

A large, stylized letter 'H' in a white rounded square on a yellow background. The 'H' is composed of two vertical bars and a horizontal bar connecting them. The word 'TRADEMARKS' is written in bold, black, uppercase letters across the middle of the 'H'.

TRADEMARKS

The image features a vast field of tall, golden-brown grass in the foreground, which is slightly out of focus. In the middle ground, an oil pumpjack (jack-o'-lantern) stands on a small platform. The background shows a flat horizon under a sky filled with soft, white clouds. The entire scene is bathed in a warm, golden light, suggesting a sunrise or sunset. The word "ENERGY" is superimposed in the center of the image in a bold, white, sans-serif font.

ENERGY



Spectra Energy is one of North America's premier natural gas infrastructure companies.



Spectra
Energy

T/A 2004
33KV-087
DTB-3308



COVENANT

TESTING TECHNOLOGIES, LLC

Well testing and completion services.





PanEnergy

We created a new identity for Panhandle Eastern Corporation at a time when gas and electricity interests were merging. We also created the image on the left for the company's first annual report after the name change. CEO Paul Anderson later stated that the change in image and the resulting change in perception may have added a billion dollars in shareholder value to the company as it merged with Duke Power to form Duke Energy.



Catapult

Energy Services Group LLC

Start-up fund equity capital for independent energy companies.

A close-up, low-angle shot of several hands reaching towards the center, overlaid with a yellow filter and the word "HEALTH" in white capital letters. The hands are positioned in a way that suggests support or care, with fingers slightly curled. The background is dark and out of focus, emphasizing the hands and the text. The overall mood is warm and positive, associated with health and well-being.

HEALTH



In 2006 Herring Design was asked to create a new image for a 100-year-old Houston institution that had just changed hands. We orchestrated a look for the revived St Joseph Medical Center that extended to advertising and the web, and beyond to other hospitals that joined the Hospital Partners of America family.



ST JOSEPH WOMENS MEDICAL CENTER

We extended the St Joseph identity to many other related entities, such as the St Joseph Womens Medical Center.

THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER

MD Anderson had a problem. The hospital was well known as one of the leading cancer treatment facilities in the world, yet relatively few knew the Houston institution's real name or who was behind it. In 1990 we helped rename The University of Texas MD Anderson Cancer Center, and then created a brand package that would convey this new identity.

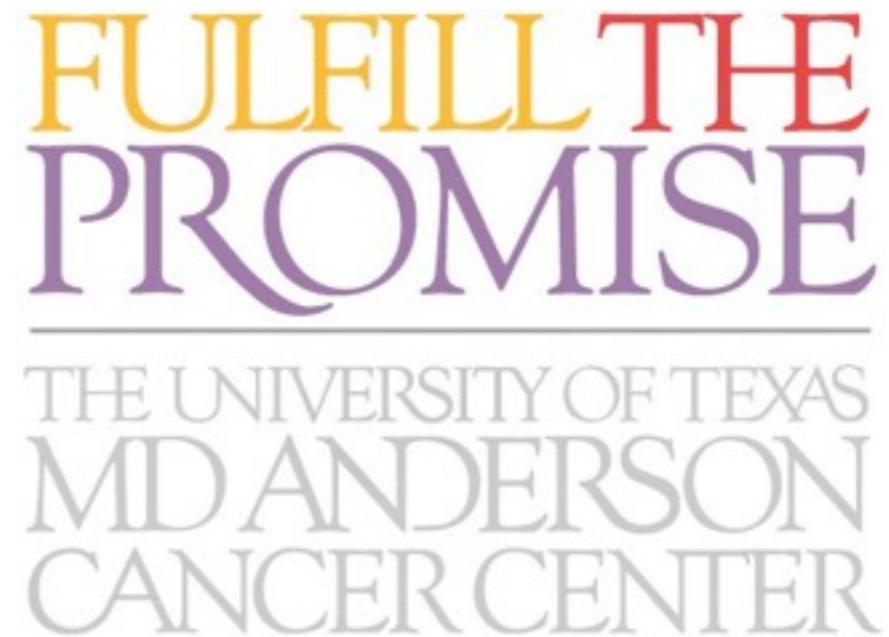


THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER

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CANCER CENTER

THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER



In addition to a master brand and its variations, we created a “look & feel” for the University of Texas MD Anderson Cancer Center institution that influenced the look of publications, signage and service brands. The three logos above show the breadth of projects covered by the new look.



