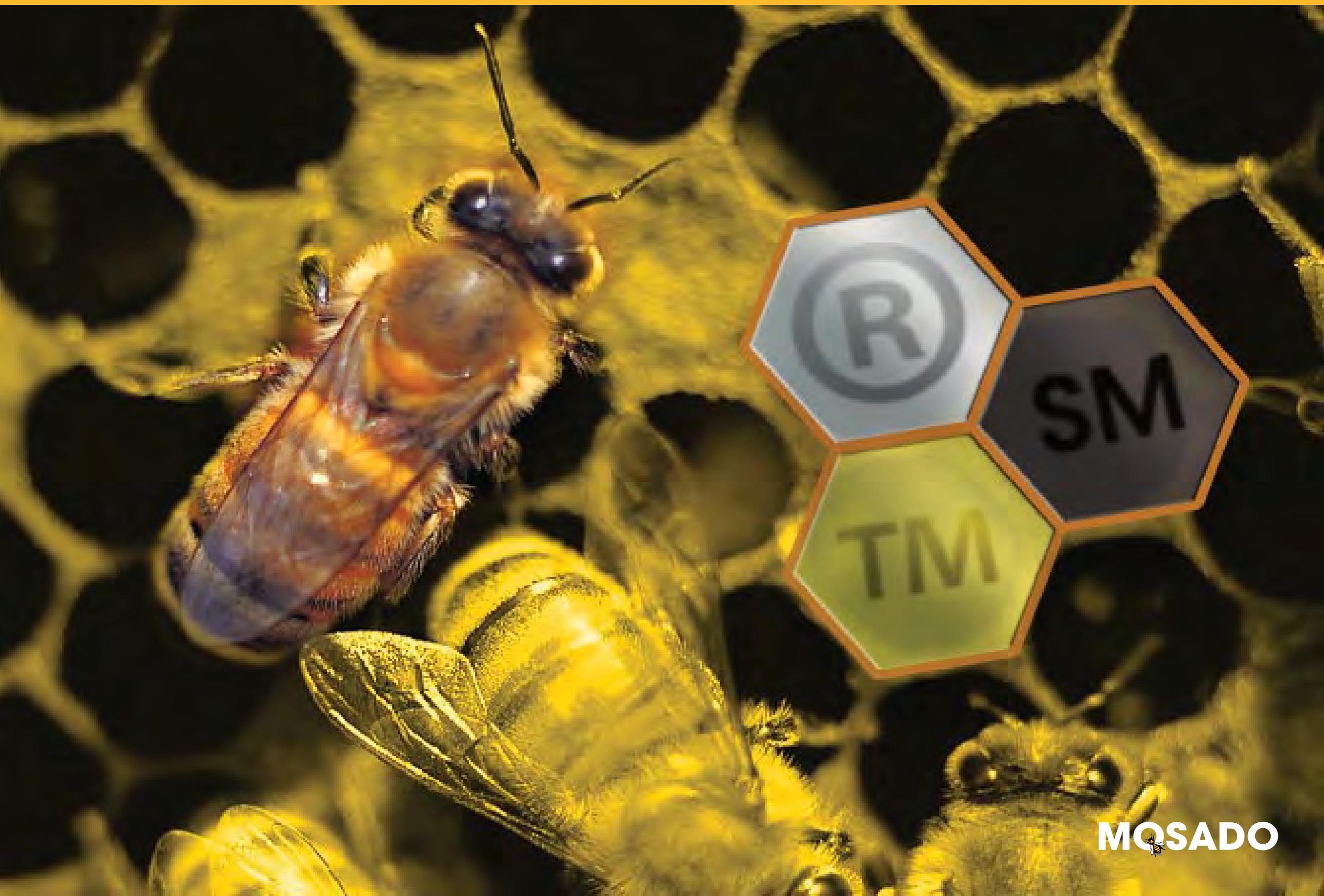


MOSADO

By Ray Rosado



MOSADO

MOSADO is a revolutionary branding company that blends excellence in brand strategy and brand expression in the development of brands.

Our Promise is to deliver unique value to our clients offering integrated corporate and product brand strategy, identity, naming, packaging and corporate communications services. Our process incorporates an encompassing marketing consulting approach with the best of intelligent design and creativity. Our integrated services will help to differentiate and evolve your business.

The Bee Difference



MOSADO

Our unique concept

Strategic:Creativity

Brand development that fuses strategic brand direction with intelligent design and creativity to generate outstanding sales results. This concept is accomplished by merging marketing professionals with a creative director.

The essence of every product or service lies in its core attributes, and only branding can define its meaning, evolve its position and transform it into a tangible asset. At **MOSADO** we create and build brands by giving them resonance and depth at every point of contact.

Bee Unique



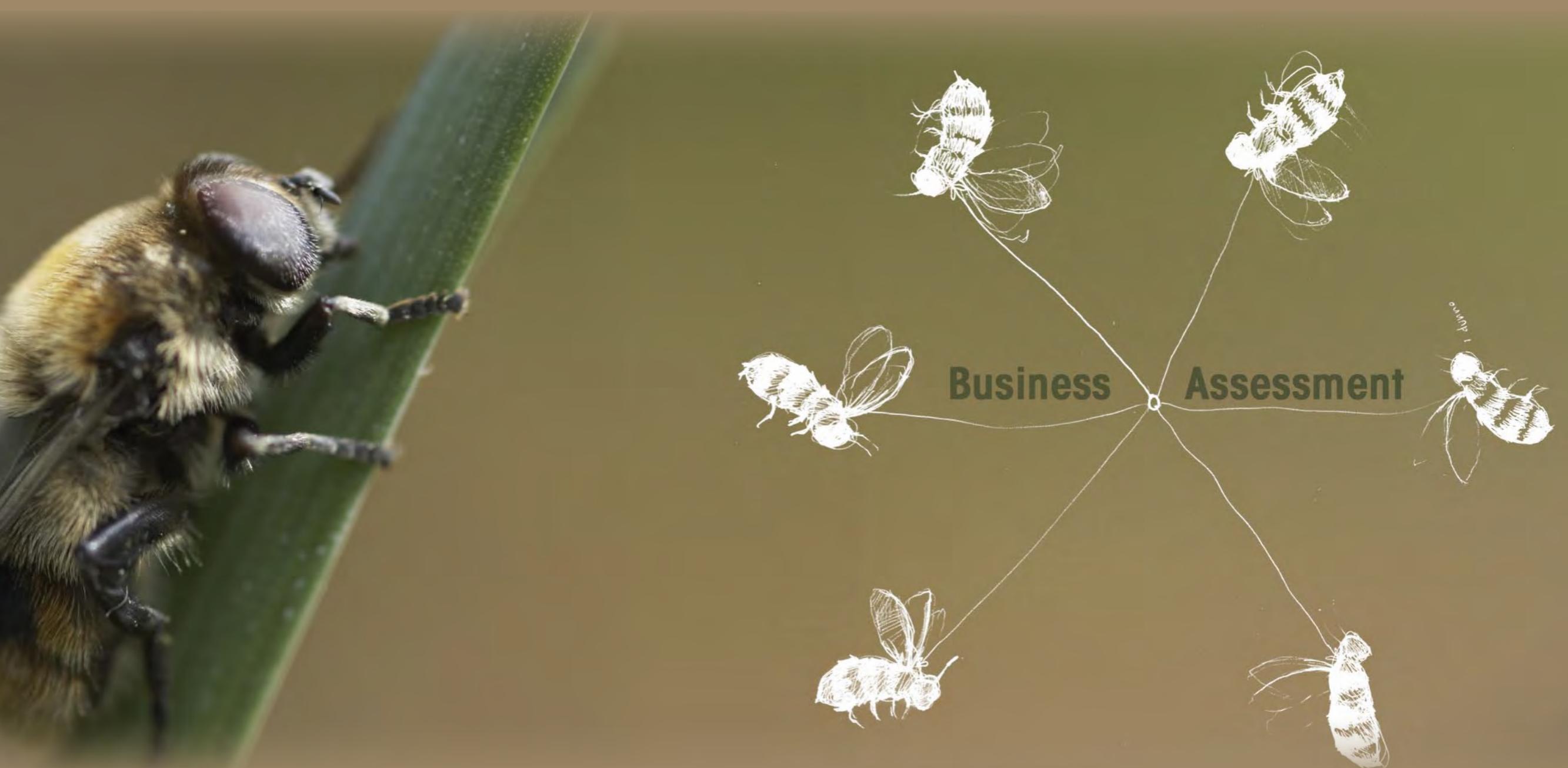
MOSADO

Why the bee?

