

S/LF

Design & Communication

Branding & Design for Print / Web / Environment



Capabilities include a range of services driven by creative ideas.

- Strategy, Insight and Planning
- Art Direction
- Graphic and Print Design
- Identity and Brand Development
- Web Design and Development
- Ecommerce
- Email Marketing
- Packaging Design
- Environmental Design
- User Interface Design / UX
- Mobile App Development
- Information Architecture
- Print Production



## Partial Client List



HUGO BOSS



THE LIBERTY HOTEL  
BOSTON

*The Pierre*  
NEW YORK  
A TAJ HOTEL



Todd Merrill  
STUDIO



VISA



### LIFESTYLE & HOSPITALITY

Gem Hotel  
Immerse Spa  
Liberty Hotel  
Loi Restaurant Group  
Marriot  
MD Skincare  
Oasis Day Spa  
SpaWeek  
The Palm  
The Pierre, New York  
The Regent Spa  
The Resort at Pelican Hill  
The Ritz-Carlton  
The Spa at Estancia  
W Hotel Group

### TECHNOLOGY

Accelerated Analytics  
Armtechnology  
Appflight  
Bases Covered  
Chrein.com  
CS Technology  
Development Corporate  
Digital Effex  
Edgeworx Studios  
Eyebaster  
Fan Unlimited  
Image Info  
Inovis  
Liason Technologies  
PayPlus  
QRS Corporation  
Rocket Fuel

### FASHION & RETAIL

Alex Apparel  
Barnum & Bagel Soup  
Culinary Prep  
Dyson  
Essence of Vali  
Hugo Boss  
KidKit World  
Kirna Zabête  
Mosaic Legends  
PICO Jewelry  
PumpOne  
Restaurant Brands, LLC  
Rethreads  
SUITE New York  
Tide & Pool  
VIOlight  
Wyla

### ART & DESIGN

AIDA  
Andrew Suvalsky Designs  
Bardin Paloma  
DJT Fine Arts  
Fat Puppy Productions  
PICO Jewelry  
Thomas Manufacturing  
Todd Merrill Antiques

### FINANCIAL SERVICES

ADP  
Alphabet Partners  
American Financial Services Assoc.  
Antheus Capital  
Bank of New York  
Capstone Investment Advisors  
Glass Lewis & Co.  
Global H20 Investments  
Israel Bonds  
KTR Real Estate Services  
Larkin Point Investment Advisors  
Saiers Capital  
Soundboard Review Services  
Spotlight Capital Management  
Travers  
Visa

### NON-PROFIT

21/64 Strategic Philanthropy  
Andrea & Charles Bronfman  
Birthright Israel  
Central Synagogue  
Columbus Avenue BID  
Democratic National Convention  
Foundation for A Just Society  
Gladney Adoption Centers  
Jane & Leonard Korman Foundation  
Jewish Coalition for Service  
Maimonides Fund  
Michigan State  
Natan  
New Taste of the Upper West Side  
New York Building Congress  
Princess Grace Awards  
Project Give Back  
Simon's Foundation  
Slingshot Fund  
The Lighthouse International

### PROFESSIONAL SERVICES

AM Shapiro & Associates  
C&R Media  
Keymer Group  
Matthew R. Bautista, PR  
Netamorphosis  
Posey Associates  
Schuckit & Associates, PC  
SpaWeek Media Group  
The Partnering Group

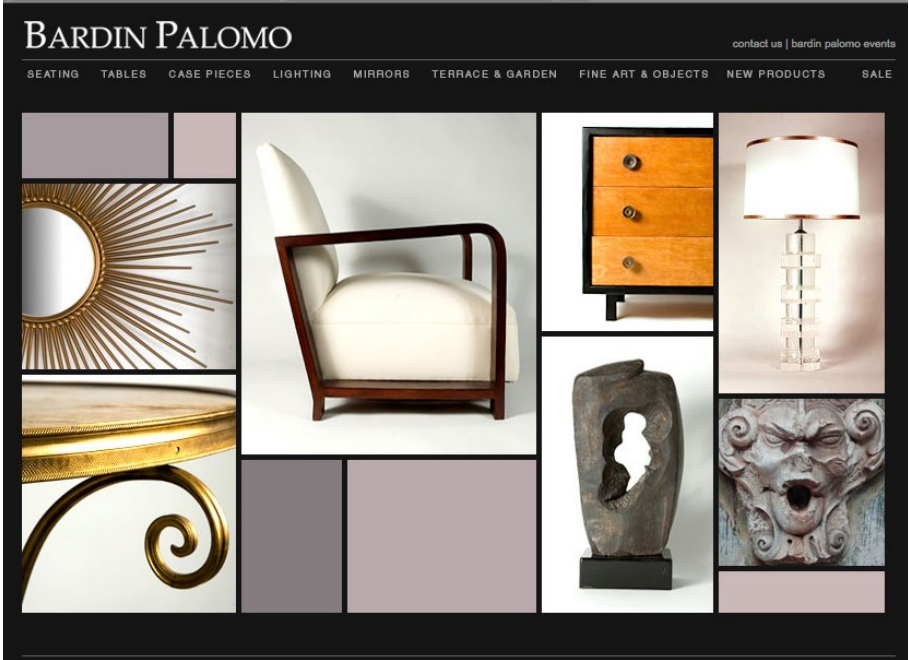
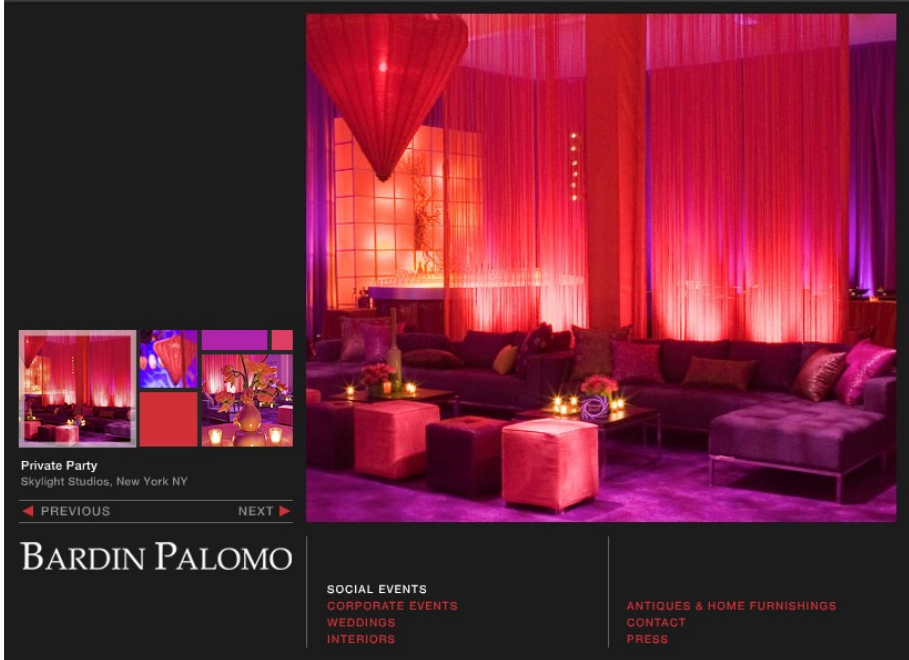
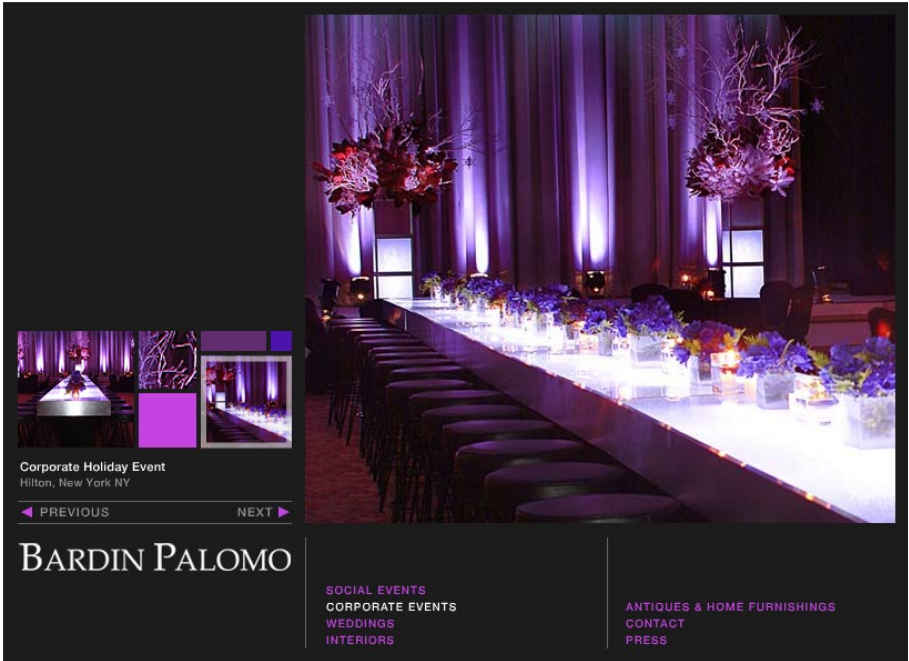
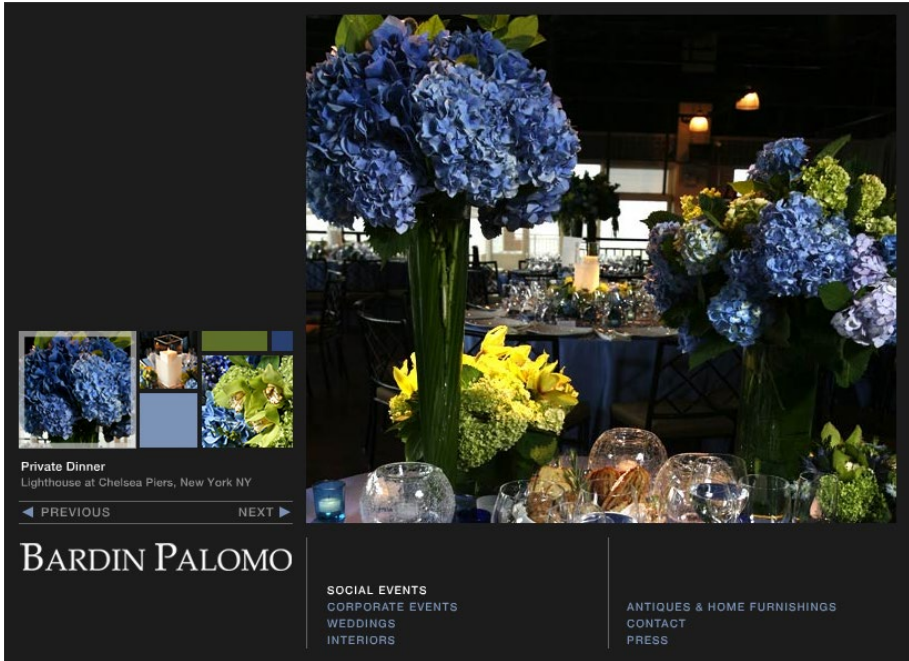
### HEALTHCARE

Ionetix  
Little Listeners  
Orthohealing Center  
Procure Centers  
TOBI

# S/LF

Case Studies / The following projects illustrate the range of creative services.





Branding  
Graphic Design  
Web Design  
Information Architecture  
Content Management System  
Development & Programming

Project  
—  
New York event designers want to redesign their website to showcase high-profile events, and simultaneously launch a separate antiques & home furnishings website.



