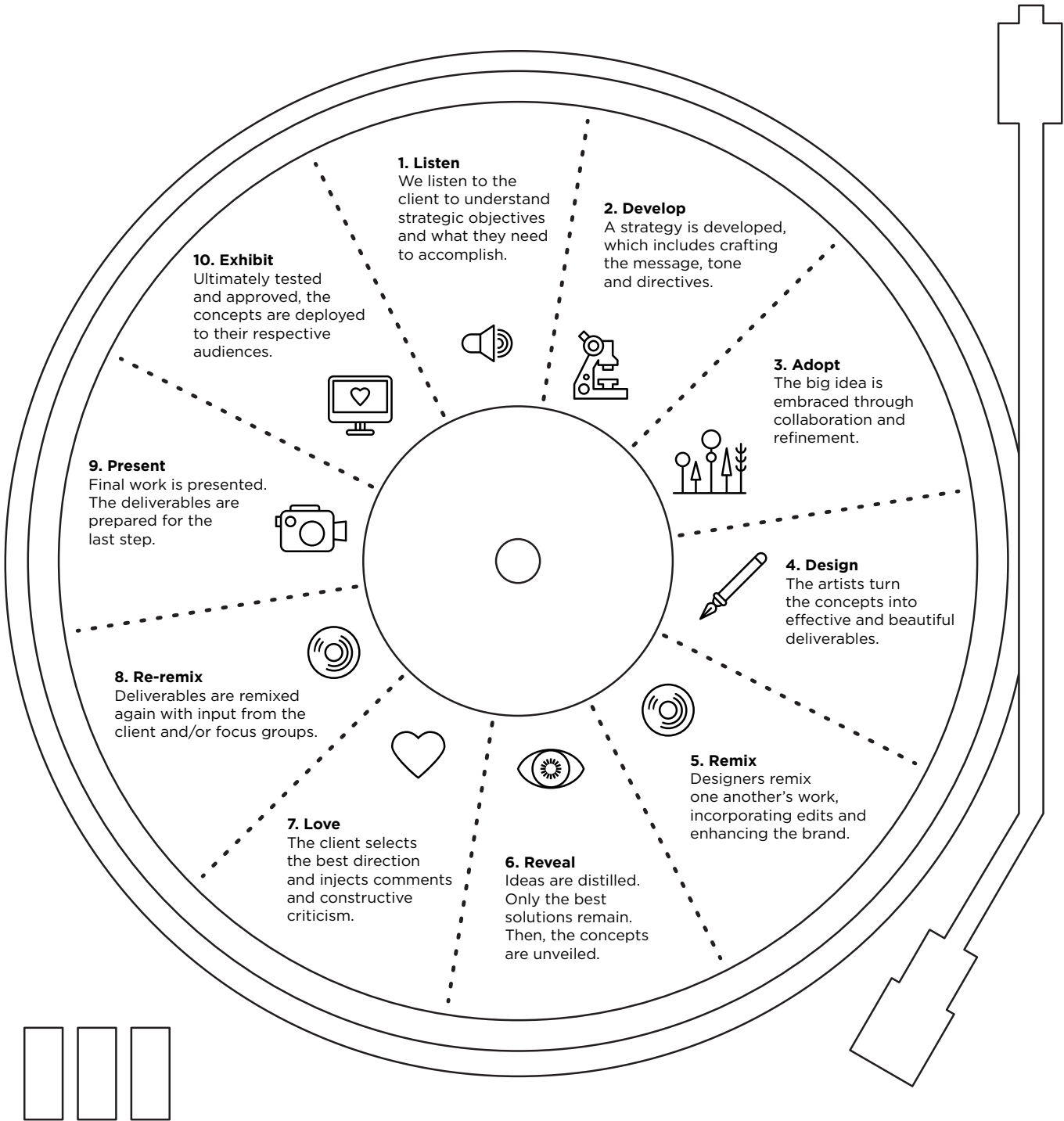


**R E M I X E D**

the branding agency

EXPERTLY  
CRAFTED<sup>®</sup>



**REMIXED** is a full-service, multi-disciplinary branding and integrated marketing agency that develops brands and their respective messaging, strategies, and tactics.

These initiatives are articulated through print, broadcast, web, social media, and interaction campaigns, which are designed to elevate and fortify brands, connecting customers with their audiences — driving growth.

At REMIXED, we deliver expertly crafted® brand elevation through comfortable collaboration and data-driven design.

