

**adfinity**  
endless ideas

***HOT ideas inside!***



**ENDLESS IDEAS BOOK**  
Summer 2014

**Challenge:** Williams-Thomas Funeral Home had a dated-looking logo featuring a horse-drawn carriage that had meaning to them and their community. They were ready to refresh the logo to connect with a new generation of families, without abandoning the concept.

Before



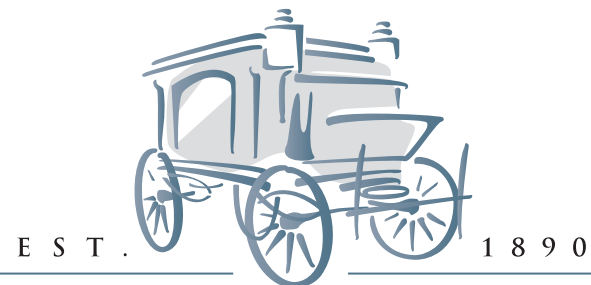
*Williams-Thomas*  
Funeral Homes with Cremation Options  
- A Life Tribute Home -



*Williams-Thomas has a carriage on display on the Funeral Home property, so it was especially important to maintain this element of the logo.*

**Solution:** **adfnity** took a fresh approach to the carriage drawing and updated the font and colors, keeping all of the original elements while freshening the brand and broadening its appeal.

After



*Williams-Thomas*  
FUNERAL HOMES WITH CREMATION OPTIONS  
- A Life Tribute Home -



**Challenge:** The owners of Horizon Funeral & Cremation Services loved the logo adfinty designed for their new business as it appears on letterhead, advertisements and such. However, the logo with yellow type on a white background was difficult to read on their street sign.



*This photo shows the primary logo on the existing sign. As a new business with little name recognition, the concern was the firm name blended into the background and the phrase "Funeral & Cremation Services" was too hard to read.*

**Solution:** **adfinty** created options for an ancillary logo for use on signage and billboards. By adding more contrast between the firm name and the background and increasing both the weight and size of the font used for "Funeral & Cremation Services" the logo now pops in traffic.

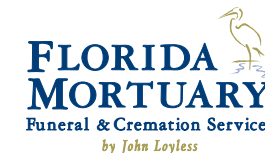


*adfinty* created this alternate version of the logo to decide if making the logo fonts heavier would help.



*This second mockup, reversing the colors so that the logo is light on darker background, demonstrates how a few small modifications can make a big difference.*

## MORE LOGO SOLUTIONS



*No matter what shape or size a logo is, it may need to be used in a square space, such as the profile image box on Facebook. Wide logos get reduced in size so that they may not be readable. **adfinty** creates alternate stacked or square versions of any logo to use in different placements.*

**Challenge:** The folks at Remembrance Services wanted to present their packages in a non-traditional, visually interesting format, far different from a typical General Price List. Of course, the format still had to meet all regulatory requirements. In addition, the final piece should be extended to banners, posters, and labels for their arrangement room.

adfnity designed this GPL presentation piece as a unique and interesting way to present packages to families.

**general price list**  
An itemized price listing of service offerings effective August 15, 2013 subject to change without notice.

**Legacy**  
Whether you choose burial or cremation, our packages can be tailored to your needs and wishes. All plan pricing includes our EXCLUSIVE FAMILY SUPPORT BENEFITS, as well as: basic services of funeral director and staff, necessary permits and authorizations, transferring your loved one into our care, refrigeration, and reverent care of your loved one by embalming, dressing, cosmetology and other professional preparatory care when applicable plans are selected. Prices do not include casket, casket liner, or cash advance items.

**Included in all of our services:**  
 • **Family Support Benefits**  
 • **90% Service Guarantee**  
 • **Online Obituary and Guestbook**  
 • **Personalized Tribute Page**  
 • **Crisis Library & Support Materials**  
 • **Estate Management Guide**

**Remembrance Cremation Plan**  
A traditional gathering of family and friends to pay final tribute to a cherished loved one, including the option of a public or private viewing before the gathering or service.

	Legacy	Tribute	Classic
If you purchased separately: Your Savings:	\$7,245 \$875	\$7,035 \$795	\$6,600 \$625
<b>COMPLETE PRICE:</b>	<b>\$6,370</b>	<b>\$6,240</b>	<b>\$5,975</b>

**Celebration Cremation Plan**  
Our event staff will assist you in creating and directing the perfect celebration to honor your loved one. A **Celebration** is warm thought or story. This can be combined with special music, a toast or refreshments and beverages. Let us help you make it personal and meaningful so the memories last forever.

