

SOUTHERN
Brand

So we began by calling this

Southern Brand Collective.

Not to be different. Just accurate.

We fancy ourselves a band of progressive thinkers joined together to create unforgettable communications and irrepressible brands.

We're a full-service branding and marketing shop located in the heart of Miami's Design District. We've worked on brands large and small and all types of businesses. We've positioned start-ups, repositioned international companies and just about everything in between. Captivating creative. Innovative account planning. The perpetual power of good, old-fashioned, hard work. And we've been doing it for over 17 years.

We hope you'll take some time to look through this booklet and see some samples of the work we've done and the results we've achieved. And if you dig our chili, feel free to give us a call:

305-573-3400

We're always looking for some like-minded thinkers.



MIAMI HEAT

We've been Agency of Record for the Miami HEAT for the past 11 seasons, touching all aspects of their brand. We've experienced just about every kind of market condition a professional sports franchise can face. From the early days of the Pat Riley era and the assembling of a contender, to the top of the mountain as NBA Champions, and back again to a young team rebuilding after a season with the league's worst record. Through it all, we've helped the HEAT battle a fickle South Florida sports market, continually maximized their marketing dollars, created new revenue streams and regularly set the standards for "Best Practices" for the entire NBA.

Here's a sampling of our work.

HEAT 09-10 CAMPAIGN

Last season, the HEAT played good enough to turn some heads. Good enough to earn some respect. Good enough to have the biggest increase in individual seat sales in the NBA. They played good enough to win 43 games. Good enough to make the Playoffs.

But, good enough ain't enough.

GOOD ENOUGH ▶
AIN'T ENOUGH



SOUTHERN
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SEASON STYLE GUIDE

SOUTHERN

09-10 OFFICIAL SEASON LOGOS

The new HEAT 09-10 logo is sleek and forward-thinking. It incorporates the iconic triangle used in the HEAT.com wordmark and represents motion -- the evolution from a good season to a great one. All HEAT 09-10 logos should be used over black. For smaller applications, please use a one color version.



PRIMARY LOGOS



09-10 GRAPHIC TREATMENT

This season's image treatment screams entertainment! Each image is high-contrast and hyper-realistic. Paired with the new season logo, it's a graphic kick in the pants that's sure to catch your attention. Always moving, improving, rising, evolving... because GREATNESS IS A MOVING TARGET!

SECONDARY LOGOS



09-10 TYPE

This season's typeface is HUSTLE. Please use HUSTLE Bold for headlines and HUSTLE Light for body copy.

HUSTLE BOLD ▶ LIGHT 09-10
RADIAL GRADIENT 95/100 K

C: 62% M: 53% Y: 51% K: 100%

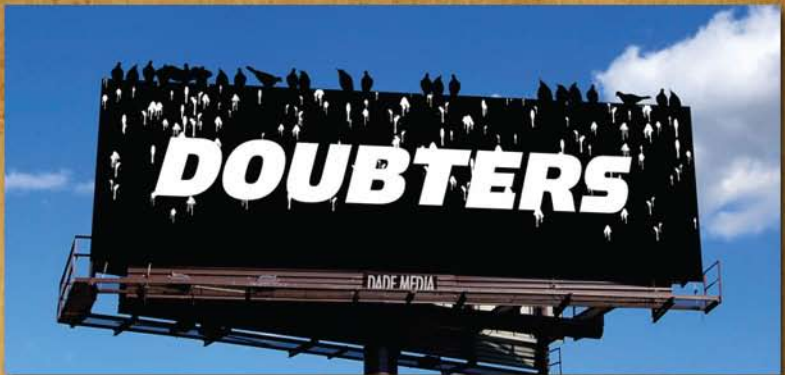
THE HEAT EXPERIENCE
FEEL IT LIVE!

HEAT RED PMS 202 50% 50% 0% 100% K	FRANCHISE RED PMS 187 50% 50% 0% 100% K	FRANCHISE ORANGE PMS 165B 50% 40% 100% 0	HEAT GOLD PMS 171 50% 40% 100% 0	WHITE HOT CMYK 0% 0% 0% 0
4C	4C	4C	4C	4C





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HEAT TEASER OUTDOOR

Miami is a bandwagon sports town. We wanted to draw a line in the sand. You're either with the HEAT or you're not. And we wanted to have some fun with it. It's not often you get to say, "we're gonna put more and more bird shit on your advertising" to a client - but they got behind it from the beginning. And it set the tone for the 2009-10 positioning.



Southern Brand

09-10 HEAT INTRO

For the last 11 years, Southern Brand Collective has helped the Miami HEAT set the standard for intro videos within the sports and entertainment industry - and this year was no exception. We enlisted the help of director Gil Green, known best for his work on videos for artists like Lil Wayne, Usher, Lil Jon, Akon & Rick Ross. The result is a 1-minute intro video that doesn't just raise the bar - it pushes team intros to a whole new level and has the entire league talking.

See the intro at southernbrand.com



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09-10 "VINTAGE ALBUM COVERS"

We developed a series of Blue Note inspired album covers to serve as sponsored fan giveaways.
See the entire collection at www.southernbrand.com





ADDITIONAL REVENUE STREAMS

In addition to the traditional media executions, Southern Brand worked with the HEAT to extend the "vintage album" campaign and develop additional revenue & branding opportunities.





07-08

09-10

08-09



TEAM POSTERS

SOUTHERN

HEAT TEAM INTRO "71-72 Floridians"

Southern Brand created this retro-themed campaign consisting of a team intro film, a web component, in-arena signage and game programs featuring Shaquille O'Neal, Dwyane Wade and the rest of the HEAT taking on 70's era personas. The goal of this initiative was to sell Floridians throwback merchandise while adding to the entertainment offering of the HEAT Experience.

See the spot at southernbrand.com



THE WADE SLASH CONVERSE

NBA | NHL | WNBA | GLOBAL | TEAMS | FANTASY TEAMS | NBA TV | STORE | TICKETS | HELP

FLORIDIANS

1971-72

PLAYER SPOTLIGHT

LUCIOUS "PSYCHODELIC" BINKLEFORD
Gard (Shooting F) 2nd

FAVORITE TV SHOW: *SAFARI & SON*
MOVIE: *THE GODFATHER*
6-TRACK: *MUSICIAN CONNECTION*
BY PARLIAMENT

SONG: *DR. FUNKENSTEIN*
PSYCHODELIC'S RIDE: *BLISS DELIA 90*
WORDS TO LIVE BY: *CAN YOU DICK IT?*

TRIVIA
TEST YOUR '70's KNOWLEDGE!!!

FLORIDIANS SCHEDULE

DATE	VS.	SCORE	STATUS
DEC 11	vs. 4	8-06	WIN
FEB 25	vs. 7	7-39	WIN
MAR 8	vs. 7	7-38	WIN
MAR 12	vs. 1	1-08	WIN
APR 6	vs. 4	8-08	WIN
APR 8	vs. 7	7-08	WIN
APR 10	vs. 1	1-08	WIN

HOME | NEWS | STATS | SCHEDULE | TICKETS | PLAYER PROFILES | MERCHANDISE

3 BOBBY "HOOPS" MCCANN

7 ENTAINMENT WEEKLY
\$1.50

ABA Entertains ALL RIGHTS HERE!
(501) 555-1234

32 **3** **FLORIDIANS**

FLORIDIANS

FLORIDIANS

A.