BRANDING CASE STUDY		
	THE WALT DISNEY CO.	
		Brand Strategy Development
		Visual Identity Design
		Brand Voice Development
		Brand Implementation
		Brand Management
		Integrated Marketing
		Experiential

The Epcot Food & Wine Festival is an annual celebration of cuisines around the world set amongst Epcot's World Showcase that encourages guests to taste foods beloved by different cultures.

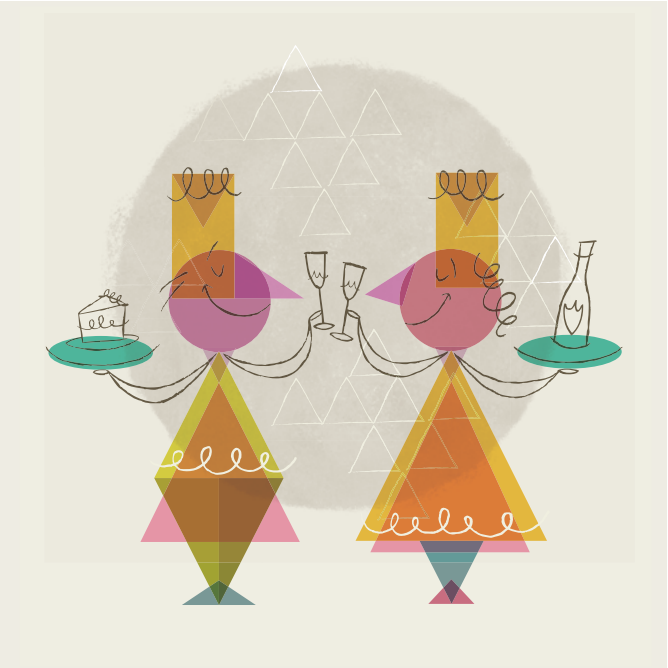


CHALLENGE

REMIXED was tasked to annually develop visual languages and tactics for front-facing and internal communications purposes, from experiential components to chef and vineyard registrations.

SOLUTION

REMIXED created color palettes, developed typography, created iconography and illustrations, along with tangible assets to create a cohesive experience for guests and cast members alike.





BRANDING CASE STUDY		Brand Strategy Development
	TEARS FOR FEARS	Visual Identity Design
		Brand Voice Development
		Brand Implementation
		Brand Management
		Integrated Marketing
		Experiential

Tears For Fears is one of the top touring bands that came out of the UK who topped the charts beginning in the 1980s. Still touring strong, Curt, Roland, and their band-mates continue to bring their music to their fans around the world.

TEARS FOR FEARS

CHALLENGE

Tears For Fears called on REMIXED to give their Rule The World Tour a new look that blended with the band’s history. We were to create a series of pieces that could remain timeless, and would be used for years to come.

SOLUTION

REMIXED began the process by developing a series of concepts. Once we presented “Birdcagedman” on a Victorian themed texture, the band was sold. From there, we created all the other materials to complement the basis of the design.



BRANDING CASE STUDY		
	DOWNTOWN ARTS DISTRICT	Brand Strategy Development Visual Identity Design Brand Voice Development Brand Implementation Brand Management Integrated Marketing Experiential

Downtown Arts District is a non-profit arts organization serving the Central Florida community. Discover local art at one of the many art galleries and performance venues located throughout downtown Orlando.



Downtown Arts District

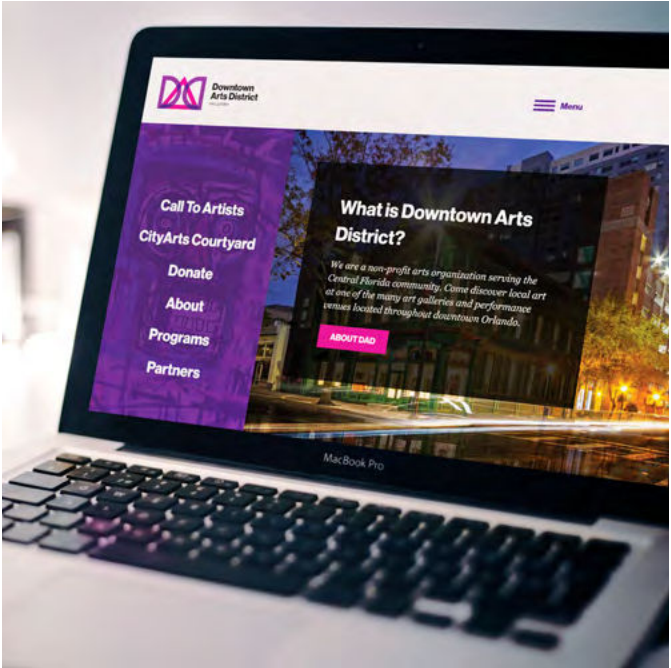
### CHALLENGE

REMIXED was welcomed to re-brand Downtown Arts District to help better match the newly developed messaging REMIXED had previously developed.

