

TRENDESIGN

advertising | marketing | interactive

Thank you for considering Trendesign. I feel a blend of award-winning creative, production expertise and sound project coordination are the right choice to ensure the success of any marketing & communication efforts.

Trendesign is a full service advertising and design consultancy specializing in the integration of print and electronic media. Founded in 1996, Trendesign has consistently ranked among the top award winners in the American Advertising Federation 5th District ADDY Awards competitions. Thirty-seven (37) ADDYs have been awarded to Trendesign for print marketing and interactive design in categories that include web site design, kiosk interactive media, logo/identity design and print collateral material demonstrate expertise in both electronic & traditional print media. Well-rounded experience in communication, not just technology, set Trendesign apart both locally and nationally.

Major clients include Ponderosa Steakhouses (Dallas), Summa Health Foundation (Akron), Akron-Canton Airport, Our Lady of the Elms (Akron), Brouse McDowell (Akron), The Euclid Chemical Company (Cleveland), Inventure Place / National Inventor's Hall Of Fame (Akron/Washington DC), Cozymel's Mexican Grill (Dallas), Excelsior Marking (Stow), Teledyne Fluid Systems/Kaller Gas Springs (Brecksville), Portage Country Club (Akron), Stark Development Board (Canton), CEC Entertainment / Chuck E. Cheese's (Dallas) and Jilly's Music Room (Akron).

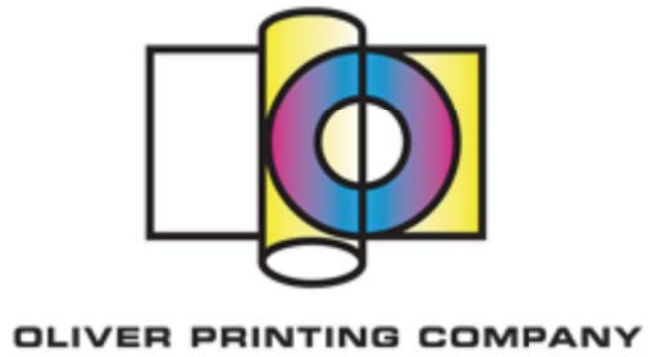
I look forward to talking with you very soon.

Best Wishes,

A handwritten signature in black ink, appearing to read "Michael P. Houseman", with a long horizontal flourish extending to the right.

Michael Houseman

Principal, Creative Director





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Akron-Canton Airport – Identity

the most highly traveled cities in the U.S. and to major carrier hubs. World travelers are one plane change away from London, Frankfurt and Paris.

The results of a \$6 million expansion and remodeling of the terminal are evident and distinctive. Immediately inside the terminal doors, you'll find spacious walkways and roomy ticket counters and baggage carousels. Major car rental companies operate conveniently inside the terminal, and their cars are parked nearby on airport grounds. New boarding gates, enclosed jetways and a new food court also help to make traveling from Akron-Canton uncomplicated.

AKRON • CANTON REGIONAL AIRPORT



zone. New companies that rely on imported parts to make their products are moving to the airport and establishing operations inside the duty-free zone.

The Akron-Canton Regional Airport is a public entity operated like a private business—successfully and solvently. In its 50-year history, it has never needed public monies to cover operating expenses.

Uncomplicated. Uncompromising.
The Akron-Canton Regional Airport
is your best travel destination.

AKRON • CANTON REGIONAL AIRPORT



UNCOMPLICATED. UNCOMPROMISING.

You don't want crowded ticket counters and delayed flights. You look for rental cars that are on the airport grounds and spacious and comfortable gates with enclosed jetways.

You want to fly modern aircraft, and you expect courteous service.

You want the Akron-Canton Regional Airport.



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Akron Canton Airport – Marketing



**OLIVER
PRINTING
COMPANY, INC.**

1760 Enterprise Parkway
Twinsburg, Ohio 44087

**OLIVER
PRINTING
COMPANY, INC.**

**OLIVER
PRINTING
COMPANY, INC.**

Scott Mitchell
Sales Representative

1760 Enterprise Parkway
Twinsburg, Ohio 44087

Telephone 216.425.7890



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Oliver Printing Company - Identity



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Meridia Health System – Event Program



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Portage Country Club – Gala Invitation | Event Book

FAST CHEAP FUN!

