## **Gold Sentinel** Brand Refresh

Before and After

Karen Jones story + design

## **Gold Sentinel Brand Refresh**

Re-branding of capabilities slide deck for a DC legal/data analytics company.

#### Creative services:

- Copywriting/editing for clarity and maximum impact
- Visual design options
- Final graphics on two slides, style guide
- Art direction of a junior staffer tasked with maintaining the style going forward. Coaching to maintain clean aesthetic, simple storytelling, and brand standards.

### Before

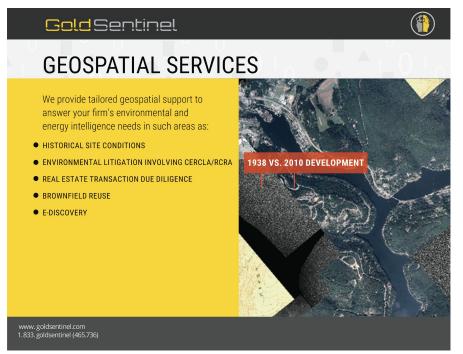


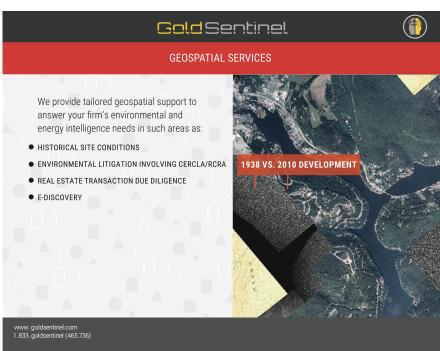


## Fresh Visual Design Options



## Fresh Visual Design Options





#### After: Brand Refreshed

#### **Gold** Sentinel



#### SECURE, LEAVE-NO-TRACE, NON-INTERFERENCE INVESTIGATIVE SERVICES

Making the right decisions to guide legal strategy requires an understanding of the interests, networks, and players involved. Our comprehensive investigative services can uncover evidence relevant to your case, for example:

- INFORMATION ON THE BACKGROUND, GEOGRAPHIC LOCATION AND ACTIVITIES OF WITNESSES
- IDENTIFICATION OF UNNAMED, HIDDEN THIRD PARTIES WHO ARE ACTIVELY INVOLVED
- HIDDEN FINANCIAL CONNECTIONS

#### WE PROVIDE FULL-SPECTRUM

leave-no-trace investigation services supporting a variety of legal clients in class action, tort, prosecutorial and& defense endeavors, as well and risk mitigation. Our leave-no-trace investigative approach compiles public information to yield new insights so that our investigations will remain confidential and unbiased.

#### TO COMPLEMENT OUR INVESTIGATION

we offer comprehensive technical capabilities: video and image analysis, geospatial analysis, data mining and predictive analytics. Our work is protected with best-in-class security measures so that our client's interests are kept confidential.

**Gold** Sentinel Color Palette Suggested accent colors 938 VS. 2010 DEVELOPMEN 30% BK www.goldsentinel.com 1.833. goldsentinel (465.736)

# Thanks for looking!

-KJ

Karen Jones Story + design