

# BRAND OVERVIEW DECK



good sign<sup>®</sup> LICENSE.



**WHY DO SO  
MANY PEOPLE  
CARE ABOUT  
OUR PLANET'S  
FUTURE?**

**BECAUSE THEY  
KNOW WE DON'T  
HAVE ANOTHER  
ONE IN RESERVE.**

GOOD SIGN offers a  
POSITIVE proposition:

Earth is our home, and to  
ensure its wellbeing for  
future generations, we must  
all do our duty to be its good  
and loving housekeepers.



good  
sign

Part one: concept.



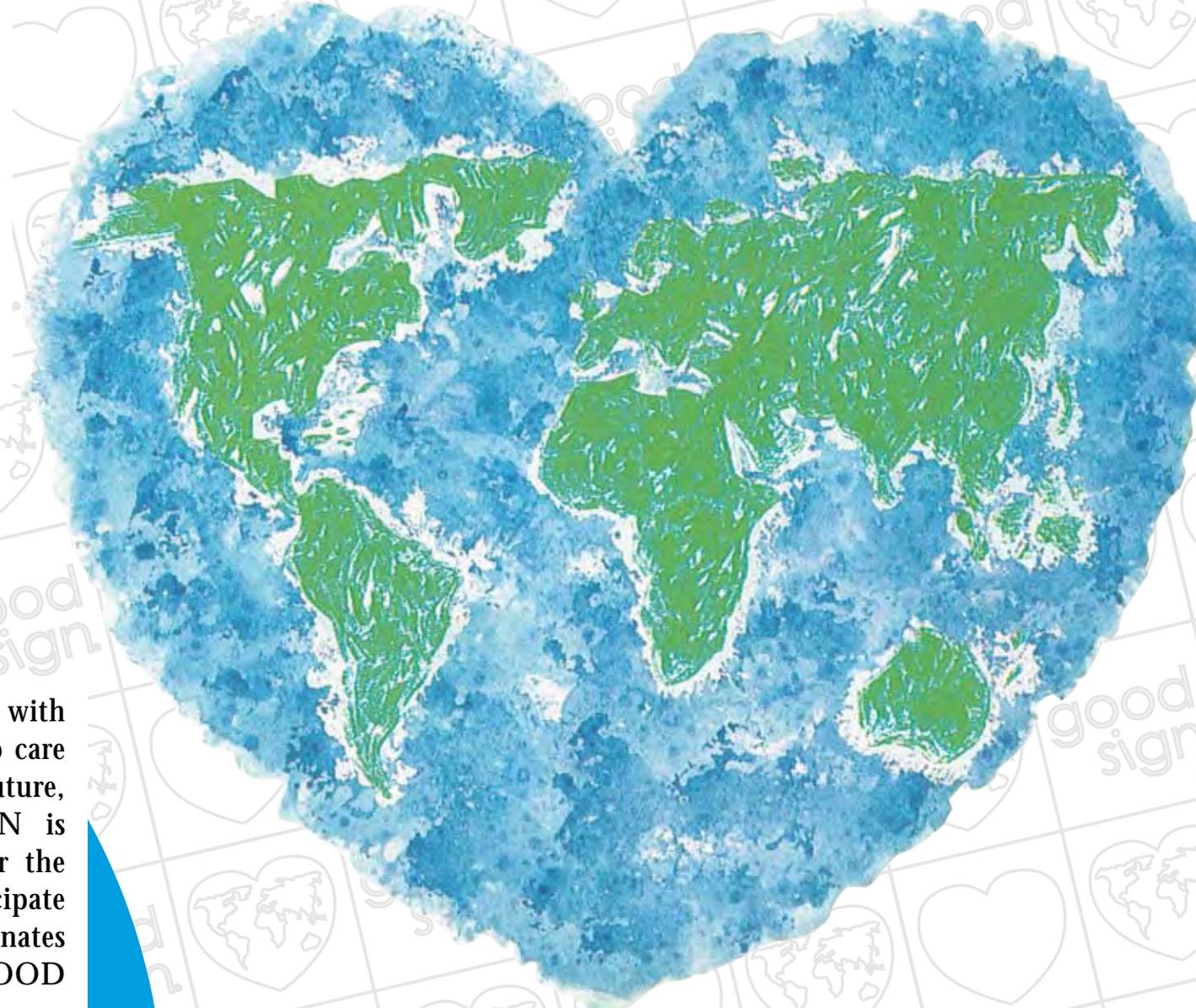
# INTRODUCING GOOD SIGN, A SIMPLE AND POSITIVE MESSAGE: LOVE AND PROTECT THE PLANET THAT GIVES US LIFE.

