



monster
DESIGN COMPANY

Thank you for your interest in the creative services of Monster Design Company. The following overview presents the scope of our capabilities.

In helping you with this, and future projects, I feel our award-winning creativity, marketing experience and project management skills are a perfect fit. We are also very easy to work with, and will continually work to ensure you are satisfied as a client.

In brief, we offer tremendous value and resources in the following key areas:

- Helping establish and define the communication and branding goals of a project or business
- Clearly identifying, unifying, and presenting the brand message in a way that is uniquely appropriate, distinctive and different than the competition
- Connecting with the needs of the target market to the benefits of the brand in powerful ways
- 13 years professional experience in design, advertising, and marketing communications
- Complete project management from concept to delivery
- Creativity, strategic planning and precise project execution
- Award-winning design that's one step ahead of the competition

Once again, thank you for this opportunity. I look forward to hearing from you at your earliest convenience.

Sincerely,

Tom Beauchamp
Principal Creative





The Studio

Monster Design Company is a full-service creative studio focused on building smart brands. We understand that good design is good business and therefore focus on delivering strategic, insightful design solutions that build brand awareness, and exceed marketing expectations. We provide award-winning graphic design, web design, advertising, and marketing communications to entrepreneurial, corporate, and non-profit clients looking for a partner equally dedicated to their success. With clients in San Francisco, and the greater Bay Area, Monster Design Company is conveniently located in scenic Benicia, CA.

Our Approach

Monster Design Company serves clients from many different industries but when we begin working together our first priority is always the same. Defining design as communication, we work with you to establish and focus your business goals and marketing message, then create sharp, persuasive marketing solutions in sync with your objectives. Our extensive experience creating identities, packaging, publications, annual reports, brochures, direct mail, websites, restaurant and business environments, and illustrations results in a comprehensive, insightful approach to every project that generates a total business solution, not just a disconnected design.

We know satisfied clients are the best way for our business to grow. That's why Monster Design Company thinks like a partner and acts as a resource during a project's development, ensuring a smooth and exciting experience for everyone involved. During the development phase, we'll recommend appropriate strategies that meet both marketing objectives and budget requirements, returning you the most "bang for the buck." We're aware that time lines always run tight, so we do our best to turn around projects before deadline. We don't expect you to work around our schedules, we'll work around yours.

From concept to delivery, Monster Design Company works with you to create communication solutions that are as unique as your company.

Working with You

We look forward to meeting you and presenting the qualifications of Monster Design Company in greater detail. Once we begin working together, our goal is to deliver successful projects - this might mean we need to be reached outside of normal business hours - we're ok with that.

In general, the office hours for Monster Design Company are 8:30am - 5:30pm, Monday - Friday. The primary office number is 707-208-5481. This is also a mobile number, so you won't find us "out of the office" too often. We can also be reached on the direct office/fax number at 707-748-1124, and by email at info@monsterdesignco.com.





The Companies We Keep

Building

Ascent Builders
California Apartment Association
Carina Corporation
Centex Homes
ConSol/ComfortWise
JTS Communities
KB Homes
Lewis Homes
Lightning Demolition
MaCallum Cabinets
MacLaughlin and Co.
Natomas Park
Southport Business Park
Stanford Ranch
Tim Lewis Construction
Builders Digest
Woodline Cabinets

Education

Benicia Unified School District
California Commission on
Teacher Credentialing
Sacramento Waldorf School
San Francisco Waldorf School
Teaching Autistic Children
University of California, Davis

Financial

First US Community
Credit Union
SAFE Credit Union
Venue One

Food & Beverage

Bella Bru Cafes
Bell-Carter Foods, Inc.
Building & Loan Restaurant
L Restaurant & Wine Lounge
MacFarms of Hawaii
Now We're Cooking
River City Brewing Co.
Straw Hat Pizza Cooperative

Health

Animal Blood Bank
Arthritis Foundation
California Health Services
Marin IPA

Legal

California Supreme Court
Davis & Leonard
Goyette & Associates
Pacific Legal Foundation

Music

Benicia Performing Arts Foundation
Dunlop Manufacturing
Strictly Roots

Retail

Benician Day Spa
Benicia Main Street
Bodyworks Fitness Center
Trumpette
Wala

Service

1-800-GOT-JUNK?
Connect Publications
McKay Photography
Packaging Arts
Sight & Sound Audio Visual
Solano Magazine
The Picture Company

Technology

Bittel USA

Transportation

Segway of Napa/Solano
Yolo Bus

References

Tiffin Groff

Clorox

1221 Broadway
Oakland, CA 94612
Work: 510-271-4904
tiffin.groff@clorox.com

Marianne Alsop

Waldorf Online Library

78 Alexander Ave.
San Rafael, CA 94901
Home: 415- 453-9122
alsop@sbcglobal.net

Deryl Garmon

Sight & Sound Audio Visual

102 Starglow Circle
Sacramento, CA 95831
Work: 916-439-4399
dgarmon@sightsound-av.com





Principal Creative



Tom Beauchamp

A professional designer with clients from a wide variety of businesses and organizations, Tom brings over 13 years of professional design experience as well as a life-long passion, talent and education in the arts and architecture.

Experience developing corporate identities, packaging, publications, annual reports, brochures, direct mail, web sites, restaurant and business environments, and illustrations has earned him consistent recognition throughout his career.

