

THE FUSION OF
DESIGN & STORY

PFM

PURE FUSION MEDIA



2019 LOOK BOOK

www.purefusionmedia.com



DESIGN IS IMPORTANT BUT STORY MATTERS.

Great agencies do more than produce logos, advertising and design; they develop visual stories. At Pure Fusion Media, we help clients craft powerful visual stories that remain top of mind with their customers, and their competition.

Telling the right story means listening to your clients needs and then analyzing and predicting where the client, and the customer is headed next. We are always innovating with new printing techniques, pushing the boundaries of our creativity and further learning new illustrative ideas and styles. Your story must connect to your customers, and we ensure that your customers turn into brand ambassadors for life!



PCiTEC
PANAMERICA COMPUTERS, INC.



PCiTEC™
PANAMERICA COMPUTERS, INC.

ORIGINAL BRAND



WHAT A DIFFERENCE A REBRAND MAKES

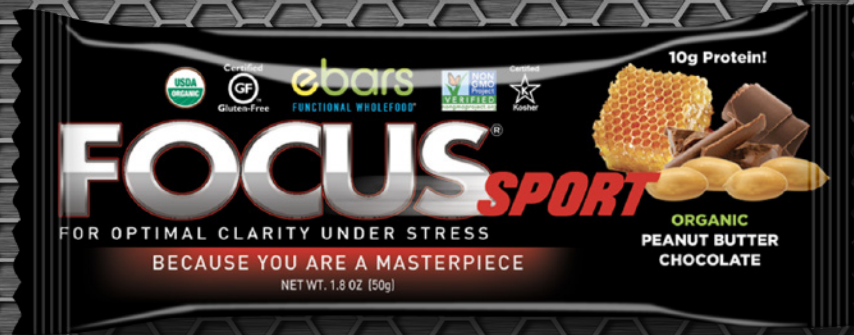
Telling a powerful, inspirational story requires you to think outside of the box and beyond just the visual layout.

Panamerica Computers, Inc. was a localized IT service provider, and the look of their original brand reflected it.

PFM redeveloped both the branding and the name, shifting to PCiTEC, adding more weight to the brand. The addition of the stylized Tech-like globe shifted their focus from local to international. PCiTEC has become an international powerhouse since the rebrand.

DESIGN WITH A MESSAGE

For the revolutionary energy bar company, eBARS, we did more than just design, we created inspiration and hope. At the bottom of every bar is the phrase “BECAUSE YOU ARE MASTERPIECE,” letting everyone who views the packaging know that they are special, they are valued, and they are loved.



PROJECTS INCLUDE

Branding, Packaging, Marketing, Digital, Advertising, Site Layout

JAW DROPPING
VISUAL DESIGN
& ARTISTRY



MICHAEL TYLER
create • dream • inspire

▲
MICHAEL TYLER PERSONAL BRAND

◀ GREEN SMOOTHIE GIRL

SEMANA COQUETTE ▶





STRATEGY MIXED WITH CREATIVITY

We are design fanatics and strategic thinkers. We use out of the box creativity and the latest in visual technology to elevate your brand and its products and services in ways you may have never considered. Whether you need a new logo or brand design, a superior website, powerful package design, or are wanting to update your entire brand system, we are here to help. We know how to set your business apart from your competition; we know how to get you noticed.

UNPARALLELED INSIGHTS • OUT OF THE BOX TECHNIQUES • SUPERIOR ARTISTRY





REACHFORCE





MiPOWER

Wireless Power On The Go!





GROUND

franklin • tennessee



DIVERSE DESIGNS, CONSISTENT ROI

If there is one thing that is consistent about our work is that it is varied and diverse. We don't have a "design style." Each project is meticulously crafted to the unique story of each client. The result? Substantially higher ROI and increased brand loyalty.

FROM ZERO TO 20,000 STORES
IN UNDER A YEAR.



When AZURE Kosmetics first came to us for a banner design, they were just getting started. We determined that before we created their first piece of art we needed to repackage. One year and 20,000 stores later, we think they made the right decision.



ATOMIC BURGER



BRANDING

PACKAGING

ADVERTISING

SOCIAL MEDIA

VIDEO

COLLATERAL

ILLUSTRATION

WEB DESIGN

E-COMMERCE

POSITIONING



EVERY IDEA
IS A WINNER

Every concept that we present to our client undergoes the same rigorous critique and evaluation before it is ever shown to the client. We want any of our concepts to be works of art and strategically positioned. You can be confident that you are getting the highest quality designs and commitment, from the first concept through your entire product line.



ASEAN

BASKETBALL LEAGUE



"Pure Fusion's branding efforts have helped portray our products as disrupters in the marketplace."

CEO, eBARS

"I haven't worked with anybody better in terms of getting high-quality work done quickly."

CMO, Promera Sports



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GIVE US A CALL TODAY AND
TELL A MORE POWERFUL STORY.