RETAIL



Jim Goode is famous in Houston for his BBQ restaurants. We created a brand, products and marketing materials for him when he came to us to help him open a retail store to capitalize on the restaurants' good will.



WOOD FOR
SMOKING & GRILLING
PRICES BY THE POUND -
NET WEIGHT

APPLE CHIPS	754
APPLE CHIPS	730
HICKORY	450
HICKORY	450
ONE	450
PECAN	450
PECAN MAPLE	450
CHIPS	734
SWISS CHERRY	734
CHIPS	734
ALDER SAW DUST	804

1-10 BURNING - 20-25 LBS
1-15 BURNING - 20-25 LBS
1-15 BURNING - 20-25 LBS
1-15 BURNING - 20-25 LBS

ALDER

SUGAR MAPLE

APPLE

WILD CHERRY

SUGAR MAPLE

APPLE

MADE IN TEXAS

MADE IN TEXAS

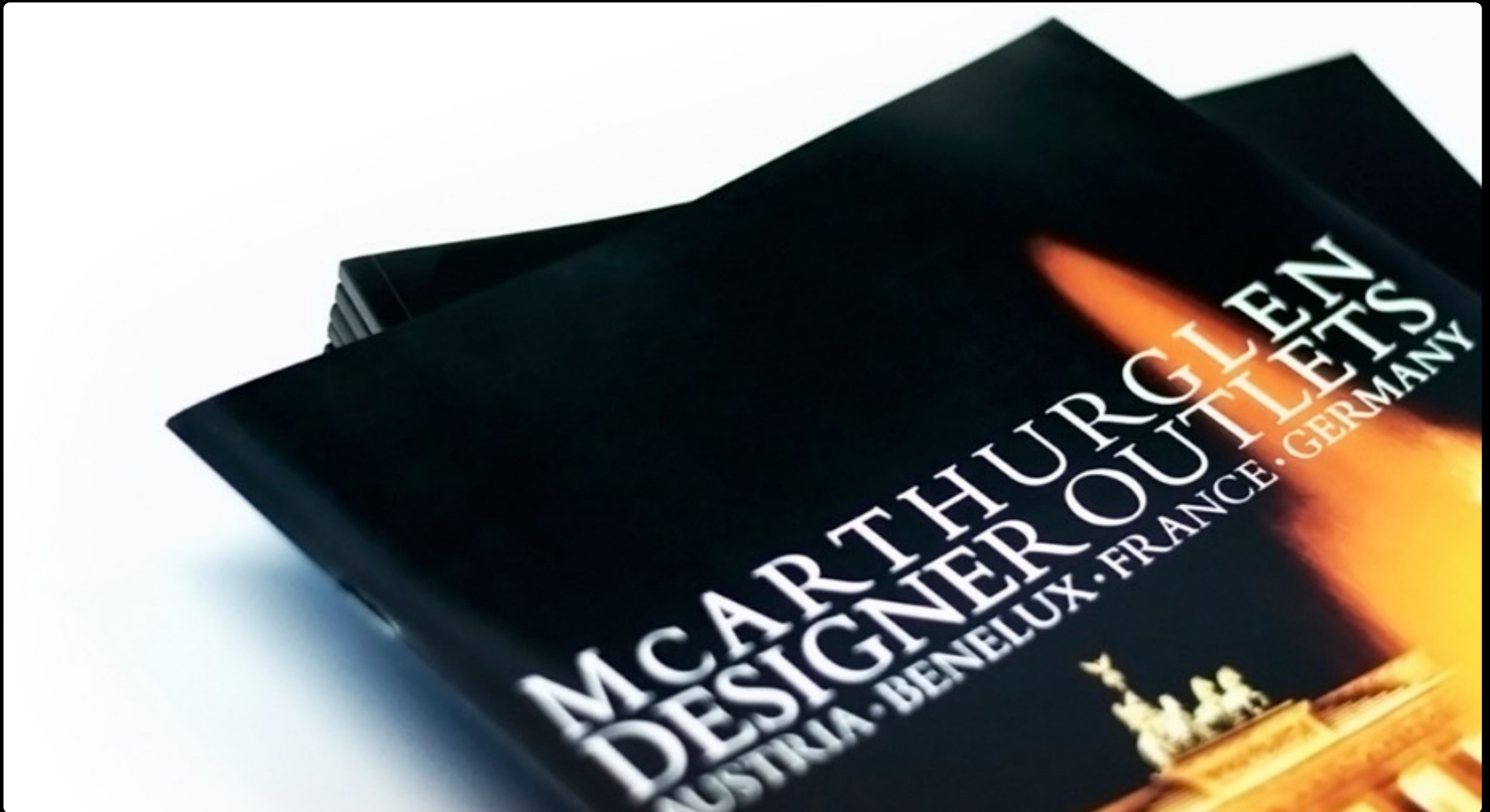
MADE IN TEXAS

MADE IN TEXAS

MADE IN TEXAS

SOFA STORE

Brand developed for a furniture store.



