



★ Branding

- Name Creation
- Slogan Development
- Personal Brand

★ Corporate I.D. Systems

- Logo Design
- Stationery Packages
- Marketing Collateral
- Ad Campaigns
- Signage Design
- Trade Show Booth Design
- Packaging

★ Website Design

- Web 2.0 Websites
- e-commerce sites
- Video Animation - Graphics
- Blog Design

★ Social Media Campaigns

- Profile image branding
- Twitter background
- You-tube branding

★ Publication Design

- Book Design
- e-book Design
- Magazine Design

Jasper Dayton is a brand builder and has been called a “Branding Dynamo” for BrandWorx Productions. She specializes in developing branding messages by creating corporate identity systems, website designs, and social media campaigns that help businesses attract, inform, engage and nurture their customers. This allows companies to convert their prospects into profitable customers that love their services or products.

Who Needs A Brand That Works?

Almost every business you can think of needs to be well identified whether its on a business card, facebook business page, twitter page, brochure, website, e-mail campaign or a piece of letterhead. Obviously, the need is greatest when a company is new and has to establish itself in a marketplace against well-entrenched competitors.

BrandWorx Productions builds strong consistent brands for companies of all sizes that work harder than they do. The important thing to remember is that, whatever the company's size, consistency pays. Consistent applications is how a company's public becomes familiar with its identity, and anything less than consistency spells confusion. Consistent visual and verbal communication across throughout the entire company, whatever their form, is what creates a strong brand. All else being equal, a company with a strong, well-applied identity will beat its less-well identified competitors every time.

If you see, hear, know of a business owner that has lots of strong competition, but does not have a strong brand that communicates their competitive advantage, give him or her my card. BrandWorx Productions, builds brands that work harder than you do.

5 Benefits that Jasper Dayton Delivers

- 1.) Jasper specializes in research driven brand identities that work well within social media campaigns, print and video.
- 2.) She brings the personality of your business to life.
- 3.) Her concepts inspire your clients to respond to your message.
- 4.) Her branding designs are creative and one of a kind that helps separate you from your competition.
- 5.) Her designs motivate people to buy from you.

Why does Jasper love what she does?

Jasper loves to help companies communicate their message in order to gain the attention of their most profitable (and enjoyable) clients for companies of all sizes.

Why Choose Jasper over the competition?

Jasper develops creative ideas that get fast results because the concepts are research driven and focused on a company's most probable and profitable customers.

Build A Brand That Works Harder Than You Do!

1232 South Thompson Drive

tel 608 • 334 • 5480

www.BrandWorxProductions.com



**Before
BrandWorx Productions**



**After
BrandWorx Productions**



Success Story ...

BrandWorx Productions helped this air purification company redevelop their corporate brand by renaming and redesigning their corporate image. This company needed a clearer message that helped describe what they do in simple terms. Their two target markets are nail salons and commercial printers. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients.

**Before
BrandWorx Productions**



**After
BrandWorx Productions**



Success Story ...

BrandWorx Productions helped a law firm redevelop their corporate image because they were bringing on partners and targeting a much higher end client. Their target market was doctors that needed a high quality Estate Planning team that could protect their assets. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo was designed knowing that social media would be a big part of their marketing efforts. The symbol in the logo translates well for branding their social media campaign.

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Success Story ...

BrandWorx Productions helped this weight loss facility redevelop their corporate brand by redesigning their corporate image. This company needed a message that helped create the emotion a woman would feel when they accomplish their weightloss goals with Healthy Woman. Their target market is women between the ages of 50 to 75. By re-developing their image into an established and credible visual representation they were able to attract more profitable clients.

**Before
BrandWorx Productions**



**After
BrandWorx Productions**



Success Story ...

BrandWorx Productions helped a water company develop a trademarkable brand name and corporate image that was competitive. Their target market was the direct consumer plus distribution companies. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo and product label was designed to make the product jump off the shelf and sell itself.

Build A Brand That Works Harder Than You Do!

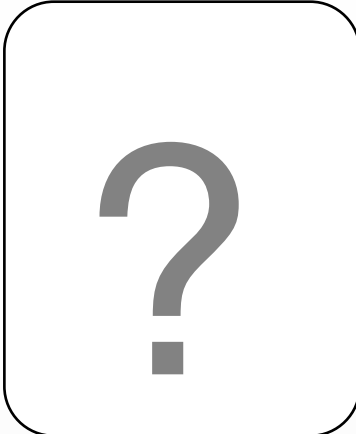
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**After
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Success Story ...