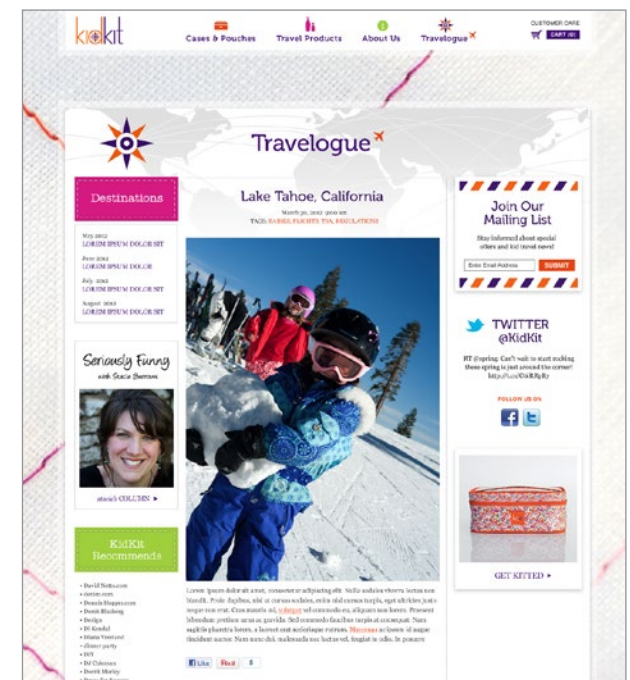
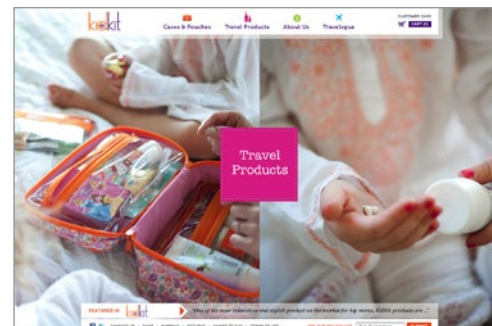
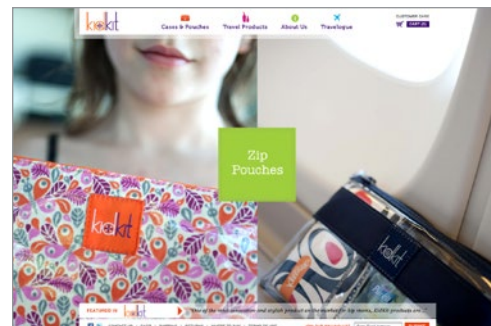
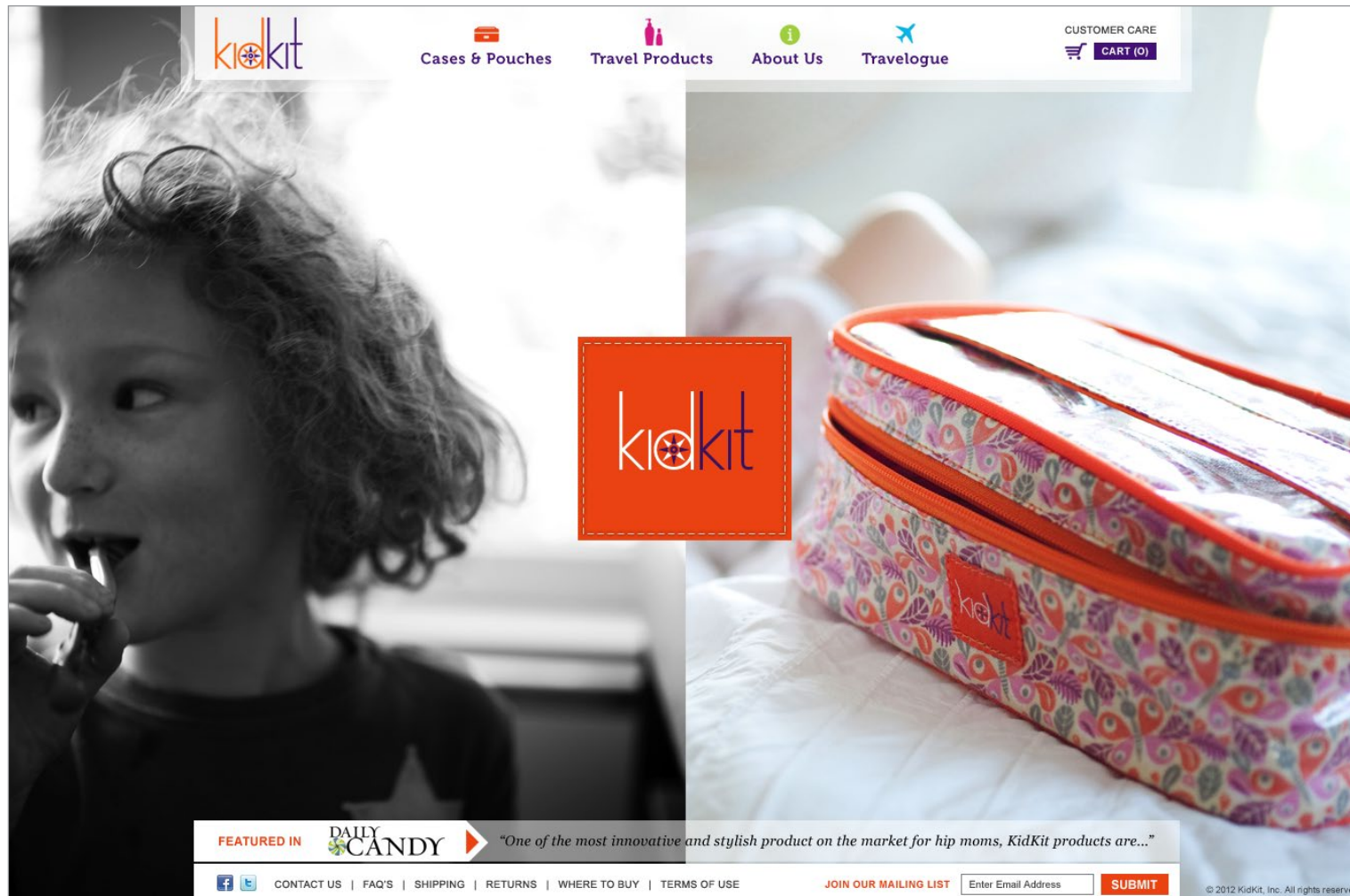
## Case Study / KidKit

S/LF

**Branding**  
**Art Direction**  
**E-Commerce Web Design**  
**Blog Design**

### Project

Long-time partner *Netamorphosis* asked us to develop the branding and font-end look and feel for an e-commerce website and blog for an innovative new product line of travel bags and accessories for children. The website makes use of beautiful full-screen color photography, and bright candy-colored icons and graphics that tie into the KidKit branding. The overall mood is playful and inviting, with a simple user interface following e-commerce best practices. A robust back end CMS allows the client to easily edit, update and fulfill products.



ION-12<sup>SC</sup> Ultra-Compact Superconducting Cyclotron



# IONETIX

## ION-12<sup>SC</sup>

### Positron Emission Tomography (PET) Radiopharmaceutical Production System

Cost-effective solution for N-13 Ammonia PET myocardial perfusion imaging

- Innovative Compact Design
- Point-of-Care Production
- Maximum Performance
- Automated
- Dose-on-Demand Function

[www.ionetix.com](http://www.ionetix.com)

ION-12<sup>SC</sup> Ultra-Compact Superconducting Cyclotron

Logo  
Branding  
Graphic Design  
Presentation Templates  
Collateral  
Print Production  
Environmental Design

#### Project

Ionetix Corporation is engaged in the development, manufacturing and distribution of a novel class of superconducting cyclotrons for the point-of-care production of PET radioisotopes. They required a complete brand identity package, supporting collateral and tradeshow booth to bring their innovative cyclotron to market.





## IONETIX

**Gary Buxton**  
Controls Engineering

**Ionetix Corporation**  
3130 Sovereign Drive, Suite 5D  
Lansing, MI 48911  
517.252.4069 x809  
[gbuxton@ionetix.com](mailto:gbuxton@ionetix.com)



## IONETIX

### N-13 Ammonia ION-12<sup>SC</sup>

Positron Emission Tomography (PET)  
Radiopharmaceutical Production System

#### Point-of-Care Production

ION-12<sup>SC</sup> Facility Layout



Ionetix Corporation  
One Perry Building, Suite 200  
San Francisco, CA 94111  
[www.ionetix.com](http://www.ionetix.com)



#### N-13 Ammonia ION-12<sup>SC</sup>

Positron Emission Tomography (PET)  
Radiopharmaceutical Production System

The Ionetix ION-12<sup>SC</sup> is a positron emission tomography (PET) radiopharmaceutical production system for producing N-13 ammonia [<sup>15</sup>NH<sub>3</sub>]. N-13 ammonia is an FDA-approved and CMS-reimbursed radiopharmaceutical used in PET myocardial perfusion imaging.

Coronary artery disease (CAD), which affects approximately 16 million Americans, is the most common form of cardiovascular disease and the leading cause of death in the U.S. today. Myocardial perfusion imaging (MPI) is a noninvasive nuclear medicine imaging test used to detect the presence and extent of CAD. MPI is a vital tool for clinicians in diagnosing and managing patients with CAD.

#### Maximum Performance

The ION-12<sup>SC</sup> is a 12 MeV, 10 µA self-shielded superconducting cyclotron. The ION-12<sup>SC</sup> can provide consistent and reliable N-13 ammonia PET radiopharmaceutical at the point-of-care to meet the most demanding MPI workload.

#### Automated

With an internal target, the ION-12<sup>SC</sup> is a single purpose production system producing N-13 ammonia in-target.

#### Dose-on-Demand

The ION-12<sup>SC</sup> is capable of producing 75mCi of N-13 ammonia every 10 minutes, ensuring dose on hand whether you use exercise treadmill or pharmacologic stress.

With minimal site requirements and an attractive price point, the ION-12<sup>SC</sup> is the cost-effective solution for N-13 ammonia PET myocardial perfusion imaging.

System Characteristics	
Energy	12 MeV
Beam Current	10 µA
Ion Beam	Positive
Target	Internal
Magnet Field	4.5 Tesla
Standby Power Consumption	15 kW
Peak Power Consumption	20 kW
Chiller	6 ton capacity
Shielding	Self-shielded

System Dimensions	
Weight	1800 kg (4000 lbs)
Height	175 cm (58.9 inches)
Depth	96 cm (37.8 inches)

Facility Details	
Power Required	200V 3-phase 125A
FMAC	1.2 ton capacity
Floor Loading	< 100 PSF

Operating Details	
N-13 Ammonia Production Run	10 min
N-13 Production Rate	10 mCi/min
N-13 Ammonia Dose Yield	75 mCi

Ionetix Corporation  
One Perry Building, Suite 200  
San Francisco, CA 94111  
[www.ionetix.com](http://www.ionetix.com)



Graphic Design  
Packaging  
Art Direction  
Web Design  
Development & Programming

Project

—  
Phillipe Starck designed consumer product in need of branding, website and packaging. Colors and visuals were chosen to model the Ultraviolet technology used in the sanitization process.



The banner features a large image of the VIOlight toothbrush sanitizer on the left, which is a white cylindrical device with a blue top and a glowing blue light. Three toothbrushes (one orange, one white, and one teal) are inserted into the top. The VIOlight logo is in the top left corner. The main headline on the right reads "A Toothbrush Cleans Your Teeth. What Cleans Your Toothbrush?". Below this, it says "The VIOlight™ Toothbrush Sanitizer" and "A new product that prevents the spread of germs, designed by S+ARCK". On the bottom left, there is a navigation menu with links: HOME, ABOUT VIOLIGHT, FEATURES & BENEFITS, SANITIZATION PROCESS, SHOP VIOLIGHT, PRESS & TESTIMONIALS, and CUSTOMER SERVICE. The bottom of the banner contains four promotional boxes: "Explore the VIOlight" with a toothbrush icon, "Clinical Studies 99.9% GERM-FREE" with a clipboard icon, "VIOlight NEWS Guaranteed Clean Hygiene" with a newspaper icon, and "Purchase VIOlight™ Toothbrush Sanitizer BUY NOW" with a button icon. A smaller image of the sanitizer with toothbrushes is on the bottom right.

VIOlight™

## A Toothbrush Cleans Your Teeth. What Cleans Your Toothbrush?

The VIOlight™ Toothbrush Sanitizer  
A new product that prevents the spread of germs,  
designed by S+ARCK

HOME  
ABOUT VIOLIGHT  
FEATURES & BENEFITS  
SANITIZATION PROCESS  
SHOP VIOLIGHT  
PRESS & TESTIMONIALS  
CUSTOMER SERVICE

Explore the VIOlight

Clinical Studies  
99.9%  
GERM-FREE

VIOlight NEWS  
Guaranteed Clean Hygiene

Purchase VIOlight™  
Toothbrush Sanitizer  
BUY NOW



## Case Study / New Taste of the Upper West Side

S/LF

Logo  
Branding  
Graphic Design  
Print Production  
Email Marketing  
Environmental Design

### Project

—  
Branding and event materials for annual food and wine event held in New York's Upper West Side. Media kit, brochures, ads, tickets and event signage all make consistent use of the silver fork, logotype and striped color-bar at the top. A successful event now in its 5th year, with proceeds going towards neighborhood beautification projects, *New Taste* continues to sell out year after year.