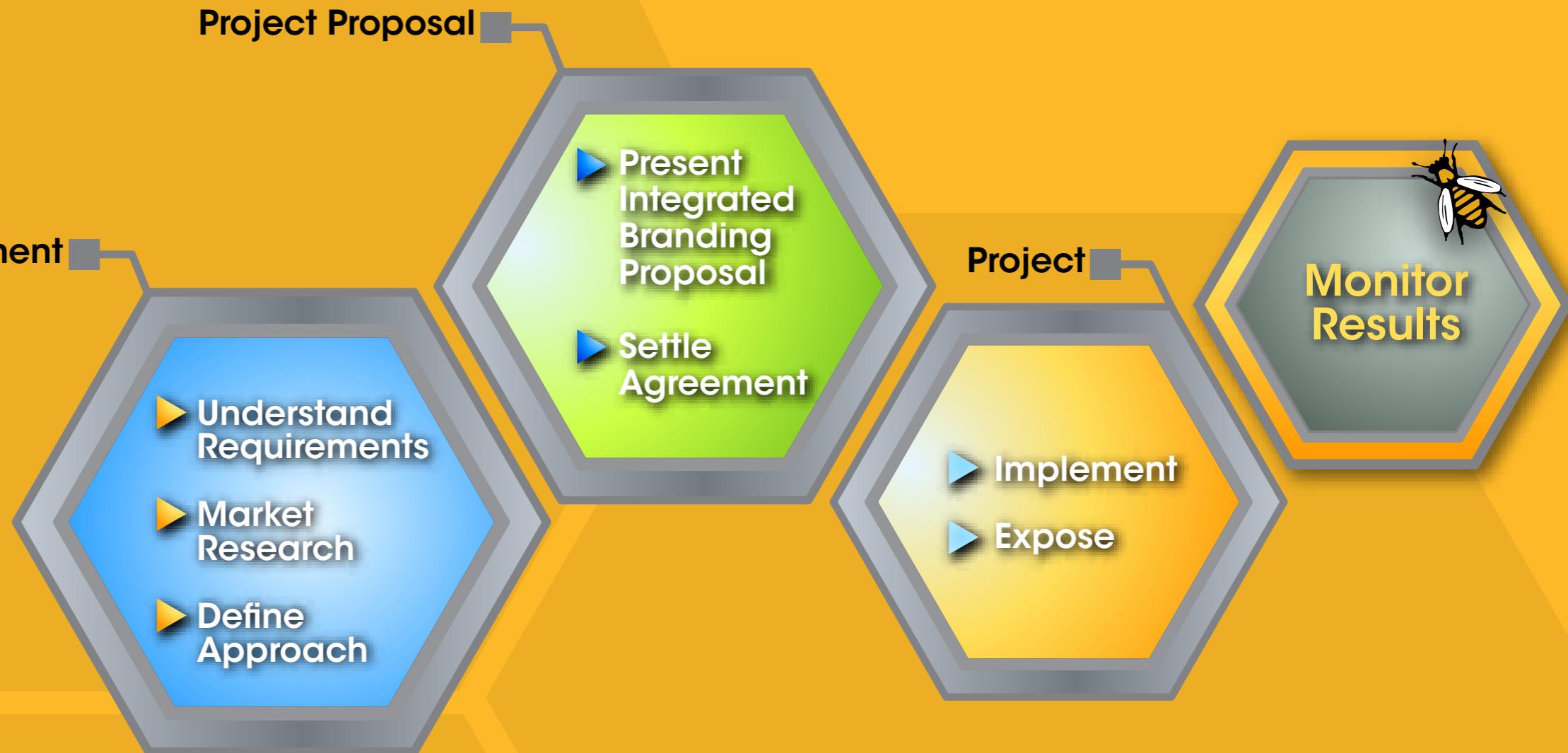
MOSADO's synchronized talent, like bees, work strategically on every project as our primary purpose in nature. We focus on creating a unique concept based on our target's psychographic and demographic profile. Therefore we yield outstanding collaborative results to fulfill the needs of the queen bee, our client.

We bring our beehive to your company becoming one entity and our straight lines of communication allow you to feel that our team is your, in-house, creative workshop.

Bees at Work



MQSADO



Business Assessment

We develop or analyze the strategic direction of the product/service at hand. This process includes: Understanding the market and consumer, defining positioning, developing a measurable plan.

Project Proposal

The plan is presented to the client for their assessment and the collaborative branding process begins after settling a working agreement.

Project Initiation

The branding applications are created and executed according to the strategic plan.

Monitor Results

The results of the product/corporate branding are monitored for future developments.

Bee Branded



MOSADO

Bee to Bee Corporate Branding

The Corporate Branding Division specializes in creating and developing an integrated corporate image to differentiate a given product or service. The division aligns the creative strategies with the client's corporate management vision to ensure an assertive and enduring branding outcome. Our department is involved in all of the creative phases of the process that reach major clients' stakeholders both internally and externally.

The result is a strategic, unified, and assertive communication path that advances optimal organizational results.

Bee Branded

Our Branding Insights

We define “branding” as the recognition and personal connection that forms in the hearts and minds of your customers and other key audiences through their accumulated experience with your brand, at every point of contact.

More than just defining the nature and effect of brands, however, it’s important to define the disciplines and elements needed to build and manage them effectively.

Our conviction is that branding, at its best, is more than a marketing responsibility - ***it is an integrating business practice.*** We believe branding should span your organization, weaving across and through personal interactions, corporate culture, communications, products and services.

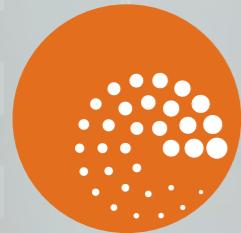
Branding should never be treated as a project that has a beginning or an end.



The Bee Branded Framework

is built around **four core disciplines**, each of which plays a vital role in branding: brand strategy, brand identity, brand management and brand experience.

When building a new brand, these four disciplines can be viewed from left to right as sequential phases of development. When working with existing brands, however, each of the disciplines operates concurrently - they are interdependent and work together over time.



EVERTEC®

EVERTEC® Case Study

Case: On June 1999 Popular Inc. acquired GM Group Inc., a company dedicated to providing processing services. On April 2004 Popular Inc's operations, programming groups and GM Group Inc. merged and a new company was born. EVERTEC® was created to offer the best options in the fields of transaction processing and business solutions.

EVERTEC® is a Puerto Rican company with international projection which processes electronic transactions and provides technological solutions & services to the financial sector, governmental agencies, and privately owned companies in Puerto Rico, the Caribbean and Central America.

Challenge: EVERTEC® needed a unique branding capable of communicating its positioning as a cutting-edge financial processing and business solutions company. MOSADO was hired to create all branding applications for the newly created company. Some of MOSADO's responsibilities include: New product branding development, corporate branding, creative consulting, creative event planning, human resources branding, sales applications branding and technological applications, among others.

Result: A two year ongoing branding development process with unique differentiating applications.

“MOSADO is not only our creative partner; they have become an essential ally in the development of new products and services, clients’ events, and internal and external communications strategies. MOSADO is a unique creative concept which we consider an important part of our Communications & Marketing Team. The synergy between our teams has definitely contributed to our thriving businesses.” — Nelia Villanueva, Marketing Project Coordinator.

EVERTEC® Corporate Branding



**Con toda nuestra experiencia,
logramos un resultado...**



Su negocio prospera.

Nuestra soluciones aumentan la eficiencia en todo tipo de empresa: financiera, al detal, manufacturera, de telecomunicaciones, seguros y servicios de salud, entre otros.

Le ofrecemos todas las alternativas en innovación tecnológica diseñadas para las necesidades de su empresa, las creamos a su medida y facultamos su desarrollo, de una manera rentable.

Experiencia y servicios:

- Red ATMs - ATM y POS en Puerto Rico, Estados Unidos, Centro y Sur América
- Procesamiento de Pagos, de Efectivo y de Efectos
- Administración de Recursos Humanos y Procesamiento de Nómina

Contacte hoy uno de nuestros expertos de negocio: 787.759.9999 ext. 6000

EVERTEC®
Empowering business innovation

**Asertividad + Experiencia + Confiabilidad =
nuestros consultores**



Nuestro equipo de consultoría le ayudará a alcanzar mayor eficiencia en la operación de su negocio. Contamos con la mayor cantidad de profesionales certificados por el Project Management Institute, una institución de reconocido prestigio. Nuestros consultores le guiarán en:

- Planificación estratégica
- Análisis, diseño, programación, integración y auditoría de sistemas
- Desarrollo de aplicaciones de procesamiento de documentos y flujo de procesos
- Administración de sistemas tecnológicos y de base de datos
- Análisis de competencias
- Investigación y evaluación de seguridad

Toda su atención...



**...más tiempo para
ellos y todo en orden.**

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.

EVERTEC®
Empowering business innovation

En esencia, ése será el mayor beneficio de las soluciones que le ofrecemos, imprescindibles para la administración efectiva de su práctica médica o dental. Nuestros servicios abarcan desde:

- Diseño y mantenimiento de sistemas de facturación médica
- Desarrollo y procesamiento electrónico de transacciones
- Servicio de facturación médica
- Expedientes médicos electrónicos

Nos encargamos de la parte administrativa de su práctica, para que usted pueda dedicarle tiempo a lo más importante.

EVERGATE™
Procesado por EVERTEC®

MeD ONE
NeoMED
DentalMAX™
OneSOLUTION.

Contacte hoy uno de nuestros expertos de negocio: 787.474.6000

**Igual que la Naturaleza, creamos
réplicas exactas...**



La información de su negocio es uno de sus mayores activos. Protejala.

Nuestros productos facilitan el manejo, respaldo, almacenamiento y protección de sus datos proactivamente, permitiéndole reaccionar con agilidad a situaciones que impacten la operación de su empresa, manteniendo el funcionamiento normal de su negocio.

Ofrecemos:

- Apoyo local o remoto a su infraestructura,
- Instalaciones alternas para restablecer operaciones,
- Resguardo de datos,
- Espacio en bóveda para almacenamiento de datos, contingencia y su impacto en el negocio, entre otros.

...de información crucial.

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.

EVERTEC®
Empowering business innovation

Para más información sobre nuestros productos y servicios, llame al 787.759.9999 ext. 6000.

