

# SAKMANN<sup>®</sup> MARKETING



## Design & Custom Branding Program

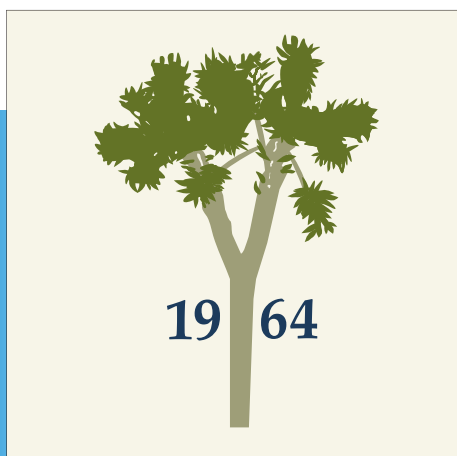
Art Development • Labels / Hang Tags  
Digitizing • Embroidery • Signage

Custom branding enables you tell your history, commemorate club anniversaries and offer products that will have special meaning for your members.

### BUILD AND PROMOTE YOUR BRAND IDENTITY

Eliminate giving free advertising to another company on your products  
Present consistent messaging to build brand recognition with custom art and signage  
Increase loyalty and demand for your product

Customized Art



Digitizing & Embroidery



Labels & Hang Tags



Signage



Sakmann specializes in new concept and custom brand development.

The case study below shows the process to create Yardley's Ghost Tree and "The Yard" branding.

## 01

### DESIGN

New Art and  
Concept  
Development



Yardley Ghost Tree



Ghost tree was stylized to highlight main elements for the scalable, high resolution logo.



Samples were created of this complex logo on black background and art adjusted for the best definition of the "ghost element" even at small sizes.

## 02

### CUSTOMIZE

Create specific color profiles based on club preferences and to highlight details

## 03

### BRAND

Create branding materials including woven labels, hang tags and DST for embroidery



The Yard  
Private Brand

Yardley's existing look, feel and club colors were utilized to launch "The Yard" Private Brand featuring the landmark Ghost Tree.



## ART RECREATION

Low resolution or historic imagery is often popular but is unusable for production purposes. Sakmann Marketing recreates art in high resolution that can be used for print and embroidery.

### CASE STUDY

**HOBE SOUND**  
Art supplied at low resolution too blurred for fine detail

### RESOLUTION

- 01 Located partial low res art on internet that was larger to discern facial details
- 02 Created full logo in high resolution for hang tag
- 03 Edited logo to create custom woven label focusing on native American portrait



Original Logo



Recreated Logo



Concept:  
Refined native American detail for 2.5" w x 1" h woven label

### HISTORICAL RECREATIONS:

CC of Maryland's art for their "Blacksmith" is well over 100 years old and was lost to time as a usable art image.



Original



One Color



Two Color

## DIGITIZING & EMBROIDERY

Our digitizers will convert your new art into embroidery that offers maximum detail and quality for production on various fabrications.



### CASE STUDY: LANDMARK



Original Art



Embroidery Sew Out

Two Rivers' twin cypress trees sitting in a lake are an unforgettable site enjoyed by club members. Sakmann Marketing's art department worked to capture the delicate beauty of this landmark as shown in the photo provided by the club for use as embroidery and branding materials.



Landmarks, special events, mascots and anniversaries are the perfect branding opportunity to create unique and collectable merchandise.

## LABEL / HANG TAG SETS AND SIGNAGE

Woven and transfer labels with matching hang tags or booklet.

Use the tag back to tell your story or incorporate photos

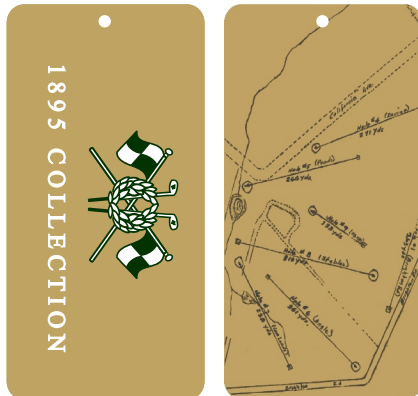
Coordinating signage available upon request.

### Standard Label



Dimensions 2.5" w x 1" h

### Standard Hang Tag



Dimensions 2" w x 4" h

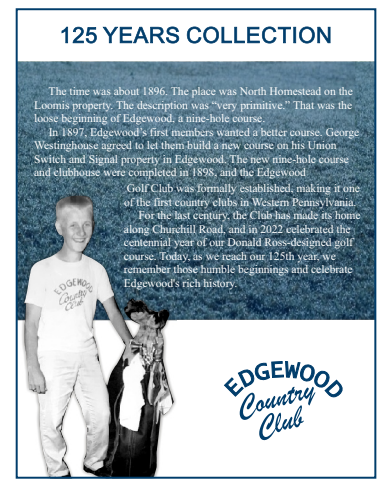
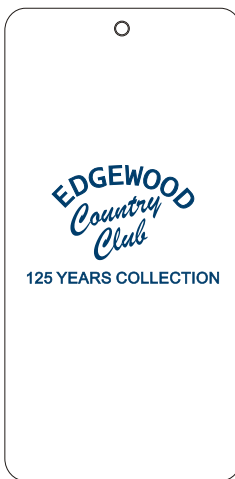
### OPTIONAL

#### Custom Size Hang Tags



### CASE STUDY: ANNIVERSARY

Edgewood celebrates 125 Years in 2023 with special anniversary branding inspired by vintage photos.

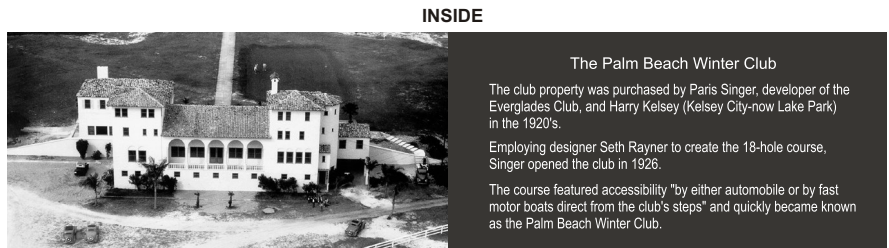


### Booklets

Need additional room for special features? Consider a hang tag booklet.

Available in horizontal or vertical layouts.

Dimensions: 2" x 4" when folded





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