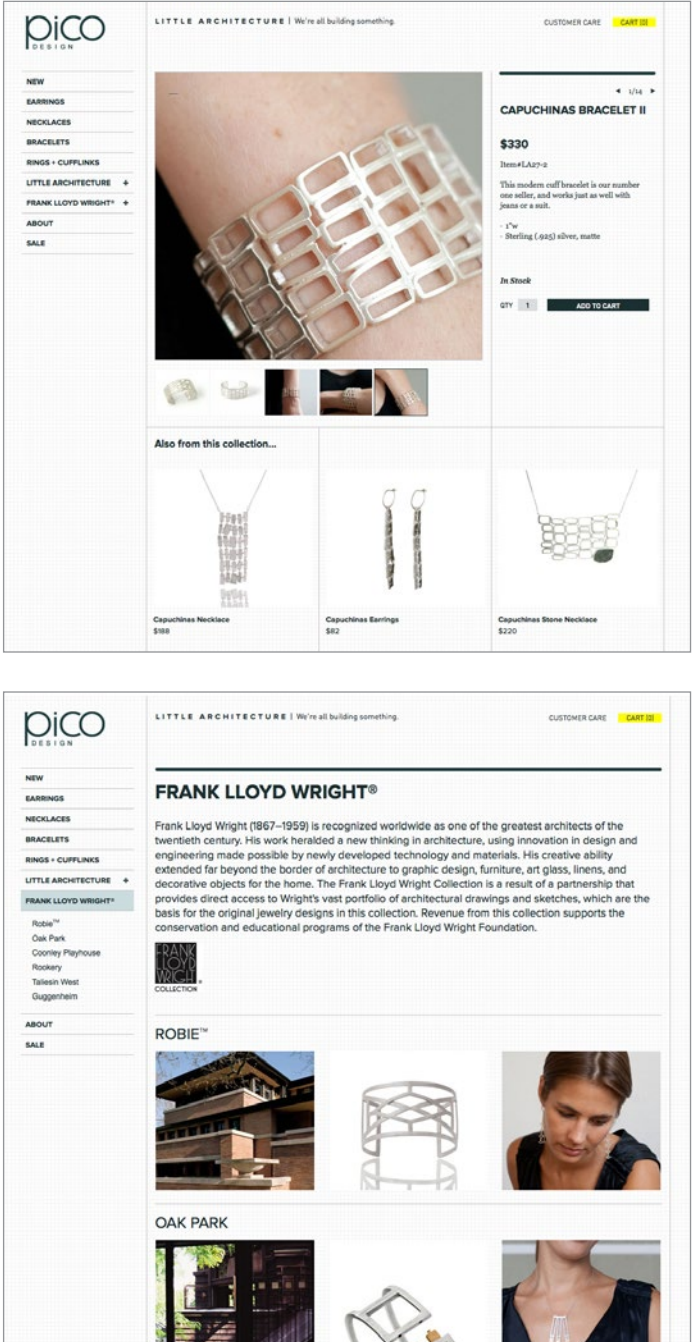
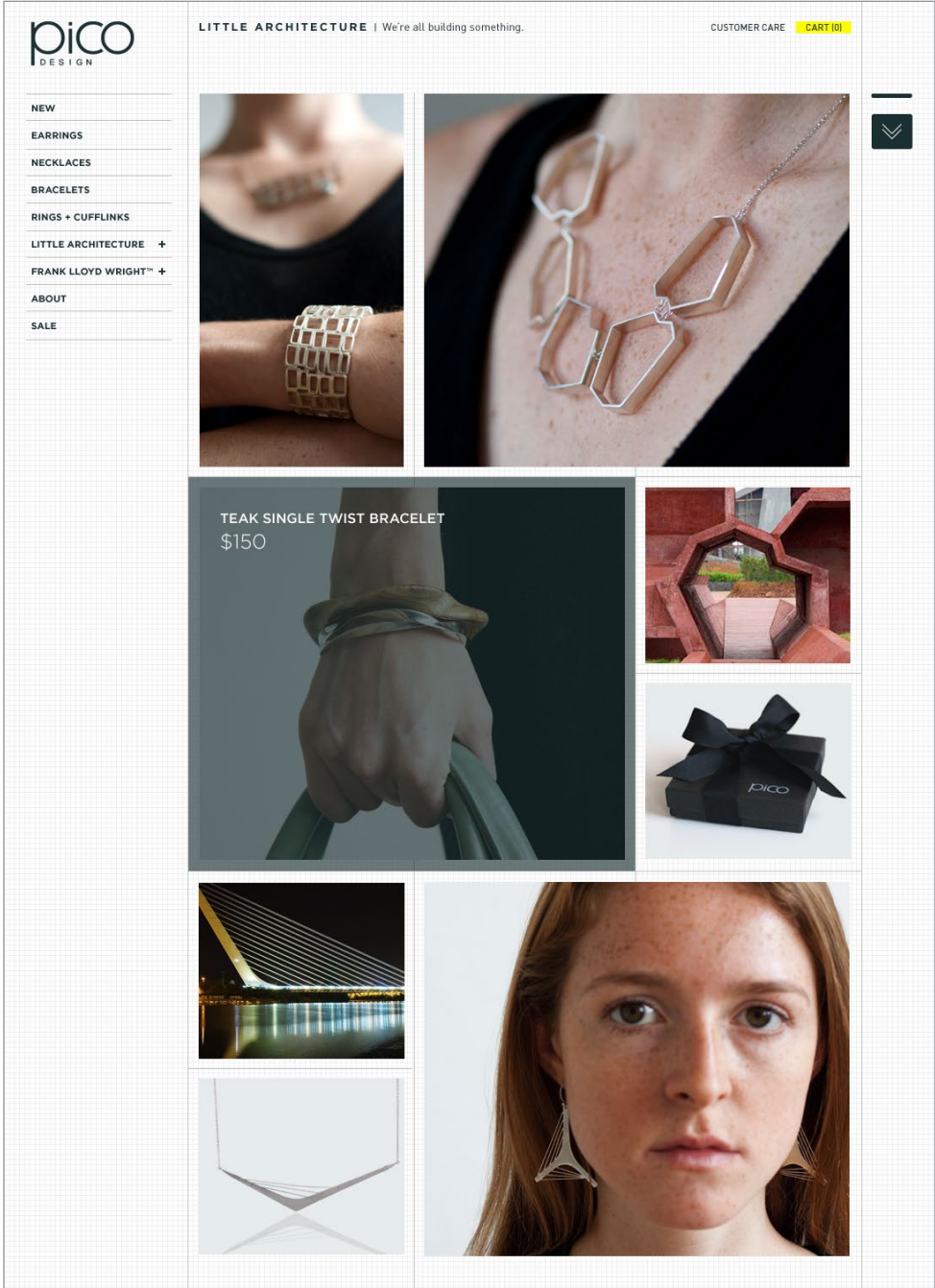


Branding  
Art Direction  
E-Commerce Web Design

**Project**

—

Long-time partner *Netamorphosis* asked us to develop the branding and front-end look and feel for an e-commerce website for award-winning jewelry designer Andrea Panico. The website utilizes a grid background, beautiful architectural photographs and Andrea's sketches to tie into the "little architecture" signature collection of jewelry. Each item has multiple views (sketches, product on white background, product on model) and user can zoom in on the details. A robust CMS allows the client to easily edit, update and fulfill products.



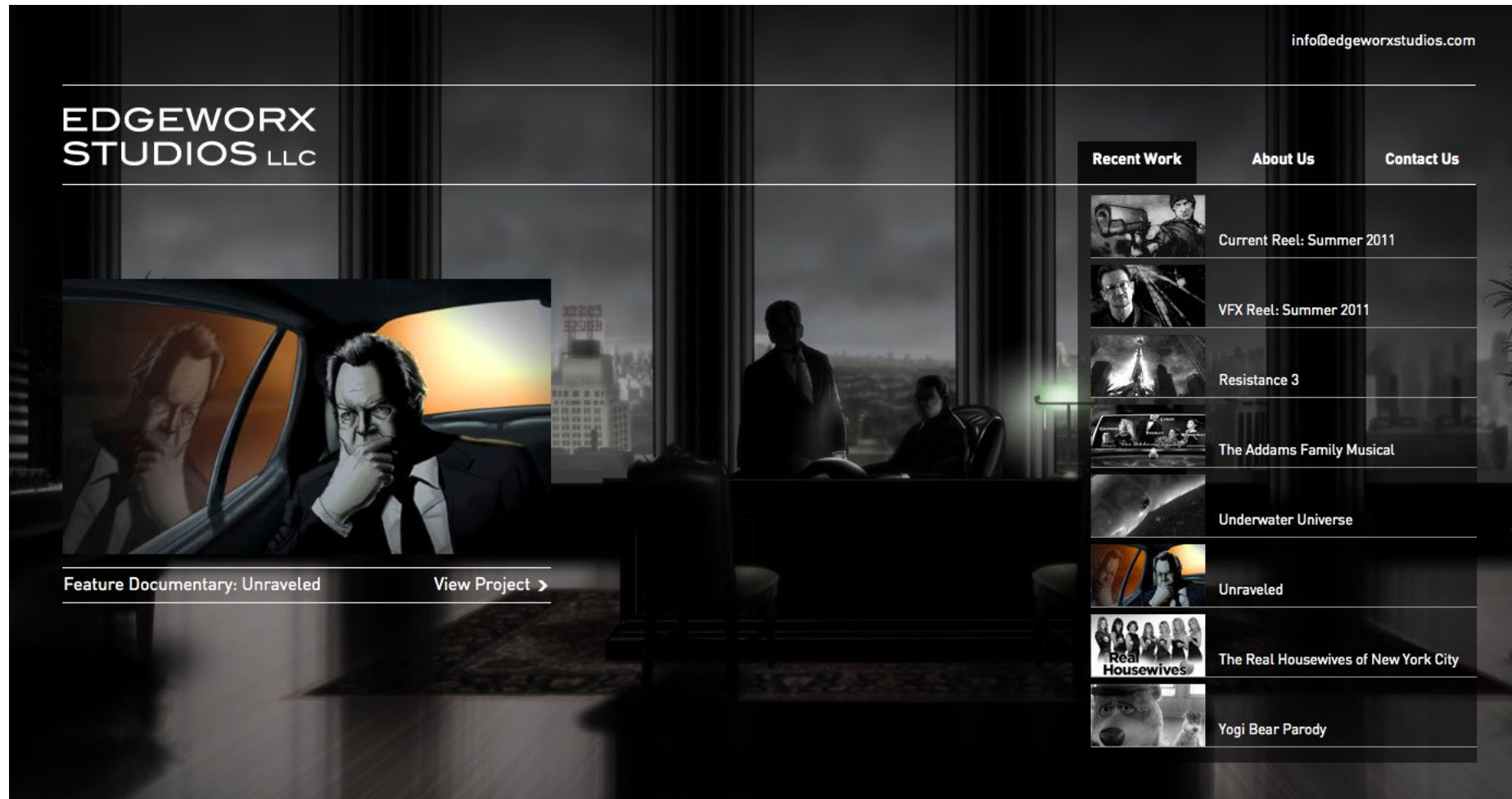
**Branding**  
**User Interface Design**  
**App Prototype Design**

**Project**

Long-time partner *Chrein, LLC* asked us to design a brand look and feel and associated User Interface for an iPad App prototype for their client Bank of New York.