C.

B.

"71-72 Floridians" THROWBACK CAMPAIGN

- A. Web Site
- B. Screen Savers & Wallpapers
- C. In-Game Brochures & Collateral

FLORIDIANS 1971-72
BASKETBALL MAGAZINE
"The Lowdown On The Greatest Team Around!"

FLORIDIANS 1971-72

FLORIDIANS 1971-72

FLORIDIANS 1971-72

32 **3** **40**

Bobby "Hoops" McCann
Sigs: Point Guard
Favorite: *12 Stones*
6 Track: *Whit's Rappin', Family Feed*
Favorite TV Show: *Swinging Sillies*
Favorite Movie: *Superfly*
Favorite Song: *Superfly*
Favorite TV Show: *Swinging Sillies*
Favorite Movie: *Superfly*
Favorite Song: *Superfly*

Rodney "Huggy Bear" Stewart
Sigs: Small Forward
Favorite: *12 Stones*
6 Track: *Whit's Rappin', Family Feed*
Favorite TV Show: *Swinging Sillies*
Favorite Movie: *Superfly*
Favorite Song: *Superfly*

Willie "Panther" Jones
Sigs: Center
Favorite: *12 Stones*
6 Track: *Whit's Rappin', Family Feed*
Favorite TV Show: *Swinging Sillies*
Favorite Movie: *Superfly*
Favorite Song: *Superfly*

Southern Brand

HEAT CHAMPIONSHIP ALLEY



Southern Brand redesigned the HEAT players' areas and locker room creating a museum quality tribute to the team's first NBA Championship. A mix of Pat Riley's inspirational mantras and floor-to-ceiling depictions of pivotal moments in the HEAT's run to its first title now define the team's inner sanctum. The result has been dubbed Championship Alley and has set the standard in the NBA while serving as a showpiece for AmericanAirlines Arena and a new revenue stream through Gatorade's sponsorship.



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HEAT DANCER POSTER - ATLANTIS, BAHAMAS

Working with HEAT corporate partner, The Islands Of The Bahamas, Southern Brand shot the dancers on location at the beautiful Atlantis Resort on Paradise Island. The partnership also served to market the Islands of the Bahamas to HEAT fans throughout South Florida, incorporating the imagery in downloadable wallpapers, online photo galleries, in-game videos, contests and collateral materials. The posters were also used at HEAT Dancer appearances and events throughout the entire season, once again setting the standard for partnership marketing in the NBA.

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09-10 HEAT DANCER POSTER & MAGAZINE

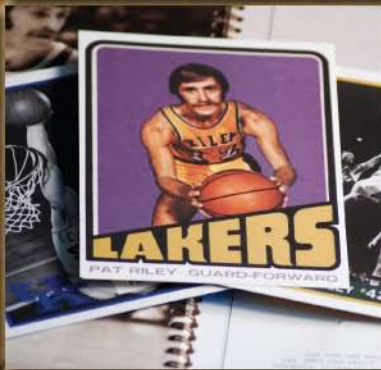
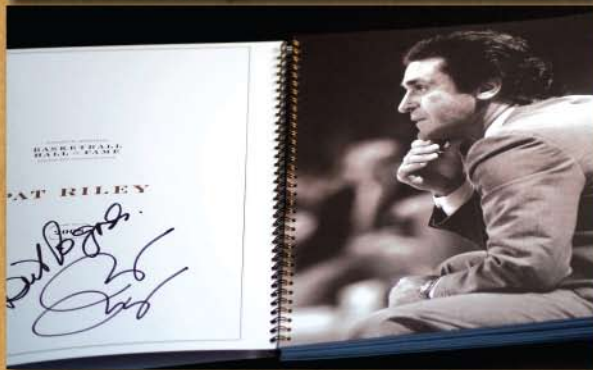
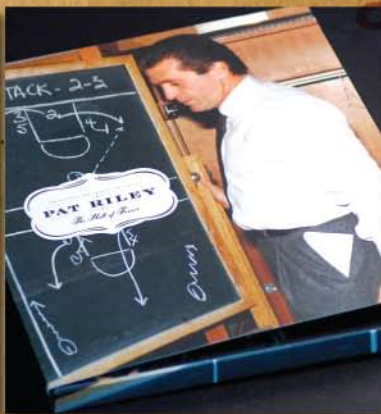
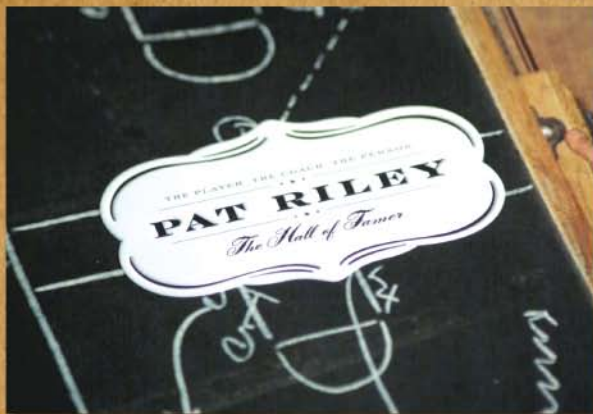
Shot on-location at The Epic Hotel in downtown Miami, the HEAT Dancer magazine included the annual poster featuring bikini-clad dancers as well as individual shots of each girl in evening wear. This unique and novel approach to the traditional poster not only created an additional revenue stream for the HEAT Group but also generated excellent PR and special event opportunities.

See the behind-the-scenes video at www.southernbrand.com



PAT RILEY'S HALL OF FAME INDUCTION

Southern
Brand



We were commissioned by Pat Riley & his wife Chris to do a project commemorating his induction into the Basketball Hall of Fame. The resulting book told Pat's life story through a series of photos and reproductions of memorabilia from throughout his career. Only 250 were printed and they were given to his close friends & family.

"I AM" SEASON TICKET CAMPAIGN

Southern Brand Brand



Southern Brand Collective created a testimonial campaign targeting Season Ticket Renewals for the 07-08 season. Made up of real fan statements of what it means to be HEAT Season Ticket Holders, the campaign acknowledged and showcased our most fervent fans while helping to renew a record number of tickets.

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**Here's some more of our recent work,
as well as some of our favorites.**



MUHAMMAD ALI LIMITED EDITION SILK SCREEN POSTER

Southern Brand Collective was recently commissioned to design and produce a limited edition, hand-pulled silk screen poster to commemorate the 35th anniversary of the "Rumble In The Jungle," the 1974 bout in Kinshasa, Zaire between Muhammad Ali and then-Heavyweight Champ George Foreman that introduced the "Rope-A-Dope" to the world. Needless to say, this was a dream project as we are huge admirers of the man and his history. The resulting 250 hand-numbered posters are available exclusively at ali.com.

Southern Brand

PERDOMO CIGARS

Premium cigar producer Tabacalera Perdomo commissioned Southern Brand to elevate the quality of their web presence, bringing it in line with a style and look befitting their highly sought after product.

Drawing on the rich textures, colors and tradition of three generations of cigar artistry, Southern Brand created an engaging and educational cigar destination that tells the brand's intriguing story and matches the meticulous hand-crafting and attention to detail that has made the Perdomo family into cigar royalty.

Site launch date: April, 2010.