McArthurGlen, Europe's leading developer of Designer Outlet Villages, turned to Herring to create the brand for its marketing efforts. Logo, typography and art direction came together to craft a brand persona. The persona produced for McArthurGlen Group reflects the vitality of the companies and their people while giving them the flexibility to adapt to any future needs.



REAL ESTATE



GABLES

Atlanta-based Gables Residential is a leading developer of high-end apartment residences across the sunbelt of the United States.



**GABLES
BOCA PLACE**

The Kaempfer Company
development's 1900 K Street
project in Washington, DC.





40 WEST 53RD

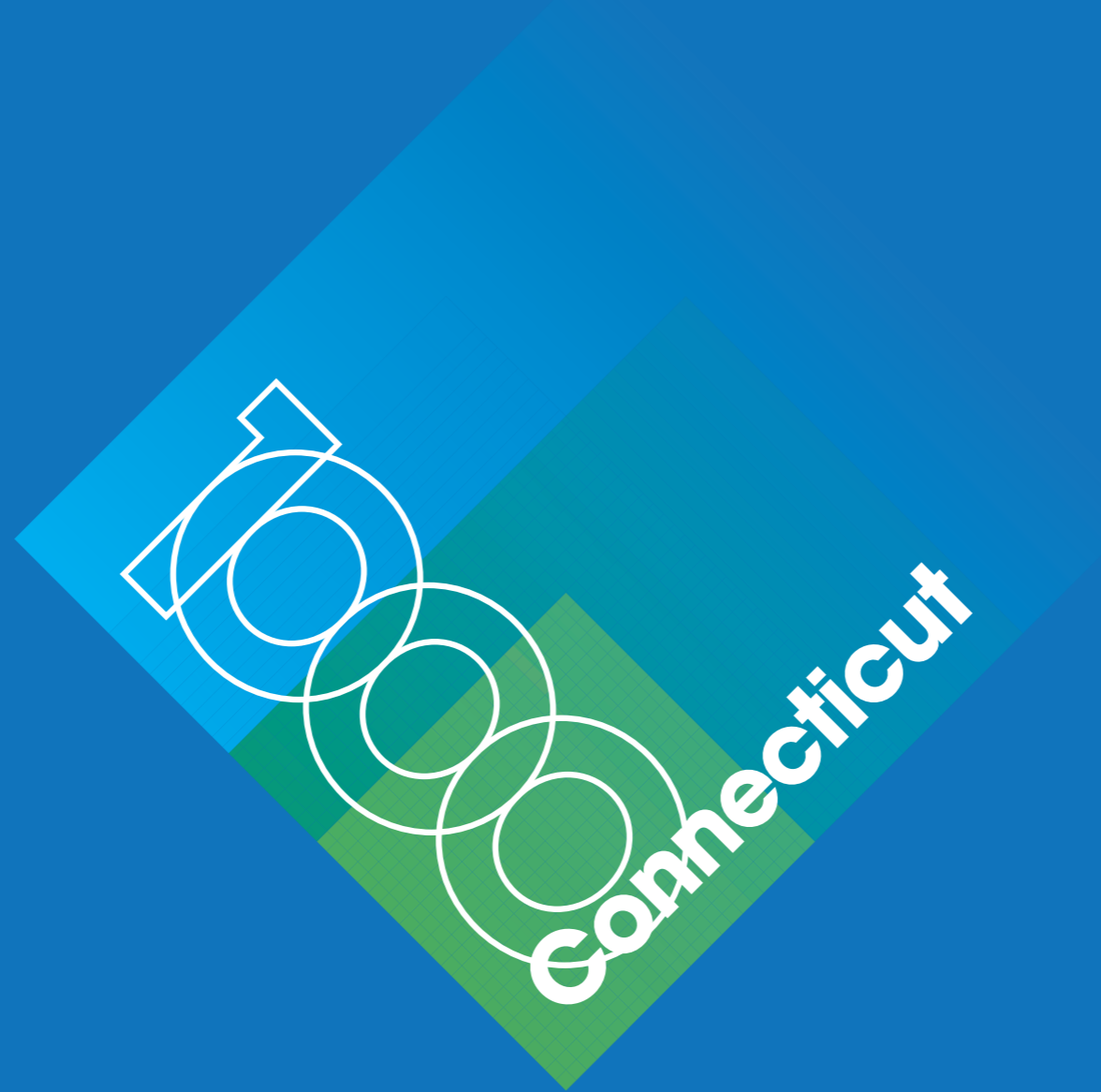
A project of Gerald D. Hines
and CBS in New York City.