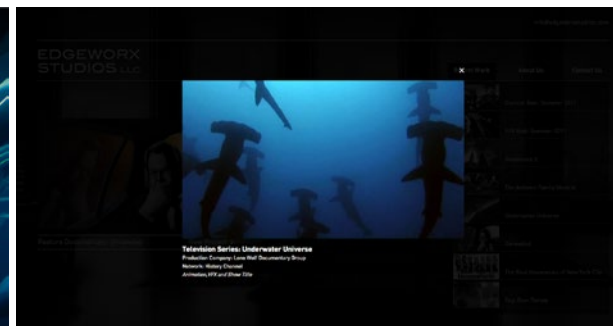
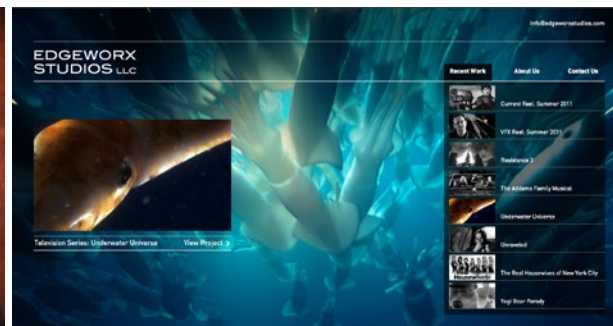
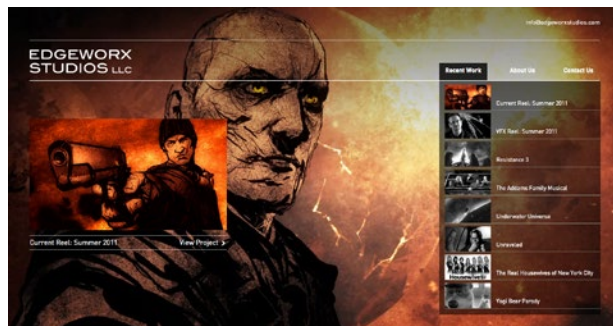




**Branding**  
**Web Design**  
**Development & Programming**  
**Video Optimization**

#### Project

Post Production Company desired a new website to showcase their most recent visual effects and animation projects. We started with a clean-up of their current logo-streamlining the look and feel to be more modern. Full-screen visual "stills" from each featured project randomly populate and fill the page each time a user visits the site, showcasing a new project each time. Videos are mobile and tablet friendly, ensuring an engaging visual experience no matter what platform is used.





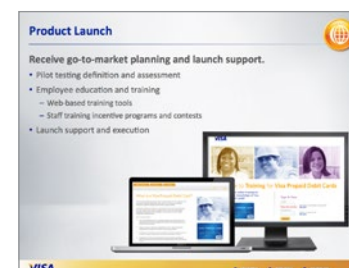


# The Visa Prepaid Value Story

## The Power of Partnership

- ▶ Introduction
- ▶ Today's Business Landscape
- ▶ Visa Prepaid Products
- ▶ Consumer Prepaid Products
- ▶ The Visa Advantage
- ▶ Conclusion & Next Steps

▶ [about Visa](#) ▶ [main menu](#) ▶ [solution set](#)

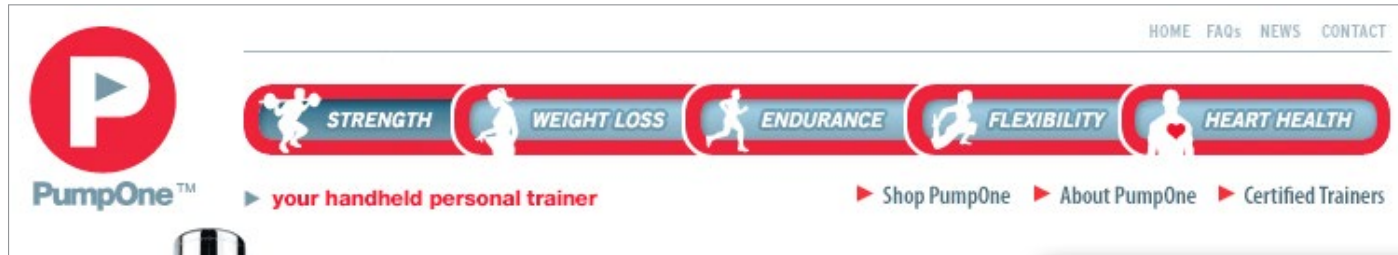


## Graphic Design Template Creation & Population Illustration

### Project

—

VISA Sales & Marketing Presentations utilize agenda slides and hyperlinks throughout so sales staff can easily navigate the presentation and quickly access the most utilized slides. Presentations were rolled out to VISA Prepaid sales staff worldwide.



### TotallyPumped

total body workout



► Buy Now

Gain strength, burn fat, lose weight and improve your endurance. With exercises for legs, chest, back, arms, abs and more, it targets all the major muscle groups  
[Learn more >](#)

### PumpedForLife

complete conditioning



► Buy Now

Jumpstart your overall fitness plan with this definitive training program, made up of workouts from our most popular series.  
[Learn more >](#)

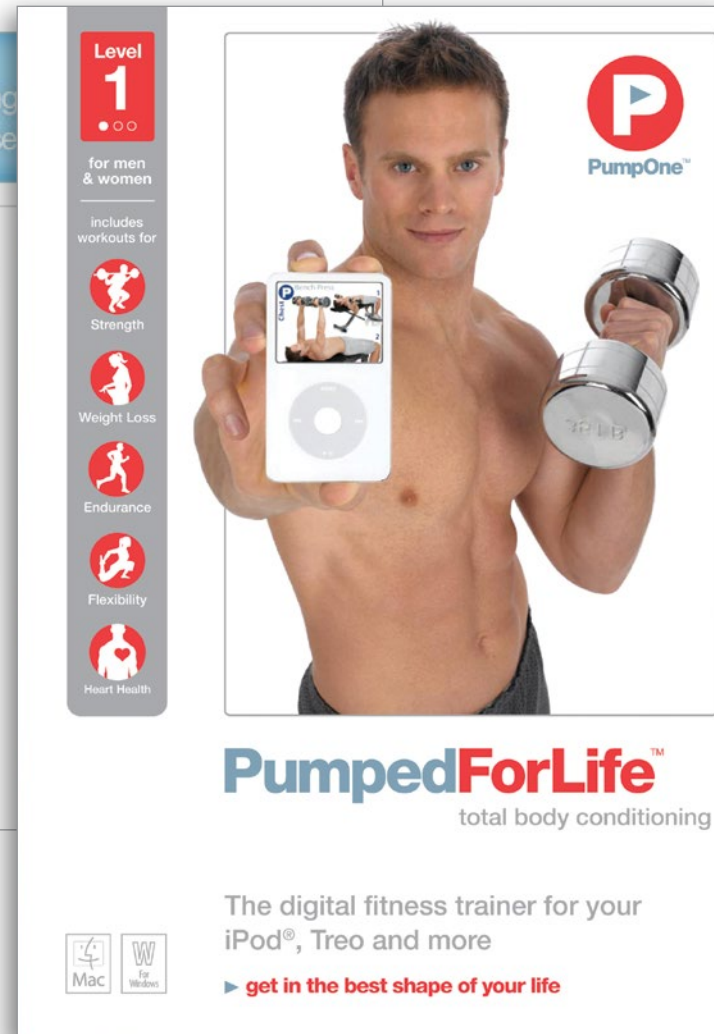
### Pumped(6)Pack

abdominals & core



► Buy Now

Turn your flab into fab with this combination of intense exercises that target your abdominals, obliques, lower back and core.  
[Learn more >](#)



Branding  
Graphic Design  
Packaging  
Art Direction  
Illustration  
Information Architecture  
Web Design  
E-commerce  
Development & Programming

#### Project

Brand launch for PumpOne™, a series of workouts for iPods, Mobile Phones and other hand-held devices. Product was featured in the Apple Retail Store at launch and continues to be one of their top-selling athletic trainer apps on iTunes.

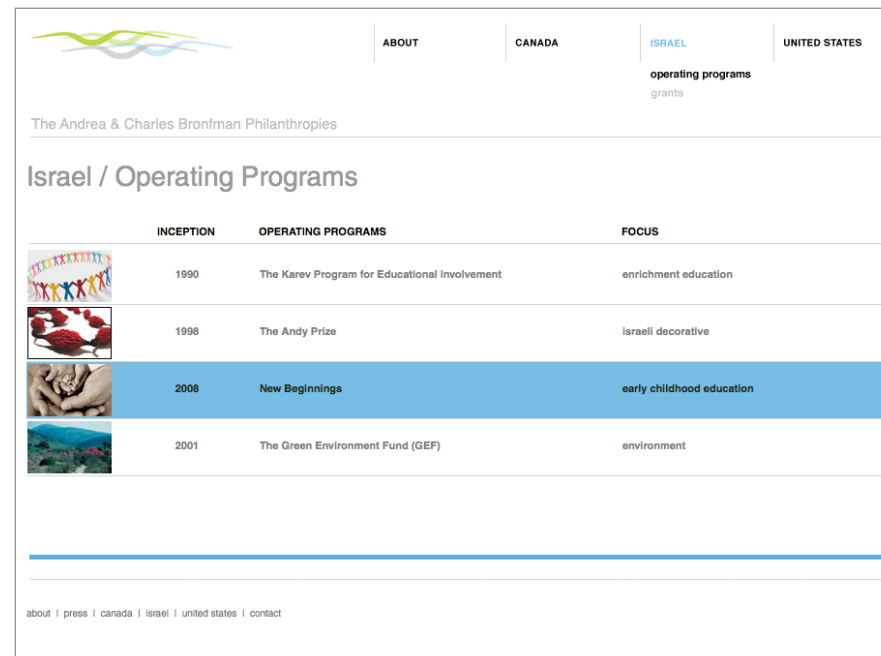
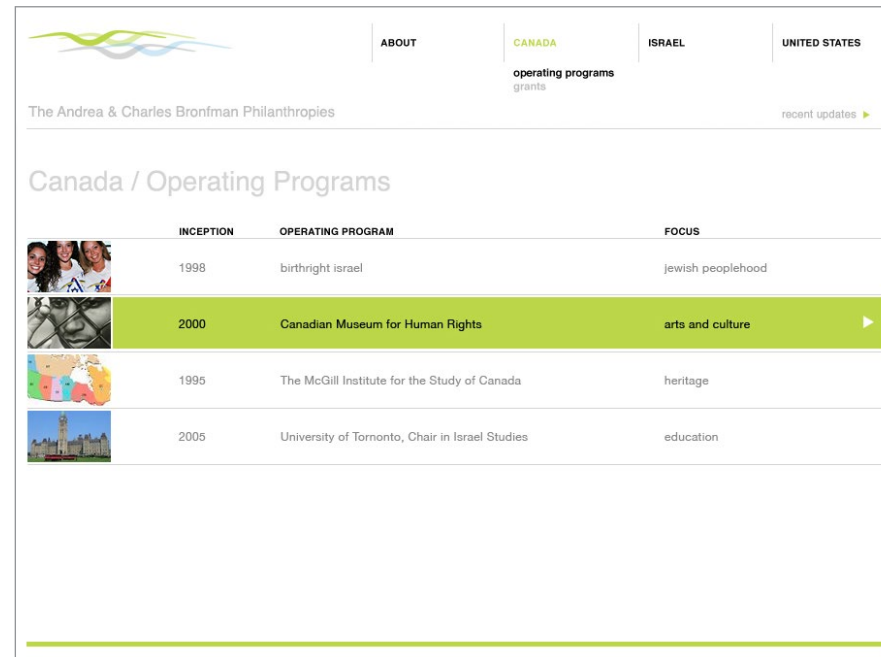
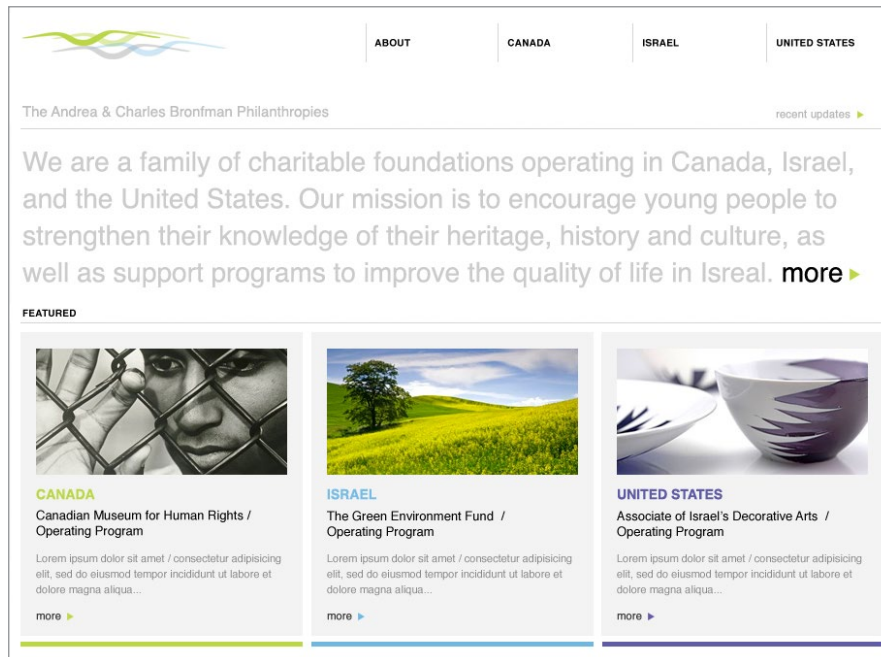
# Case Study / Andrea & Charles Bronfman Philanthropies

S/LF

**Branding**  
**Graphic Design**  
**Art Direction**  
**Planning & Wire Framing**  
**Photography Sourcing**  
**Information Architecture**  
**Web Design**

## Project

Andrea & Charles Bronfman Philanthropy (ACBP) needed to update their logo and launch a portal website to feature their operating programs and grants in Canada, Israel and the United States as they begin their spend-down. The website makes use of an innovative timeline that tracks important milestones in ACBP's history. Custom Press Release Templates and Collateral were created to coordinate with the new brand look and feel.