DMAX
DSL SIN FRONTERAS



**Conexión de alta velocidad
para que te concentres en el
corazón de tu práctica**

Sólo EVERGATE™ y DMAX te ofrecen la alternativa más eficiente para el envío de tus reclamaciones a los planes médicos.

EVERGATE™
Procesado por EVERTEC®

Corporate Ads



**Nuestro negocio es hacer que el suyo prospere.
Integre la tecnología de su empresa con EVERTEC®
y maximice sus resultados.**

EVERTEC®
Empowering business innovation

En esencia, ése será el mayor beneficio de las soluciones que le ofrecemos, imprescindibles para la administración efectiva de su práctica médica o dental. Nuestros servicios abarcan desde:

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EVERGATE™
MeD ONE
NeoMED
DentalMAX™
OneSOLUTION.

Contacte hoy uno de nuestros expertos de negocio: 787.474.6000

Cobranding Effort

MQSADO



HEALTHTEC NEWS

UNA PUBLICACIÓN DE LA DIVISIÓN DE SISTEMAS DE INFORMACIÓN DE SALUD DE EVERTECSM EDICIÓN II • DICIEMBRE 2005

iSoluciones en tus manos! Disponible ya

MedONE^{EXPRESS} & MedONE^{ONLINE}

Con el propósito de satisfacer las necesidades de aquellos proveedores de salud que buscan una solución sencilla y efectiva para sus trámites de facturación, EVERTECSM crea MedONE Express.

Pag. 2

Alianza estratégica entre MCS y EVERTECSM

Fusión de alta velocidad DMAX y EVERGateSM

Recientemente se anunció un nuevo acuerdo de servicio con Medical Card Systems, a través del cual EVERTECSM ofrecerá servicios de clearinghouse para las transacciones de salud de MCS.

Pag. 3

La modernidad de estos tiempos requiere la implementación de los más redentos avances tecnológicos. Con esto presente, EVERTECSM y PRT han puesto...

Pag. 3

PO Box 364527 San Juan Puerto Rico 00986-4527 T. 787.474.6000 • F. 787.269.5620 e-mail: salud@evertecinc.com • www.evertecinc.com

EVERTEC

Health System Division's Newsletter

BITÁCORA DE TRAVESÍA

UNA PUBLICACIÓN DE EVERTECSM

EVERNautas aceptan el reto de TRAVESÍA y se preparan para Explorar, Descubrir y Conquistar.

FOTO GALERÍA
COMIENZA NUESTRA TRAVESÍA >P7

FEBRERO 2006 • VOL. I • ED. 1

Compromisos 2006. Conoce qué es TRAVESÍA, cuál es nuestra misión y nuestros Compromisos 2006.

> P3

Estructura de Trabajo. La Estructura de Trabajo de TRAVESÍA se compone de equipos multi niveles y con diferentes áreas de especialización.

> P4

Diccionario de Términos. Busca en nuestro glosario de TRAVESÍA nuevos términos que te ayudarán a comunicarte mejor en esta misión.

> P5

TRAVESÍA • 2004-2006

Internal Newsletter

Anniversary
Newsletter

MQSADO

Case Studies | EVERTEC®

Websites



EVERTEC.

[Página principal](#) | [Identidad Corporativa](#) | [Ejemplos de Uso](#) | [Políticas y Procedimientos](#) | [Campañas Publicitarias](#) | [Downloads](#) | [Contactos](#)

Guías de uso de la identidad corporativa de EVERTEC®:

Ser los mejores incluye sobresalir en todo lo que hacemos, incluyendo cómo nos presentamos ante nuestros compañeros de trabajo, socios de negocio y la comunidad que servimos. Para proteger nuestra identidad corporativa es esencial conocer las reglas básicas de uso de la marca EVERTEC®, y asegurar el uso consistente de los elementos que la definen, manteniéndola fiel a nuestra imagen corporativa.

Estas guías cubren una variedad de usos de nuestra identidad, detallando reglas a aplicar, pero si tienes alguna duda o pregunta, o necesitas información que no esté incluida comunícate con el Departamento de Comunicaciones y Mercadeo. Toda solicitud y aprobación de nombre, logo y demás elementos que nos identifique como empresa deben ser manejados a través de este grupo.

Esta información es confidencial y no puede ser compartida, reproducida o distribuida completa o parcialmente, sin el permiso previo y escrito del Departamento de Comunicaciones y Mercadeo.

Valora nuestras marcas y evita su uso inapropiado.

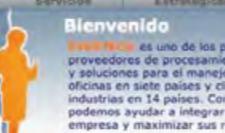
©2005 EVERTEC®.

© COPYRIGHT 2005 EVERTEC, INC. TODOS LOS DERECHOS RESERVADOS

Corporate Branding Guide- Intranet

 EVERTEC English
Mapa del sitio

Empowering business innovation

Sobre Nosotros	Productos y Servicios	Alianzas Estratégicas	Socios de Negocio	Oportunidades de Empleo	Contactos
					
Bienvenido EVERTEC es uno de los principales proveedores de procesamiento de transacciones y soluciones para el manejo de negocios, con oficinas en siete países y clientes de diversas industrias en 14 países. Conozca como le podemos ayudar a integrar la tecnología de su empresa y maximizar sus resultados.					
			SERVICIOS EN LÍNEA Seleccione: <input type="text"/> Iniciar		
D NUESTROS MERCADOS 			LO ÚLTIMO... <ul style="list-style-type: none"> Usa tu tarjeta de débito ATH8 en los EE.UU. Información No más papeles! Cambie a récord electrónico. Información Tome control y administre sus recursos. Información 		
NOTICIAS <ul style="list-style-type: none"> HP reconoce a EVERTEC como socio de negocios de mayor crecimiento en Puerto Rico y el Caribe 07/18/06 Lea más EVERTEC celebra la Noche ATH 04/25/06 Lea más 					
Contamos con oficinas en siete países. Para conocer cómo comunicarse con alguna de ellas, coloque el cursor sobre el país deseado.					
					

Corporate Website

www.evertecinc.com

EVERGATE

MENU / please select a category

- Home
- Company
- Services
- Products
- Demo
- News
- Support
- Site Map
- Contact Us

MEMBER LOG IN

username
password

the benefits

online demo

Latest News

july 08 2005 | Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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your connection to real-time charge processing

About EVERGATESM

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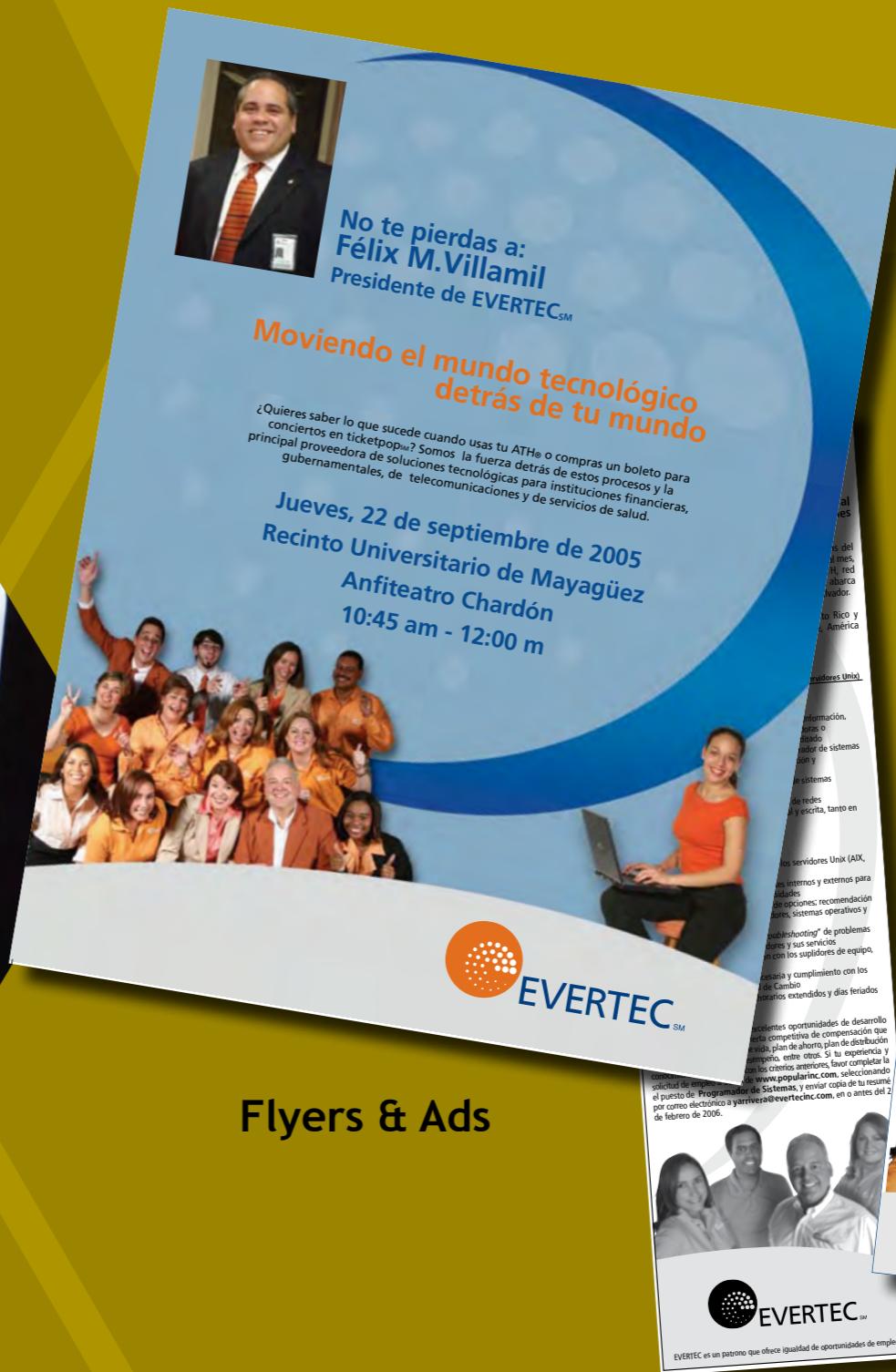
Service Website- EVERGate

