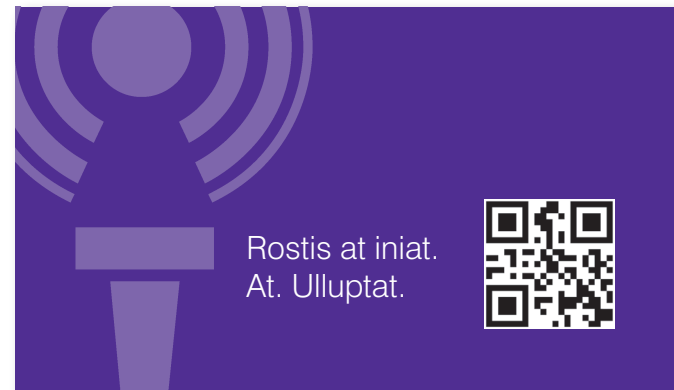




PRELIMINARY BRANDING CAMPAIGN  
ITEM: Business Card



**FRONT**



**BACK**

**NOTE:** The designs contained herein are for comp purposes only. They demonstrate how the NYU Wireless logo can be used in a variety of branding and marketing situations. The designs in no way are to be construed as actual works-in-progress.



PRELIMINARY BRANDING CAMPAIGN

# ITEM: Stationary



**John Smith**  
VICE PRESIDENT OF OPERATIONS

Wireless Hall  
123 Main Street  
New York, NY 10023  
tel 123.456.7890  
email jsmith@nyu.edu  
web www.nyuwireless.edu

3/1/2012

Jane Doe  
456 Broadway  
New York, NY 10034

Dear Ms. Doe,

Gue conum eniat wismodi pismolor sustrud tet, vullupt atummol oboreet el ip eumsandre modolor aute con vullaorem quis doloborper susto exercidunt ipit accumsan et, quatis et lorem quat. Tem eugue dolor sit la feu feugue feuis nulput praesto el irit, commolor iliquat, venibh er sim quipsuscin hent autat alis num elit atet ipis enisl dolore feuis et aut acillum enis autatue rillandiam, consendrem dolum euis nullut laorper aestinis nos auguerat.

Tue tis eugiam, commolo rerosto dionsequat. Duis eugait, sum delese feugiam, cortie et, vullamet dolortin velis dit non ut ing eugue molorerate vent ad euipt wis ad essequate dolore min utem ipis adionse ero dolorpero commy numsandre magna faccumsan venibh ero consed tat lobor secte mod enibh er sisim ip ex el ulla feu facidui smoloborem eugait il ut veraesenis num vulput nonsequis nonulla feum iliquat. Odiam iliquate dolorercilis eui tat ing eugait ipit velis ea amet velenit lamet acil iriusto eummodiat la facin utpat. Nullaortie min ullan ulput aliquis ad tatem accummodit lut nit venim zzril ilis alis et am eui ex elit iure velit ipit lore feum del ulla augiamet esenit prat iril el utpat vulla adit utet, volobor perat.

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Regards,

John Smith

NYU COURANT INSTITUTE | NYU SCHOOL OF MEDICINE | NYU-POLY



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PRELIMINARY BRANDING CAMPAIGN

ITEM: Newsletter



DUISMOLORTIS AUT WISMODON LORPERO DELIS DOLORUSUM



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p3 **WISIT ET DOLOREM QUIS DIT NULLAN**  
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p4 **WISIT ET DOLOREM QUIS**  
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p4 **DUI EUGUE CONUM ALIS NISCLIT**  
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NYU COURANT INSTITUTE | NYU SCHOOL OF MEDICINE | NYU-POLY

### Recent Developments in Wireless

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 FEU FEUGIATUM  
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 DELIT ACIPIS NIM VENIM NIBH EXER SIT, VOLORE