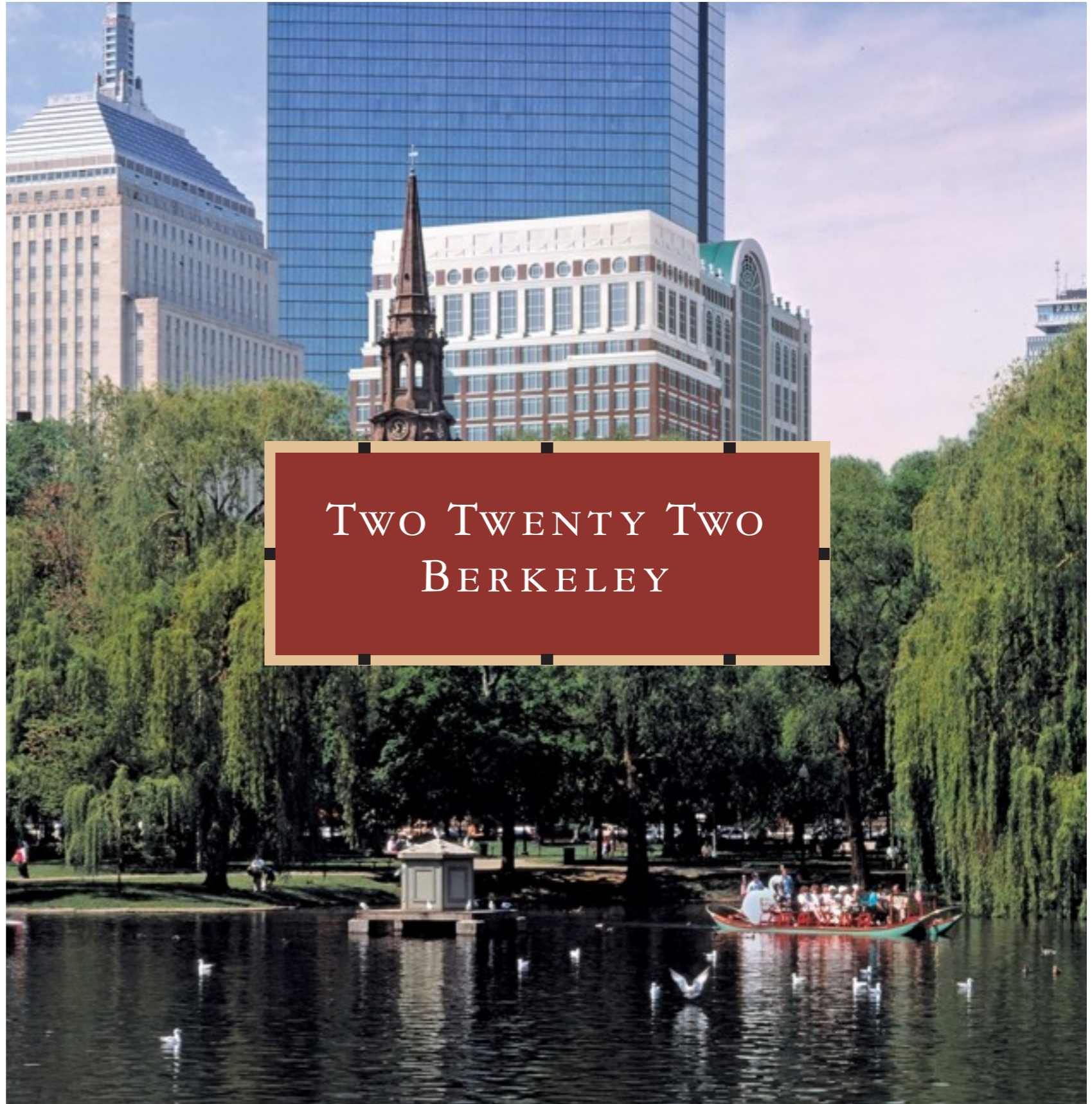
The Philip Johnson and John Burgee-designed tower in Houston.



