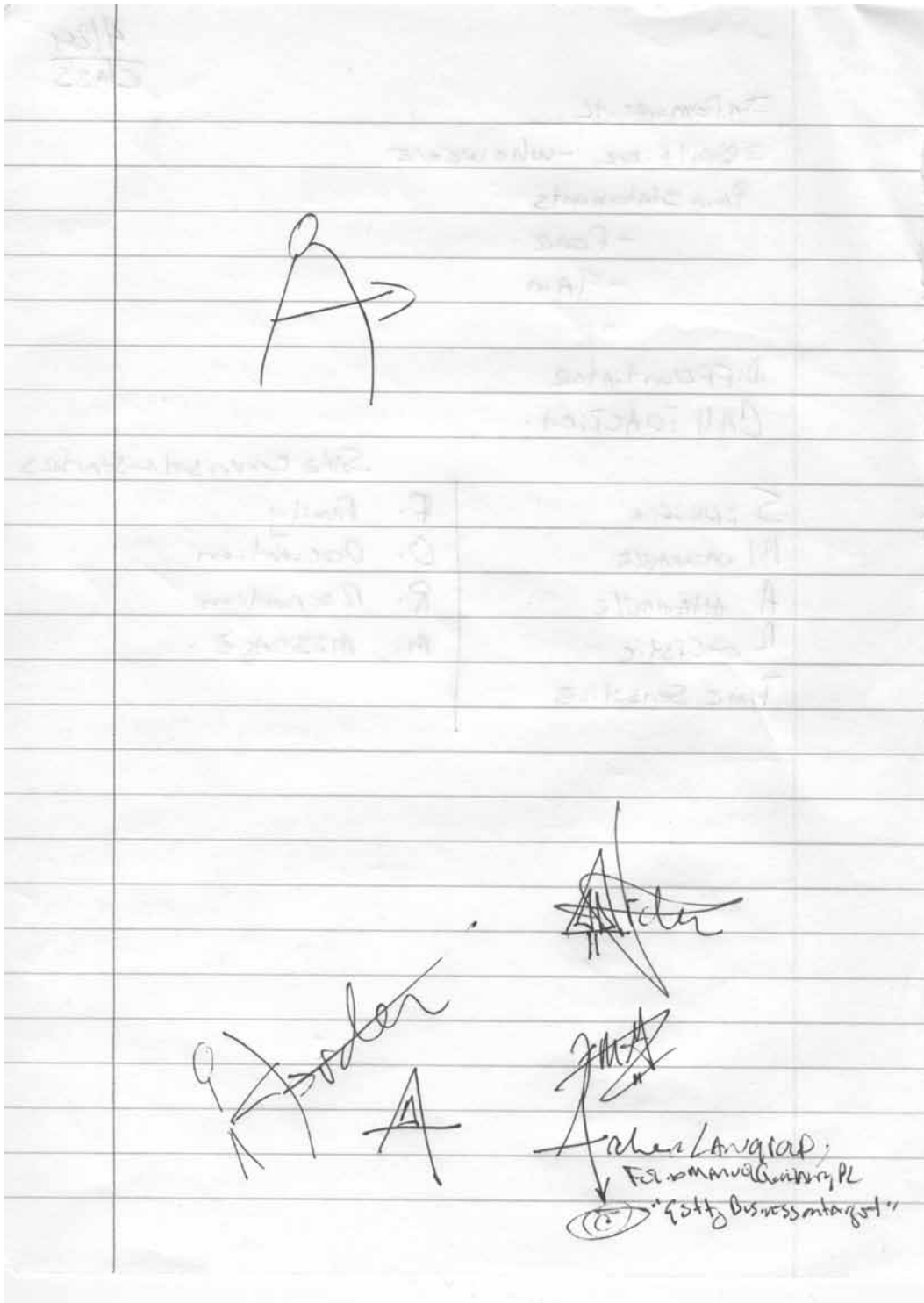


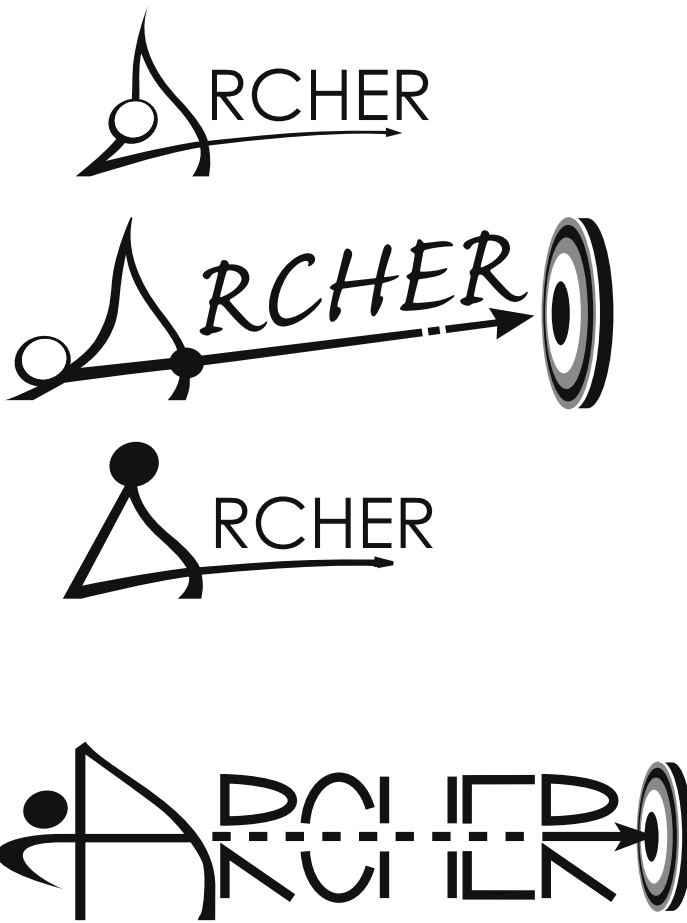
GOAL: To develop logo based upon the name and location and the inherent meaning of the