The GOOD SIGN philosophy is simple and undeniable: we must love the environment that gives us life by participating in the protection of oceans, forests, wildlife, the quality of the air we breathe, and of course the extended friends and family that is all humanity.

The GOOD SIGN ethos is value life on Earth as a wonderful and positive experience, even though we may be faced with serious environmental challenges.

The world is our home sweet home, filled with marvelous treasures that we must all learn to care for and work with to protect for our own future, and for future generations. GOOD SIGN is quite simply the environmental message for the future. Its proposition is that we must participate constructively towards the problem that dominates our society, the environment. Think of GOOD SIGN as life insurance for our planet.

# A HARMONIOUS MARRIAGE OF TWO EMOTIONALLY CHARGED ICONS.



The GOOD SIGN graphic brings together two of the best well known visuals known to us all - the familiar MAP OF THE WORLD that we live in and the emotionally charged HEART SHAPE.

This simple, unexpected, affective and harmonious marriage achieves an instant, positive communication which speaks all languages and reaches all people regardless of gender, age, class, race or religion.

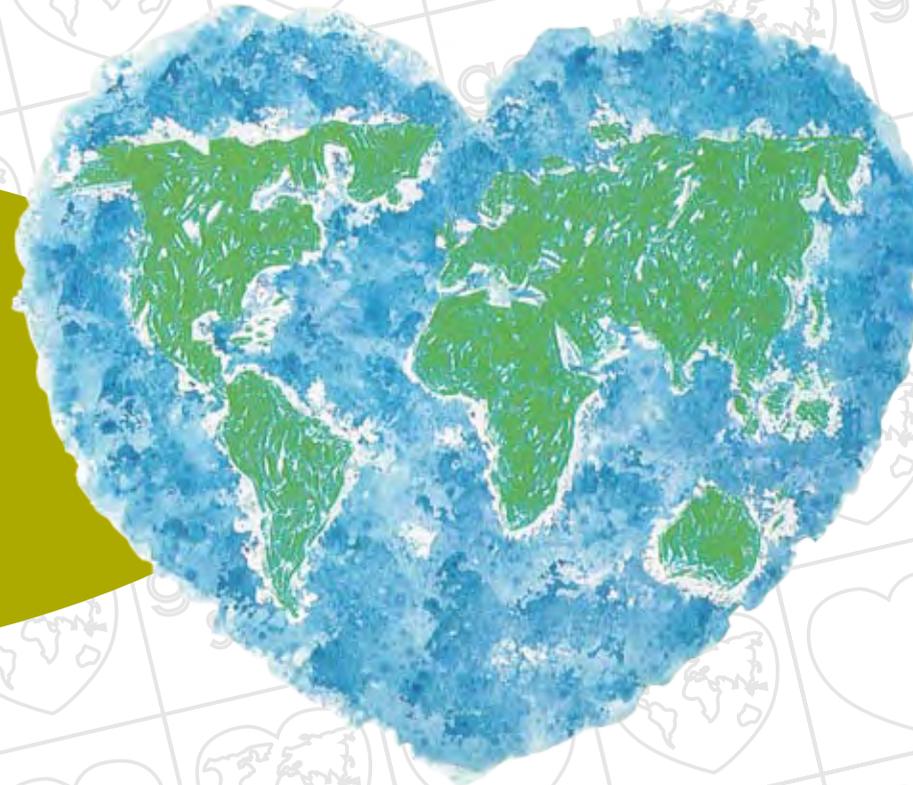


# GOOD SIGN. A SYMBOL WHICH EMBRACES THE POWER OF THE WRITTEN WORD

The Good Sign license includes a multitude of messages which address both general issues concerning the environment and the ecology as well as others tailored to specific themes, such as climate change.

These messages vary in length, according to the space available on each license in question.

Here follows just a few examples from an exhaustive list that is available ( and new, specific ones can be created on request):



## ECOLOGY / ENVIRONMENT

Go Eco. Go Good Sign.  
Good Sign. Eco-logical.  
Good Sign. The Eco-ethical license.  
Think eco - think Good Sign.  
The only way is Eco. Good Sign.  
Clean and Green. Good Sign.  
Live Green, Think Green, Love Green. Good Sign.  
Can You Hear the Eco? Good Sign, Good Sign, Good Sign....  
Go green, go Good Sign.  
The survival of our planet depends on us all. Good Sign.