### SOLUTION

After considerable research and evaluation, we created a timeless logo mark that is accompanied by contemporary logotype derived from typography designed in the 1800s. Along with the new logo, we created a colorful brand meant to exhibit all the excitement the Downtown Arts District has to offer.

### CASE STUDIES





BRANDING CASE STUDY		
	BILTMORE HAT CO.	Brand Strategy Development Visual Identity Design Brand Voice Development Brand Implementation Brand Management Integrated Marketing Experiential

Since 1917, Biltmore Hat Company has been a beacon of millinery innovation, enhancing style for both men and women. Biltmore has found its place in history, notably in the origin of the hockey “hat trick”. Uniting vintage aesthetics with modern fashion, Biltmore stands for timeless appeal in the dynamic world of style.



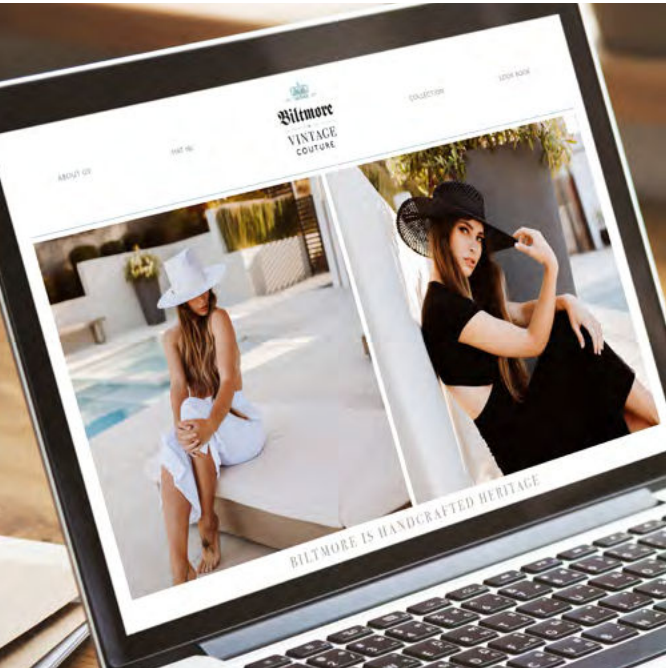
Biltmore

CHALLENGE

REMIXED was charged with refreshing and re-imagining the historic brand in much need of streamlining and a sharper focus on its target audiences—in the stores and at the markets.

SOLUTION

REMIXED subtly updated the logotype with period typography. We also developed sub-marks and variable-sized brand applications. The result is a unified brand experience, from the hat boxes and tags to online and catalog presentations.





BRANDING CASE STUDY	
CITY OF JACKSONVILLE BEACH	<div>Brand Strategy Development</div> <div>Visual Identity Design</div> <div>Brand Voice Development</div> <div>Brand Implementation</div> <div>Brand Management</div> <div>Integrated Marketing</div> <div>Experiential</div>

Jacksonville Beach is a laid back coastal town, situated along the Atlantic Ocean in North Florida. From tourism to local color, Jax Beach offers visitors and residents a scenic town in which to relax and enjoy life.



CHALLENGE


REMIXED was welcomed to completely reposition Jacksonville Beach’s overarching identity. The city’s mayor, commissioners and manager seek to promote the city’s vibrant communities for residential, commercial and tourism verticals.

SOLUTION

REMIXED created a comprehensive brand overhaul, which included a house style guide that dictates municipal and CVB applications. The articulation includes a variety of guidelines that include wayfinding, advertising, promotions and even beach cruisers.





A row of Oscar statues is shown in a shallow depth of field, with the central statue in sharp focus and others blurred in the background. The entire image is overlaid with a semi-transparent red filter. The text is positioned on the right side of the image, in a white, all-caps, sans-serif font.

THROUGH BRANDING,  
MARKETING, ADVERTISING  
AND DESIGN, REMIXED PLANS,  
DEVELOPS AND DEPLOYS  
EXPERTLY CRAFTED TACTICS  
THAT EXCEED IDENTIFIED  
GOALS & OBJECTIVES.





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