CHUCK E. CHEESE'S. BUFFET

[now what's your excuse?]

All-You-Can-Eat-BUFFET-Style

All-you-can-eat pizzas, pastas, salads and deserts buffet made fresh! Great games, shows and prizes, everything you expect from Chuck E. Cheese's...faster and more affordable. Just \$4.99 for adults - \$2.99 for kids 3 to 11 - kids 2 and under eat FREE. All games are just 1 token. Unlimited refills on FUN! Get to Chuck E. Cheese's Buffet, where a kid can be a kid.® And a parent can be a part.

\$4.99 - Adults
\$2.99 - Kids 3-11
FREE - Kids 2 and under

NOW OPEN NEAR YOU!

CHUCK E. CHEESE'S. BUFFET

CHUCK E. CHEESE'S. BUFFET

ALADS DRIN





EUROCOSMETICA NA



ORANGEHILLAUDIO



**DIGITAL
COLOR IMAGING**



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Logo Designs - Eurocosmetica NA | Orange Hill Audio | Digital Color Imaging







GEORGE CABANISS

6116 GLENWOOD AVE.
BOARDMAN, OH 44512

T : 330-259-1597
F : 330-259-7431

E : georgec@orangehillaudio.com

www.orangehillaudio.com



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Orange Hill Audio – Business Card

SECOND HAND

Doesn't Mean

SECOND RATE



Everything deserves a second chance.

INTRODUCING CHAPTER 2...

With funding from Knight Foundation, Chapter 2 Used Clothing offers professional attire and career skills training to low-income women seeking employment.

WANT TO HELP?

Make a gift of lightly used clothing. Call (305) 762-6400.

WHY DOES KNIGHT FOUNDATION SUPPORT CHAPTER 2?

We're a national funder seeking to act locally in Miami and 25 other communities where Jim and Jack Knight owned newspapers. We're investing over the long haul in nonprofit organizations like Chapter 2 working in Overtown, in East Little Havana and in Broward County's Sistrunk neighborhood. Our goal is to help provide the people living there the skills, knowledge and support to get homes and jobs.

WANT TO KNOW MORE ABOUT OUR WORK HERE?

Our new, easier-than-ever online letter of inquiry starts the conversation for prospective grant-seekers. Visit www.knightfdn.org/apply.

 John S. and James L. Knight Foundation
www.knightfdn.org

The John S. and James L. Knight Foundation promotes journalism excellence worldwide and invests in the vitality of 26 U.S. communities.



new homes, new hope

Habitat for Humanity in Overtown

Since 2001, families in Miami's Overtown neighborhood have worked with Habitat for Humanity of Greater Miami to build 45 residences – the first new units to be built there in more than two decades. Grants in 2001 and 2003 from the John S. and James L. Knight Foundation helped acquire properties and purchase construction materials.

Want to help?

Visit Habitat for Humanity of Greater Miami at www.miamihabitat.org.

Why does Knight Foundation support Habitat for Humanity?

Knight Foundation is a national funder acting locally in Miami and 25 other communities where the Knight brothers owned newspapers. We're investing over the long haul in nonprofit organizations like Habitat for Humanity in an effort to transform places like Overtown, East Little Havana and Broward County's Sistrunk neighborhood. Our goal is to provide residents there the skills, knowledge and support to get homes and jobs.

Want to know more about the foundation?

Our new, easier-than-ever online letter of inquiry starts the conversation for prospective grant-seekers. Visit www.knightfdn.org/apply.