	Legacy	Tribute	Classic
If you purchased separately: Your Savings:	\$5,400 \$525	\$5,065 \$495	\$4,500 \$425
<b>COMPLETE PRICE:</b>	<b>\$4,875</b>	<b>\$4,570</b>	<b>\$4,075</b>

**Burial/Entombment Plans**  
Creation of a personalized ceremony which includes two hours of public viewing and funeral or graveside service.

	Legacy	Tribute	Classic
If you purchased separately: Your Savings:	\$9,575 \$1,100	\$8,965 \$970	\$8,030 \$795
<b>COMPLETE PRICE:</b>	<b>\$8,475</b>	<b>\$7,995</b>	<b>\$7,235</b>

**Legacy Tribute Classic**

**Legacy**  
A complete package to meet the needs of your family...  
 • Complete personalized ceremony in one of our event locations, church or setting of your choosing  
 • Memorial Table  
 • Memorial Portrait  
 • Family Arrangements  
 • Family Planning Guide  
 • Event Broadcasting  
 • Memory QR  
 • Life Tribute DVD  
 • Family Support Benefits  
 • Celebration of Life Legacy Products

**Tribute**  
The essentials but with affordability in mind...  
 • Complete personalized ceremony in one of our event locations, church or setting of your choosing  
 • Memorial Table  
 • Memorial Portrait  
 • Family Arrangements  
 • Family Planning Guide  
 • Event Broadcasting  
 • Memory QR  
 • Life Tribute DVD  
 • Family Support Benefits  
 • Celebration of Life Classic Products

**Classic**  
When simplicity is the main concern...  
 • Complete personalized ceremony in one of our event locations, church or setting of your choosing  
 • Memorial Table  
 • Memorial Portrait  
 • Family Arrangements  
 • Family Planning Guide  
 • Event Broadcasting  
 • Memory QR  
 • Life Tribute DVD  
 • Family Support Benefits  
 • Celebration of Life Classic Products

**LEMON BAY FUNERAL HOME**  
Kays Ponger & Uselton  
 POINT CHARLOTTE: 1405 Harbor Blvd, Point Charlotte, FL 34113 (813) 625-4113  
 PUNTA GORDA: 405 N. Magnolia Ave., Punta Gorda, FL 33450 (813) 638-1533  
 VESSEL: 1905 S. Harbor Blvd., Punta Gorda, FL 34220 (813) 638-4900  
 LEMON BAY: 2 Barbara Landing, Englewood, FL 34123 (813) 424-5373

**Solution:** Design a General Price List that is colorful and full of bright but respectful imagery, while simply explaining the variety of packages and other options. Then, create matching materials for display in the arrangement room.



These posters and banners are color-coded to match the presentation piece, for easy reference in the arrangement room.





# ENDLESS IDEAS BOOK

## Summer 2014



Learn more about these ideas *INSIDE*.

*Before*



Founded 1890

*Williams-Thomas*  
Funeral Homes with Cremation Options  
- A Life Tribute Home -

*After*



EST. 1890

*Williams-Thomas*  
FUNERAL HOMES WITH CREMATION OPTIONS  
— A Life Tribute Home —



*general price list*

Whether you choose burial or cremation, our funeral services are designed to meet your needs and wishes. We offer a variety of services to help you create a meaningful and memorable service for your loved one.

**Included in all of our services:**  
 - Family Rehearsal  
 - Professional Staff  
 - Transportation to and from the funeral home  
 - Casket or Urn  
 - Burial or Cremation

Service	Legacy	Tribute	Classic
<b>Transhumance Cremation Plan</b> If you purchased separately: Your Service: \$2495	\$2495	\$2525	\$2600
<b>COMPLETE PRICE</b>	\$4300	\$4340	\$4500
<b>Classimare Cremation Plan</b> If you purchased separately: Your Service: \$2495	\$2495	\$2525	\$2600
<b>COMPLETE PRICE</b>	\$4475	\$4520	\$4600
<b>Funeral Entitlement Plans</b> If you purchased separately: Your Service: \$2495	\$2495	\$2525	\$2600
<b>COMPLETE PRICE</b>	\$4475	\$4520	\$4600



**adfinity.net 1-877-251-1222**

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.