BrandWorx Productions helped this realty company develop their corporate brand by strategizing a trademarkable name and designing their corporate image. This company needed a clear message that helped separate them from their competition. Their two target markets are 2nd time home buyers in the local dane county and surrounding areas and people looking for a home to buy abroad. By re-developing their image into an established and credible visual representation they were able to attract more profitable clients. The new logo was designed to help build a strong online and social media presence to help cut down on their marketing costs. The symbol in the logo was designed specifically for scaling down to a small icon for their social media campaign.

**Before
BrandWorx Productions**



**After
BrandWorx Productions**



Success Story ...

BrandWorx Productions helped a local well known security company redevelop their image so their visual communication was easy to read and they were able to attract larger accounts in the Milwaukee market. This logo was developed to work for print, signage, embroidery, and online for their new website and social media campaign.

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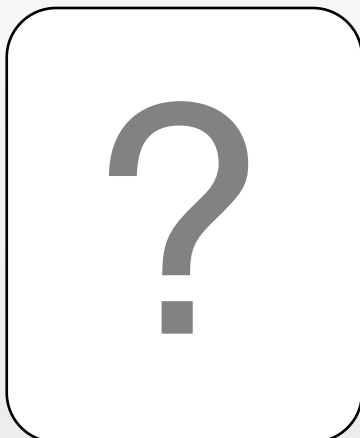
After
BrandWorx Productions



Success Story ...

BrandWorx Productions helped this roofing company redevelop their corporate image. This company needed a clearer message that helped describe their specialities and an image that represented their quality of service. Their two target markets are women home owners and large contracting firms. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo was designed to help build a strong consistent off-line and online presence. The symbol was developed to be readable on signage, embroidery, print collateral and on the web.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story ...

BrandWorx Productions helped a start up residential construction company turn their vision into something tangible that gave them the step ahead of their competition. Hawkins Construction gained visibility that helped them establish their credibility which led them to profitability. The identity was designed to be used in all media types, print, television, billboard, newspaper, apparel and online.

Build A Brand That Works Harder Than You Do!

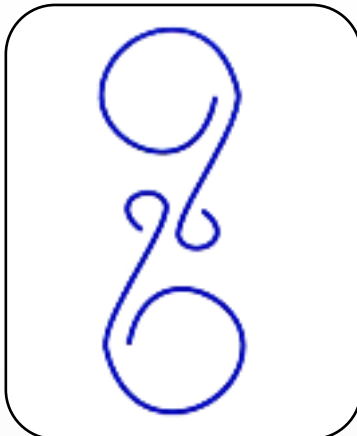
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**After
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Success Story ...

BrandWorx Productions helped a Real Estate company transform their business image to help them be more recognizable and visually communicate clearly to their target market. Lakewood Realty gained more visibility that helped them establish their credibility which led them to profitability. The identity was designed to be used in all media types, print, television, billboard, and online.

**Before
BrandWorx Productions**



**After
BrandWorx Productions**



Success Story ...

BrandWorx Productions helped a membership based organization redevelop their image so their visual communication was clear and they were able to attract Big 10 Universities that were in need of their services.

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Success Story ... Logo transformation for Kujawski Law.

BrandWorx Productions revised Kujawski Law's logo in order to make the business name easier to understand and more memorable combined with a stronger symbol to be used in all of the marketing collateral and online. By integrating the new slogan with the logo in a cohesive layout it helps consumers understand what the law firm provides. The black kite in the original logo was not visually communicate the life it needed to represent. By changing the kite into a more fluid design and adding the human element to the symbol it brought it back to life. Each triangle in the kite represents the on of four primary services provided by Kujawski Law - estate planning, wills, trusts and real estate law.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story ... BrandWorx Productions developed a marketable trade name and transformed their existing logo for Mad Town Phone Sales

Purpose: Need a globally marketable name combined with a memorable tagline along with a logo design that creates high visibility and credibility.

Process: Developed the name Get Smarter Solutions and tagline that describes their way of doing business when it comes to reselling someone's used smart phone and helping them upgrade to a "smarter" phone.

Payoff: More customers. more sales volume, more profits.