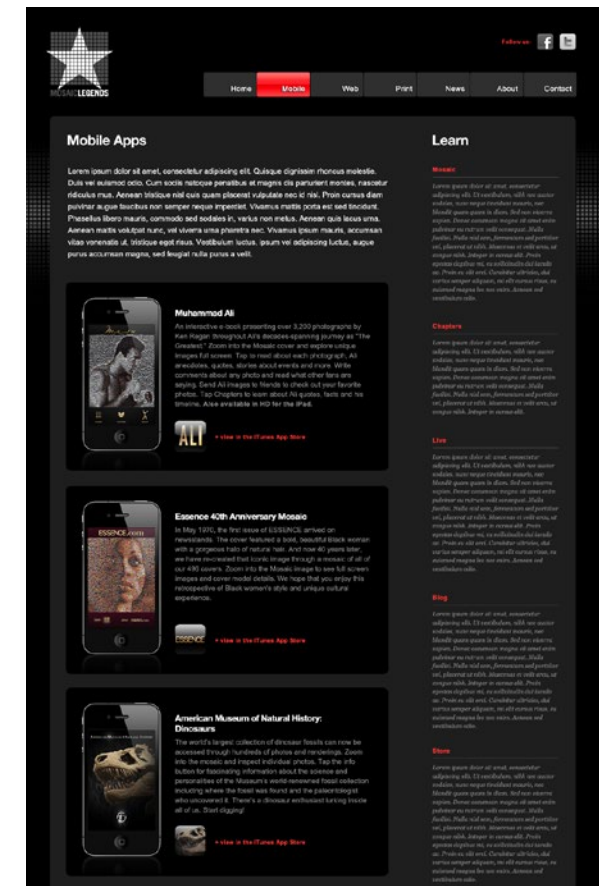




**Branding**  
**Graphic Design**  
**Web Design**  
**Development & Programming**

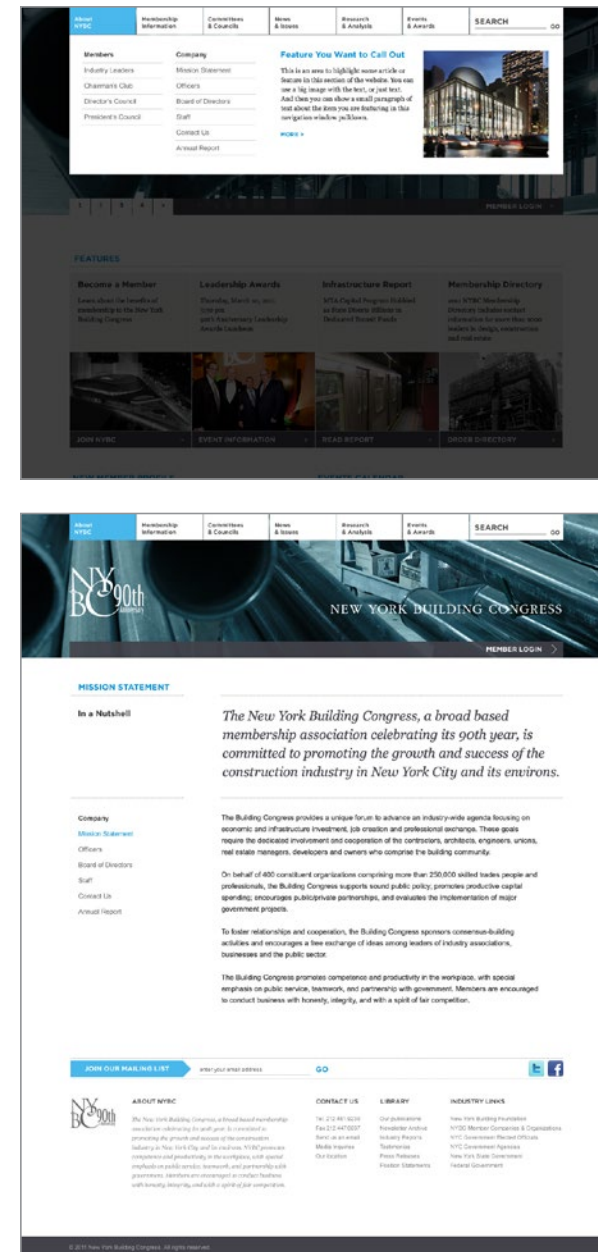
## Project

Digital Media company needed a slick marketing site to feature their photo mosaic mobile apps, web viewers, and limited edition prints. Graphic elements used in the logo and website recall the "mosaic creation art form" used in the client's products.



# Case Study / New York Building Congress

S/LF



Branding  
Art Direction  
Graphic Design  
Web Design  
Print Design  
Print Production  
Information Architecture

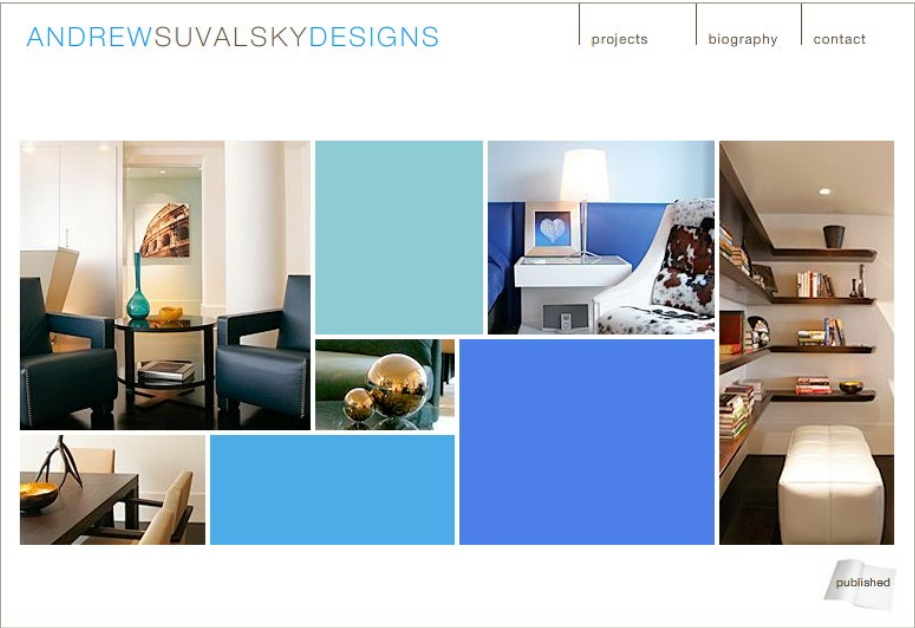
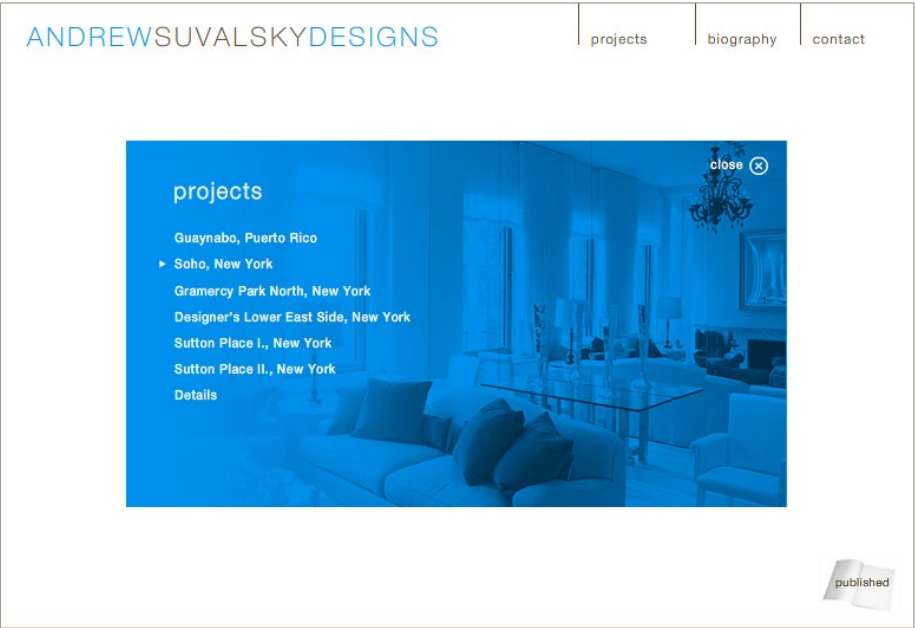
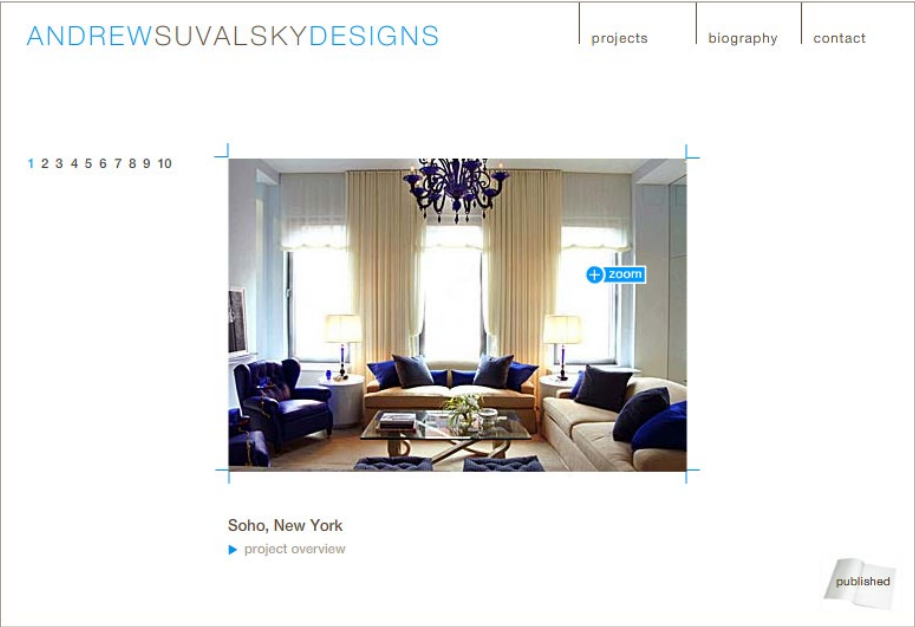
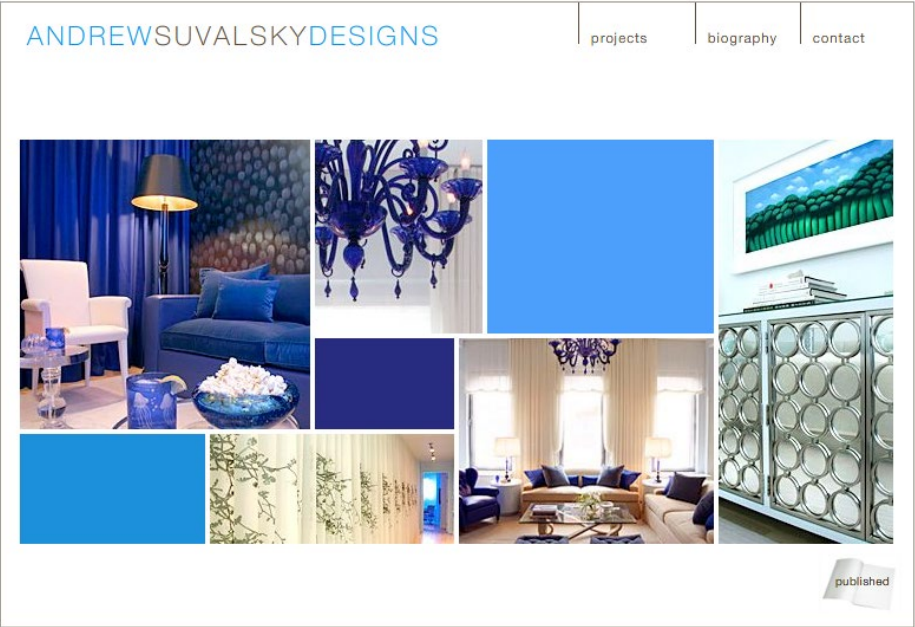
## Project

New York Building Congress (NYBC), a 90-year-old membership association, wanted to reinvent their brand and bring their stagnant website out of the dark ages. Chrein.com, LLC contracted with us to develop the branding and font-end look and feel for NYBC's website, as well as the design and production for associated printed reports and marketing materials.