## LIFE

Oui, la vie, oui. Good Sign.  
Life: it's what you make it. Good Sign.  
Life: don't take it for granted. Good Sign.  
Good Sign. Life insurance for our planet.  
Life: put your heart into it. Good Sign.  
Love life, love Good Sign.  
Good Sign: you have to love it.  
Life: make the most of it with Good Sign.  
Life: we're all in it together. Good Sign.

## WORLD

It's our world: let's love it. Good Sign.  
One world, one license: Good Sign.  
Home sweet home. Good Sign.  
Planet seeks loving relationship. Good Sign.  
"I can't live without you." Good Sign.  
For the love of life. Good Sign.  
Love makes the world go round. Good Sign.  
Love life, embrace Good Sign.  
Good Sign. Good Sense.  
Heart and soul for the environment: Good Sign.  
There is no Planet B. Go Good Sign.  
Global sense is common sense.

# QUOTATIONS BY FAMOUS PEOPLE

“To cherish what remains of the Earth and to foster its renewal is our only legitimate hope of survival.”

Wendell Berry

“What’s the use of a fine house if you haven’t got a tolerable planet to put it on?”

Henry David Thoreau.

“It is horrifying that we have to fight our own government to save the environment.”

Ansel Adams

When the last tree is cut and the last fish killed, the last river poisoned, then you will see that you can’t eat money.”

Native American proverb.

“There is something fundamentally wrong in treating the Earth as if it were a business in liquidation.”

Herman E. Daly

“Quand on a terminé sa toilette du matin, il faut faire soigneusement la toilette de la planète.”

Antoine de Saint-Exupéry, The Little Prince

“If the bee disappeared off the face of the earth, man would only have four years left to live.”

Maurice Maeterlinck.

“Let’s stop fighting over who we believe created the planet, & work together against those that choose to destroy it.”

Jack Barker

“The earth is over a million years old; respect your elders.”

Deanna Anderson

“Capitalism is destroying the planet. The two old tricks that dug it out of past crises - War and Shopping - simply will not work.”

Arundhati Roy.

“Imagine a man without lungs. Imagine earth without Amazon rainforest.”

Vinita Kinra

The Earth is what we all have in common.”

Wendell Berry

We won’t have a society if we destroy the environment.

Margaret Mead

“Try to leave the Earth a better place than when you arrived.”

Sidney Sheldon

# GOOD SIGN. A CONCEPT THAT SPEAKS TO ALL PEOPLE OF ALL NATIONS.

Many environmental foundations have been doing great work to save and protect our oceans, forests, wildlife, and the quality of the air we breathe. Notable amongst these organizations is AVAAZ de page, with an impressive 38 million members worldwide, As witness to the public's desire to protect our environment, incredible events took place worldwide on September 21st this year when millions of people gathered in 2,000 communities across the world to participate in the largest mobilization on climate change in history. An estimated 400,000 people - yes, that's almost half a million in one city - took part on the streets of New York in an event organized by Avaaz. (Avaaz, meaning «voice» in several European, Middle Eastern and Asian languages, Avaaz was launched in 2007 with a simple democratic mission: organize citizens of all nations to close the gap between the world we have and the world most people everywhere want). The event in New York included 1,574 participating organizations, and prompted 630,000 social media posts and 5,200 articles in the world's press. Following the lead taken by Good Sign, this demonstration showed, as does Good Sign, that people everywhere love our planet.