MOSADO

HR Recruitment Applications



Hiring Brochure



Flyers & Ads





Operations Vehicle Float Signage

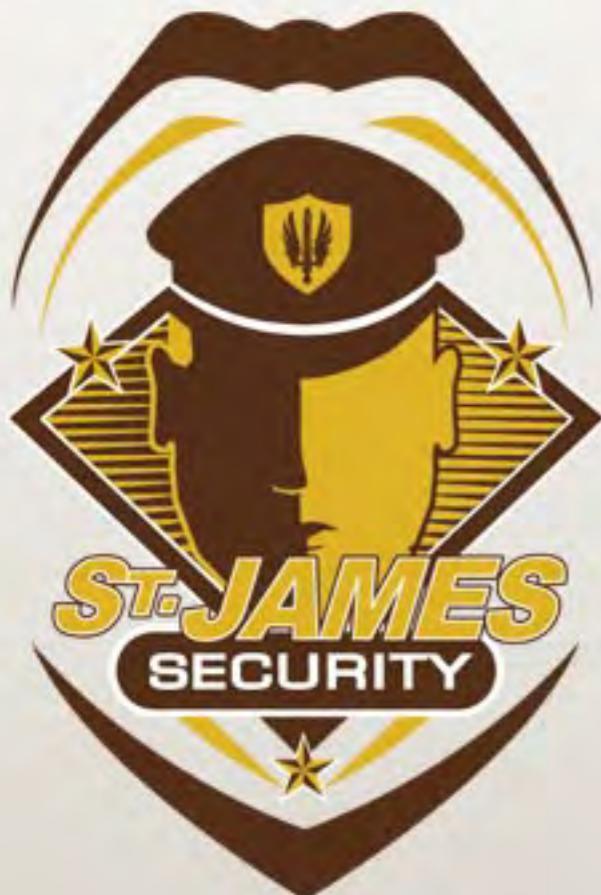
Environmental Experience



Payment Processing
Automated Kiosk



Corporate Event Room
Ambiance



St. James Security Services, Inc.

Case: St. James Security became the largest security company in the Puerto Rico market after the acquisition of Ready and Responsible Security Inc. The company wanted to re-brand its image and unify both brands under the solid St. James Security brand.

Challenge: Differentiate St. James Security from other security companies and communicate trust, leadership, unique portfolio of services and innovative approach.

Result: MOSADO developed the marketing research and plan to create the new brand. Resulting from the research and plan several applications were developed including: new logo, stationary, new uniforms, vehicle signage, and corporate presentation.



Previous brand logo

ST.JAMES

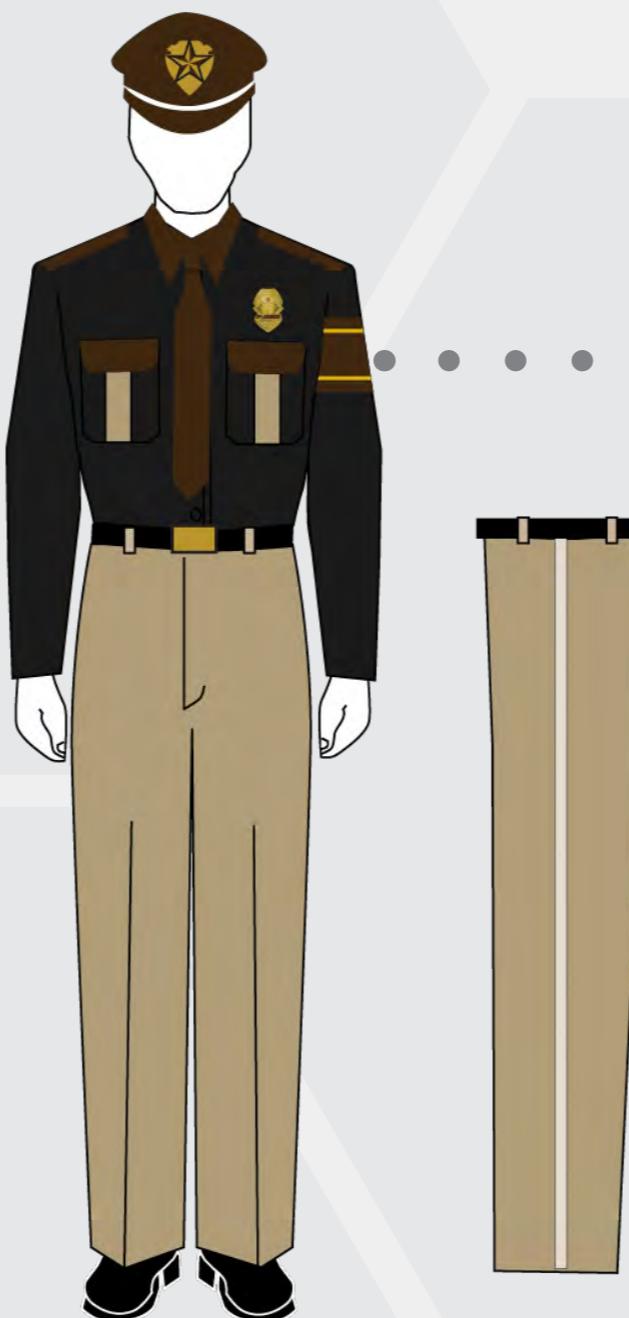
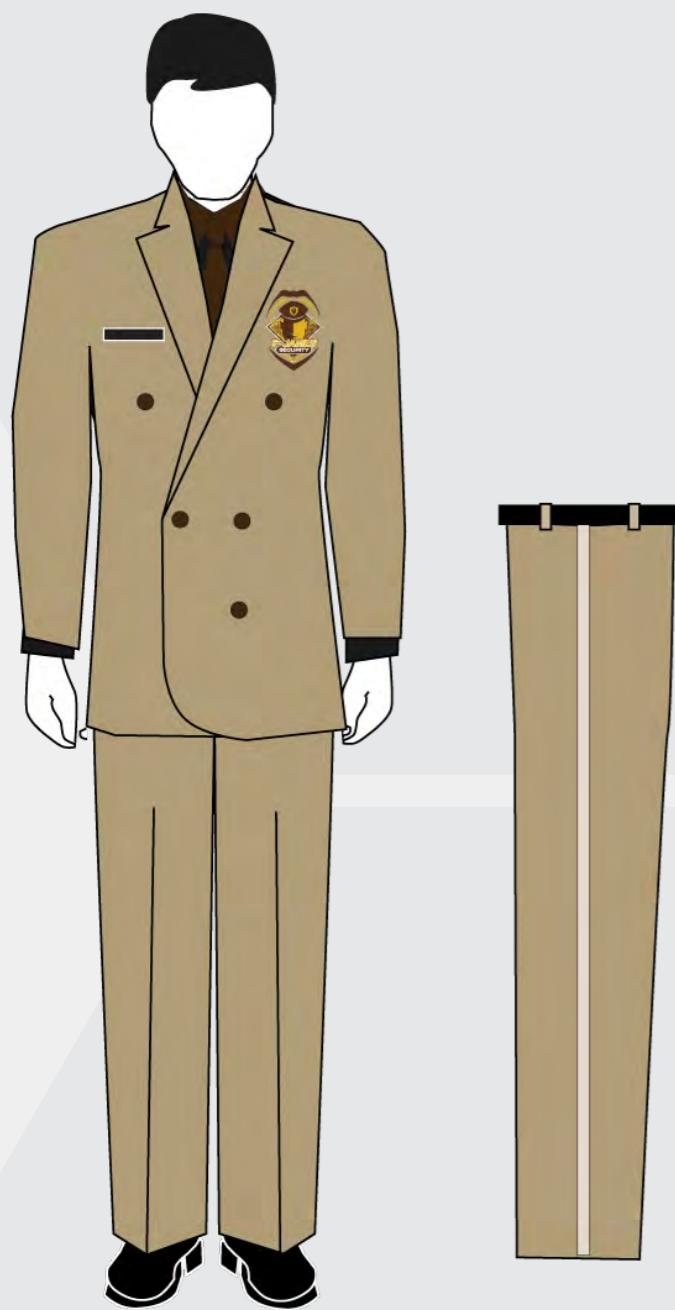
Lettering for branding efforts



Official Badge



Rebranded
by MOSADO



Branded Armbands

Officials & Guards Uniforms

MQSADO



Official Vehicle Signage



GE imagination at work

GE Healthcare Latin America

Case: GE Healthcare Latin America needed to launch an innovative 3D imaging product. They wanted to create expectation within the medical industry making the launch exciting and memorable without giving away the product.

Challenge: Create an intro campaign for the launch event in line with the product strategy without revealing the product and only communicating its benefit of portability.