 John S. and James L. Knight Foundation
www.knightfdn.org

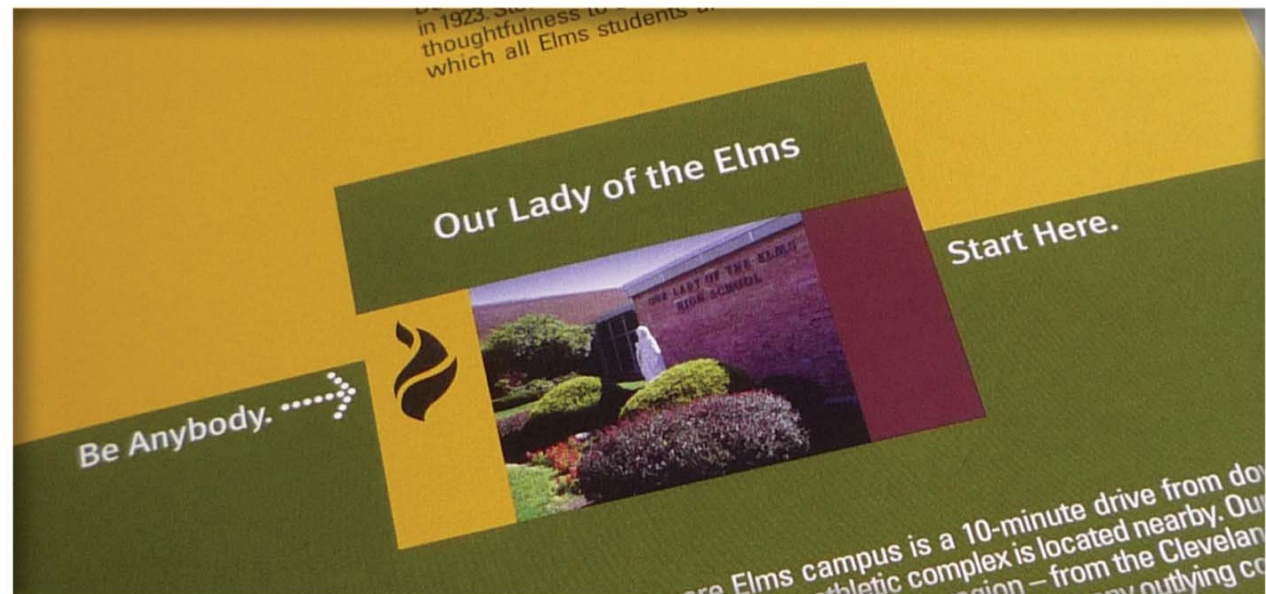
The John S. and James L. Knight Foundation promotes journalism excellence worldwide and invests in the vitality of 26 U.S. communities.



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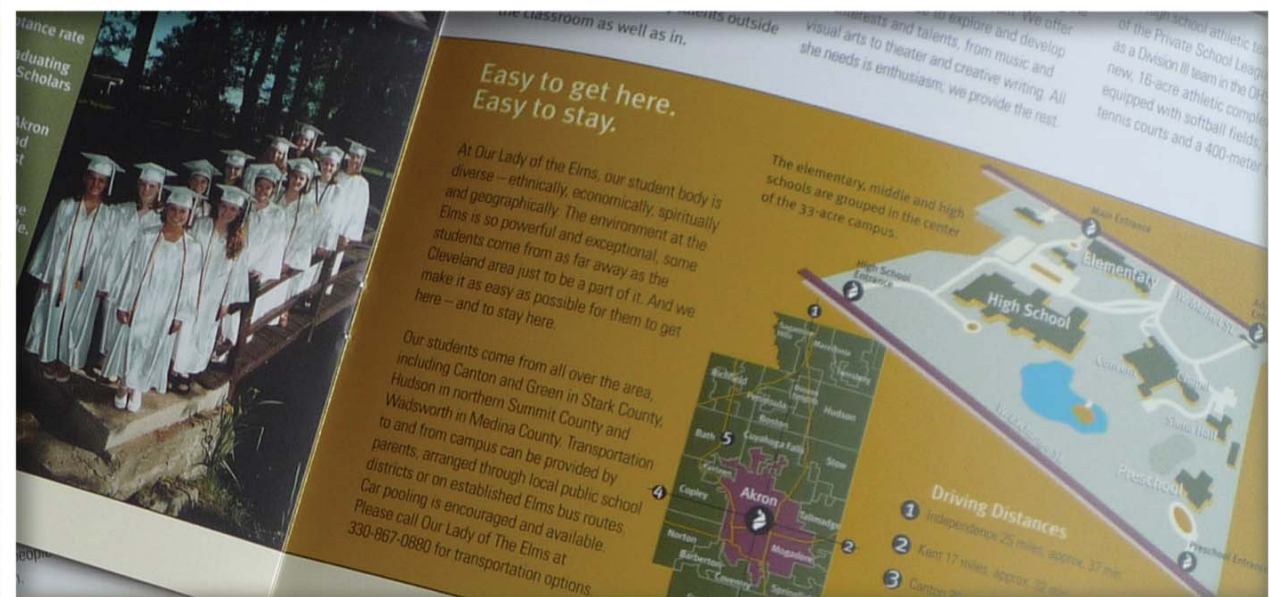
Knight Foundation – Public Relations Ads



