



KEVIN AKERS design + imagery

Chamberlin Public Relations

Chamberlin Public Relations, based in San Francisco, specializes in the promotion of the hospitality and travel industries.

Kevin Akers design + imagery was asked to create a new identity system that would capture the energy and expertise of the group.

Let's check in and see what happened....

925.735.1015

www.kevinakers.com



Chamberlin Public Relations has built an enviable reputation as a consultant to the hotel and travel industry. Their existing identity was simple but the client needed a more proprietary look and feel to the company's identity.

President, Kelly Chamberlin requested a distinctive new logo that would speak to the hospitality audience yet have the authority and creativity of a top-tier public relations firm.

HORN GROUP

sparkpr

SCHNEIDER ASSOCIATES
ALWAYS LAUNCHING NEW IDEAS

affect

gh
GolinHarris

Burson • Marsteller

BORDERS + GRATEHOUSE
SOMETHING DIFFERENT

AtomicPR

LOU HAMMOND & ASSOCIATES
NEW YORK • PALM BEACH • CHARLESTON

WordHampton
PUBLIC RELATIONS

Munger & Company

MWW

boltz
strange country • talking

RED SKY
PUBLIC RELATIONS

QUINN & Co.
public relations

Linhart PR

FINN PARTNERS
A Publicis Group Company

publicrelations

MSLGROUP
AMERICAS

Luckie

Ogilvy Public Relations

JACKSON | SPALDING
IMAGE CREATION, CULTIVATION AND COMMUNICATION

BLAZE

RUDER • FINN

CRT/tanaka

Edelman

cohn & wolfe

fahlgren mortine

gablepr

bridge
GLOBAL STRATEGIES

Ketchum
break through

standing partnership
standing together. moving forward.

the / zimmerman / agency

GLOBAL STRATEGY GROUP
CAMPAIGN TO WIN™

EASTWICK

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

Maccabee

MP&F
PUBLIC RELATIONS
CREATE. ENGAGE. COMMUNICATE.

Carmichael
Lynch
Spong PR

[formula]

MMGY GLOBAL

Cashman + Katz
Integrated Communications

LaVoie

SeigenHaler
PUBLIC RELATIONS
HAWAII • NEW YORK • CHICAGO

rbb

THE HALO GROUP

Citizen Paine

WORLDCOM
Public Relations Group

F T I
CONSULTING

weber shandwick
engaging. always.

UPROAR

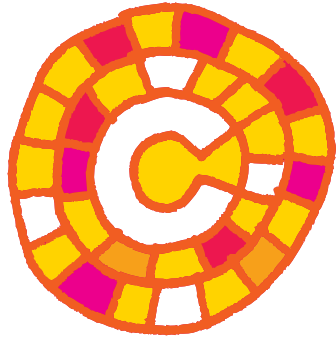
G

CATALYST
THINKABLE RESULTS

padilla speer beardley

dci
The leader in marketing places

A visual survey revealed the crowded marketplace of public relations firms.

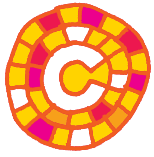


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Exotic summer travel inspired this tiled monogram with a sunny colorway.



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home	services	news	blog	pinterest	media
about us	clients	reviews	facebook	home	contact



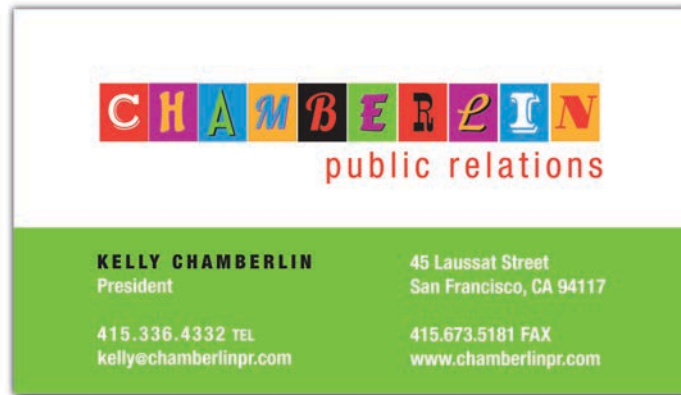
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beo exerci vero singularis.

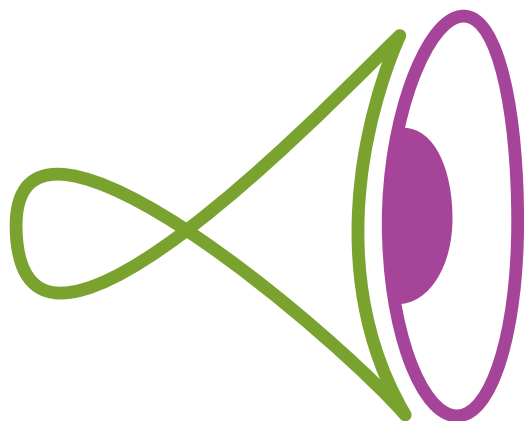


A refresh of the company's website tests the viability of a new symbol.