triangle (balance, strength).



THUMBNAIL



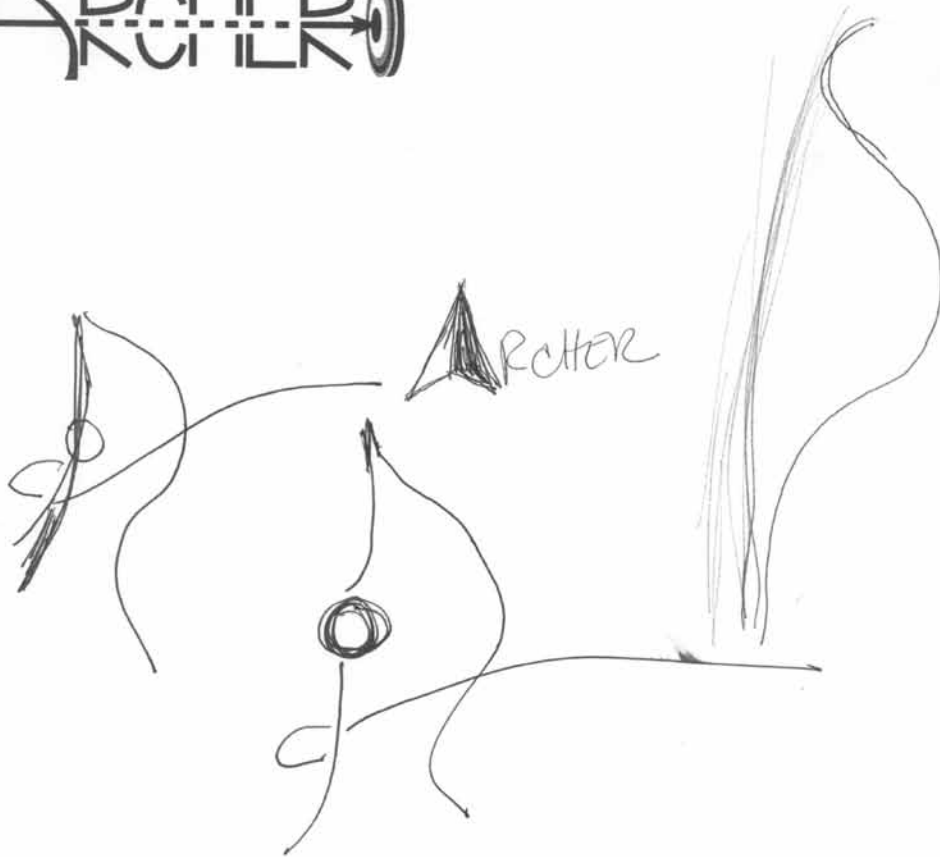
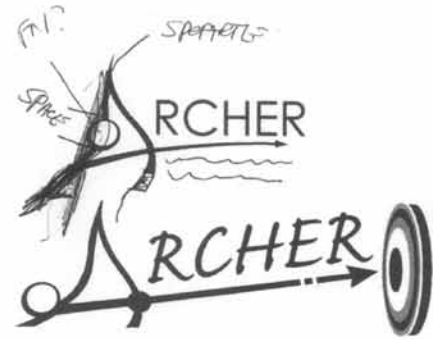
Initial concepts based upon thumbnail sketch.