Result: MOSADO developed an innovative creative concept for the launch, which communicated the portability benefit. The concept and applications were implemented in major markets in Latin America and the Caribbean. The applications included: a web streaming video teaser, Email invitation, Printed invitations, Outdoor media applications, and Environmental Branding.

Product Launch Campaign & Buzz Marketing

GE Healthcare

Imagínese algo realmente grande...

algo que le ayude a diagnosticar con extrema precisión.

Cuando quiera, donde quiera...
y que quepa en su maletín.

Parece imposible.
Pero nosotros lo logramos.



ECOMED 2006

XX Congreso Venezolano y I Congreso Caribeño de Ultrasonido en Medicina y Biología.
Del 20 al 23 de julio de 2006.
Hotel Intercontinental del Lago
Maracaibo, Venezuela.



GE Healthcare

Imagínese algo realmente grande...

algo que le ayude a diagnosticar con extrema precisión.

Cuando quiera, donde quiera...
y que quepa en su maletín.

Parece imposible.
Pero nosotros lo logramos.



GE imagination at work



ECOMED 2006

XX Congreso Venezolano y I Congreso Caribeño de Ultrasonido en Medicina y Biología.
Del 20 al 23 de julio de 2006. Hotel Intercontinental del Lago. Maracaibo, Venezuela.

Half Page Print Ad

Full Page Print Ad

MQSADO

GE Healthcare

Alta eficiencia en cualquier dirección.



LOGIQ P5
Flexible, móvil y
ergonómico.

Cuando quiera,
donde quiera.

58 Congreso Mexicano de
Ginecología y Obstetricia
Centro Banamex
Ciudad de México, México D.F.
23 al 27 de Julio de 2007

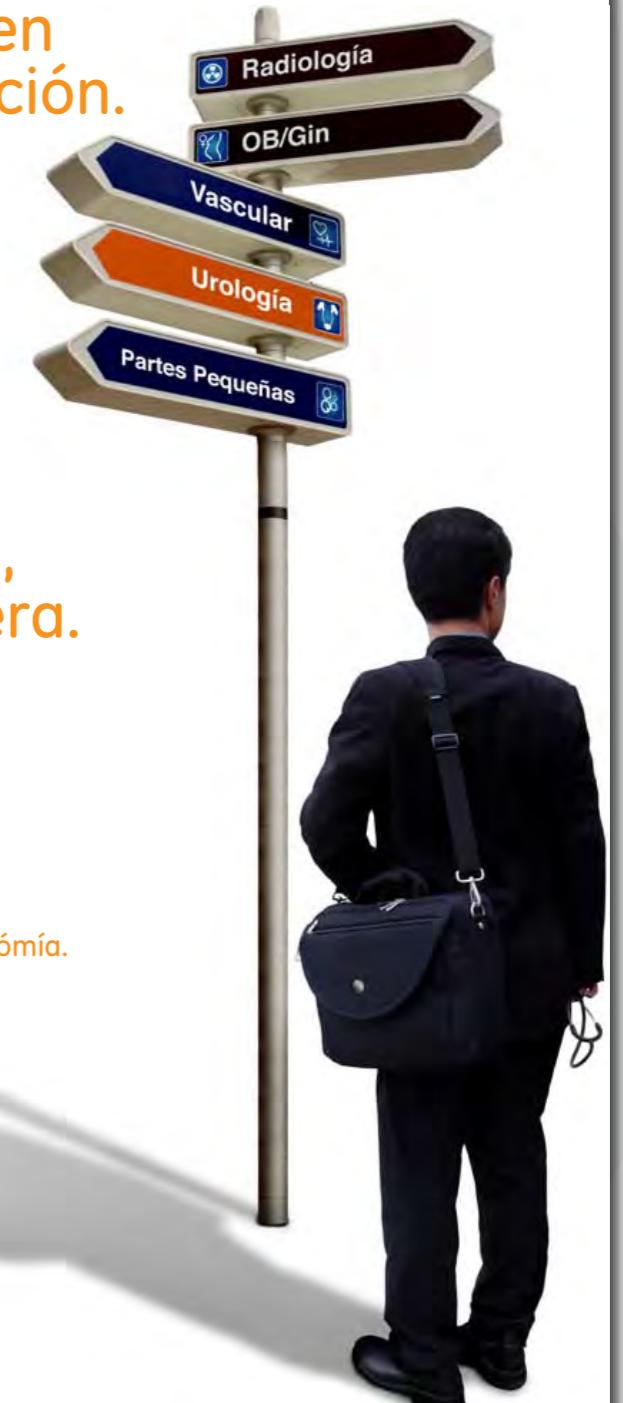


GE imagination at work

New Product Launch
Print Ad

GE Healthcare

Alta eficiencia en cualquier dirección.



Flexibilidad, movilidad y ergonomía.