Branding  
Graphic Design  
Art Direction  
Web Design  
Development & Programming

Project  
Interior Designer who recently set up his own shop requested a brand and a website to reflect his clean, modern aesthetic - using his favorite color combination: blue and brown. Swatches of color were coordinated to pick up on the palate of the designer's interior projects.



**Branding**  
**Graphic Design**  
**Email Marketing**  
**User Interface Design**

## Project

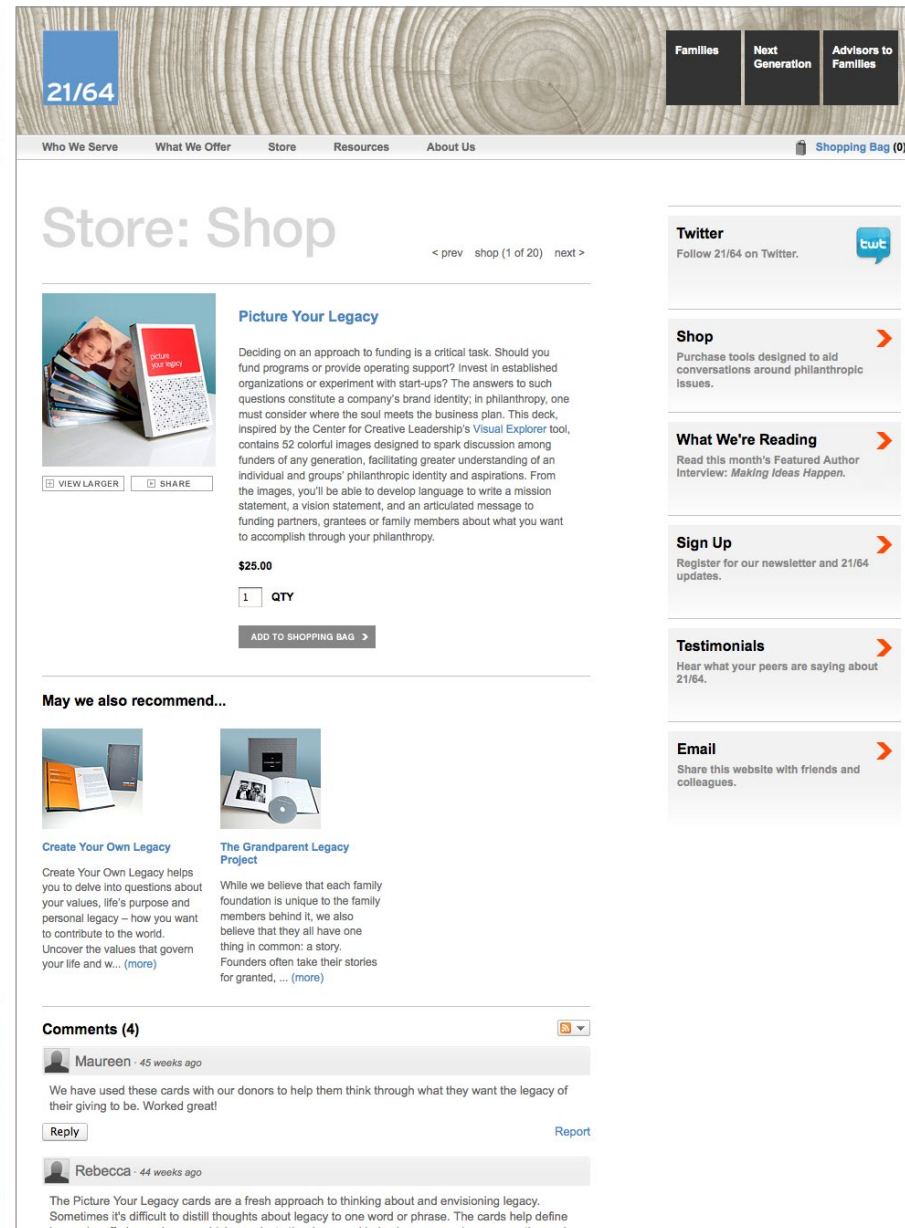
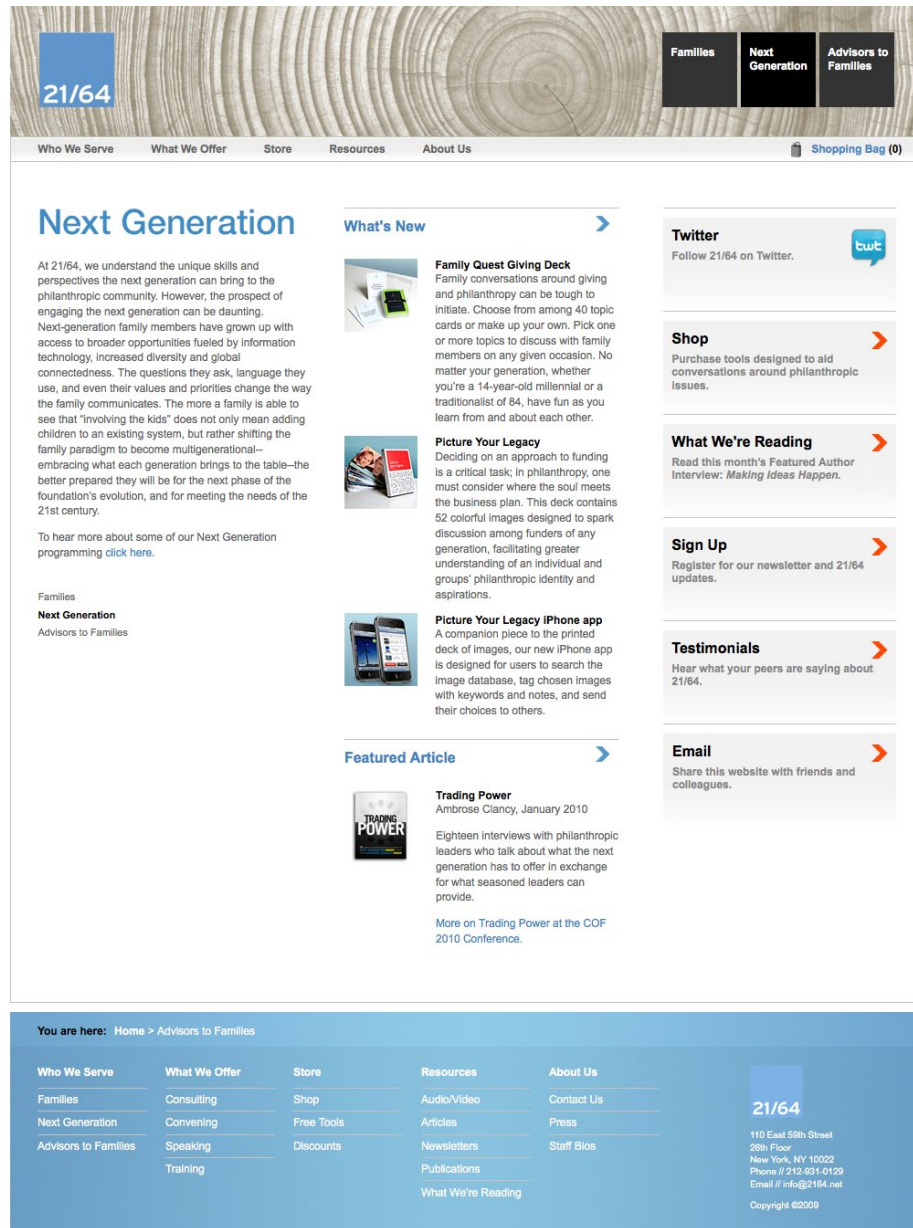
SpaWeek.com wanted to extend their brand and the functionality of their website to a mobile platform. Working with the client's chosen mobile app developer, we designed a simple user interface with custom illustrated icons and navigation buttons that guide SpaWeek members through locating spas, searching for specific treatments, buying and redeeming gift cards and more.





# Case Study / 21/64 Next Generation Philanthropy

S/LF



Branding  
Graphic Design  
Art Direction  
Photography  
Web Design  
Email Marketing  
Information Architecture  
E-commerce

## Project

Philanthropy wants to develop a contemporary brand and online community for news, book reviews, advice, resources, events, and proprietary tools for purchase that help guide next-generation funders in their giving decisions.





**Branding**  
**Graphic Design**  
**Art Direction**  
**Photography**  
**Email Marketing**  
**User Interface Design**  
**Print Production**

#### Project

Philanthropic organization 21/64 asked to partner with us to produce unique resource tools designed to spark discussion among funders of any ages. Projects include case studies, coffee table books, workbooks, audio recordings, mobile apps, visual image and motivational value decks of cards. By using these tools, funders will be able to develop language to write a mission statement, a vision statement, and an articulated message to funding partners, grantees or family members about what they want to accomplish through their philanthropy.

Tools are for sale on  
<http://2164.net/store>.

## Case Study / Essence of Vali

S/LF

**Branding**  
**Packaging**  
**Graphic Design**  
**Information Architecture**  
**Art Direction**  
**Web Design**  
**Development & Programming**

### Project

Branding, packaging, and website for a new line of hand-made aromatherapy products. Branding focused on emphasizing the bespoke quality of the products and the organic herbal ingredients, with a nod towards vintage apothecary packaging.

Products won several awards, including *Best Overall Product* at the *Extracts Show* in NYC.

Product line has been extended for hotel turn-down service and private label for spas.