CONCEPT(S)



Client's preference and tweaks.



FEEDBACK & DIRECTION



Tweaks applied to design.



DESIGN(S)



Final designs sent to feedback group.



DESIGN(S) WITH TEXT



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Final logo with feedback incorporated.



Based upon the ancient meaning of the triangle,  
the number 3, the A in the word Archer  
represents the balance and strength found  
between the bow, the arm and the arrow.

FINAL DESIGN WITH TEXT



Logo applied and developed into identity pieces.



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GETTING YOUR BUSINESS ON TARGET  
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LOGO WITH IDENTITY PIECES

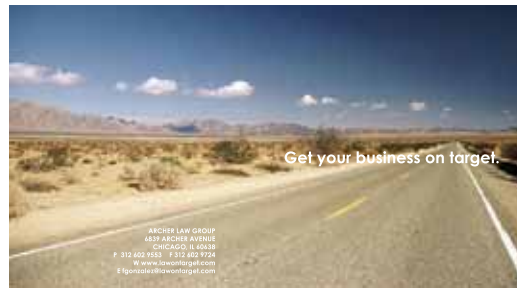


GOAL: To develop an integrated brand across both print- and web-based tools.

Legal services based upon your needs

- General Counsel
  - Trusted Advisor relationship providing complete representation for all legal needs of client's business and personal matters.
- Specific Counsel
  - Trusted Advisor relationship providing representation of defined and specific legal needs.
- Legal Services
  - Advisor relationship providing specific legal services.

Focused on the long-term needs of your business.



Brochure and Services Model

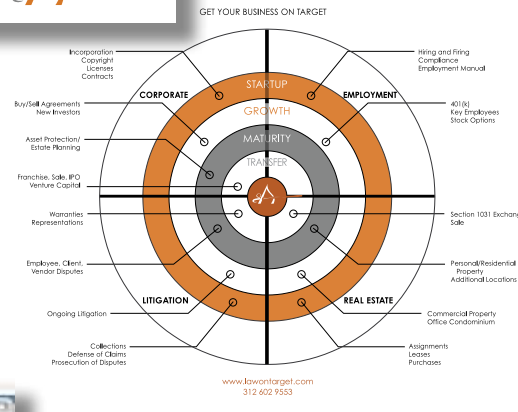
If you a business owner and at one time or another wanted to pick up the phone to get legal advice, but didn't because of concerns regarding cost or whether the attorney truly knew your business? Would you prefer to be ahead of your competition moving forward, or trapped in an endless series of reactions to matters which you did not anticipate? Does it make sense to have a relationship with an advisor who is committed to your success as you are?

The Archer Law Group is focused on getting your business on target. We are a full service law firm practicing in the areas of Corporate, Employment, Litigation and Real Estate, who give direction and counsel to business owners through the start up, growth, maturity and transfer phases of the business lifecycle. For many clients, we act as the corporate legal department ensuring consistent, knowledgeable and trusted advice regarding the day-to-day and long term planning needs confronting business owners.

We work with entrepreneurs and existing businesses to identify their "Everything you want to do out there waiting for you to ask. Everything you want also wants you. But you have to take action to get it."

—Jack Canfield

...and set specific client-focused goals targeted to anticipate and resolve those issues. Our financial relationship with clients is focused on their greatest legal needs, and is tailored to fit their budget. In addition to providing traditional legal representation, clients gain access to the Archer Advisor Group, a network of business professionals, who have made it their



Animated Banner Ad

Website Phase I SEO, Flash and Integrated e-Blasts  
[Phase II to incorporate full-on SEO and rollover interactivity]

