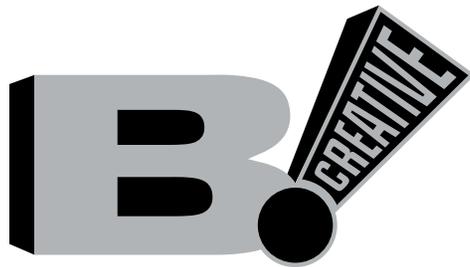




**“THE FUNCTION OF THE
CREATIVE ARTIST CONSISTS
OF MAKING LAWS, NOT
IN FOLLOWING LAWS
ALREADY MADE.”**

– **Ferruccio Busoni** Composer



AVATAR GUIDELINES

You know all the principles of good brand identity: use simple shapes, use only two colors, it must work in black and white, be consistent, and the list goes on. However, communications and consumer behavior have changed more in the past five years than in the past fifty. Therefore, our approach to creating ideas that engage this new consumer must change as well.

We are constantly evolving to meet the changing needs of our customers and the wants of their prospects. Our brand is a reflection of this rapid evolution to be relevant and accessible. Our brand embodies the strength in being different. Our logo is an Avatar that can morph, ebb and flow with the changing face of communications.

While your Avatar of the Bergeron Creative Studios logo will and can be translated in any medium, we have created our own laws to express our brand identity:

1. The Avatar can be drawn in the three ways shown on the left (in its entirety) as the basis for your artwork.
2. The outline(s) of the Avatar should never be altered.
3. The characters in “CREATIVE” are spaced proportionally and placed in the “!” They are not a font, they are artwork and do not change.
4. All submitted Avatars become the property of Bergeron Creative Studios, Inc. and may be used for promotional purposes.
5. From time to time it may be necessary to make your own laws and not follow these at all to create your unique Avatar.