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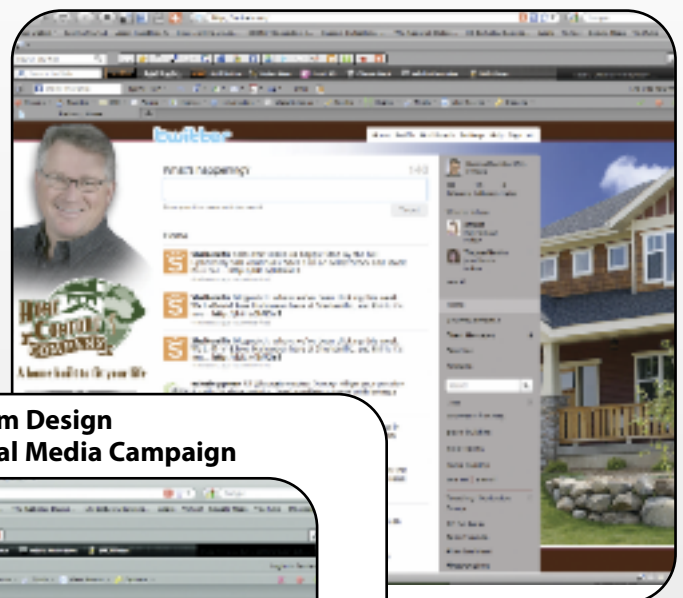
Success Story ...

BrandWorx Productions helped a home builder redevelop their image so their visual communication was clear and they were able to attract new home builders. This logo was developed to work for print, signage, embroidery, and online for their new website and social media campaign.

Branding for facebook fan page



Branding for Twitter followers



Blog Custom Design with Integrated Social Media Campaign





Before BrandWorx Productions



After BrandWorx Productions



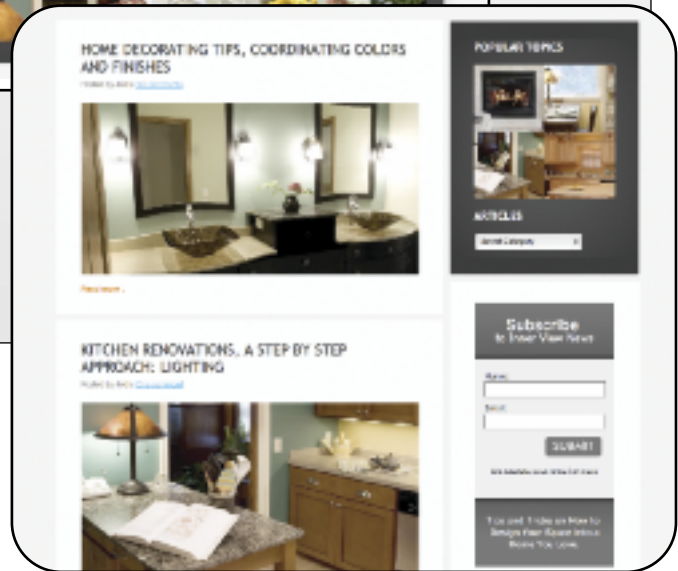
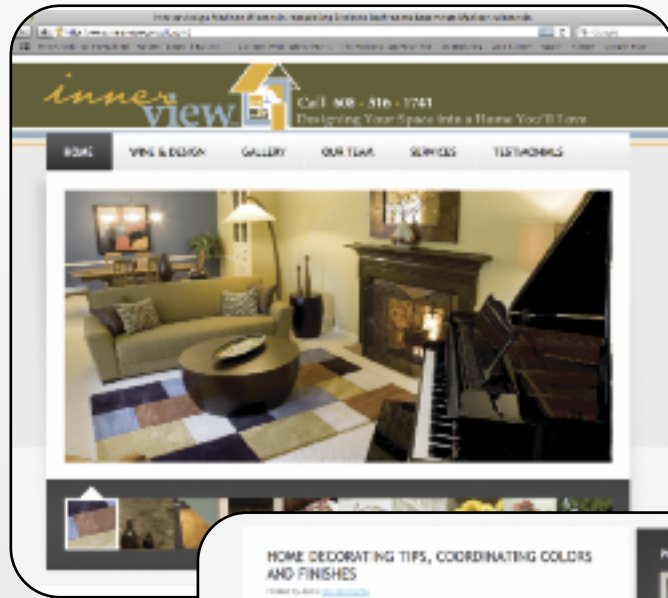
Success Story ...

BrandWorx Productions helped an interior design and remodeling company redevelop their image so their visual communication was clear and they were able to attract more profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. Their old website did not visually show what they did. The new website's primary design focus is to visually represent of the services they provide along with integrating their videos and blog posts seamlessly.