ENTER YOUR BIRTHDATE

MM

DD

YYYY



Remember Me

SUBMIT

[I agree to the terms of use and privacy policy.](#)

Tabacalera Perdomo | All Rights Reserved | Sitemap
5150 NW 167th Street, Miami Lakes, FL 33014 | Toll Free 1-888-642-5797 | Local (305) 627-6700 | Fax (305) 627-6414



BRANDS ABOUT PROCESS EDUCATION APPAREL EVENTS BLOG CONTACT
 FIND A TOBACCONIST MEET YOUR REPRESENTATIVE ACCESSORIES SIGN UP FOR OUR NEWSLETTER

ABOUT PERDOMO

With a history as rich as the premium cigars we produce, Tabacalera Perdomo takes an unrivaled pride in its legacy. Passed down generation to generation.



meet the family
COMPANY BIOS

how to
CONTACT US



the
PERDOMO PROCESS

HISTORY

Our story traces its roots to San José de las Lajas, Cuba, an agricultural and industrial municipality located 27 kilometers southeast of Havana, where Silvio Perdomo was raised. He apprenticed first at Casita y Cia. in the early 1930s before leaving to practice his art at the H. Upmann factory from 1937 to 1945, and at the famed Partagas factory until 1959. It is also where his son, Nick Perdomo, Sr. was born and began his apprenticeship in 1948 at the Martin de Trovato factory before gaining associates for his craftsmanship and making his own way by joining his father at Partagas. "Things were going so well then, my father and I were just beginning to establish ourselves and obtain recognition for our work," said Nick, Sr., an imposing wrecking ball of a man with a soft voice and a heart as big as his frame. "But then Castro destroyed everything - our country, our lives and our freedom."

A quiet and peaceful man steadfastly opposed to Castro and the communist revolution, Silvio Perdomo was soon arrested in his own home and quickly tried and incarcerated in the notorious Isle of Pines prison where he endured his harshest treatment. Three years later he was transferred to La Cabaña, a murky 19th century fortress overlooking Havana Bay. For the next 12 excruciating years, Silvio suffered through squalid conditions, torture and near starvation at La Cabaña and four other Cuban prisons.

Nick, Sr. was also a target of the wrath and violence inherent in establishing

cigar
EDUCATION

find a
TOBACCONIST

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BRANDS ABOUT PROCESS EDUCATION APPAREL EVENTS BLOG CONTACT
 FIND A TOBACCONIST MEET YOUR REPRESENTATIVE ACCESSORIES SIGN UP FOR OUR NEWSLETTER

Perdomo CIGAR KNOWLEDGE

The world of cigars is a passionate one, made even more enjoyable by the plethora of knowledge one can obtain from it. From proper storage and lighting to the unique options available in size and body, the information below can help you learn more about the cigar culture and make your next smoke your best one yet.



select a category

SIZES

BODIES

WRAPPERS

STORING

CUTTING

LIGHTING

CIGAR SPEAK

ETIQUETTE

BODIES



The flavor of a cigar can vary from mild to intensely full-bodied in nature, depending on how it is blended. If the blender is looking for a mild cigar he will use primarily *seco* tobaccos and a light wrapper, such as Connecticut Shade, that will complement the natural sweetness of the *seco* filler and binder tobaccos.

If the blender is looking for a fuller flavored cigar, then they will use more *Ligero* tobacco in the filler with more complex, stronger flavored tobaccos for a full-bodied taste. In this case the blender would not use a light wrapper, but a Cuban-grown, sun-grown wrapper. Although the flavor characteristics can range from very-mild to extremely-strong, balance is always of the utmost importance in a quality cigar.

the
PERDOMO PROCESS

cigar
EDUCATION

find a
TOBACCONIST

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PERDOMO GRAND CRU

An extremely well-balanced blend, Perdomo Grand Cru is meticulously handcrafted with all Cuban-grown filler and binder. These exquisite tobaccos have been carefully hand-selected and well-aged in the "Grand Cru" on the farm of the best yield from our perdomos. 2004 cigar.

AVAILABLE SIZES

Minimum 4 CIGS in Selection

Connecticut
Torpedo
Grand Epicure

Grand Epicure



Size: 6" x 60

OTHER BRANDS

Non-All Brands



VIDEO

HISTORY

TASTE

FINISHING TOUCHES

VIEW ALL SIZES



Robusto 5.5 x 50

Torpedo 6 x 54

Torpedo 6 x 50

Grand Epicure 6 x 60

Connecticut 7.5 x 50

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Perdomo Cigars - All Rights Reserved - © 2009
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PERDOMO HABANO

Perdomo Habano is distinguished by its single ring shape which provides an exceptional blend of three different filler tobaccos, the complexity of the full-flavored tobaccos from both the aromatic tobaccos from Ecuador, and the naturally sweet tobacco from the Habano Valley. This blending creates a truly unique smoking experience that will be a delight for both the senses and the conscience.

AVAILABLE SIZES

Minimum 4 CIGS in Selection

Connecticut
Torpedo
Gran Torpedo



Size: 7" x 60

OTHER BRANDS

Non-All Brands



VIDEO

HISTORY

TASTE

FINISHING TOUCHES

The packaging of our cigars is as distinctive and progressive as the cigars themselves. The Perdomo Habano Connecticut toreros have a rich, spicy, smoky profile, better known for its complexity, the beautiful, creamy Connecticut shade tobaccos, the Cuban tobaccos are used as a single blend that accentuates the progressive Cuban and non-Cuban tobaccos. The Habano has an elegant finish which highlights the dark, oily tobacco tobaccos.

The Perdomo Habano logo is embossed on the top of each box, and for toreros, size and dimensions are prominently displayed on the front of each box.

Perdomo Habano is also offered as gifts, with packaging for Perdomo Habano. Size 6 pack or the Perdomo Habano Torpedo pack. Each of these gift sets offers the toreros in each torero (Connecticut and Habano) as well as the smoking Perdomo Habano one single torero.



the PERDOMO PROCESS

sigar EDUCATION

find a TOBACCONIST

VIEW ALL SIZES



Thank you for visiting TABACALERA PERDOMO

YOU

By visiting the Tabacalera Perdomo, hope you found this experience fun and interesting. If you have any comments that you would like to see on all of our departments, please contact us.

US

1310 NW 197th Street, Miami Lakes, FL 33014

1-800-842-2797

1-305-627-6700

1-305-627-6014

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EMAIL US

DOMESTIC (U.S.) SALES & DISTRIBUTION

WORLDWIDE SALES & DISTRIBUTION (outside of U.S.)

Asia
Australia
Canada
Middle East
Rest of the World

MARKETING & PUBLIC RELATIONS

MANUFACTURING

FINANCE

WEBSITE



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COUPLES RESORTS, JAMAICA – BRAND REPOSITIONING

“Southern Brand Collective skillfully crafted and executed an integrated marketing campaign that enabled Couples Resorts to expand the category for all-inclusive vacation travel by appealing to a more upscale, educated audience while maintaining a positive relationship with the traditional target and loyal past guests. In an environment of perceived parity, they carved out an exclusive niche for Couples Resorts.”