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Our Lady of the Elms – Open House Invitation



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Our Lady of the Elms – Marketing Collateral



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Logo Designs Acoustix Product Logo | StarPalm Identity | Terresolve Corporate Logo



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StarPalm Merger & Acquisition Services – Identity | Marketing Collateral

Roadway Express, Inc.
Corporate Identity Standards

ROA

ROADWAY
Express



Vehicle appearance conveys our professional image and reputation. It is the rolling symbol of everything we represent: quality, reliability, efficiency, service and customer satisfaction.

THE ROADWAY EXPRESS FLEET

Consistency in Roadway Express communications and graphics adds clarity and reinforces our message. This booklet shows how to properly reproduce our signs and graphics standards in various mediums and applications. Treatments and product names are discussed, too. When creating materials for internal and external use, refer to this booklet and share it with vendors.

INTRODUCTION DEVELOPING AN INDUSTRY ICON

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Roadway's founders, Galen and Correll Beach and their business partner, John Matthews, knew the importance of a company's public image. When they met in November 1900 to launch a new trucking company, they wanted a name that was simple and easy to remember. A name that would tell people the kind of business it was. A name that was just right.

They tried combining "Beach", "North Beach",

and "East West with Expressway, Fast, Winter, and Highway. Nothing worked until John Matthews finally suggested "Roadway Express". Once they heard it, they knew they had the right name.

To further establish the company image, they decided to pick specific corporate colors—orange for high-visibility and safety and blue for comfort and visual impact. For nearly 70 years, Roadway's name and its distinctive colors

have symbolized professional, quality service customers expect. As a company, great pride in a corporate image defines who we are, what we do, and how we do it. It is the most valuable asset we own and we want to protect it. Each day, millions of people see the Roadway name on the road, in magazines, on product labels and in written correspondence.



1900s By the end of the 1900s, Roadway had become one of the country's largest long-haul trucking firms.



1940s Changes in trucking during wartime resulted in the pioneering concept of "less-than-truckload" shipping.



1950s Short-haul transportation came of age, and Roadway took the new moving into compartmentalized equipment.



1960s Roadway's success in the 1960s was remarkable in a period that saw boom times for the entire trucking industry.

1970s A new sign for Roadway was introduced to give a contemporary image to the company.

1990s Roadway joined its business fleet a more "market-oriented" approach. The sign reflects a new sales and marketing effort.



TRACTOR COLORS
Hood and front quarter panels are painted blue. All other body panels including front bumper and fenders are painted orange.



"Roadway Express" is one of the most recognized names in the transportation industry and the number one brand name in the LTL trucking market.

ROADWAY EXPRESS, INC.



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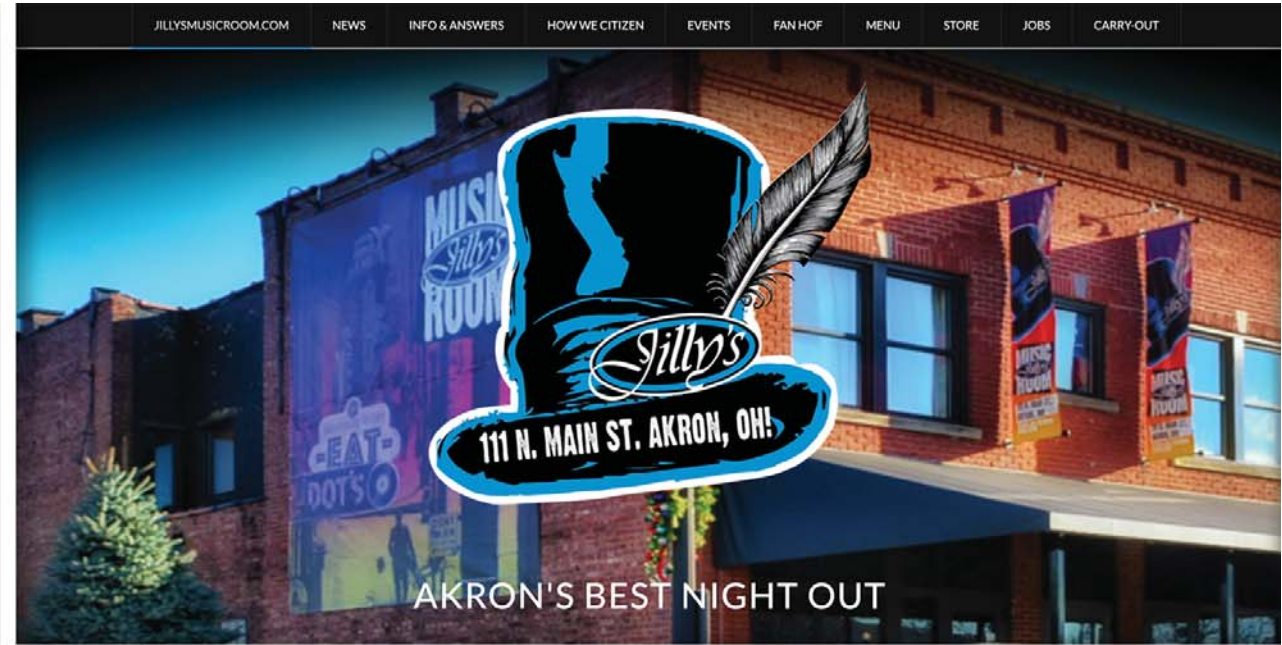
Brouse McDowell, LPA – Identity



