



INSPIRED Logo Design, Branding & Marketing SERVICES

Outstanding MARX is a division of JGS Professional Services

[Home](#) [Who We Are](#) [What We Do](#) [The Process](#) [Portfolio](#) [Contact Us](#) [FAQ's](#)

Portfolio ... Examples of our Work

If you're struggling to make your business seen as different from other businesses like yours, you need to set your business apart from the very first impression.

Make your mark and influence your intended market with compelling images, colors and messages.

Design is about heart and soul. If there's no authenticity and no story behind the brand, there's no difference in the brand. We can help you to uncover your authentic brand and the story behind it so that you see maximum results with your new logo.

Authenticity + Repetition + Consistency =
Healthy Brand Equity & Increased Business Value

[Click on an image to view case study](#)

Collateral materials produced in addition to those shown below include Custom Brochures, Personalized Thank You Card Designs, New Client Welcome Packages and Business Promotional Materials. Examples are available upon request.



[OAK TREE](#)



[BALANCING MAN](#)



[BUTTERFLY](#)



JOHN C. PARSONS, D.D.S., M.S.D., INC.

[JCP INITIALS](#)



[OUTSTANDING MARX](#)

OAK TREE

Challenge/Motivation - Patient trust and acceptance of change.

Young, progressive dentists buy business from established, retiring dentist. An old, rural practice with outdated facility and treatments. Many changes necessary to bring facility and patient care up to date. Overall fear and suspicion of "outsiders" (dentist) and change (dentistry).

Office Hours By Appointment



CHUCK MAJORS, D.D.S., F.A.G.D.

602 N. Gray Street
Caldwell, TX 77836

Before

Solution

Using the power of their areas' ancient oak trees, we tied this traditional, common icon with its relationship to dental procedures using Beauty, Strength and Stability in the tagline and marketing statement. Marketing plan placed high emphasis on community involvement, using the oak tree as the focal point. The tree was embossed (raised) for added tactile dimension.

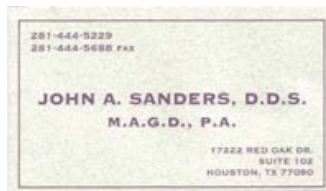


BALANCING MAN



Challenge/Motivation

Highly respected restorative dentist in practice for 35 years is nearing the phase in practice where adding a partner is in the planning stages for eventual transition. Recognized need for a practice name to facilitate transition and branding to insure maximum brand equity.



Before

Solution

Established a practice name, logo design and tagline to describe the “story” behind the influence of a grandfather on the dentists’ attention to detail and craftsmanship in his chosen profession.



BUTTERFLY

Challenge/Motivation

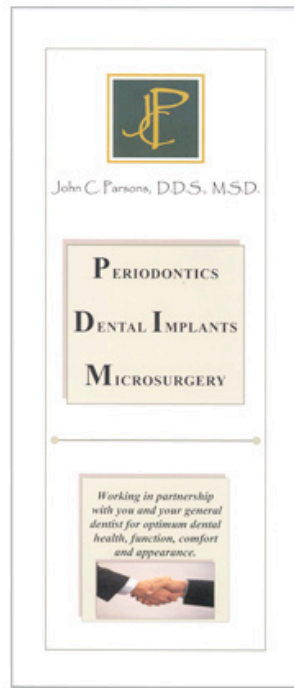
World-class cosmetic, implant and restorative dentist interested in finding a professional and dignified, yet unique brand identity.

Solution

Typeset (font), colors and printing techniques are customized to create a look that can vary from sophisticated to whimsical.



JOHN C. PARSONS, D.D.S., M.S.D., INC.



Brochure



Business Card



Appointment Reminder



OUTSTANDING MARX

Challenge/Motivation

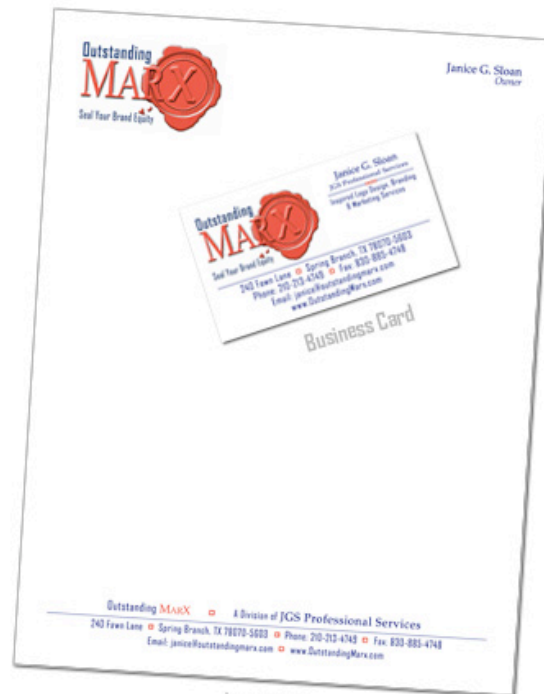
In order to more clearly represent my own logo design, branding and marketing business, I found it necessary to revise my old logo and brand identity. In doing this, I designated JGS Professional Services as my "umbrella" company and Outstanding MARX as it's division dedicated to design, branding and marketing.



Before

Solution

This logo uses the visual strength of color (orange-red); old world design (wax seal with an "X"); "Outstanding MARX" (proud, exceptional names); and the tagline "Seal Your Brand Equity" (to tie the wax seal and a promise of increasing your business value by strengthening your brand identity).



Letterhead



[BACK TO TOP](#)

[Home](#) [Who We Are](#) [What We Do](#) [The Process](#) [Portfolio](#) [Contact Us](#) [FAQ's](#)

Questions? Feel free to contact me by [email](#), call me on the [phone](#), [fax](#) me, or write me a [letter](#).

 [Recommend this site to a friend](#)

 [Print Friendly](#)