


# PORTFOLIO

**CORPORATE IDENTITY & BRANDING**



**LRS® WEB SOLUTIONS**

LEVI, RAY & SHOUP, INC



**Realize the full potential** of your business with a captivating and professional identity created by the graphic design team of LRS Web Solutions. Your products and services can be effectively branded with your online presence through the integration of visual elements within your website and printed marketing materials.

The following examples of corporate branding created by LRS Web Solutions ensure a professional appearance and unique business identity.



DIVERSIFIED  
YACHT SERVICES, INC.

**Diversified Yacht  
Services, Inc. Logo**

The identity for a provider of services to the yachting and boating industry is as elegant as the clientele.



### **LRS Consulting Services Logo**

An abstract image that implies connection and exchange was the perfect solution for a firm that provides technology consultants to all types of businesses.



### **Geek City Guides Logo**

An online database to locate geek-related places and events nationwide was branded with a bold logo incorporating the company initials GCG with a map marker to evoke a superhero emblem — KAPOW!



# Alterna·Care

HOME HEALTH SYSTEM

## **Alterna-Care Logo**

Logo and wordmark for a group of home health agencies offers a professional, comforting presence.



## **Champaign County Humane Society Logo**

The new identity for the CCHS is both dignified and playful, just like our furry friends.



*Hollister-Whitney*  
ELEVATOR CORPORATION

### **Hollister-Whitney Logo**

Designed to evoke the feel of classic, solid, hard-working manufacturing. The HW icon was an update of an earlier logo used by the company, while the corporate signature mark was established to reflect on an era when the act of putting your name on a product was a source of pride.





# SPRINGFIELD REPROGRAPHICS

## **Springfield Reprographics Logo**

This identity was created to showcase the dynamic offerings of a company that specializes in reproduction services for architects, contractors, and other clients requiring blueprints and similar services.

**CS** Consensual Specs

**Consensual Specs Logo**

A fashionable identity was designed for an online retailer of brand name eyewear by connecting their monogram with a ligature to symbolize the bridge on a pair of eyeglasses.



### **LRS IT Solutions Logo**

The identity for a provider of technical hardware needed an identity that shows its thinking is outside the box.



### **LRS Curbappeal Logo**

Using a budding flower for inspiration, this real estate websites identity illustrates growth for both real estate agents and their clients seeking to grow into a new home.



### **RMC Cinemas Logo**

What began as a logo update for a theater that was installing new stadium seating evolved into a completely new identity for the parent cinema company.



### **Saving Memories Forever Logo**

A speech bubble representing the spoken word is the centerpiece of a logo for a mobile app that records and stores audio files to preserve family history online.



### **LRS Sports Logo**

A company that makes cutting edge game analysis software for the athletic industry needed an equally cutting edge logo.



**GRECO**  
RESTAURANT SUPPLIES

**Greco Restaurant  
Supplies Logo**

Crisp and professional, this identity evokes freshness, which is a key element for those in the food service industry.





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