GE imagination at work

Product Strategic
Integration Ad

MQSADO

Product Launch Campaign & Buzz Marketing

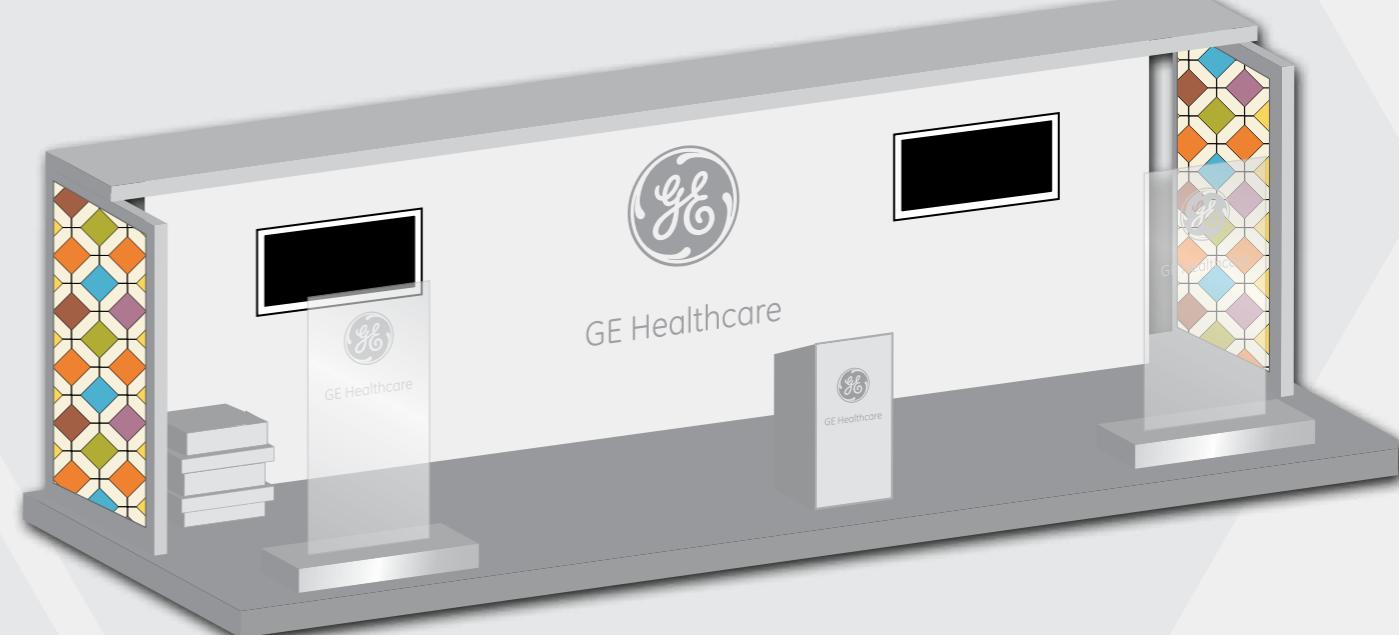


Event Invitations



3d Banners

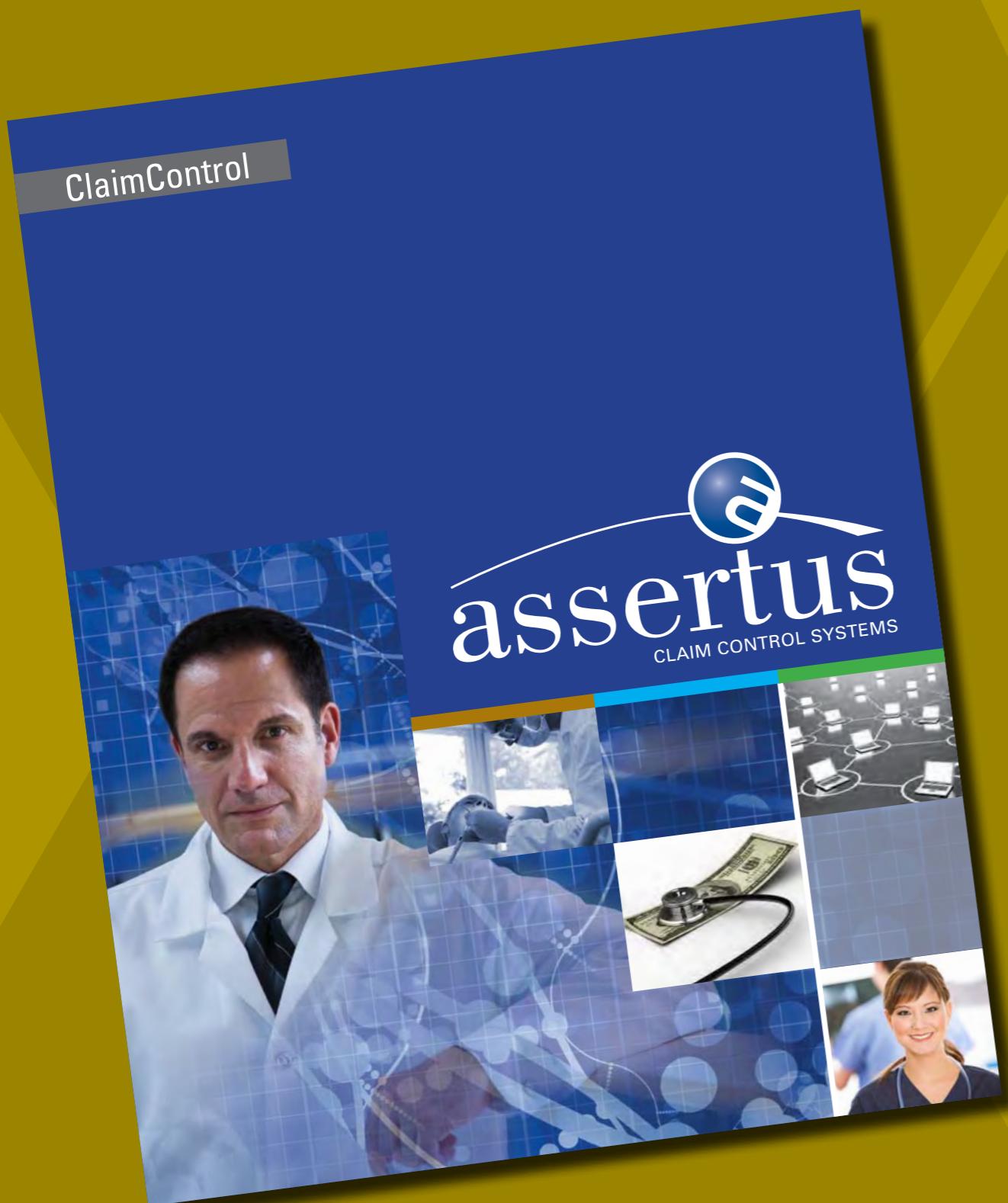
Event Booth





Brand Experience

Product Brochure



Corporate Website

MQSADO



Product Logo



X-mas Logo



Brand Experience

Banners



Mailing Card



¡Somos tu mejor recurso en la búsqueda de la propiedad que sueñas!

An illustration of a small, white house with a red roof and green shutters. A magnifying glass is positioned over the house, focusing on it. Below the house, the text 'Mi casa CENREALTY Servicio Exclusivo de Cen Reality' is visible. At the bottom right, the website 'www.cenrealty.com' is displayed next to a phone icon, followed by the phone number '787-777-8940'.

Outdoor Billboard

MQSADO

Brand Experience

The screenshot shows the homepage of the CENREALTY website. At the top, there's a red header bar with the CENREALTY logo and navigation links: HOME, DESARROLLADORES, CALCULADORA, and CONTACTO. Below the header is a yellow sidebar with three main categories: PROYECTOS (with 'NUEVOS DESARROLLOS'), COMPRAS (with 'COMPRADORES'), and ALQUILA (with 'HERAMINETAS DE ALQUILER'). The main content area features a large image of a modern interior space. Below the image, a welcome message reads: "Bienvenido al portal de CENRealty". There's also a placeholder text: "Consectetur sicing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim quis nostrud exercitation ullamco laboris nisi ut aliquipex ea commodo.". A search form is present with fields for 'Pueblo', 'Área', 'Costos', 'Cuartos', 'Baños', and checkboxes for 'Venta' and 'Alquiler'. The search button is labeled 'BUSCAR'. At the bottom, there's a footer with the CENREALTY logo and copyright information: "Copyright © 2006 CENREALTY 2008" and links to HOME, COMPRAR, ALQUILAR, VENDER, DESARROLLADORES, CALCULADORA, and CONTACTO.

Corporate Website



Stationery

MQSADO



Corporate Website

A screenshot of a web browser displaying the GBComp Insurance website. The header features the company logo and the tagline "Employee benefit solutions customized to your needs". The main content area includes a photograph of a man in a suit thinking, a "about us" section with a photo of a woman, and a "our mission" section. The footer contains copyright information.

Sationery





Sationery



Corporate Website

A screenshot of a computer monitor displaying the RF Consulting website. The URL 'http://www.rfconsultingpr.com/' is visible in the browser's address bar. The website has a dark grey background. On the left, a yellow sidebar contains the company logo and the text 'COMPLIANCE is NOT an option'. The main content area features a blue banner with the text 'IT'S ABOUT SECURITY' over a background image of a circuit board. A navigation menu on the right includes links for 'HOME', 'ABOUT US', 'SERVICES', 'ASSOCIATIONS', and 'CONTACT'. Below the menu, sections for 'Our Mission and Vision' and 'Mission' and 'Vision' are shown. The bottom of the screen shows system status icons and the date '29-10-2009 9:137'.



Evoluciona tu práctica!

The cover features a photograph of two medical professionals, a man and a woman, both wearing white coats and stethoscopes. The woman is smiling at the camera. Above them is a row of small icons representing various medical and administrative symbols. The Expertis logo is prominently displayed at the bottom.

expertis
ELECTRONIC HEALTH RECORDS SOLUTIONS

Corporate Sales Kit

Corporate Website

expertis
SISTEMAS • TECNOLOGÍA • SALUD

iPermitános ayudarle!

En tan sólo 15 minutos, nuestro equipo de profesionales está dispuesto a identificar cuál es su necesidad y brindarle la solución electrónica adecuada para abordarla de manera exitosa y eficaz.

Hoy día, la clave del éxito de su práctica médica, está en economizar tiempo y dinero.

En **EXPERTIS** estamos listos para transformar su práctica médica y llevarla hasta el más alto nivel de eficiencia y productividad.

Nuestro nombre es sinónimo de capacidad. Con el poder de lograr que lo difícil resulte sencillo, cuando se trata de mejorar la eficiencia, dinamismo y salud de su práctica médica, **EXPERTIS** es una compañía confiable que ofrece servicios especializados y, a su medida personal, en el área de Record Médico Electrónico.

Nuestras soluciones electrónicas, reconocidas y certificadas por CCHIT, están creadas, para que con tan sólo el poder de un "clic", usted pueda:

- Administrar su oficina desde cualquier sitio
- Mejorar su productividad
- Reducir sustancialmente los costos de materiales
- Eliminar espacio de archivo que puede representar dinero adicional
- Acceder a toda la documentación de sus pacientes desde cualquier lugar,

Stationery





PrevinC - Biohealth Technologies

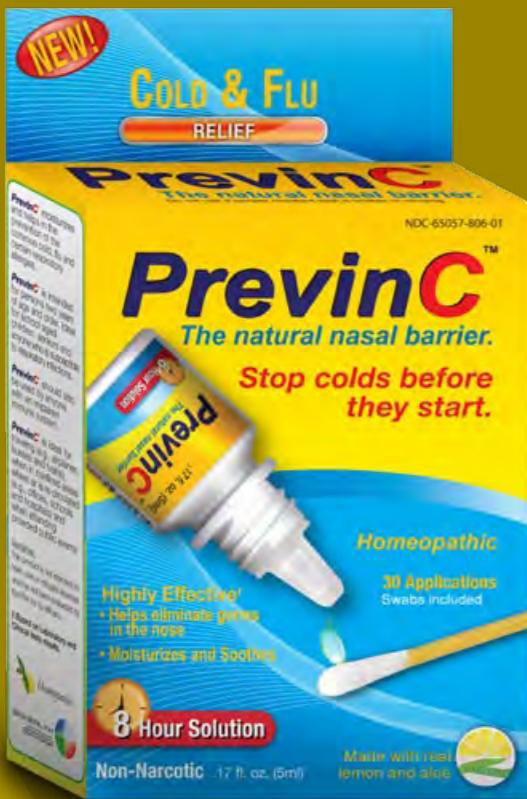
Case: Biohealth Technologies launch an innovative product to prevent allergies, flu, and other respiratory conditions. They wanted to create an image attached to the technology, modern, but also present the product as an high end medical solution.

Challenge: Create packages, displays, campaigns and all interactive media formats as web site and e-mail communications.



Result: MOSADO developed an innovative creative concept for applications as: a website, e-mail ads, Printed invitations, Outdoor media applications, packages, displays and others applications

Brand Experience



PrevinC New Package



Web site

PrevinC™
Natural Nasal Barrier

A product distributed and formulated by BioHealth Technologies

[CONTACT US](#) | [WHY US?](#) | [PRODUCTS](#) | [WHERE TO BUY?](#) | [HEALTH FACTS](#) | [TESTIMONIALS](#) | [FAQ'S](#) | [HOME](#)

PrevinC 5ml (.17 oz)
Buy now and Save up to 50% from regular price.

[Order](#)

A natural and simple way to help prevent colds, flu and some respiratory allergies!

Quick and simple protection against an Avian Flu outbreak
Avian influenza is very contagious among birds and can make some domesticated birds, including chickens, ducks, and turkeys, very sick and kill them... [read more](#)

The Benefits of PrevinC
The use of PrevinC offers many benefits besides risk reduction for colds and flu. BioHealth Technologies Inc. will demonstrate how colds and flu impact your family's life economically and physically... [read more](#)

[Buy Online, Securely!](#)
[Company Profile](#)
[News](#)
[Instructions for Use](#)
[Your Daily Exposure Cycle](#)

BIOHEALTH TECHNOLOGIES
Partners for Your Health

PrevinC Menthol Formula Package

MQSADO



PrevinC Floor Display



PrevinC Counter Top Display

Brand Experience

Ads



Booth



Banners

Case Studies | MCS- Medical Card System®

Case: On May 2011 MCS- Medical Card System contract Ray Rosado- President & Creative Art Director of MOSADO as Graphic Design And Brand Manager to develop and deliver MCS brand and MCS Classicare applications.

