When working with design professionals it is more important than ever to get the highest level of capability and experience at the best possible cost. Since 1982, our Hudson Valley studio has offered our clients low operating overhead, proximity to New England and New York City, ready access to support services and, of course, excellent pricing. Creative. Experienced. Practical!

Toelke Associates designs and produces logos, identity graphics, and packaging and branding concepts. We have extensive experience in this area — and we produce work comparable to that of any large design firm or ad agency at a fraction of the cost. We have produced identity graphics and packaging for both commercial companies and non-profit organizations. Our attention to organizational identity requirements and focus on the development process makes us an ideal fit with small- and medium-sized companies and organizations.

Please review the selected examples on the following pages. Our work on these projects generally included project consultation, concept and development work, finish art, and identity/branding application.

TOELKE ASSOCIATES

Book and Publication Design and Production Services
Identity and Branding | Institutional Development

P.O. Box 253, Chatham, NY 12037 | 518-392-3040 | www.toelkeassociates.com
3.0 The Branch Logos (secondary)

The primary logo forms an integral part of the secondary identities. The Association office and each of the six main branches of the Hawthorne Valley organization has its own logo version. The associated names show here as an example.

**Hawthorne Valley**

The secondary identities consist of the primary logo with a color bar. The color bar extends to each branch border the secondary—remaining between. In this case, the Association uses the same gold color throughout all of the secondary logos. The base width of the gold bar is 1" and the base width of the text on the logos is 1.5". All of the logos are connected by a color bar that is color specified for each branch.

There are opportunities for secondary identity using a darker version and a number of color options (as shown below).

**Please do not alter the logo in any way**—do not change the height/width ratio, and re-size any dimensions of the logos in a way that is not consistent with previous use. The logo must show a clear distinction between the image of the logo and the text of the logo.

The secondary identities consist of the primary logo with a color bar (in a color specified for each branch) below the underline containing the name. In this case, the Association uses the same gold color throughout all of their logos. The logo must show a clear distinction between the image of the logo and the text of the logo.

The font used is Helvetica Neue Extended Bold. The names are set within each logo, and should not be altered or changed in any way.

3.1 The Branch Logos (secondary)

The secondary identity “lock-ups” are shown below, with the CMYK color formula for each branch color.

- **ASSOCIATION**
  - Gold: CMYK color formula: 3/36/100/6 (PMS 131)

- **FARMSCAPE ECOLOGY PROGRAM**
  - Green: CMYK color formula: 94/11/84/43

- **WALDORF SCHOOL**
  - Blue: CMYK color formula: 100/68/0/2 (PMS 293)

- **ADONIS PRESS**
  - Orange: CMYK color formula: 1/74/100/7

- **FARM**
  - Red: CMYK color formula: 5/96/76/21 (PMS 187)

- **CENTER FOR SOCIAL RESEARCH**
  - Dark Red: CMYK color formula: 35/100/100/35

- **ALKION CENTER**
  - Purple: CMYK color formula: 76/99/0/0

Selection of Hawthorne Valley branch letterhead, commercial envelope and business cards.
Hawthorne Valley Farm

Case Size

Logo and branding samples 2

Hawthorne Valley branded products package design/production

Package and label design for Hawthorne Valley biodynamic and organic food products, including yogurts, kraut products (clear label for glass jar) and various bakery, cheese, and milk products.

Series of HV product “Sell Sheets” for wholesalers and distributors.
Logo and branding samples 3

Logo and branding for Intersections International, Inc. in New York City. Work continues on applying the primary identity with/without tag lines across print and web materials and producing a style guidelines document, as well as creating a series of program identities, currently under development.
Logo and branding samples 4

Logo for Collegiate Church Corporation, New York City

Miscellaneous logos/identities

Logos created from concept to finish art.

Incorporated by Royal Charter May 11th A.D. 1696 as “The Ministers, Elders and Deacons of the Reformed Protestant Dutch Church of the City of New York.”
Product branding and package design — Wildflower

Branding and package design for Wildflower. Work included consultation, logo and brand development, custom typography, picture research, package design and production, vendor consultation, etc.