



FOREIGN FILING ASSOCIATES BEYOND BORDERS

A foreign exchange

Foreign Filing Associates is an organization of patent attorneys and paralegals that offers one, specialized set of services. FFA files patents overseas. The brand positioning "Beyond Borders" packaged in a tightly integrated system of Web and print communications, speaks boldly to an audience that appreciates directness and reliability.

It's all about global filing

The visual identity for FFA is inspired by a file tab, a universally understood symbol for files and filing. The bold color palette separates FFA's corporate communications and promotional items from other, similar services. The meridian graphic patterns, used flexibly across all FFA materials, suggest a global reach and employee base.

A powerful toolkit

The initial set of deliverables for FFA included a variety of essential tools geared specifically for start-up companies:

- Logotype and logo library
- Tagline
- Identity guide
- Image library
- Graphic library
- Corporate website
- Direct mail campaign
- Stationery suite
- Powerpoint presentation template



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