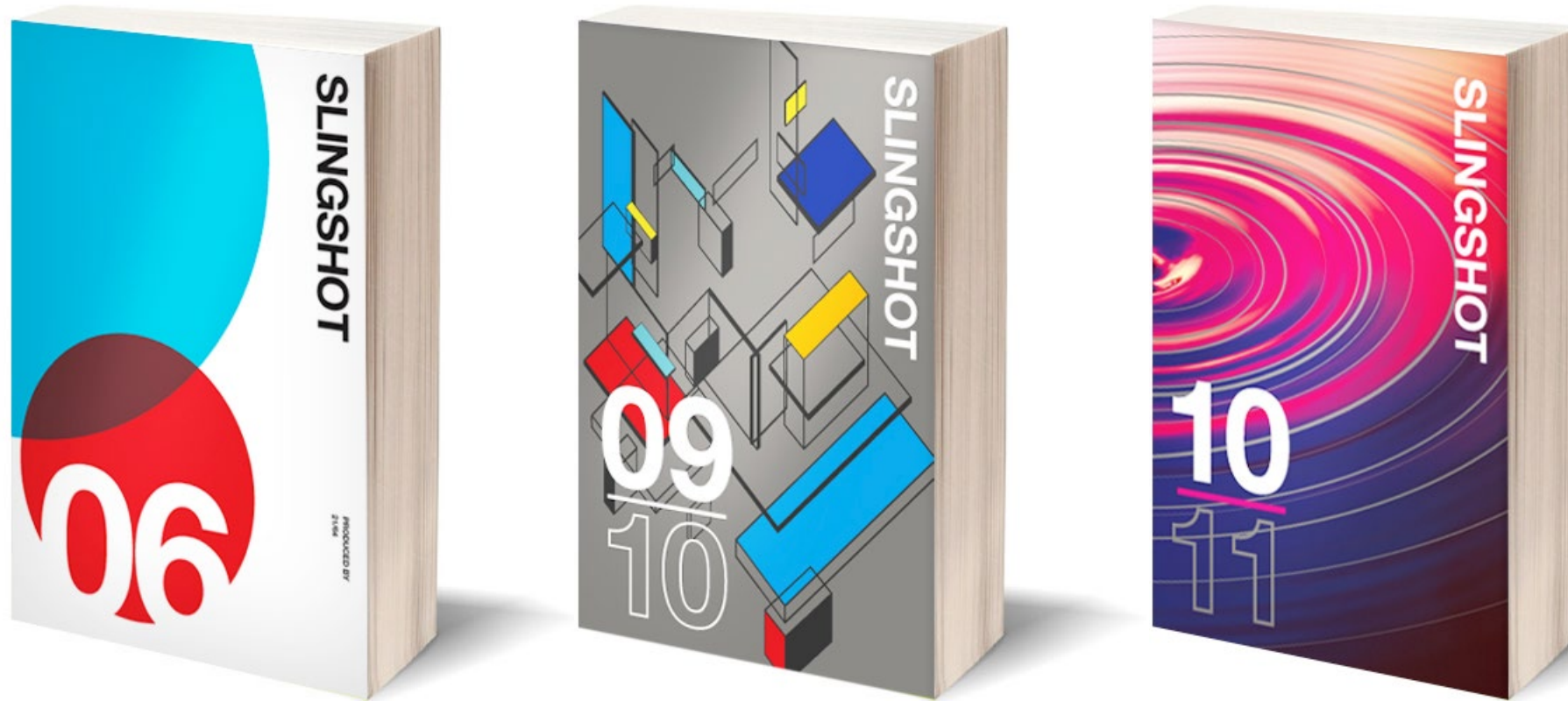


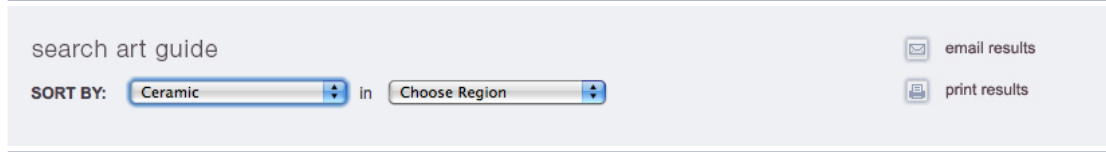
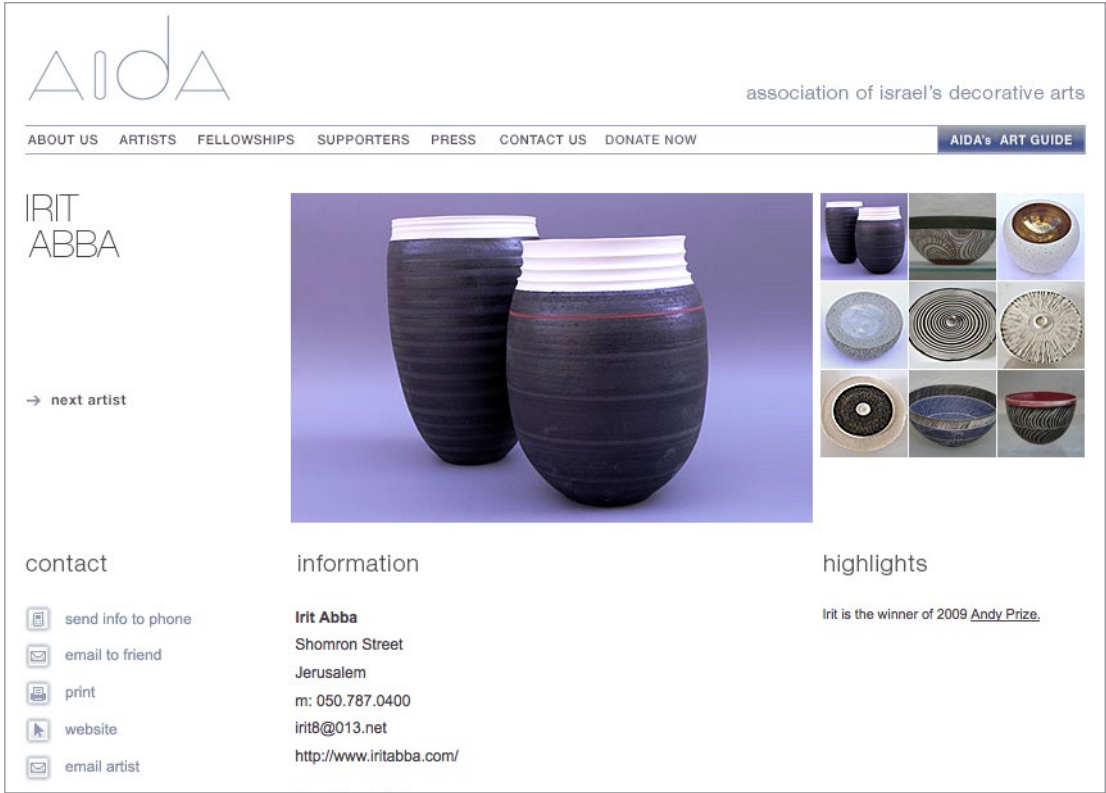


**Branding**  
**Graphic Design**  
**Environmental Design**  
**Email Marketing**  
**Print Production**










**Project**

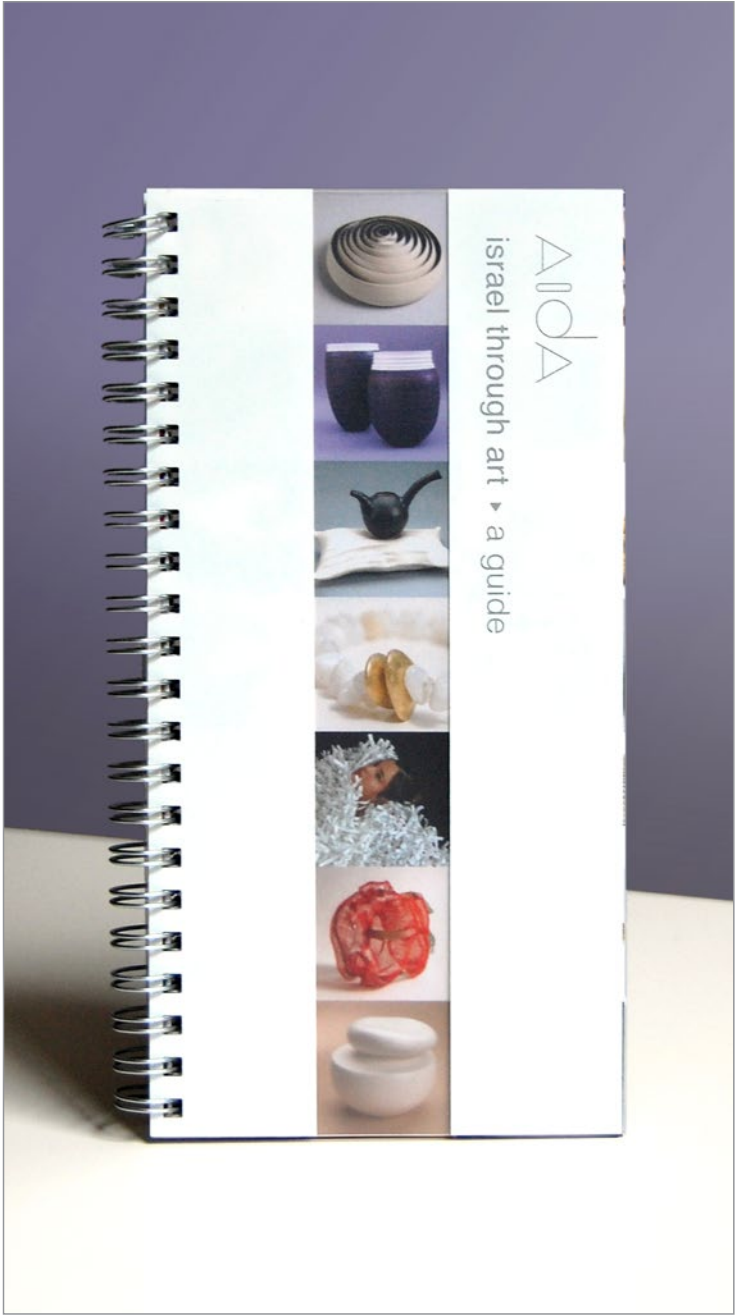
—  
Annual *Slingshot* zagat-style guide and supporting event and marketing materials. First published in 2005, and now in its eighth edition, *Slingshot* is an annual compilation of the 50 most inspiring and innovative organizations, projects, and programs in the North American Jewish community today. Each year, a unique design-symbolizing the over arching theme for the *Slingshot* finalists that year-is created for the guide and extended to all supporting marketing and event materials. The success of the *Slingshot* guidebook has led to creation of an innovative Fund that provides grants to the creative organizations featured in the book.





17(results) found:







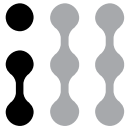








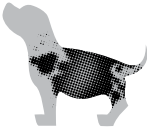




	Shlush Shloshim Ceramics Gallery	Ceramic	30 Shlush Street Neve Tzedek Tel Aviv	t.03.510.6067	mkay@netvision.net.il www.shlushshloshim.com	 email to friend  send info to phone
	Altogether 8	Ceramic	11 Yoel Solomon Street Nahalat Shiva Jerusalem	t.02.624.7250	etheli@netvision.net.il	 email to friend  send info to phone
	Irit Abba	Ceramic	Shomron Street Jerusalem	m.050.787.0400	irit8@013.net http://www.iritabba.com/	 email to friend  send info to phone



Branding  
Planning  
Graphic Design  
Print Production  
Information Architecture  
Web Design  
Email Marketing  
Programming & Development

Project

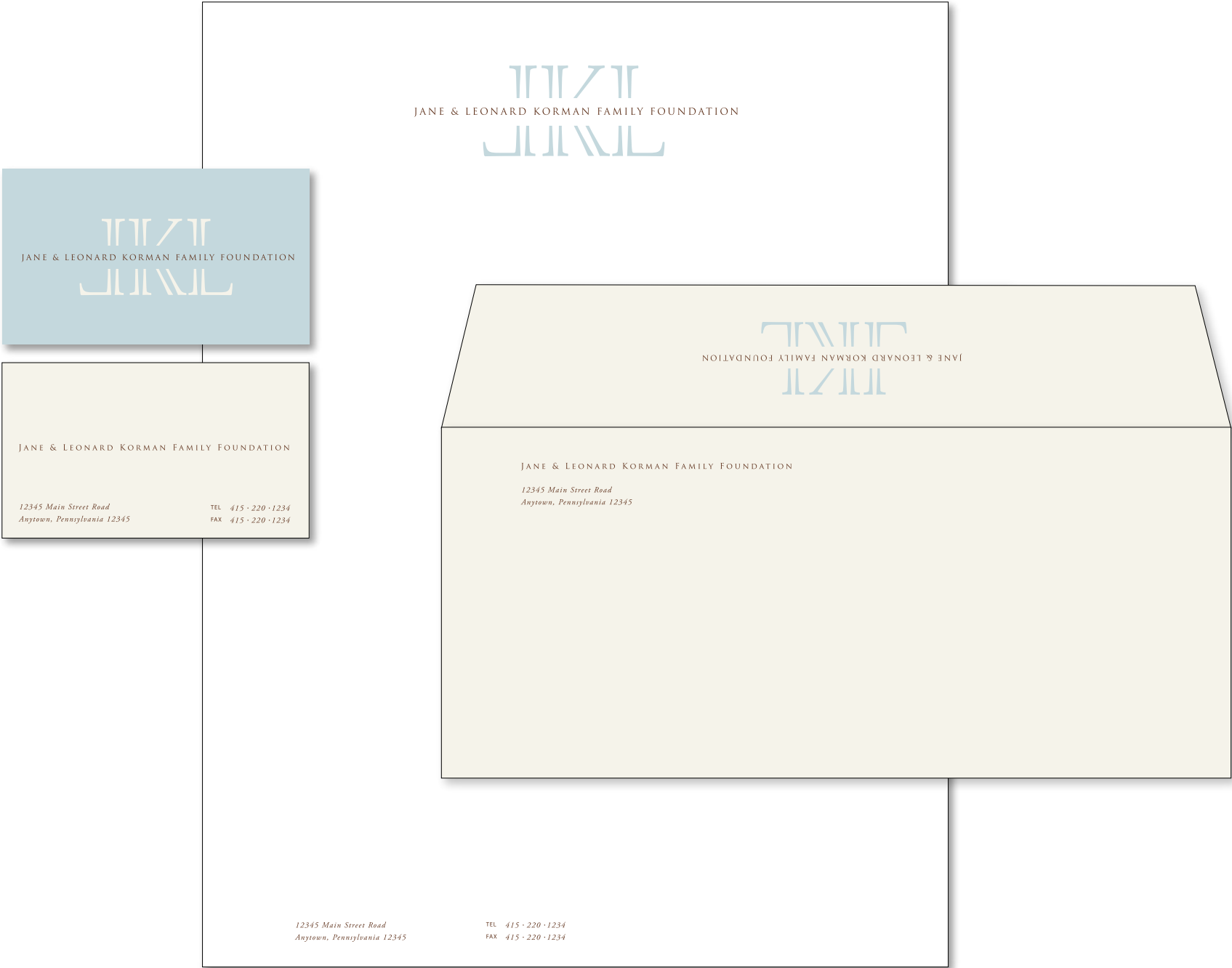
Arts organization wants to promote contemporary decorative artists from Israel by connecting them to an international audience of galleries, institutions and collectors. We developed an interactive hosted Art Guide, and companion printed pocket-size version, utilizing a database of searchable criteria to link to artist reproductions, contact and studio information.