Positions Held:

Principal Creative, Monster Design Company – 2003-Present

Senior Designer, Winter Graphics North/Tom Beauchamp Design – 1999-2003

Senior Art Director, Becker Partners Advertising/Marketing/Public Relations – 1996-1999

Professional Honors:

- 2007 Logo Lounge 4 – 1 identity included in publication of 2000 International Identities by Leading Designers
- 2006 Time Magazine - Person of the Year
- 2006 Greater San Francisco Ad Club POP Show – First Place, Lighted Temporary Wine Display – Red Truck Wines
- 2006 Logo Lounge 3 – 5 identities included in publication of 2000 International Identities by Leading Designers
- 2004 SETREC Awards – 2 Poster Recruiting Campaign - The Appliance of Science
- 2004 Dottie Web Awards – Best Web Site, Arts, Culture and Entertainment - mckayphotography.com
- 2003 Award of Excellence, Global Corporate identity – Business System and Letterhead Design
- 2002 Sacramento Public Relations Association, CAPPIE Award – Silver, UC Davis/ITS Biennial Report
- 2002 Award of Excellence, American Corporate Identity – Business System and Letterhead Design
- 2002 Superb Gallery of Printing Awards – Silver, Renewal Magazine
- 2001 Silver Award, Sacramento Advertising Club – Excellence in Creative, Effective Advertising
- 1999 Building Industry Mame Awards – Best Logo Design, Master Planned Community
- 1998 Building Industry Mame Awards – Best Print Ad, 1/2 page and under
- 1997 Superb Gallery of Printing Awards – Silver, 5-color brochure
- 1989 Bank of America Achievement Award – Art

Education:

- 1995 UC Santa Cruz
Bachelor of Arts - Art/Architectural History
Minor - History
- 1989 Graduate - Sacramento Waldorf School





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Brand Marketing Manager

Kim Holland

Kim brings 12 years consumer and trade marketing experience including 6 years in brand management for international consumer product companies. Kim's focus is on strategic brand marketing, copy writing, and account coordination.

Positions Held:

Brand Marketing Manager, Monster Design Company – 2004-Present

Product Manager, Mariani Packing – 2003-2004

Marketing Manager, Bell-Carter Foods – 2001-2003

Associate Marketing Manager, Tri-Valley Growers – 2000-2001

Product Manager, MacFarms of Hawaii – 1997-2000

Account Representative, Nationwide Papers – 1995-1997

Highlights:

- Specialist in consumer packaged goods development, management and promotion
- Successfully developed and launched over 20 new food products
- Experienced in both consumer and trade marketing
- Accomplished leader of cross-functional teams and outside agencies
- Outstanding copywriting skills and astute creative insight
- Effective balance of creative and analytic abilities - proficient in Excel, Powerpoint, AC Nielson and IRI

Education:

2002 Management Training, Management Systems Consulting, San Francisco

2002 Personal Performance Program for Managers, Kerr-Hill Consulting, Pleasanton

2001 Successful Product Management, American Management Association, Irvine

1997 Orientation to the Graphic Arts, Graphic Arts Institute, San Francisco

1995 Bachelor's Degree, Marketing Communications, CSU Sacramento





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Creative Director

Derek Hocking

Having busted his chops in London's energetic advertising scene, Hocking left England to join Simon Olney at Winter Graphics North in 1996. Since 2003, Derek also acts as Senior Art Director for Monster Design Company.

Positions Held:

Senior Art Director, Monster Design Company – 2003-Present

Partner, Winter Graphics North – 1994-Present

Creative Director, David Tauber Graphics, London, England – 1993-1996

Art Director, The Creative Business, Soho, England – 1991-1993

Professional Honors:

2002 Award of Excellence, American Corporate Identity – *Business System and Letterhead Design*

2002 Superb Gallery of Printing Awards – *Silver, Renewal Magazine*

2001 Silver Award, Sacramento Advertising Club – *Excellence in Creative, Effective Advertising*

2000 Award of Excellence, American Corporate Identity – *Business System and Letterhead Design*

1999 Sacramento Magazine – “Top 13 Young Hot Shots”

1999 Sacramento Business Journal – “Top 40 Businesses 40 and Under”

1998 Award of Excellence, American Corporate Identity – *Business System and Letterhead Design*

1997 Campaigns and Elections magazine – *Newspaper Color Advertisement 3rd place*

1997 Pollie Award- American Association of Political Consultants – *Direct Mail Campaign 1st place*
Newspaper color Advertisement 3rd place

Education:

1991 Hounslow Borough College, London, England

Bachelor of Arts with Honors - Graphic Design & Advertising





Senior Project Manager

Josh Russell

Primary Focus:

- Works with Principal Creative and production team to develop and manage timelines, budgets and strategic objectives for client projects.
- May act as a link between the client and MDC to help procure project elements from or for clients. (Project elements may include: existing copy, photography, and digital files, or new copy, photography, stock photography, digital files, etc.)

Technology Experience:

Over 20 years of pc/internet computing, including experience in online advertising, desktop publishing, and database application development. Previous experience with the interface design and implementation of customer relationship management tools such as Goldmine, ACT, and salesforce.com. Experience with technology curriculum development and application training.

Sales Experience:

A depth of sales experience ranging from retail and wholesale goods through financial services and enterprise level software.

Operations Experience:

- International freight logistics
- Retail, wholesale and banking operations management experience
- Human resources consulting experience

Education:

2005 Human Resources Management Program, Cal State Hayward
2001 Bachelors Degree, Sociology, UC Berkeley