# GOOD SIGN. THE STYLE GUIDE



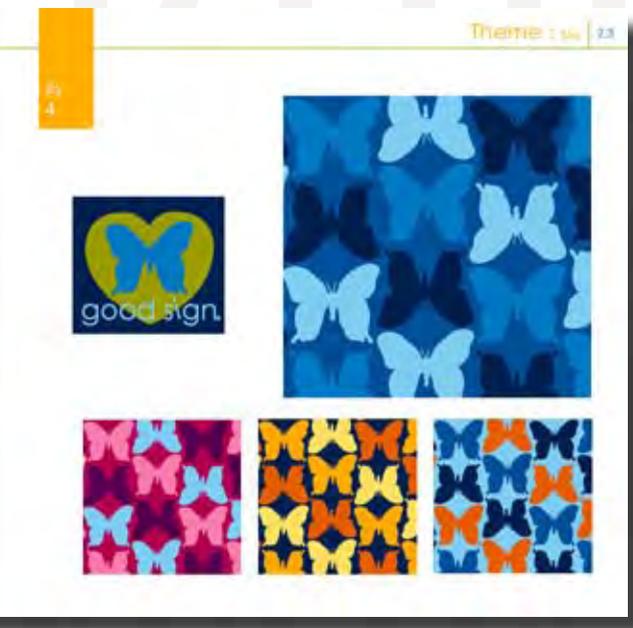
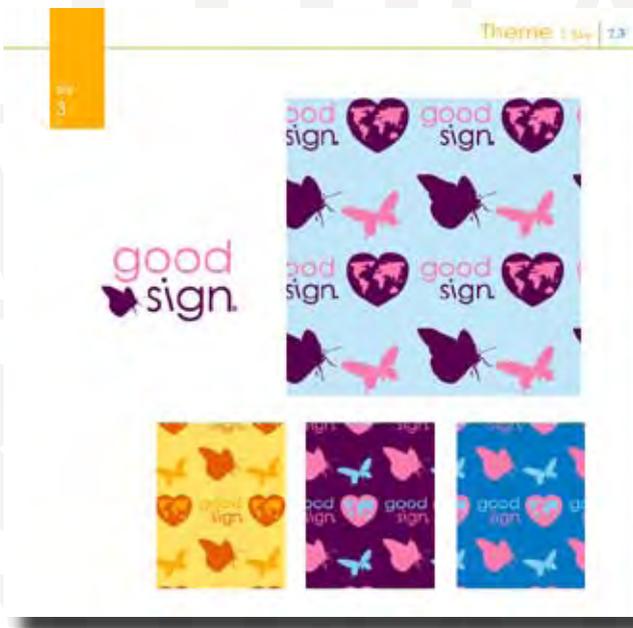
The Good Sign style guide contains a multitude of artwork variants and models which can be used ready-made or adapted to suit all forms of licenses. In the case where a licensee chooses to associate one or some of the previously mentioned verbal messages to the GOOD SIGN graphic, brand identity is reinforced with pertinent fonts and typographic styles that are illustrated within the style guide. Additionally, a series of linked themes are available within the style guide. These themes are heart, earth, sea and sky.

Products suited to GOOD SIGN include apparel, fashion accessories, stationary, gifts, luggage, and many many others.

As well as being able to take artwork directly from the style guide, licensees can also commission specific artwork to suit their needs from the creator of Good Sign, Michael Loughrey. With his vast experience as a graphic designer, Michael can work with licensees to create specific artwork which nonetheless maintains a coherent licensing programme and a continuity of communication.

Part two: artwork.





# VINTAGE LINE



GOOD SIGN symbol? Simple structure, emotionally appealing, GOOD SIGN is the property that both the public and the public have been waiting for with an extensive

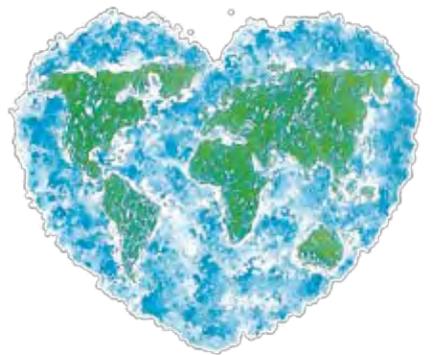
Company to see that the public is more interested than ever in buying the right ecological products.

choice of slogans that go with the symbol, GOOD SIGN guarantees a long life-span in the international marketplace. And as you can see from these pages GOOD SIGN has been adapted across a wide range of products, from clothing to toys, greetings cards posters and books, stationery, watches and jewellery, household goods and many more.

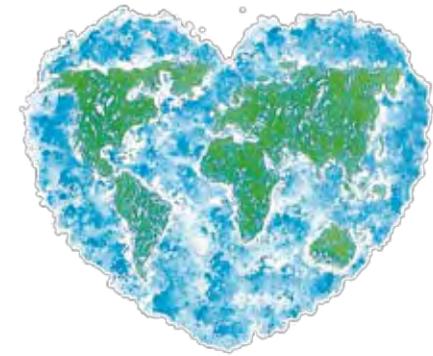
GOOD SIGN is the ecological concept that has been waiting for. And as a major best-seller, GOOD SIGN will not only be good for the ecology, but for the economy as well. Which can only be good for all concerned.