- Annette Cavanaugh, Couples Resorts Marketing Director



In addition to a comprehensive repositioning of the Couples brand, SBC designed and implemented an effective and creative media strategy. The results were dramatic, as consumers requested 1,000 percent more brand brochures than the previous year. SBC also organized and streamlined the requests for materials process by developing easy-to-use, pre-approved materials for tour operators and travel professionals. The results of the campaign have been impressive. In a decade clouded by travel fears, war and economic meltdowns, Couples Resorts' peak season bookings have been up as much as 28 percent each week over the previous year. In an industry that regards a 5 to 8 percent growth as a victory, these numbers are spectacular even during sunnier times.

COUPLES TOWER ISLE COUPLES SANS SOUCI COUPLES NEGRIL COUPLES SWEPT AWAY HOT DEALS



1-800-268-7537

- ABOUT US
- PHOTO GALLERY
- WEDDINGS
- HONEYMOONS
- COUPLES LOUNGE
- MESSAGE BOARD
- ROMANCE REWARDS
- FIND A TRAVEL AGENT
- BROCHURES
- GROUP TRAVEL
- FAQs
- CONTACT US
- HOME

Search Prices & Availability

HOTEL+AIR HOTEL ONLY

Select Departure City

Select Resort

From

To

Travel Agent/Promocodes

COUPLES NEGRIL

- OVERVIEW
- WHAT'S INCLUDED
- ACCOMMODATIONS
- DINING & RESTAURANTS
- SPA
- ACTIVITIES
- RATES
- PHOTO GALLERY
- MAPS & PANORAMIC VIEWS
- AWARDS

Introducing the Romance Concierge

Lobby



Guest Raves

"What can I say...everything was AWESOME!!! The service, the food, the beach, the ocean, the drinks, the friends we made, the popcorn in the games room...the morning coffee on the balcony...absolutely everything." - Custer

[Click here to read the full rave on the Couples Message Board](#)

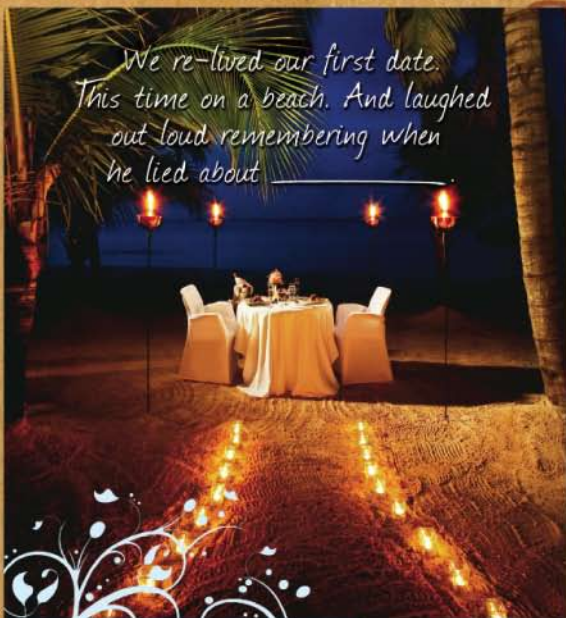
couples *negril*

A brilliant balance of elegant and eclectic

At Couples Negril, style surrounds and infuses everything in sight. From the laid-back charm of the swim-up bar to the intoxicating allure of an in-suite Jacuzzi, there's just something about Couples Negril that says chic.

Defined by imaginative, artistic features and possessing a beautiful balance of elegant and eclectic, Couples Negril is 18 acres of all-inclusive luxury, personality and pleasure. All expertly carved into the captivating landscape of Negril, Jamaica.





*We re-lived our first date.
This time on a beach. And laughed
out loud remembering when
he lied about*

Go ahead. Fill in the blank. See if you both get the same answer!

Couples Resorts is a magical place where people come to fall in love. Again and again. From fine dining to luxurious spa treatments to adventurous excursions to a starlit beach rendezvous, you'll find a wealth of ways to indulge your every desire. And to rediscover the passion and connection that first brought you together.

Hold Hands, Reminiscence, Laugh, Fall in love all over again.

Yes, it's all INCLUDED! Enjoy COMPLIMENTARY inclusions such as sunset catamaran cruises, horseback riding, off-site excursions, and more. Check out all of our amazing inclusions at COUPLES.com

couples resorts
JAMAICA

**COUPLES RESORTS, JAMAICA
CONSUMER PRINT**



*We spent the whole afternoon
floating and talking. Really talking.
And it was so easy to forget
about and
focus only on each other again.*

So avoid fill in the blank. We're sure you can think of something. How will you remember and also plan romantic and honeymoon trips.

Double Resorts is a magical place where people come to fall in love. Again and again.

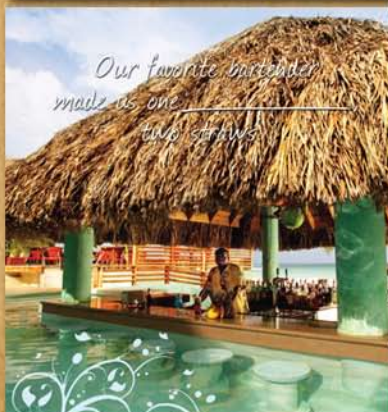
From fine dining to luxurious spa treatments to adventurous excursions to a starlit beach rendezvous, you'll find a wealth of ways to indulge your every desire.

And to rediscover the passion and connection that first brought you together.

Hold a vacation. Hold Hands, Fall in love all over again.

couples resorts
JAMAICA

Early Booking Bonus: Save up to 41% that's right, book early and have yourself some great. Contact with us at couples.com for more info.



*Our favorite bartender
made us one
two drinks.*

So avoid fill in the blank. We're sure you can think of something. How will you remember and also plan romantic and honeymoon trips.

Double Resorts is a magical place where people come to fall in love. Again and again.

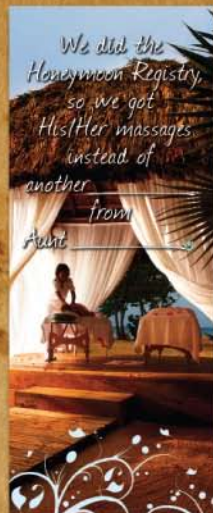
From fine dining to luxurious spa treatments to adventurous excursions to a starlit beach rendezvous, you'll find a wealth of ways to indulge your every desire.

And to rediscover the passion and connection that first brought you together.

Hold a vacation. Hold Hands, Fall in love all over again.

couples resorts
JAMAICA

Couples Resorts Romance Event! Winter Savings Available Now! Contact with us at couples.com for more info.



*We did the
Honey-moon Registry,
so we got
His/Her massages
instead of
another
from*

Home

Well, it's the thought that counts. Kinds. Head to couples.com to check out our Honey-moon Registry.

From fine dining to luxurious spa treatments to adventurous excursions to a starlit beach rendezvous, Couples Resorts is a magical place where you come to fall in love. Again and again. And to rediscover the passion and connection that first brought you together.

couples resorts
JAMAICA

COUPLES.COM | HAWAII | GREAT DEALS | GREAT DEALS | GREAT DEALS

Contact with us at couples.com for more info.

Use our Online Wedding Calculator to estimate the money you'll save on your dream destination wedding at Couples Resorts.



