

MACMILLAN LYNCH

D E S I G N S T U D I O



We are not an army.

Just a passionate, highly-skilled independent design studio that knows how to get the job done.

Clever, flexible and focused on the belief that nothing makes a brand unique quite like strategically sound creative thinking. The kind of thinking that cuts through clutter and delivers superior results.

Smart, simple, and clean are the trademarks of MacMillan Lynch. Both in our designs and in the way we do business. Founded in 2000 by designer Kerry Lynch, MacMillan Lynch's goal is to deliver big agency, big brand experience in a model that's big on efficiency.

By staying small and eliminating the layers and bureaucracy that tend to bog down the creative process, MacMillan Lynch is free to explore the truths about brands and find best designs to express them.

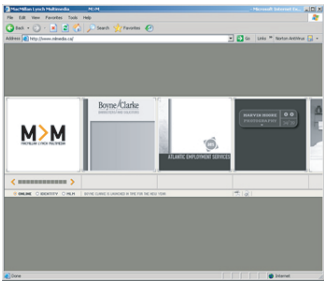


MACMILLAN LYNCH

www.mlmedia.ca

Profile

Corporate Profile MacMillan Lynch Designer Bio



MACMILLAN LYNCH WEBSITE
GOLD Ice Award winner 2003

www.mlmedia.ca

MacMillan Lynch was founded in 2001 by designer Kerry Lynch. Kerry began his career in graphic design in Ottawa and Toronto where he was involved in the design and production of multimedia projects for several national campaigns including the Columbus Blue Jackets, MDS Nordion, Mitel, and the Government of Canada. These experiences, along with a strong personal motivation to achieve more, provided Kerry with the tools to start his own business, MacMillan Lynch, in Halifax in 2001.

As sole proprietor of MacMillan Lynch, Kerry has received national recognition and numerous industry awards for his work. Past clients include Domus Realty, The provinces of Newfoundland & Labrador and Nova Scotia, Nova Scotia College of Art and Design, Halifax 2014, Boyne Clarke Barristers and Solicitors, Nova Scotia Association of Architects, Fred Salon and RKO Steel. Kerry also has working partnerships with two of the most successful advertising agencies east of Montreal. A copy of Kerry's independent portfolio of recent work can be found online at www.mlmedia.ca.

Located in downtown Halifax, MacMillan Lynch is a full service design studio, offering clients a wide range of creative solutions. MacMillan Lynch's goal is to deliver big agency, big brand experience in a model that's big on efficiency.

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RADIATOR
GOLD Ice Award winner 2004 - Identity

Process

Our open and consultative process involves client collaboration at every stage.

Listen & Learn: *The Discovery Stage*

How we handle an assignment—whether it's an annual report, a brand identity program, collateral, or an interactive project—is determined by each client's unique situation. And we approach an assignment from your perspective—not ours. This means we present design recommendations that are logical and that track back to your objective.

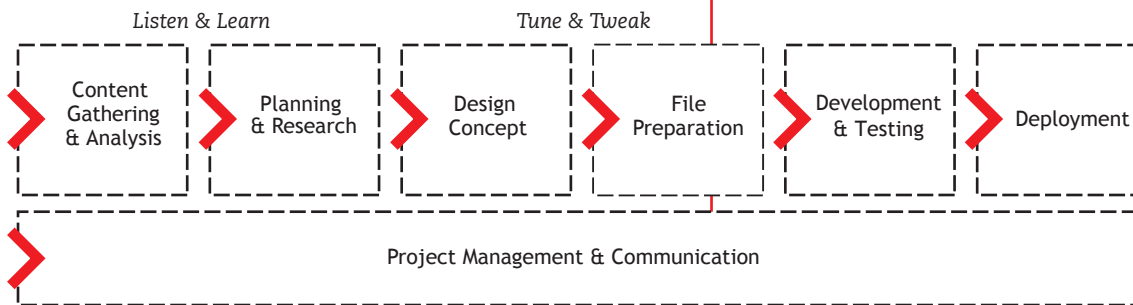
Tune & Tweak: *The Design Stage*

We offer unique website development that highlights your progress and achievements while supporting your brand image. Websites serve many audiences including current and prospective customers, employees, stockholders, potential investors, analysts, and partners, we design & build sites that are broad enough to appeal to each group yet personal enough to maintain interest.

Feedback and Follow-up:

The Post Production Stage

Our open and consultative process involves client collaboration at every stage, including post-production. We will be available to you to address any issues or subsequent consultation that you may require.



DESIGN & DEPLOYMENT PROCESS

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Recognition

Since its creation in 2000, MacMillan Lynch's profile has been steadily increasing within Atlantic Canada. Here are some of the ways that we have been recently recognized:

Ice Awards

2006

Silver – Website Design – Fred

Merit – Logo/Identity – Eden

Merit – Craft – Fred

2004

Gold – Logo/Identity – Radiator

Silver – Interactive – Nova Scotia Association of Architects

2003

Gold – Self Promotion – MacMillan Lynch Website

The Ice Awards recognize talent within the Atlantic Canadian marketing communications industry, and are given out annually in Halifax.

Logo Design by Rockport Publishers

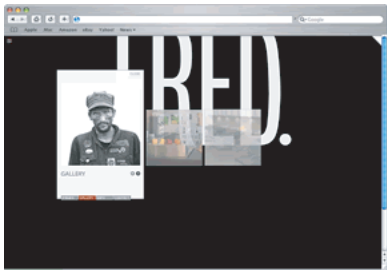
The Eden Natural Market Logo will be featured in the first of a “how-to” series of books detailing processes to creating innovative logos. The book, published by Rockport is scheduled to be released in the spring of 2007.

Applied Arts Magazine - May/June 2006

Kerry Lynch, owner of MacMillan Lynch, was profiled in the “Young Blood” section of the May/June 2006 issue of Applied Arts Magazine. Applied Arts is Canada's Premier magazine of visual communications. “Young Blood” is a regular feature that showcases new and notable young talent.

Business Voice - February 2006

MacMillan Lynch was featured in the February 2006 issue of the Halifax Chamber of Commerce Publication, “Business Voice”. “Business Voice” is published 10 times a year for members of the Halifax Chamber of Commerce and Metro Halifax's business community.



FRED SALON

Silver Ice Award winner 2006 - Website Design
Award of Merit winner 2006 - Craft Award

www.fredsalon.ca



EDEN NATURAL MARKET

MERIT Ice Award winner 2006 - Identity

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