The icon for Northwest Center in Minneapolis was based on an art deco grille rescued from the flames of the previous Northwest Bank Building.



The identity for 1000 Connecticut in Washington, DC.



TWO TWENTY TWO
BERKELEY

A Gerald D. Hines project in
Boston's Back Bay area
designed by Philip Johnson.

The identity for a Washington, DC, building that underwent redevelopment by The Kaempfer Company.



The identity for a Washington, DC, building that underwent redevelopment by The Kaempfer Company.



LE GAUGUIN

SURESNES

The identity for a condominium project in Paris developed by Gerald D. Hines Interests.



The identity for a housing project in Nashville.

930 A



FINANCIAL

ATE

ral

ates.



A US and UK financial organization.

Availent Financial

Brand developed for a mortgage company.



A financial consulting and brokering company.

A golfer is captured in the middle of a golf swing on a lush green course. The scene is bathed in the warm, golden light of a sunset, with long shadows cast across the grass. In the background, a dense line of trees separates the course from a hazy horizon. The word "HOSPITALITY" is prominently displayed in the center of the image in a bold, white, sans-serif font.

HOSPITALITY



The identity for a fly-fishing camp in remote Alaska.





THE SAN LUIS
ON GALVESTON ISLE

The identity for a Cynthia and George Mitchell resort hotel and condominium project on Galveston Island's seawall.





Cynthia and George Mitchell took a dilapidated warehouse on Mechanic Street in Galveston's Strand area and turned it into a jewel of a hotel. We developed The Tremont House Hotel's brand and all its in-room materials to bring back the feel of the Island's early maritime days.



A resort property in Mexico.





The identity for Waterwood Country Club.

A high-angle, dimly lit photograph of a room filled with rows of computer workstations. Each workstation consists of a desk with a monitor, keyboard, and mouse. The room is sparsely lit, with a warm, yellowish glow. In the foreground, a chain-link fence is visible, partially obscuring the view of the workstations. The overall atmosphere is one of a quiet, empty office or computer lab.

ORGANIZATIONS



The John P. McGovern Museum of Health and Science, in an attempt to better its marketing appeal to a wider audience, turned to Herring Design for help. We consulted on a name change and created a new, more upbeat image to attract visitors and users to the institution.



VOLUNTEER
GLEANNING
PROGRAM

SAN ANTONIO
FOOD BANK
PROJECT



When the Houston Grand Opera moved into its own theater building in 1987, we designed a new identity for the company.





Our first major identity program was for Rice University.



**SERVICE &
MANUFACTURING**

Midland

The identity for a safety glasses manufacturer.