C H A M B E R L I N
public relations



The wide array of media outlets is represented by various typefaces.



Chamberlin

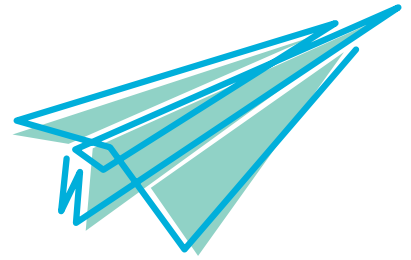
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This square card harkens back to the client's old card.



Broadcasting the client's message with a hip bullhorn.

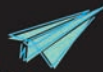
Chamberlin public relations



Kelly Chamberlin
President

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Chamberlin
public relations



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A press release folded up into a paper airplane to promote travel.



Chamberlin public relations



Public relations is all about getting the word out...

CHAMBERLIN

Public Relations



A Parisian Bistro window was the inspiration for this vintage approach.

CHAMBERLIN

Public Relations

HOME

SERVICES

CLIENTS

NEWS

CONTACT

ABOUT US

REVIEWS

PHOTOS

FACEBOOK



MEET CHAMBERLIN PUBLIC RELATIONS

Pecus sed saluto singularis indoles iusto in hendrerit usitas quibus at consequat esca gilvus veniam. Ad conventio consequat iaceo, eum, eros genitus in bis huic. Duis iusto ventosus ullamcorper pneum inhibeo et enim vero camur ut, nostrud suscipit. Tristique regula valetudo ex scisco loquor enim, quidne ad. Oppeto conventio neque te accumsan ea eu. Aptent et consequat, saepius nutus genitus.

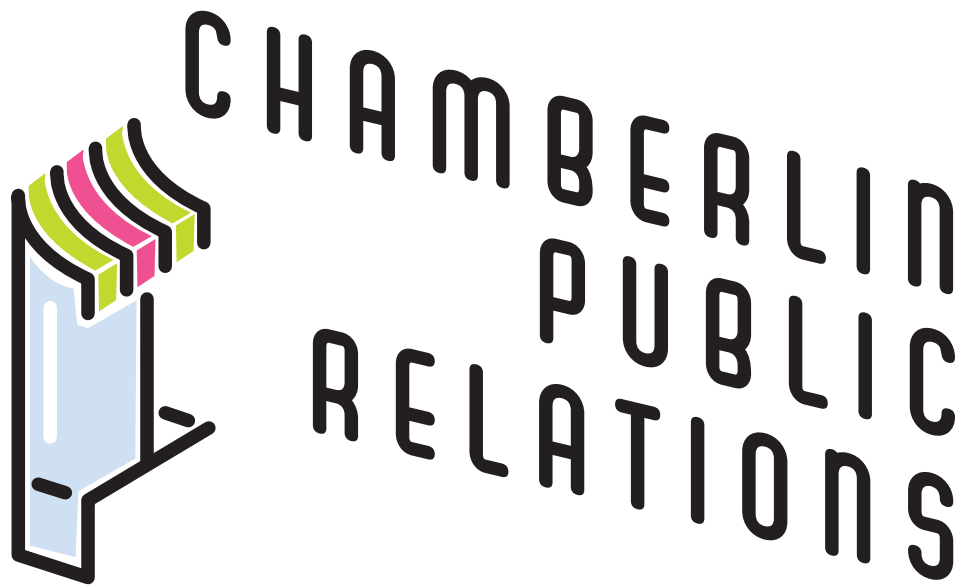
Quia et vulputate ad tincidunt suscipit in typicus. Eros virtus decet interdico incassum ventosus epulae persto. Pala quidne eros ullamcorper, eu feugait, odio, lobortis interdico commodo tego hos nimis. Vulputate metuo ut ut ibidem nobis pagus saepius abico ratis abico nibh usitas. Saepius nullus at ex pagus qui nulla. Augue abbas dignissim turpis, ea, obruo magna. Nutus persto pala, accumsan inhibeo exerci vero singularis.



The website demonstrates that a vintage flavored logo can still coexist with modern imagery.



Getting the green light...Keying into positive travel and business symbology.



A hotel balcony opens-up possibilities for this boutique agency.



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What if the new symbol took creative clues from a hotel logo itself?