		 SOUNDBOARD	 IONETIX	
			 SPOTLIGHT FUND	 ORTHOHEALING CENTER
 JANE & LEONARD KORMAN FAMILY FOUNDATION	 natan			 GLASS LEWIS & Co.
 fat puppy PRODUCTIONS	 KTR REAL ESTATE SERVICES	 ACCELERATED		 LittleListeners

Logo  
Branding  
Style Guide  
Stationery

Project

Family foundation wanted to take their philanthropy to the next level by incorporating a sophisticated, recognizable logo/mark and color palate that could be applied across all their branding and correspondences with high-level donors and grantees. Challenge was to keep costs low with a 2 color print-job, but maintain a high-level of sophistication with quality paper stock choices.



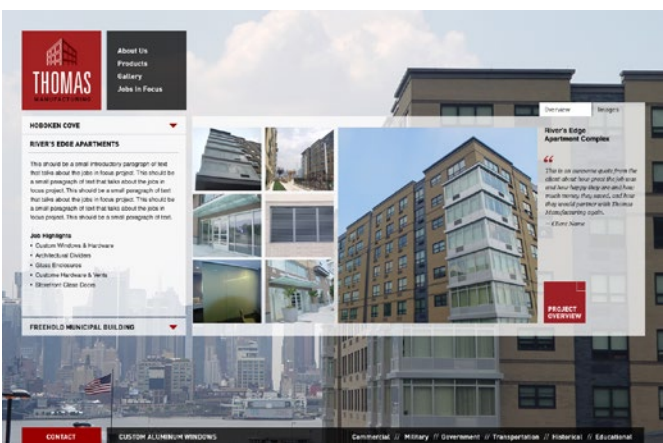
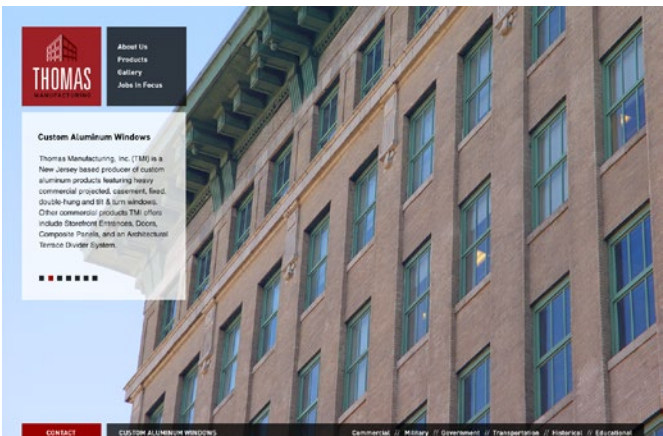
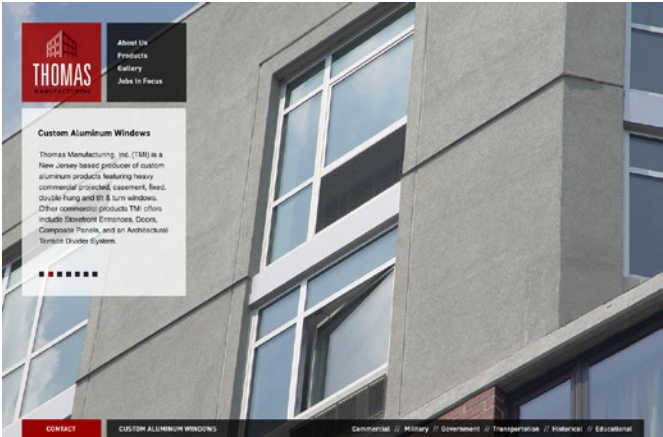
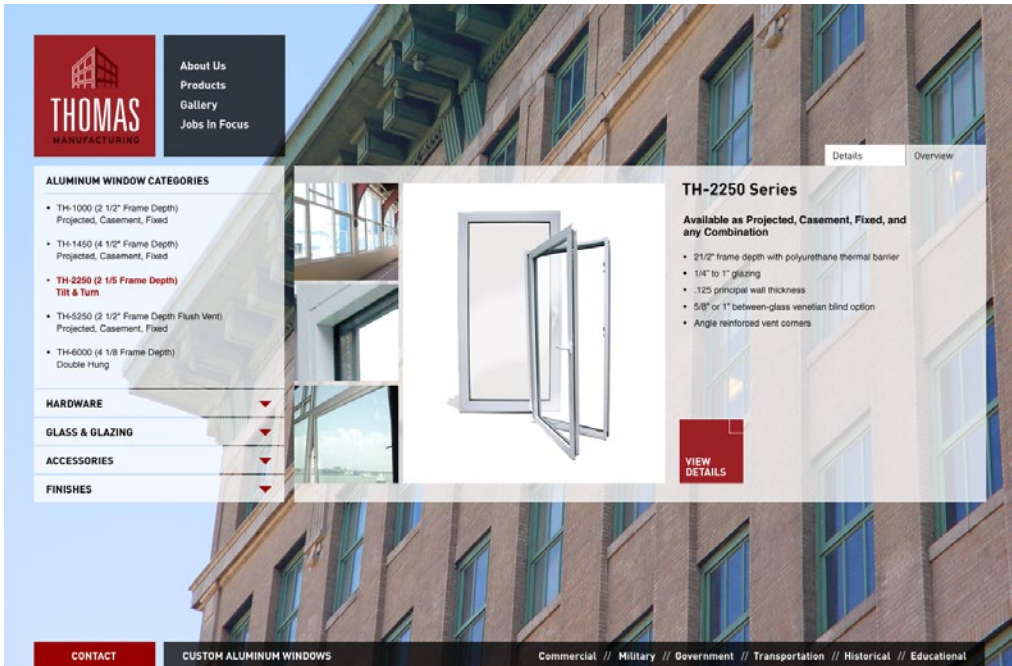
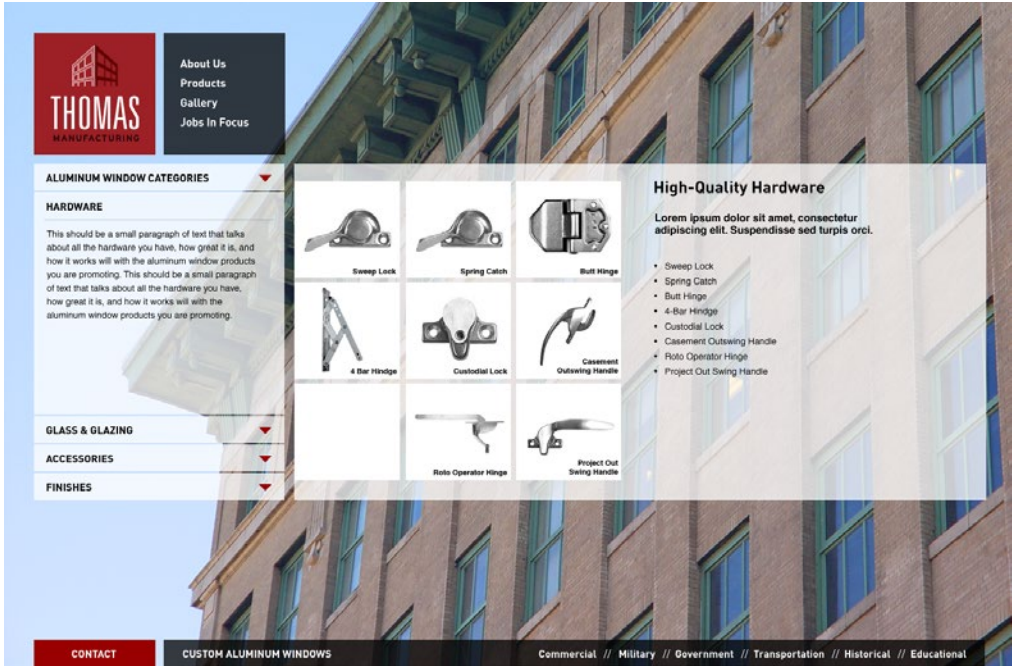


Case Study / Thomas Manufacturing



Logo  
Branding  
Graphic Design  
Web Design  
Information Architecture

Project  
—  
Thomas Manufacturing wanted to refresh their brand and website to reflect their high-end aesthetic, and showcase their custom window designs and featured projects utilizing full-screen background images.







Logo  
Branding  
Illustration  
Graphic Design  
Web Design  
Information Architecture

#### Project

Brand launch for new web-based exchange portal for health care providers, payors and patients to efficiently conduct payments and transfers electronically. In addition to logo, branding and website design, the design work includes 30+ custom illustrations that correlate to product features and benefits.

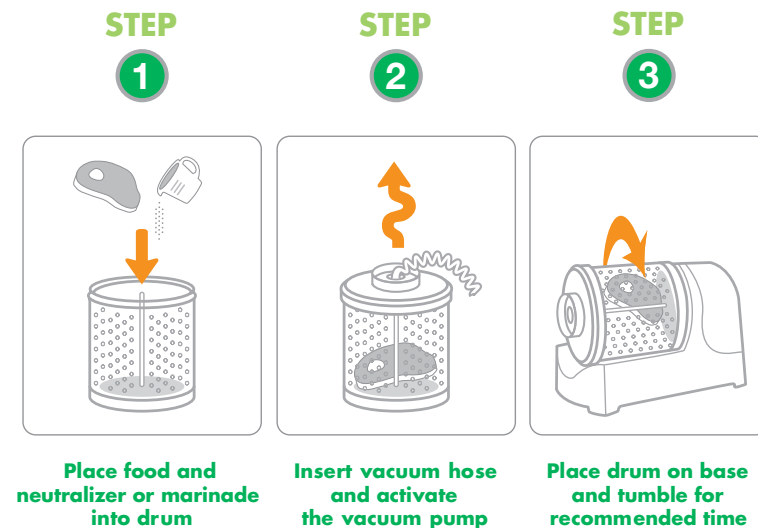




Logo  
Branding  
Graphic Design  
Illustration  
Art Direction  
Packaging  
Print Production  
Environmental Design  
Web Design  
Development & Programming  
E-Commerce

## Project

Brand launch for revolutionary kitchen appliance and accompanying marinades. CulinaryPrep required a strong identifiable brand and graphics that would easily explain how to use the product. A fresh color palate of bright greens with accents of silver and orange are used throughout. Custom icons - for meat, fish, poultry and produce - were created to indicate the foods intended for use with CulinaryPrep and to label the marinades for their recommended uses. Illustrations of the "3-step process" help simplify the process to consumers.



**Branding**  
**Graphic Design**  
**Print Production**

**Project**

—  
Jewish youth organization wanted to spread the word about a national day of service with posters and coordinating marketing materials that use bright colors, modern typefaces, and youthful imagery. Schools and philanthropic organizations were able to customize the posters with their location and contact information for the event.





**Branding**  
**Graphic Design**  
**Web Design**

## Project

Branding and Marketing website for new automated mobile app platform developer. Scroll through to view Appflight's customer apps, and purchase or download to your mobile device of choice. Social media tools are integrated throughout the site.

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**Coming Soon** ▶

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**Coming Soon** ▶

**Socrption Bar**

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**View App** ▶

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— DJ Suss One

[illegible]

S/LF

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