*A toast
to the stars,
to each other,
and to*

Write your own story.

couples resorts
JAMAICA

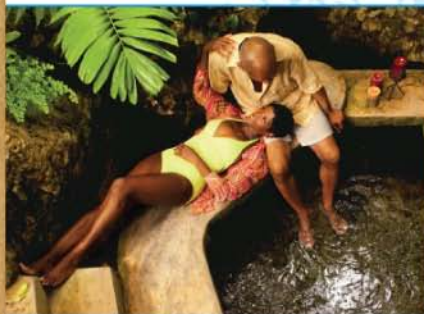
Save up to 50%

Plus receive a \$350 spa credit
AND \$150 gift shop credit.

An added-value bonus of \$500!

couples resorts
JAMAICA

the refined all-inclusive.®



romance tips How about adding a little spark to your relationship with some simple and quick romance tips? Connect with us at couples.com/tips/tw to find out more.



Our beauty.
Your bliss.

Immerse yourself in a naturally tranquil, entirely indulgent setting that redefines all you've ever known about an all-inclusive resort. And rekindle the passion and fire that first sparked your love.

OCHO RIOS

BANS SOUCI

SWEPT AWAY

NEGRIL

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Weddings
by couples



Connect with us at couples.com/weddings to learn about our NEW Wedding Packages

Their dream.
Our dedication.

At Couples Resorts, we know how much your clients' wedding day means to them. Which is why we offer the perfect setting for them to live out their dreams - free of worry and hassle. And how more than ever, our expanded wedding department is ready to help them customize the wedding day they've always imagined. And bring their ideal wedding into brilliant, unforgettable focus.

couples resorts
JAMAICA

the refined all-inclusive.®

TOWER ISLE

BANS SOUCI

SWEPT AWAY

NEGRIL

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COUPLES RESORTS, JAMAICA
CONSUMER & TRADE PRINT

THE FILLING STATION MULTI-MEDIA LAUNCH CAMPAIGN

To launch Miami's first authentic loft-style building, SBC crafted some revolutionary advertising that truly redefined real-estate marketing. We wanted to get across the feeling of NYC circa 1977. Party people going places on the D train. Harring, J.M. and Schnabel. B-Boying and Graf Writers. The Roots of Hip. The Ground Floor.

Accompanying untraditional real-estate print, we sent out street teams to high profile events like Art Basel and the White Party, equipped with a collection of kitschy novelty items featuring simply a web address - www.fillingstationmiami.com - and an assortment of brief messages, **Monster Chic**, **Tall, Bright and Handsome**, **Ultra-Ultra Lofties**, **Slogan**, etc. The items featured over 25 different designs, all driving traffic to the web address but more importantly building buzz and curiosity about **The Filling Station**.

The work was a huge success, even landing on the local news during the NBA Finals and generating extremely valuable free PR and helping to sell out their entire inventory before breaking ground.



No Fighting

Just because Peter Latta is CEO it doesn't mean he's not ready for the mess. Just because it's the end of the world doesn't mean he's not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...

Before the mess gets too deep on it and the mess gets too deep for good of Peter Latta, we've had a mess in the office of The Filling Station sales center for real estate development, respectively. We're not here to fight.

Just because you're CEO it doesn't mean you're not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...

Just because you're CEO it doesn't mean you're not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...

Just because you're CEO it doesn't mean you're not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...

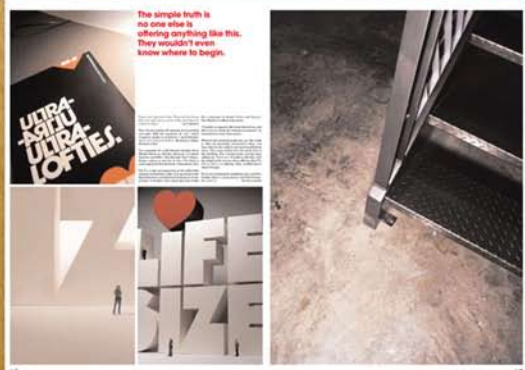


Boom!

Just because you're CEO it doesn't mean you're not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...

Bust!

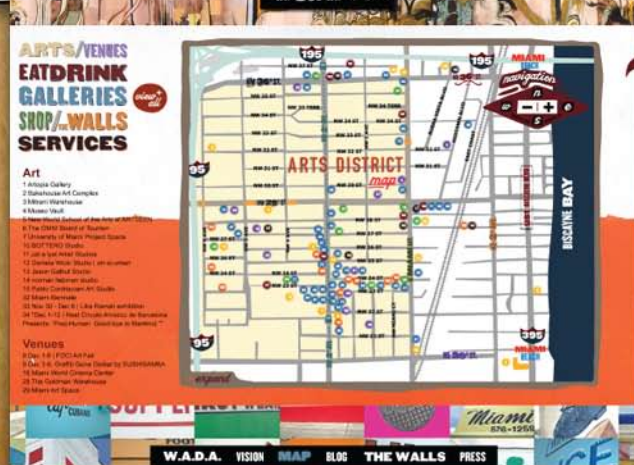
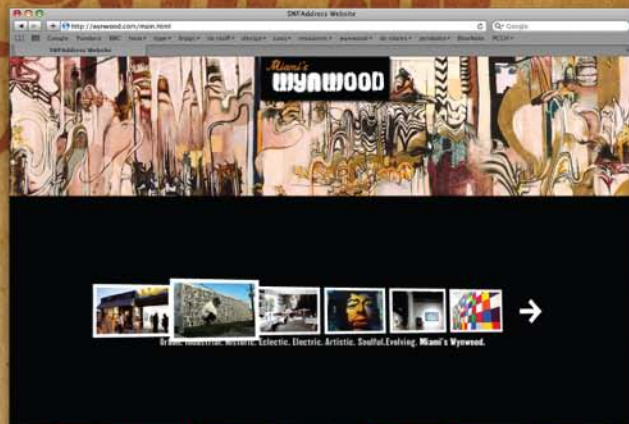
Just because you're CEO it doesn't mean you're not ready for the mess. In the Miami City and just because you're going for a piece of the action - and you should really think about it - because...



Miami's WYNWOOD

Once Miami's historic factory and warehouse district, Wynwood is now the epicenter of a burgeoning art community - home to over 50 art galleries, numerous art complexes, private collections, dozens of artist studios and is now the inspiration for a new neighborhood website, Wynwood.com. The website was designed to create an e-community for everyone from investors and visitors to local business owners and art enthusiasts who want to get involved and be a part of the growth of this eclectic area.

Navigation through the site is interactive and user-friendly with a thorough map featuring local business and events, a blog and a section aptly named The Walls - featuring the murals, paintings and artwork that make Wynwood so distinct.



SOUTHERN Brand

Wynwood Urban, Industrial, Historic, Artistic, Eclectic. + DO

http://wynwood.com/blog/?cat=5

Wynwood Urban, Industrial, Historic, Artistic, Eclectic. + DO

WYNWOOD.COM HOME | W.A.B.A. | VISION | MAP | THE WALLS | PRESS

Urban, Industrial, Historic, Eclectic, Electric. Artistic, Soulful, Evolving. MIAMI'S WYNWOOD.

Miami's WYNWOOD VENUES

Rubell Family Collection

Upcoming exhibition:
Beg Borrow and Steal

**BEG
BORROW
AND**

What's Happening
No events.

December 2009

M	T	W	T	F	S	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

View All Events

Wynwood Urban, Industrial, Historic, Artistic, Eclectic.

http://wynwood.com/blog/

Wynwood Urban, Industrial, Historic, Artistic, Eclectic.

