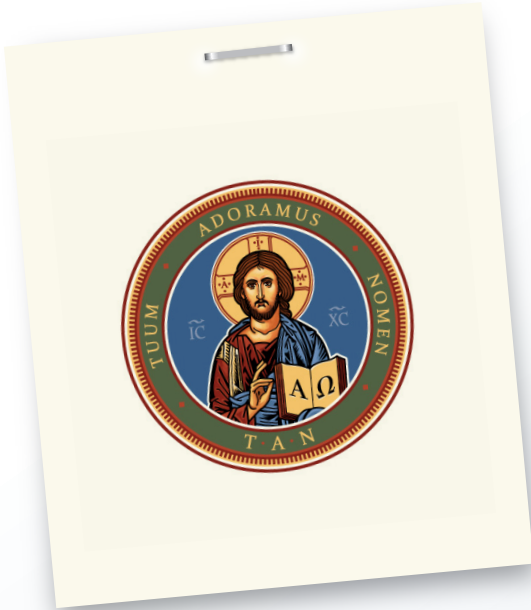


A New Look for a 42-Year-Old Company

TAN Books and Publishers is a traditional Catholic book distributor and publisher, founded in 1967 by Thomas A. Nelson. The company's name is taken from Nelson's initials. TAN was recently acquired, out of bankruptcy, by the North Carolina-based Catholic publisher, Saint Benedict Press. The old TAN logo mark (below left) was a familiar sight within the niche market of "traditionalist" Catholic publishing. But, despite four decades of brand equity, few people understood the meaning or relevance of the word TAN.

The new TAN Books would keep the TAN name, but sought to give the corporate identity a new look and meaning, more representative of its continuing mission of orthodox Catholic publishing. A corporate identity update was undertaken to achieve this goal.

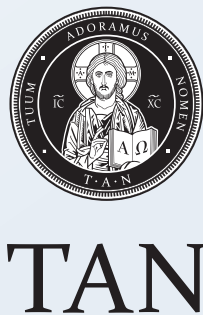


The Solution

TAN ... Tuum Adoramus Nomen ... a new meaning for an old name

Trinity's Art Director, Chris Pelicano, created the new TAN logo (below right) which features an iconic emblem of Christ, the Word of God, and the Latin phrase, "Tuum Adoramus Nomen" ... "We Adore Your Name". The new emblem, also rendered in full-color (as seen above), conveys a new richness and dignity more representative of the purpose and content of TAN products.

Marketing requirements demanded the creation of more than a dozen finished logo arrangements, including black and white and full-color versions to be used on light and dark backgrounds. The deliverable graphic design services included several rounds of preliminary logo concepts and revisions, as well as finished production files and essential graphic standards documentation. The new graphics had to be completed and implemented in a timely manner, without interrupting an aggressive product update production schedule.



The Benefits

A New Dignity and Seriousness

By keeping the familiar TAN name, brand equity is maintained. By coupling the name with a new meaning and graphic emblem, loyal customers are reassured that the new TAN is committed to the religious purpose and continuity of its publishing mission.

The result is a renewed corporate identity that reasserts TAN Books as a dignified and serious player in the Catholic publishing market.

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