RepublicConduit

ColmenaConduit

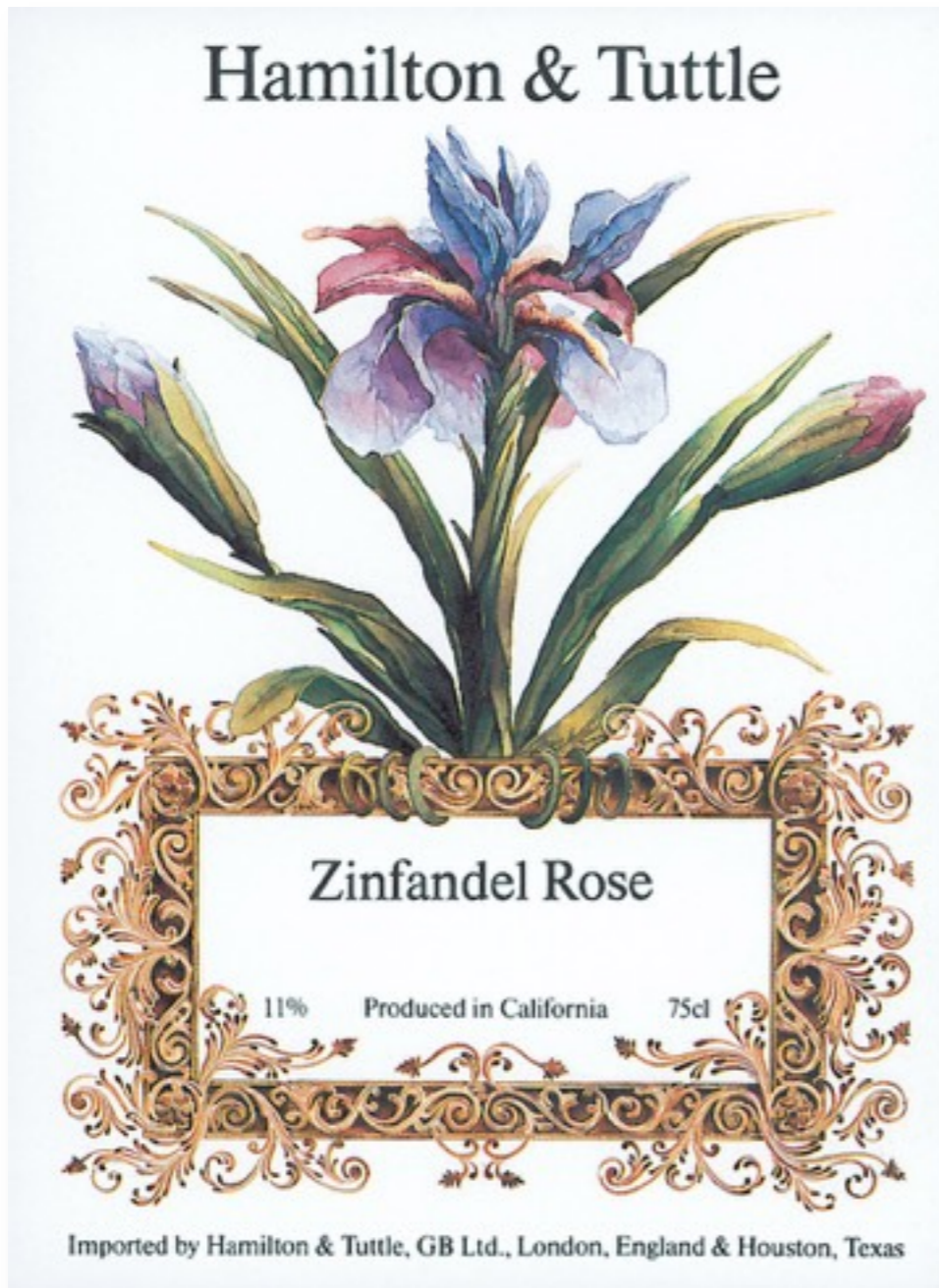
The common look for a portfolio of industrial pipe products.



We developed the brand for Donzis Protective Equipment.



Identity for a software developer.



The identity for a family of wines.



For one of the nation's largest waste management companies, we refined and updated their image, then created style guidelines to help the company create a consistent identity across North America and Europe. Included in our assignment was the redesign of their vehicle graphics.

Agrow

Identity for an agricultural corporation.



ENCOMPASS

An umbrella company for electrical, plumbing and maintenance contractors.



SIGNET



We created an icon for Signet Corporation, a shipping and trucking company, based on the classic form of a figurehead.



An identity for a landscaping service.



CONTACT

Over the years, Herring has cultivated enduring relationships with a long list of clients from varying industries.

We look forward to hearing your story.

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