WYNWOOD.COM HOME | W.A.B.A. | VISION | MAP | THE WALLS | PRESS

Urban, Industrial, Historic, Eclectic, Electric. Artistic, Soulful, Evolving. MIAMI'S WYNWOOD.

Miami's WYNWOOD

Sacred Visions by Oriente Davila Issa

Oriente Davila Issa was born and raised in Galicia, Spain. She studied painting at the Chelsea School of Art in London and the University of Miami. Inspired and influenced mainly by Indian spiritual themes, she lives and works in Kingston, Jamaica.

Friday and Saturday, December 4 and 5, 2009
7-10 PM during Art Basel and through January 2010

Exhibiting at Lloyd Loom Miami
3500 N. Miami Ave
Miami, FL 33127
Tel: 305-576-5527

Posted by Admin | Posted in ARTS, Uncategorize | Posted on 02-12-2009

COMMUNITY
Art Circles
Primary Flight
Women of Wynwood

What's Happening
No events.

December 2009

M	T	W	T	F	S	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

View All Events

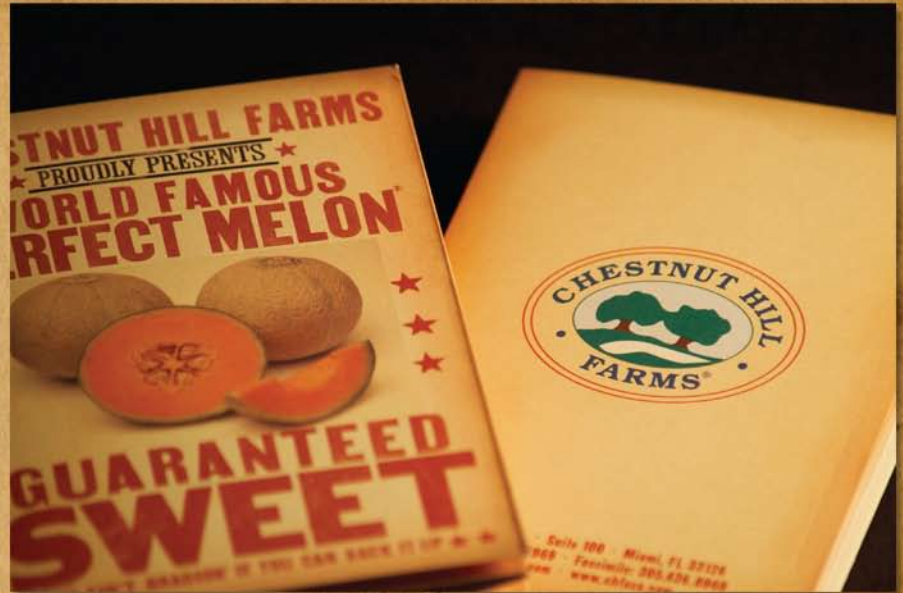
Lloyd Loom Crosses the Pond

Lloyd Loom Miami offers fine handcrafted furniture made in the U.K., using traditional materials and techniques. The integrity of design and precision of construction produce a product that lasts for generations.

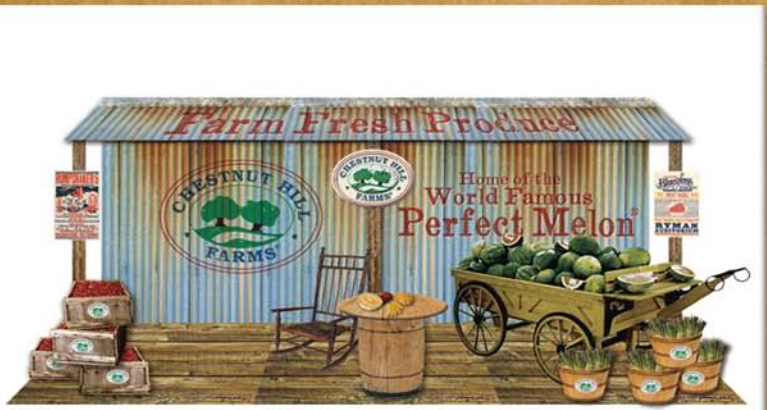
Miami's WYNWOOD

CHESTNUT HILL FARMS

Chestnut Hill Farms is a grower, packer and shipper of fruits and vegetables and our longest standing client at 16 years. We have worked on multiple aspects of their brand, including brand identity, collateral and direct marketing materials, trade & consumer advertising programs and their award-winning trade show presence.



SOUTHERN BRAND



TRADE SHOW BOOTH
CONCEPT RENDERING

SOUTHERN
Brand



CHESTNUT HILL FARMS TRADESHOW PRESENCE

MIAMI BREWING COMPANY'S HURRICANE REEF

When Miami Brewing Company entered the crowded, competitive microbrew category in the mid-1990's, it did so with a plan to celebrate the eccentricity of the South Florida lifestyle while adhering to strict German brewing standards on a budget every bit as limiting as those standards. To build awareness of the new brand and help move cases, a grass-roots campaign was created featuring posters, case cards, table tents and other on-premise materials. As a result, demand soon exceeded supply for the Hurricane Reef Pale Ale and the campaign won a Gold Addy Award. The brand was eventually sold to a larger brewer.

**SELL YOUR STUFF.
KEEP THE DOG.
LIVE ON A BOAT.**



Hurricane Reef
NATIVE BREW.

SOUTHERN
Brand

MIAMI BREWING COMPANY - HURRICANE REEF

WORK IS
THE CURSE
OF THE
DRINKING
CLASS

Hurricane Reef
FLORIDA'S BEER

Hurricane Reef

PIRATES
SMUGGLERS
GUN RUNNERS

BUT WHY BRAG
ABOUT HERITAGE?

Hurricane Reef
FLORIDA'S BEER

Hurricane Reef

BREWED
IN BATCHES
SLIGHTLY SMALLER
THAN OUR
MARKET SHARE

Hurricane Reef
FLORIDA'S BEER

Hurricane Reef

PARK CENTRAL HOTEL

MIAMI BEACH

HOTEL

HISTORY

MAP

GALLERY

PACKAGES

MEETINGS & EVENTS

RESERVE NOW

TESTIMONIALS

CONTACT

GOLDMAN PROPERTIES
GOLDCARD MEMBERS



66°F : 20°C ON 11/11

ROOMS
SUITES
AMENITIES
STAFF
RESTAURANT

HOTEL

Faithfully restored and re-opened by Goldman Properties, The Park Central Hotel remains as



PARK CENTRAL HOTEL

PARK CENTRAL HOTEL

MIAMI BEACH

HOTEL

HISTORY

MAP

GALLERY

PACKAGES

MEETINGS & EVENTS

RESERVE NOW

TESTIMONIALS

CONTACT

GOLDMAN PROPERTIES
GOLDCARD MEMBERS



66°F : 20°C ON 11/11



HISTORY

The only thing more impressive than our oceanfront accommodations is the rich history that surrounds you at The Park Central Hotel.

