

## brand id fact sheet

Michael Patrick Partners is a nationally recognized design and brand development firm with offices in Palo Alto, California, and Portland, Oregon, managed by the original founders: Dan O'Brien and Duane "Doo" Maidens.

Our 400 design awards tell only half the story. Over the years our firm has earned the trust and the respect of a wide range of companies. We're told there's a tangible Michael Patrick Partners experience. It's a calm, organized environment in which we employ a high level of service and an insightful creative process—an environment in which our client's business objective is our first priority and where we just happen to win design awards.

How we handle an assignment is determined by each client's unique situation. We approach an assignment from your perspective—not ours. This means we present design recommendations that are logical and that track back to your objective.

### BRAND IDENTITY CLIENTS

We've helped big companies and small companies. There have been assignments for start-ups. Name changes. Mergers. Acquisitions. And injecting new energy into tired old identities. Our brand identity program, trademark, and interactive clients have included @pos, Abgenix, A.P. Pharma, Bank of America, Beringer Blass Wine Estates, Broderbund, Calpine, Cisco, Claris (FileMaker), ETRADE FINANCIAL, Fair Issac, Hewlett-Packard, Herman Miller, Informix, Intel, JPMorgan Chase, Logitech, McKesson, Mercury Interactive, Molecular Devices, Montgomery Securities, Motorola, Oracle, Peninsula Community Foundation, Plumtree Software, Ronald McDonald House at Stanford, S1 Corporation, Sega, Sola International, Spieker Properties, Stanford University, Umpqua Holdings, Visa, Wells Fargo, and others.

### DESIGN AWARDS

*Black Book's AR100, Communication Arts (CA), and Graphis*, along with other prestigious international design publications, regard our work as consistently innovative and representative of the design industry's prevailing standards. A partial list of our design awards include: ADDY, *American Corporate Identity*, AR100, ARC, Belding Awards, *Communication Arts*, *Creativity*, Gallery Show, *Graphic Design usa*, *Graphis*, *HOW* magazine, Los Angeles Art Directors, Mead Annual Report Show, National Investor Relations Institute, Neenah Paper Company, New York Art Directors, PINC, Potlatch Annual Report Show, *PRINT*, San Jose Art Directors, SAPPI Annual Report Show, Simpson Paper Company, STA 100, Strathmore Paper Company, *The Best of Annual Report Design*, *The Big Book of Corporate Identity Design*, and The West Coast Show.

### CONTACT US

Experience Michael Patrick Partners. We execute. We deliver what we promise. And we're one of the few design firms whose design process and account management are as good as its design. You can learn more about us on the Web at [michaelpatrickpartners.com](http://michaelpatrickpartners.com). Or call one of our two offices.

**Palo Alto** / Dan O'Brien / 650.327.3185 x12 / [dan@michaelpatrickpartners.com](mailto:dan@michaelpatrickpartners.com)

**Portland** / Duane "Doo" Maidens / 503.796.7777 / [duane@michaelpatrickpartners.com](mailto:duane@michaelpatrickpartners.com)