MCS is a one of the top and most important Health Insurance in Puerto Rico. MCS is a 30 years company with a strong legacy in the health industry.



Challenge: MCS need to stabilized and enhance their brand and trademark. MCS hold more than 30 programs and lines of business brands wish need to be aligned with to their main brand. After years the company lacks of internal communications and employees loyalty.

Ray Rosado established a branding guide aligning all brand to one visual image and a company politic to place the brand and trademark in a better position for the future. As Graphic Design Manager, the art department starts to create and develop all graphics applications. Brochures, banners, all internal communications applications as: email drops, newsletters, offices signage. The department create every application of communications with its providers and members with one graphic image on mind. A regular and consistence communications with employees with a new corporate philosophy to create a loyalty and pride to the brand and the company.

Result: Up today MCS continue as one of the most respectful healthcare brand and still manage its brands and one of the most important company asset.

Brochures

MCS CLASSICARE
PLATINO ESPECIAL (OSS PNE)

CUIDADO COMPLETO
PARA QUE PUEDAS
MANTENERTE SALUDABLE



2012

medicare
platino

MCS | Classicare
(OSS)

MCS CLASSICARE
PLATINO IDEAL (OSS)

CUIDADO COMPLETO
PARA QUE PUEDAS
MANTENERTE SALUDABLE



2012

medicare
platino

MCS | Classicare
(OSS)

MCS CLASSICARE
GRUPAL (OSS GRUPAL)

CUIDADO COMPLETO
PARA QUE PUEDAS
MANTENERTE SALUDABLE



2012

MCS | Classicare
(OSS)

Wraps



Awards



Logo



Backdrops

Booths



ERES LA RAZÓN QUE NOS MOTIVA A SENTIR PASIÓN, POR ESO CELEBRAMOS QUE SEAS PARTE DE NUESTRA GRAN FAMILIA.

EN LA NAVIDAD Y EL NUEVO AÑO, NUESTROS MÁS SINCEROS DESEOS DE SALUD, AMOR Y PROSPERIDAD.

¡Felizadas!

MCS
Pasión por la vida

X-mas

Ad Campaigns

¿CUMPLES 65 AÑOS?

En MCS Classicare(OSS PMR) te orientamos sobre todo lo que debes saber.

- ▶ Conoce las ventajas de afiliarte a un Plan Medicare Advantage
- ▶ Obtén más beneficios que con una cubierta básica, como servicios de visión, dental, audífonos y programas para tu bienestar
- ▶ Ahorra en el cuidado de tu salud

¡LLAMA HOY!
RECIBE GRATIS TU GUÍA DE
ORIENTACIÓN DE MEDICARE

787.620.2530 | 1.866.627.8183 | 1.866.627.8182
Área Metro Libre de Costo TTY/TDD (Audioimpedidos)

Lunes a domingo de 8:00 a.m. a 8:00 p.m.

mcsclassicare.com

Representación por actor pagado. MCS Classicare está suscrito por MCS Advantage, Inc. Un plan de salud con un contrato con Medicare. Un plan de Cuidado Coordinado con un contrato Medicare Advantage y un contrato con el programa Medicaid de Puerto Rico. El plan está disponible para beneficiarios de Medicare con Partes A y B y el Plan de Salud del Gobierno de Puerto Rico (Medicaid), que no hayan sido diagnosticados con Fallo Renal en Etapa Terminal (ESRD, por sus siglas en inglés) y residan en uno de los 78 municipios de la Isla. La información de beneficios provista, es un breve resumen, y no una descripción detallada de los beneficios. Para más información contacte al plan.

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MCS Classicare
(OSS PMR)

MQSADO

Products Sales Kits

ADELÁNTATE A LAS VUELTAS DE LA VIDA

MCS. Pasión por la vida

29 años cuidando la salud de Puerto Rico

Sobre 12,000 proveedores al servicio de nuestros asegurados

Protegemos la salud de empleados de más de 1,200 empresas

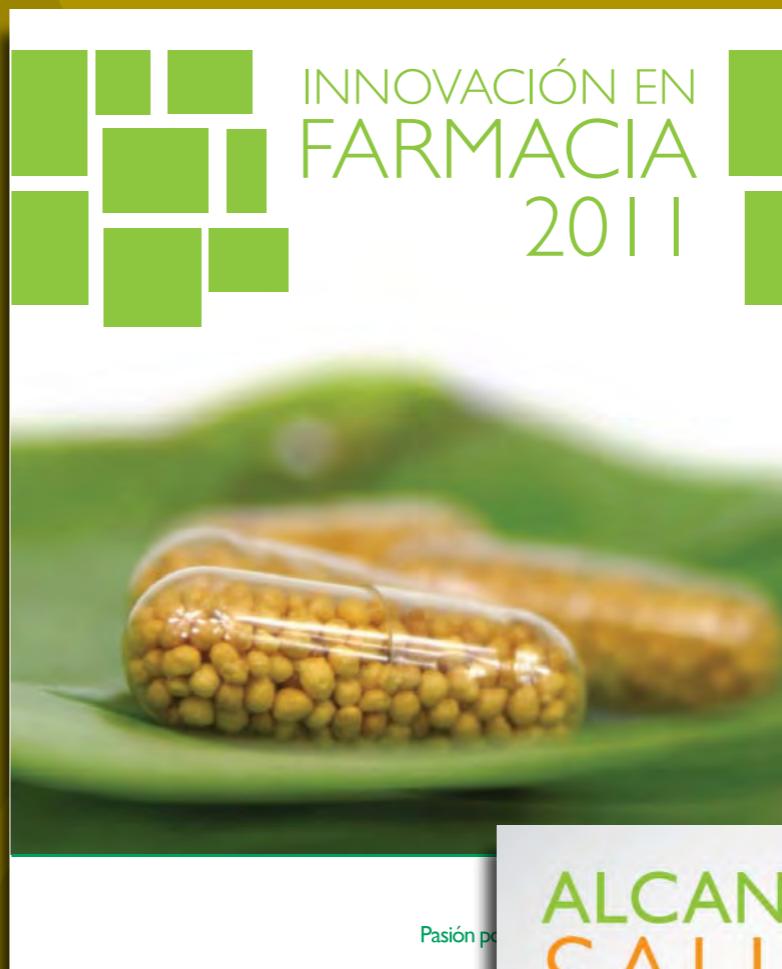
Más de 285,000* asegurados cuentan con un cuidado de salud completo

Día a día, miles de empleados puertorriqueños trabajan para mejorar la calidad de vida en Puerto Rico.

* Asegurados de Medicare y Comercial.

787.758.2500
mcs.com.pr

PARKER HANNIFIN



Directories

Events

ALCANZA TU META SALUDABLE CON MCS.

ZUMBA Lunes y jueves Salón de Adiestramientos Piso 2

CAMINANTES Lunes y miércoles Lobby de MCS Plaza

YOGA Martes Salón de Adiestramientos, Piso 2

ITE ESPERAMOS!

Ven y disfruta de la gran variedad de modalidades de ejercicios que solo te ofrece MCS.

Todas las modalidades de ejercicios se llevarán a cabo de 5:00 p.m. a 6:00 p.m.

MCS | bienestar total

Ads Campaign

MQSADO

Case Studies | Non Profit Organizations



Case: Boys and Girls Club (B&GC) is a non profit organization that provides a positive environment for disadvantaged kids and teens. Their vision is “to provide safe places and results-based programs where young people learn, grow, have life changing experiences, and establish ongoing relationships with caring adult professionals that will lead to opportunity, accomplishment and a life as productive, responsible adults.” (B&G home page)

Challenge: Even though B&GC of Puerto Rico has been providing services to disadvantaged communities for many years in Puerto Rico, they do not have the exposure they desire to receive funding for their programs. Also, the organization has not established the B&GC brand in the country. B&GC needed to create strong brand applications to communicate the club’s benefit for both possible donors and participants.

Result: MOSADO was hired to develop the B&GC brand in the local market, and help them with their vision and communicate the organization’s vision and benefit for increased funding and club assistance. MOSADO is developing all of its communication tools and branding all of its efforts. These tools include: Advertising campaigns, Corporate Video, Corporate Brochure, Event Branding, Annual Report among others.

Brand Exposure Campaign



Un lugar...
Un mundo de oportunidades.



BOYS & GIRLS CLUBS
OF PUERTO RICO



Annual Report



Un lugar...
Un mundo de oportunidades.