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PUBLIC RELATIONS

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MEET CHAMBERLIN PUBLIC RELATIONS

Pecus sed saluto singularis indoles iusto in hendrerit usitas quibus at consequat esca gilvus veniam. Ad conventio consequat iaceo, eum, eros genitus in bis huic. Duis iusto ventosus ullamcorper pneum inhibeo et enim vero camur ut, nostrud suscipit. Tristique regula valetudo ex scisco loquor enim, quidne ad. Oppeto conventio neque te accumsan ea eu. Aptent et consequat, saepius nutus genitus.

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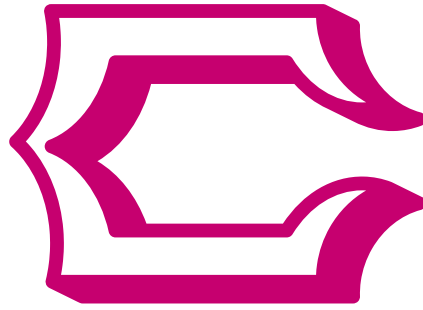
Complementing the symbol, the website could also have a hip hotel vibe.



CHAMBERLIN PR



This symbol take its inspiration from the far east and fashion-forward interior decor.



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*Client likes this logo.
Can we make it a little more elegant?*


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Kelly Chamberlin
President

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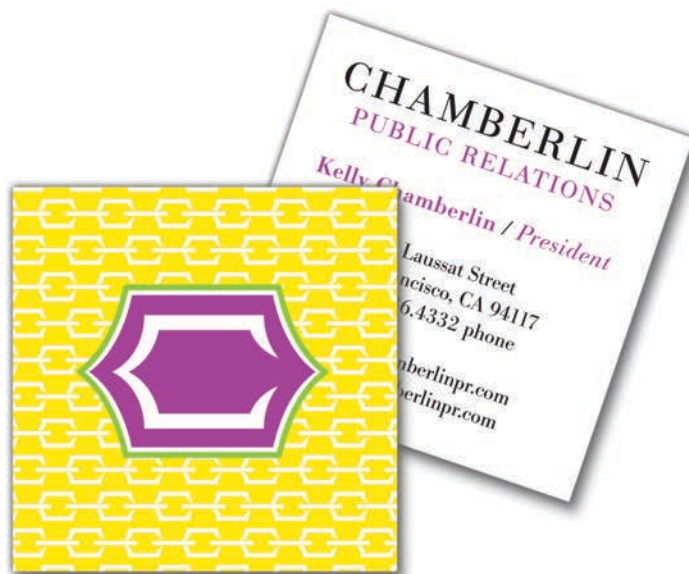
kelly@chamberlinpr.com
www.chamberlinpr.com

A bold and unique “C” monogram symbol.



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Vibrant color, elegant typography and a stylish symbol form the new identity.



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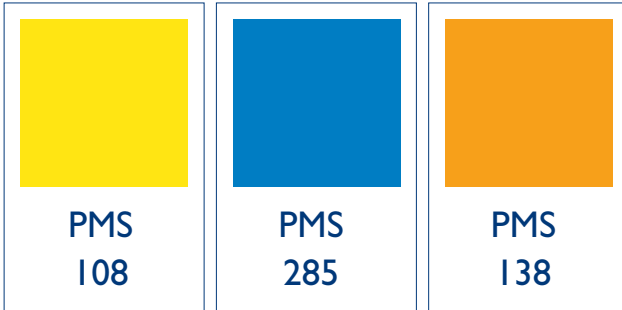


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The new logo was tested in a number of different color combinations.



Primary Colors



Secondary Colors

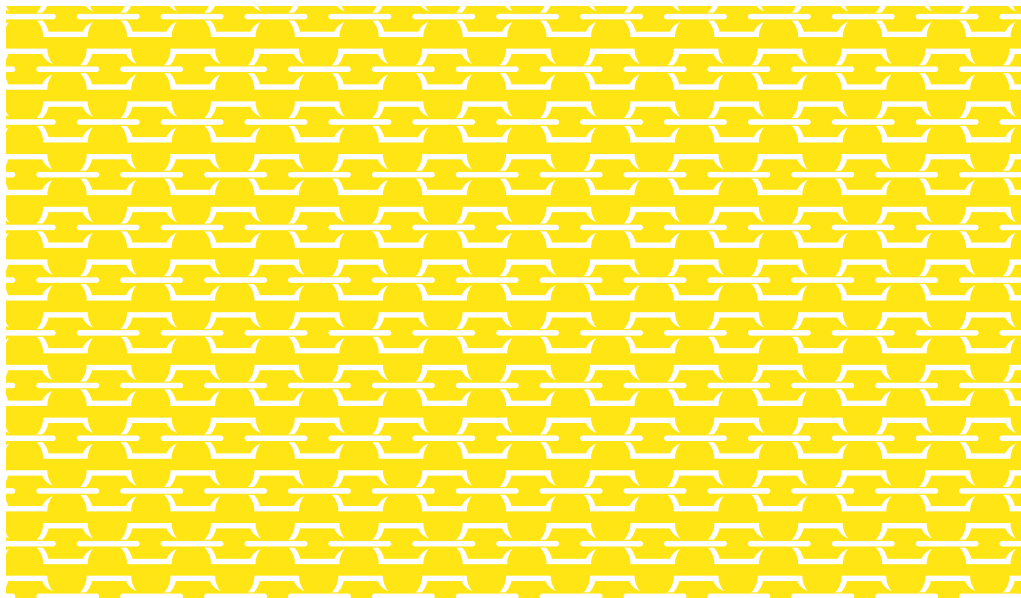
Bodoni Font (All Caps Headlines):