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Jilly's Music Room – Logo, Applications & Exterior



Michael Tren Houseman

Education

Case Western Reserve University, Cleveland, Ohio
The Weatherhead School of Management
Master of Business Administration, May 2010

Coursework: Accounting for Business Executives, Statistics & Quantitative Analysis, Managerial Marketing, Economics, Leadership Assessment & Development, Corporate Finance, International Trade & Finance, Competitive Strategy, Operations Management, Project Design & Implementation, Corporate Development, Legal Environment, Managing Financial Risk & Real Options, Innovation, Execution/Change, Financial Value Creation.
International Tour Study (2 weeks): Malaysia and Vietnam

Kent State University, Kent, Ohio
School of Visual Communication Design
Bachelor of Fine Arts Degree, May 1989

Summary of Experience and Skills

- Founded and lead an award-winning advertising, design, and interactive consultancy
- Designed and implemented multi-million dollar business-to-consumer and business-to-business marketing and advertising campaigns (print, interactive, public relations)
- Identified and cultivated new business opportunities
- Adept at presentations, creative pitches, and budget proposals
- Expert-level graphic designer, creative director, and team leader
- Over 20 years of staff management experience
- Designed and implemented branding and identity programs (international, national, and regional)
- Architect and manager of online games, ecommerce, and data systems
- Specified and supervised installation/maintenance of web servers
- Responsible for legal, compensation, and contracts related to the advertising industry and employees

Organizations

1998 - 2012

American Advertising Federation - Akron (AAF-Akron)

Board Positions

Vice President, Treasurer, Communications Chair, Addy Awards Chair

Over twenty years of membership and engagement. Administered all aspects of this 90+ year old professional organization. Responsible for Annual Addy Awards competition for 3 years including selection of judges, administer and oversee of rules, awards ceremonies and board liason to the national American Advertising Federation (AAF), the competition's sponsor. Served as Treasurer overseeing contracted accounting firm in the administration of non-profit organization's financials. Published organizational newsletter and event promotion as Communications Chair. Organized and executed events and speaker series.

1990 - Present

The American Institute of Graphic Arts (AIGA) - Cleveland - Member

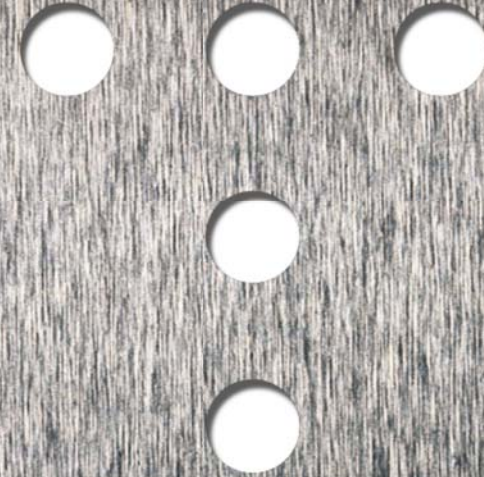
Professional References Available on Request.

Opportunity Inquires

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