Designed by Henry Hohauser, one of the foremost architects of the art deco movement, The Park Central Hotel on South Beach is widely regarded as a

640 Ocean Drive, Miami Beach, Florida, 33139 Phone (305) 538-1611 Fax (305) 534-7520

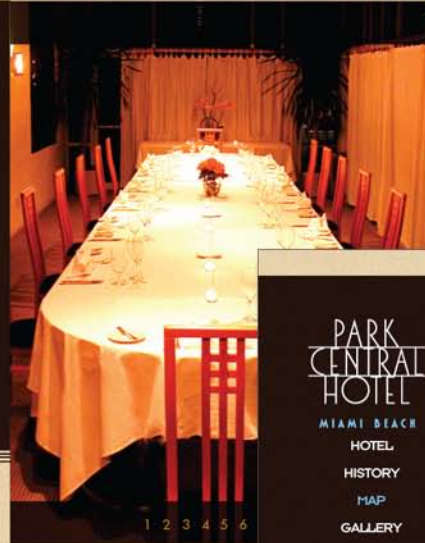


SOUTH BEACH Brand

68°F : 20°C ON hold

PARK CENTRAL HOTEL

- MIAMI BEACH
- HOTEL
- HISTORY
- MAP
- GALLERY
- PACKAGES
- MEETINGS & EVENTS
- RESERVE NOW
- TESTIMONIALS
- CONTACT
- GOLDMAN PROPERTIES
GOLDCARD MEMBERS



1 2 3 4 5 6

MEETINGS

- PRODUCTION
- QUESTIONS
- SUBMIT RFP
- DIMENSIONS AND CAPACITIES

EVENTS

Since it re-opened in 1987, The Park Central has been a favorite with companies and groups looking for unique

PARK CENTRAL HOTEL

- MIAMI BEACH
- HOTEL
- HISTORY
- MAP
- GALLERY
- PACKAGES
- MEETINGS & EVENTS
- RESERVE NOW
- TESTIMONIALS
- CONTACT
- GOLDMAN PROPERTIES
GOLDCARD MEMBERS

MAP

The Park Central is located at 640 Ocean Drive, just steps from the ocean in the heart of South Beach's Art Deco district and surrounded by the best shopping, nightclubs and restaurants that Miami has to offer.

POINTS OF INTEREST

- RESTAURANTS
- SHOPS
- ART
- NIGHTLIFE
- FITNESS

OTHER AREAS

- Miami International Airport:
12 miles West
- Ft. Lauderdale Hollywood Int. Airport:
28.2 miles North
- Carol Gables/Merrick Park:
11.6 Miles West
- Bal Harbour:
8.5 miles north
- Wynwood Arts District:
3.5 Miles West

- AX Exchange
- Kenneth Cole
- Barney's Co-Op
- True Religion
- Kid Robot



MIAMI BEACH
FLORIDA



640 Ocean Drive, Miami Beach, Florida, 33139 Phone (305) 538-1611 Fax (305) 534-7520

PARK CENTRAL HOTEL



SOUTHERN Brand



Hotel Rack Cards

MIAMI BEACH GOLF CLUB - REBRANDING

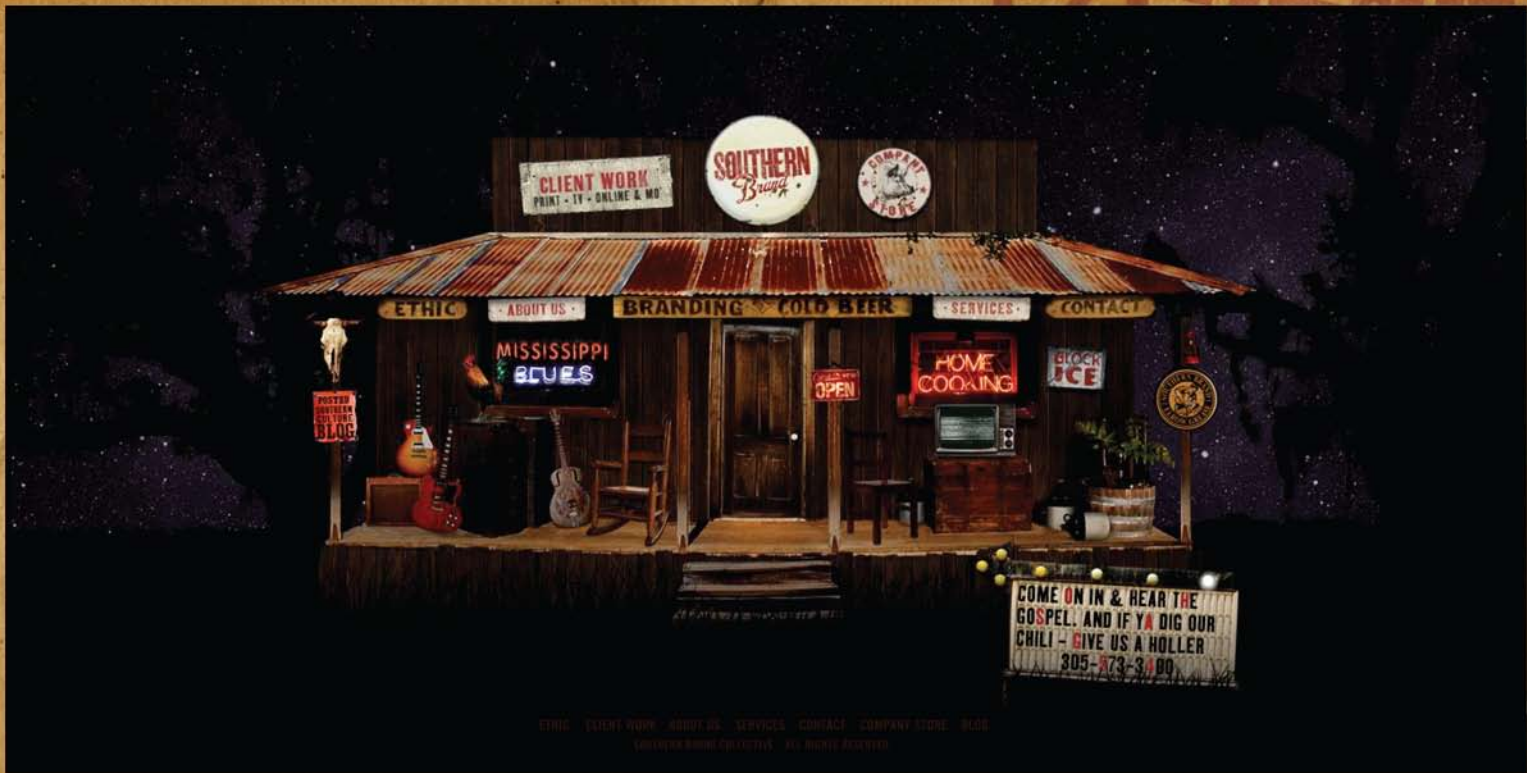
"We are extremely pleased with the whole branding effort for Miami Beach Golf Club. The imagery that was created and the branding that went into it drove home the point that this was not just a minor makeover, but rather a reinvention of this facility. The marketing materials were excellent. I think they communicate to the end user an image or view of this first-class facility in a way that's retro, yet at the same time, current. The logo itself is extremely attractive, versatile. It lends itself very, very well to merchandising. And we've done very well."

- Alberto Pozzi, Miami Beach Golf Club Managing Director

SOUTHERN Brand

Course Branding & Merchandising





Southern Brand Goods started as an offshoot of our own brand when we cooked up some "elbow grease" tins as promo items, preachin' our blue collar work ethic. That led to super-soft, Southern-inspired men's and women's vintage tees, kids clothes and even cowhide koozies and iPhone covers. People started talkin' and before we knew it, we were runnin' our own retail business built around all the things that we dig. It's been quite a rewarding and educational experience to successfully launch a brand of our own. Stop on by our Company Store and check out our wares. Guaranteed to cure what ails ya and put a smile on yer face.