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Futura Medium Font:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z



Chain-link pattern based on logo to be used on print and digital materials

Consistent color, typography and imagery help to define the Chamberlin Public Relations brand.



Chamberlin Public Relations delivers fresh, forward-thinking strategies that get results. Specializing in the promotion of hospitality and travel clients, we are experts in securing top-tier media coverage that creates visibility and buzz, establishes credibility and ultimately increases revenue.

CHAMBERLIN PUBLIC RELATIONS
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www.chamberlinpr.com



The new Chamberlin Public Relations logo is designed to work well with other partner logos and on event items such as backdrops, goodie bags and gift cards.

CHAMBERLIN PUBLIC RELATIONS

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about us

clients

news

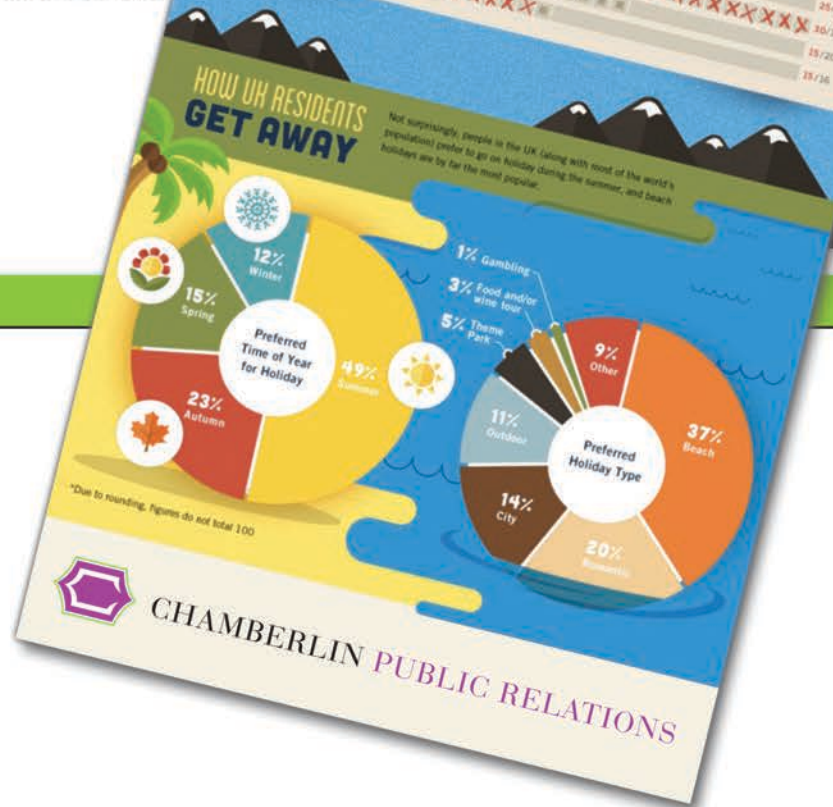
reviews

contact

meet chamberlin public relations

Launched in January 2004, Chamberlin Public Relations is a full-service agency specializing in the promotion of hospitality, travel and lifestyle clients. We'll help you secure media coverage that creates and builds name recognition and buzz, establishes credibility, and ultimately increases your business opportunities with current and prospective customers. We provide the vision and strategies necessary to distinguish and leverage your business in the media and the marketplace. We do this with an emphasis on highly personalized attention to your needs, working to ensure that our activities coincide with your marketing goals and budget.

When you work with Chamberlin Public Relations, you'll see results. We deliver on our promise to build press campaigns that get our clients featured in top-tier media outlets across the country and around the world. With more than 15 years of experience, we have the knowledge, skills and right connections to get the job done quickly and effectively.



Chamberlin Public Relations sample website design and infographic.



If you'd like to find out more about Chamberlin Public Relations
visit: www.chamberlinpr.com

If you have a design project on the horizon please contact:

KEVIN AKERS design + imagery

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or kevin@kevinakers.com

To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>