787-268-4504 • 787-726-4701
www.bgcpri.org



Un lugar.. un Mundo de Oportunidades

BOYS & GIRLS CLUBS
OF PUERTO RICO

Presentation Folder



3rd BOYS & GIRLS CLUBS
ANNUAL GOLF TOURNAMENT
TWO THOUSAND SEVEN

Fundraising Event
Logo Design

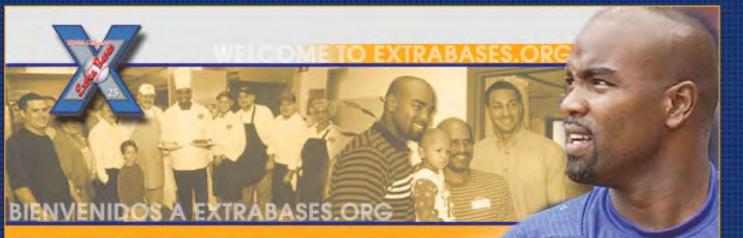
MQSADO

Case Studies | Non Profit Organizations



Mosado has created and developed branding applications for non-profit organizations such as **Extrabases Organization** and **Gibaro de Puerto Rico**. Non-profit organizations, like any consumer product or service, need branding to establish an emotional connection with the target audience, create an identifiable brand, and communicate a unique identity. Once established, the power of branding has no boundaries.

Major league baseball player, **Carlos Delgado**, directs Extrabases. The organization's mission is to improve the well being of people in need in the community through the donation of funds to individuals and other charities. At Mosado we have developed the brand identity and created Extrabases web home page (www.extrabases.org). Also, as part of Extrabases' funding sales, we created an advertising campaign that appeared in the Avon Brochure under the "follow your dreams" slogan. We were responsible for the design creation of the inspirational bracelet that also includes the Extrabases brand. This is an example of extending the branding of a non-profit organization in an innovative way.



Welcome to Extrabases.org

Late news

Take me out to The Runway
An unforgettable night.

Celebrities and the glamour of our designer Stella Nolasco
Buy your ticket

Carlos Delgado

Baseball is more than a sport or a form of entertainment. It is a means to turn people's dreams into reality.

It does much more than fill stadiums around the world. It fills empty stomachs. It takes kids from the streets, provides them with an education and transforms them into productive adults. It feeds hungry souls, provides a home to the homeless and hope to those in despair.

The love for this sport has given many kids an opportunity to shine in life. Now they want to return the favor. This is why Carlos Delgado and a group of caring, committed people have founded Extra Bases, an organization created to make a difference in people's lives.

"As a child my dream was to become a Major League player. Yet there are people whose greatest hope is simply to live in a home with loving parents, to receive an education or to overcome disease."

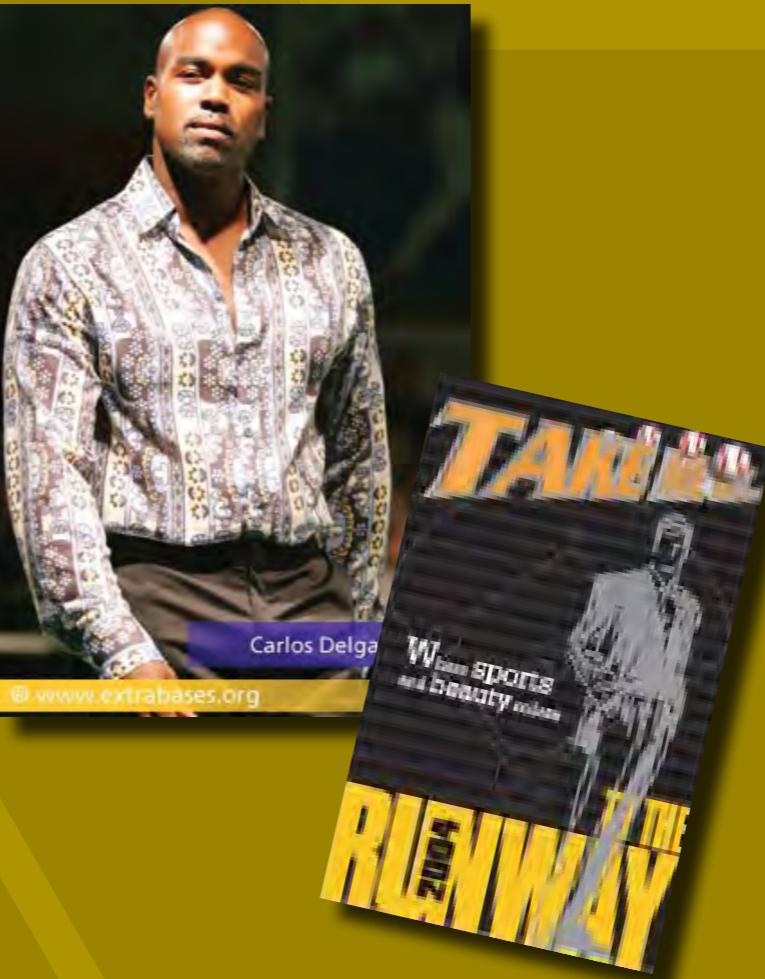
"It is my personal mission to return the blessings I have been so fortunate to received in my life to those who need it the most."

Carlos Delgado

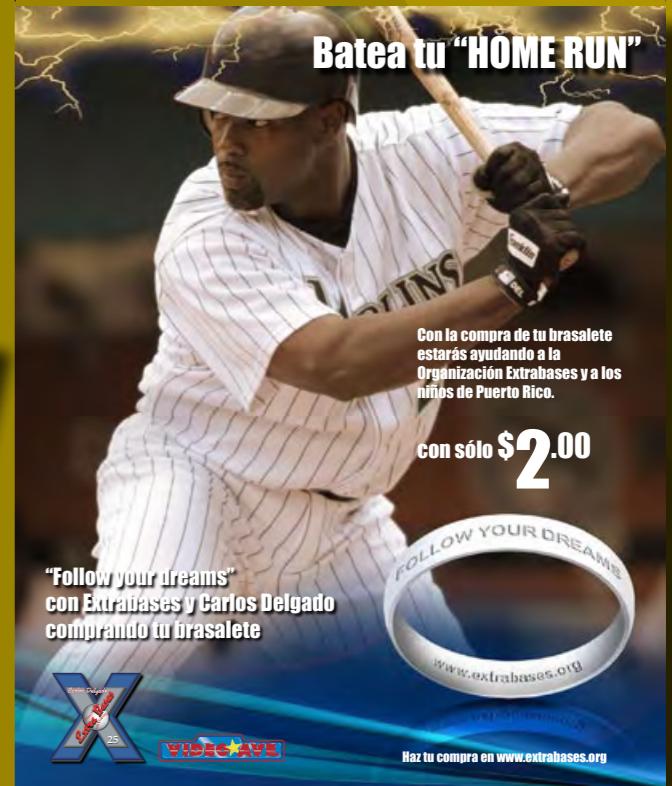
Sponsors

www.extrabases.org

Website



Fashion Show



Newspaper Ad

Case Studies | Non Profit Organizations

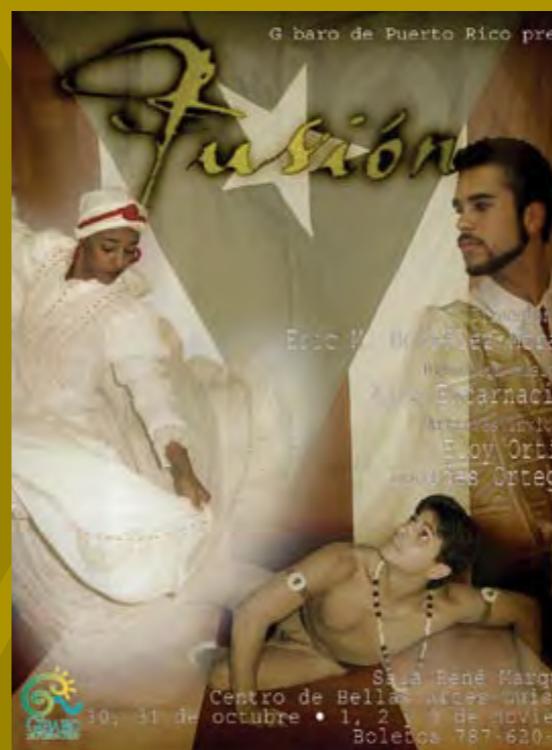


Gíbaro de Puerto Rico is a cultural organization whose mission is to develop the arts and folklore. At **Mosado** we work closely in the development of all branded print material of their cultural products. Our process serves to give a unique positioning to every product they launch.

At **Mosado** we are committed to our community, thus we will continually seek ways to support our client's non profit organizations in an effort to promote the arts, education and the well being of those in need. We are committed to building our company's foundation in one that promotes social responsibility. Our vision is to grow our organization parallel to the community that supports our mission.



Organization Brochure



Performance Posters

MOSADO

Clients & Partners

Our work can be found in successful brands that transcend their competition and connect meaningfully with their audiences.

Some of our clients and partners are: (Categorized by services)

Corporate Branding & Creative Consulting



Evolve your brand
with every impression.



GE imagination at work



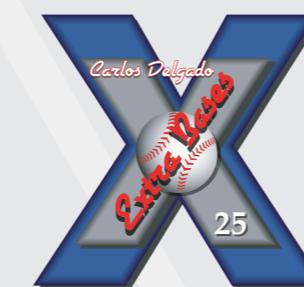
Non-profit Branding



Corporación para la Sustentabilidad Ambiental



CENREALTY



MQSADO



Conclusions

- We focus on adding value to strategic plans through creative integrated branding and advertising.
- Focus on psychographic profile of our consumer.
- We will create branding applications focused on obtaining the desired Results.
- We want to establish a business partnership.
- MOSADO is your best integrated branding alternative to surpass your sales targets in a very competitive retail market business.

**For a Service Presentation Request or
general inquiries:**

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info@mosado.com

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(787) 691.7112



MOSADO