Website design before BrandWorx Productions



Website design after BrandWorx Productions





Before BrandWorx Productions



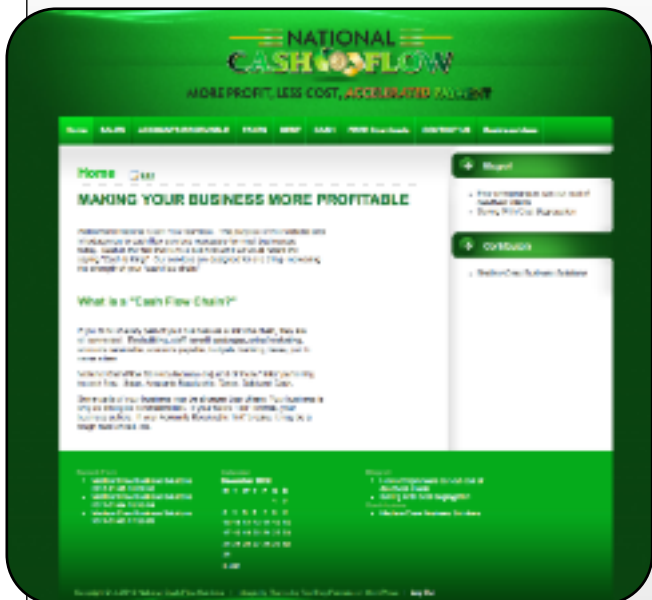
After BrandWorx Productions



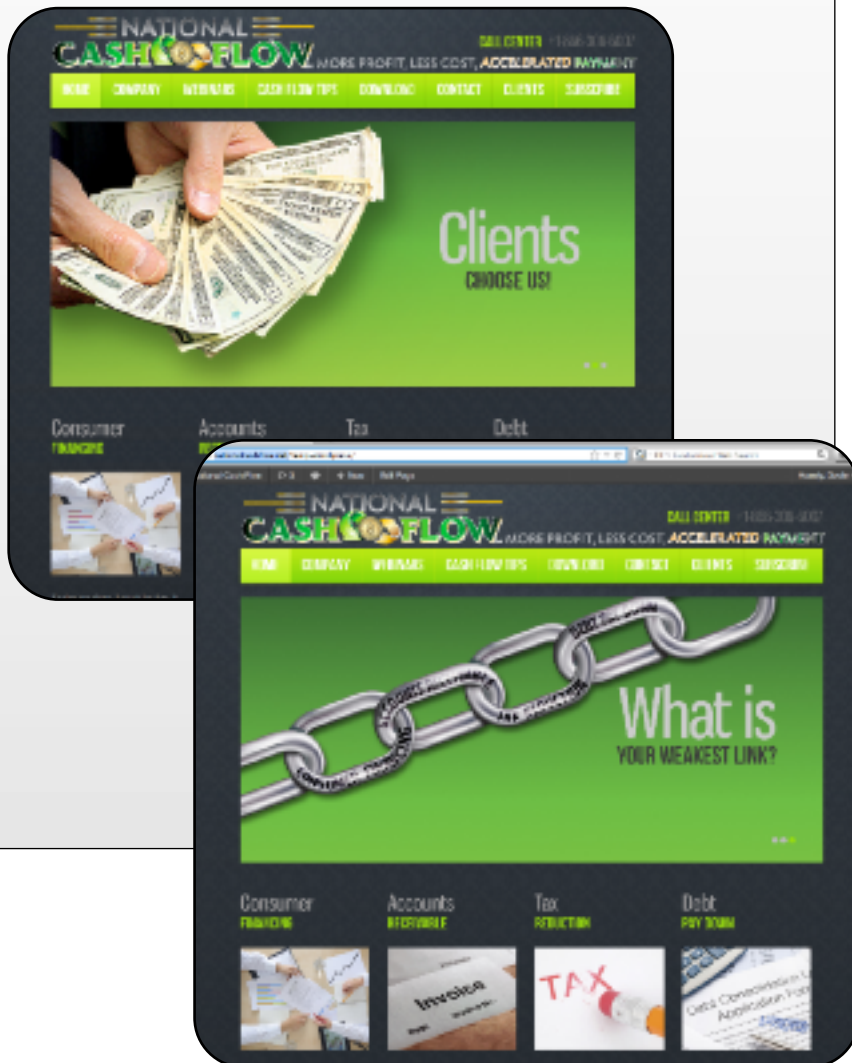
Success Story ...

BrandWorx Productions helped a profit recovery company rebrand themselves by developing an attention grabbing image for their new business name that attracts their most profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. Their old website did not have a strong visual representation of what National Cash Flow provided. The new website's primary design focus is to visually represent all of the services they provide along with integrating their webinars and blog posts seamlessly.

Website design before BrandWorx Productions



Website design after BrandWorx Productions





Before BrandWorx Productions



After BrandWorx Productions



Success Story ...

BrandWorx Productions helped an iPhone reseller rebrand themselves by developing an attention grabbing image for their new business name that attracts their most profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. They needed a website would allow people to submit a request for a quote based on the condition of their current iPhone. The new website's primary design focus is to visually represent all of the services they provide.

Website design before BrandWorx Productions



Could not be found

Website design after BrandWorx Productions