This Spring will see an important marketing and public-relations programme on an international scale. Just read the extract below from the Nielsen Research

number of ecological concepts have entered the marketplace, the public are still interested. Recent surveys however show that the more people know about the ecological concepts that missed the point. People don't want militant mutants up to their ears in toxic waste, or negative slogans written away from the merchandise. GOOD SIGN is the positive ecological concept that they will be buying for years to come. What concept could better sum up the public's feelings for the ecology than the



See the future

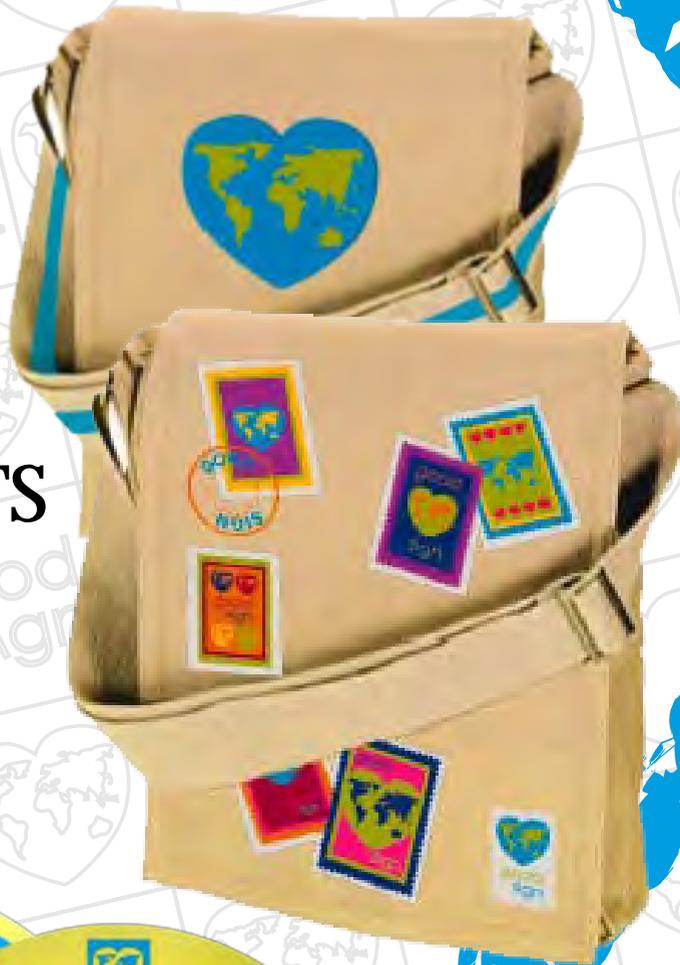


Love this Earth





## PRODUCTS



Part three: ethos.

# GOOD SIGN: MAINTAINING THE BRAND'S ETHOS.

It goes without saying that synthetic materials should be avoided in a GOOD SIGN licensing program. Natural materials are recommended, for instance in the case of apparel, the use of «green cotton» (which has not been bleached to whiten it) reduces carbon footprint and global pollution. In the case of paper products, «recycled or forest farmed paper» is desirable, as well as environmentally-friendly inks which cause less pollution. Whatever the license, attempts should be made to reduce packaging to a minimum and assure both the brand's and the licensees integrity.



# GOOD SIGN BUSINESS PLAN.

An established international program: latest international agents presenting GOOD SIGN at forthcoming licensing shows are as follows:

Germany: Eurolizenzen at LIMA Licensing Market Munich, Nov 2014

France: Paris-Arabesques at the Forum Kazachok, Paris April 2015

Italy: DIC 2 at Bologna Licensing Trade Fair, April 2015

Spain: Mendia at the El Forum del licensing, June 2015

USA: Lawless Entertainment at the Licensing exhibition, June 2015

GOOD SIGN advertising campaign in licensing magazines include License Global and Total Licensing.

An international children's publishing program in development, to be launched at the Bologna Children's Book Fair.



**\$40 billion in sales of environmentally friendly products in the U.S. last year. 'Enough to make anyone turn green'.**

United States. Department of Commerce, Economics and Statistics Administration. «Measuring the Green Economy.»

# GOODBY AND HELLO.

Thanks for your interest in the GOOD SIGN license and for taking the time to study the GOOD SIGN deck. We hope that just like the countless millions of people around the world who are showing love and concern for the wellbeing of our planet that you too will join the ever-growing number who are committed to wearing their heart on their sleeve for planet Earth.

So whilst this is where we say goodbye, we trust that our next word to you will be hello, when we will be working side-by-side with you to ensure a better future for us all, and for generations to come.



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