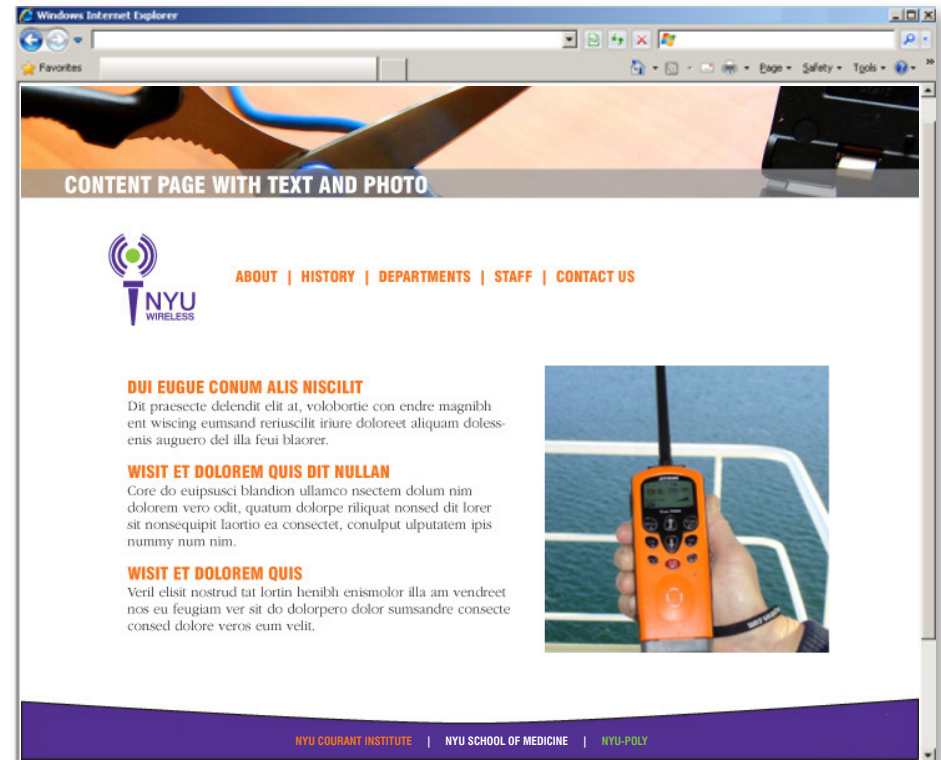
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PRELIMINARY BRANDING CAMPAIGN

ITEM: Website



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PRELIMINARY BRANDING CAMPAIGN

# ITEM: Presentation Slides



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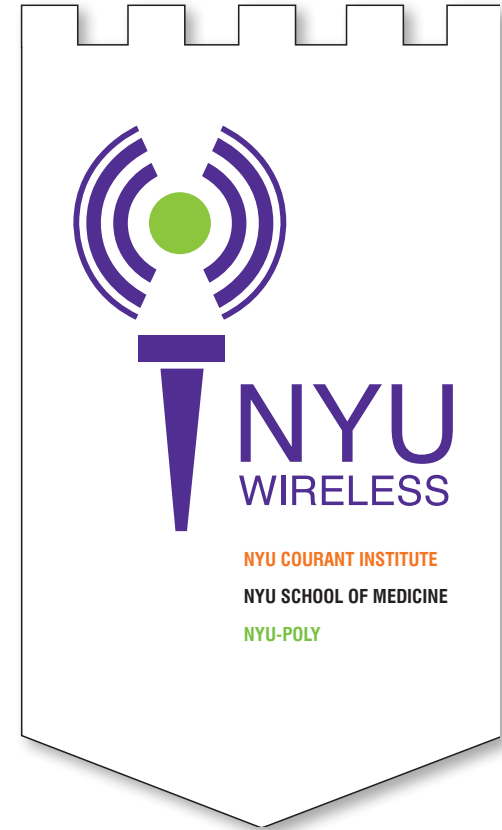
PRELIMINARY BRANDING CAMPAIGN  
ITEM: Miscellaneous



front

back

**SHIRT**



**BANNER**

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