Peace & elbow grease.

**SOUTHERN
Brand**

SOUTHERN Brand

GUIDE TO GOOD LIVIN'

SOUTHERN Brand

COMPANY STORE

GUIDE TO GOOD LIVIN'

SHOP

MUSIC FILM EATIN' READIN' TRAVELIN' LIVIN' STORE ARCHIVE ABOUT



COWHIDE KOOZIES

LIL' ONES



SOUTHERN Belle

 STRICTLY FOR ALL YOU
FREEBIRDS
Limited Edition
COWHIDE SLIP COVER

 FOR IPHONE, IPOD & IPOD TOUCH



MUSIC: North Mississippi Allstars - Limited Edition Silkscreen Posters

Hot of the press! Southern Brand's recent collaboration with Luther Dickinson and North Mississippi Allstars - a series of Limited Edition, hand-printed silkscreen posters. The first two in the series are:

"Snakes in My Trees"
 Inspired by the band's acoustic album, *Mississippi Folk Music - Vol. One*. It's a two color print: matte black on deep red with metallic gold flake. The background color actually changes as you walk past or the lighting shifts. Printed on a 19" x 25" premium Smart White 80lb. cover stock. Only 125 printed. [Gift One.](#)

"Keep The Devil Down"
 Inspired by the band's album, *Hersando*. To coincide with the band's 2010 *Last Is First Tour*. It's a three color print: matte black & gray on antique white with a metallic flake. On a 19" x 25" premium Smart White 80lb. cover stock. Only 125 printed. [Gift One.](#)

Poster in Music

SIGN UP FOR OUR
NEWSLETTER
 GET DISCOUNT CODES
 & FIRST DIBS ON COOL STUFF!
CLICK HERE

SOUTHERN Brand
Country SOFT TEES
 SHIRTED @ SOUTHERNBRAND.COM

YARD SAGE

GRAB OUR RSS FEED!

Search

Search Now!

What we're listenin' to:

- Make A Move* - Hill Country Revue
- Do It Like We Used To Do* - Live '96-'05 - North Mississippi Allstars
- Mescalito* - Ryan Bingham
- You Better Run*: *The Essential Junior Kimbrough* - Junior Kimbrough
- Rubber Factory* - The Black Keys
- The Band* - *Goodbye Mr. Tombs*

LIL' ONES

SWEET TEES
THERMALS
ONESIES

SOUTHERN Belle

SOUTHERN MAN



COWHIDE KOOZIES

YARD SAGE

LIL' ONES

• SWEET TEES •

CLICK ON SHIRTS FOR DETAILS, SIZES & COLORS



LIL' ONES

SOUTHERN Belle

SOUTHERN MAN



COWHIDE KOOZIES

YARD SALE

**COWBOY UP!**

Limited Edition Cowhide Slip Cover for iPhone, iPod touch and iPod.

Made from beautiful and diverse premium cowhides, each slip cover is hand-made and one-of-a-kind. The inside is soft suede and they're backed with a smooth chocolate tanned leather. Easily the baddest cover available for them fancy lil' city gadgets.

Each cover pattern is unique.

Also available in Longhorn hide. Go to the Yard Sale menu to select.



Back

**\$29.00**

Quantity: 1

Add to cart

Dig This Chili:



COWHIDE KOOZIE



LONGHORN SLIP COVER



BACON WALLET

LIL' ONES

SOUTHERN Belle

SOUTHERN MAN



COWHIDE KOOZIES

YARD SALE

**COWHIDE KOOZIES**

Quite possibly the coolest koozie ever made!

Now there are quite a few folks out there makin' koozies outa cowhide & leather and all sorts of other skins, but the quality of these is far superior to all the others we've had the pleasure of sippin' cold beverages from. They start with some beautiful and diverse pieces of hide and hand-stitch 'em to some high-quality neoprene, creatin' a sorta little cozy scuba suit for your can or bottle. These babies will keep a beer 40° or below for 35 minutes. If ya need longer than that, you may wanna get a nipple instead. The koozies are structured with cutaways at the base so you can easily flatten the lil' suckers and stick 'em in your back pocket and then you're off to the rodeo/tractor pull/mullet toss...or wherever a freebird like yourself may roam.

\$15.00

Quantity: 1

Add to cart

Dig This Chili:



COWHIDE SLIP COVER



BACON WALLET

SOUTHERN
Brand

YUP, IT'S A FREAKIN'
**BACON
 WALLET**
 CLICK HERE TO
 GIT ONE
 JUST \$12.00



DIG IT!

**SOUTHERN
 MAN**



CLICK TO MO



**SOUTHERN
 CULTURE
 BLOG**

**ALL
 ONES**

Come to WE'RE
OPEN

SWEET TEES
 CLICK HERE

ONESIES
 CLICK HERE

THERMALS
 CLICK HERE

Vintage SOFT

THIS AIN'T
 MY FIRST GOOD

BAPTIZED IN
 MUDDY WATERS



**SOUTHERN
 Belle**



CLICK TO MO

**SIGN UP FOR OUR
 NEWSLETTER**
 GET DISCOUNT CODES
 & FIRST DIGGS ON COOL STUFF
CLICK HERE



**COWBOY
 KIDZ**

YARD SALE

IF YOU CAN'T FIND YO' SIZE
 DROP US AN EMAIL &
 WE'LL MAKE SURE YOU'RE
 COVERED ON OUR NEXT RUN

**SOUTHERN
 Brand
 CO. STORE**

KIDS WOMEN MEN YARD SALE BLOG CONTACT

COMPANY STORE

GUIDE TO GOOD LIVIN'

COMPANY STORE

GUIDE TO GOOD LIVIN'

LIL' ONES

SOUTHERN Belle

SOUTHERN MAN



COWHIDE KICKS

WARD SALE



SOUTHERN MAN

CLICK ON ITEMS FOR DETAILS, SIZES & COLORS



* RETURNS * CONTACT * WHOLESALE



LIL' ONES

SOUTHERN Belle

SOUTHERN MAN



COWHIDE KICKS

WARD SALE



SOUTHERN BELLE

CLICK ON ITEMS FOR DETAILS, SIZES & COLORS



* RETURNS * CONTACT * WHOLESALE



SOUTHERN Brand

COMPANY STORE

GUIDE TO GOOD LIVIN'

LIT
ONES

SOUTHERN
Belle

SOUTHERN
MAN



RIFF-RAFF
MEN'S VINTAGE WOODTYPE TEE

Vintage **SOFT**



\$29.00

Size & Color:

Small - Black

Quantity:

1

This premium Southern Tee is made from 100% sweet, pure cotton and has been put through an extensive Vintage Wash process. This produces distinctive weathering and classic color, resulting in a true vintage look and a feel as soft as a baby's bottom. Printed with vegetable inks and

SOUTHERN *Brand*

**Thanks for takin' the time to
look at our hard work.**

**If you want more info - give us a
holler at **305-573-3400** or shoot us
an email at **info@southernbrand.com**.**

**Peace and elbow grease,
The folks at Southern Brand**