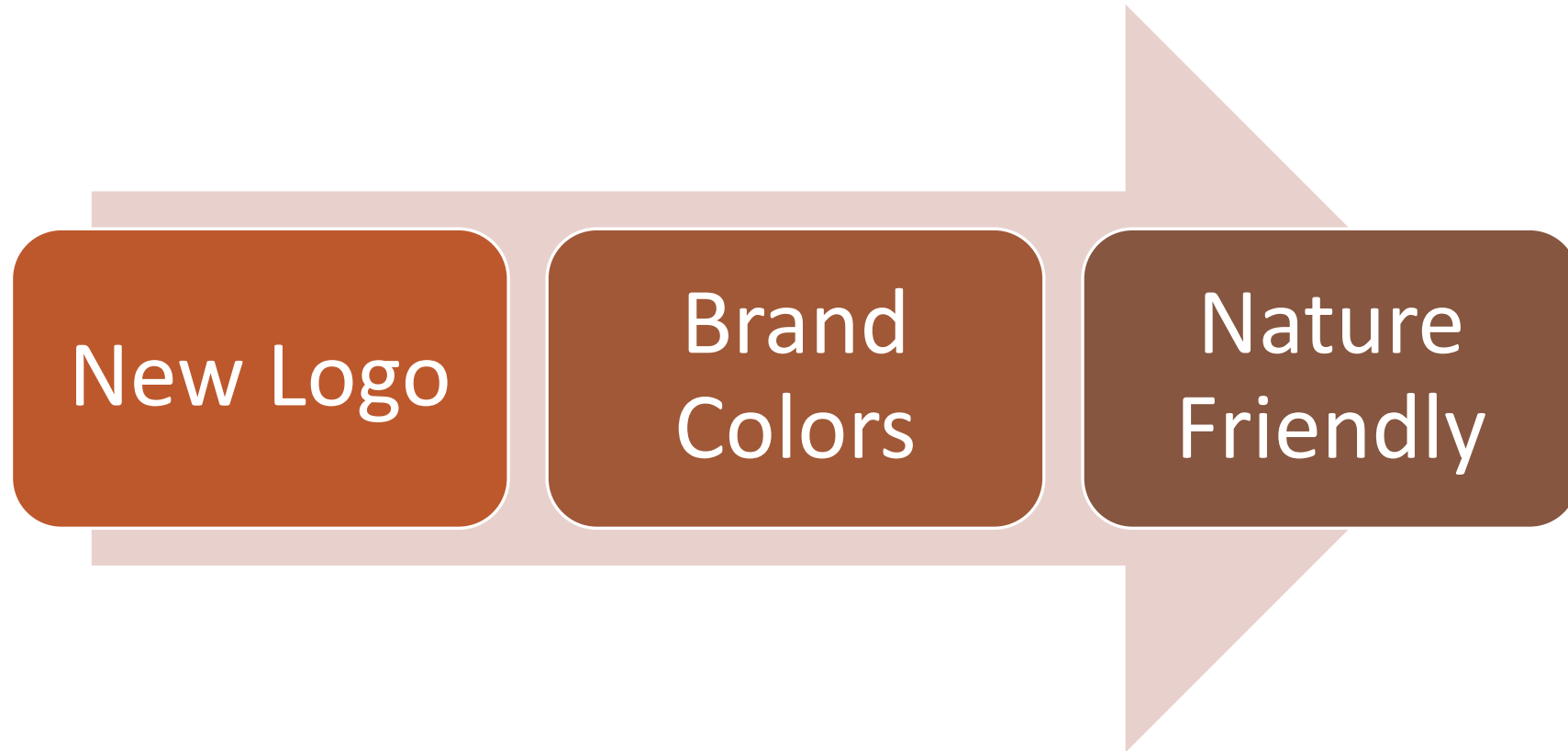


Quarterly Report

FRANK ASCIUTTO

Three primary aspects to rebrand campaign



New logo is simple and familiar

FABRIKAM



Vertical logo



FABRIKAM, INC

Horizontal logo

Brand colors designed to appeal to international client base

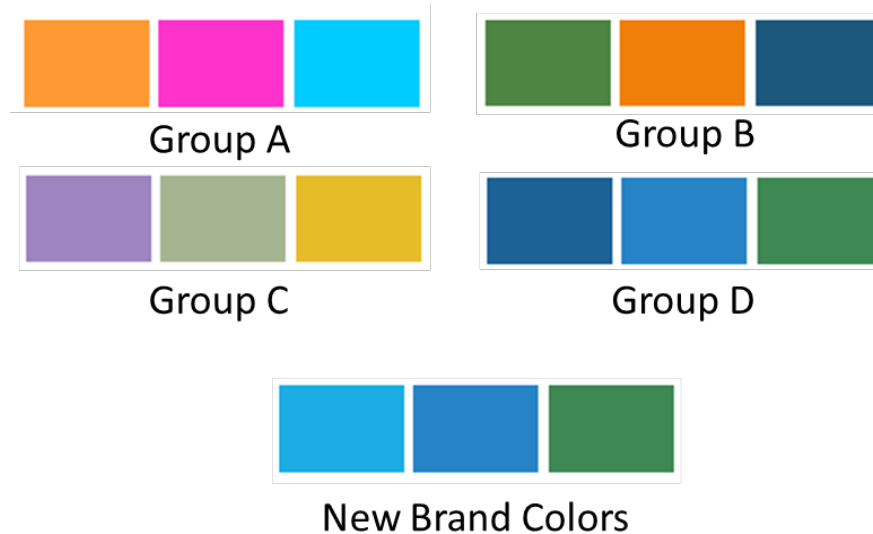
East Asian tests: A

Other regions: D

- Familiar blues and greens

2nd East Asian tests: A + D

Conclusion: introduce turquoise



Join us in June for a little RnR

Everyone is welcome!

Fishing, hiking, lounging

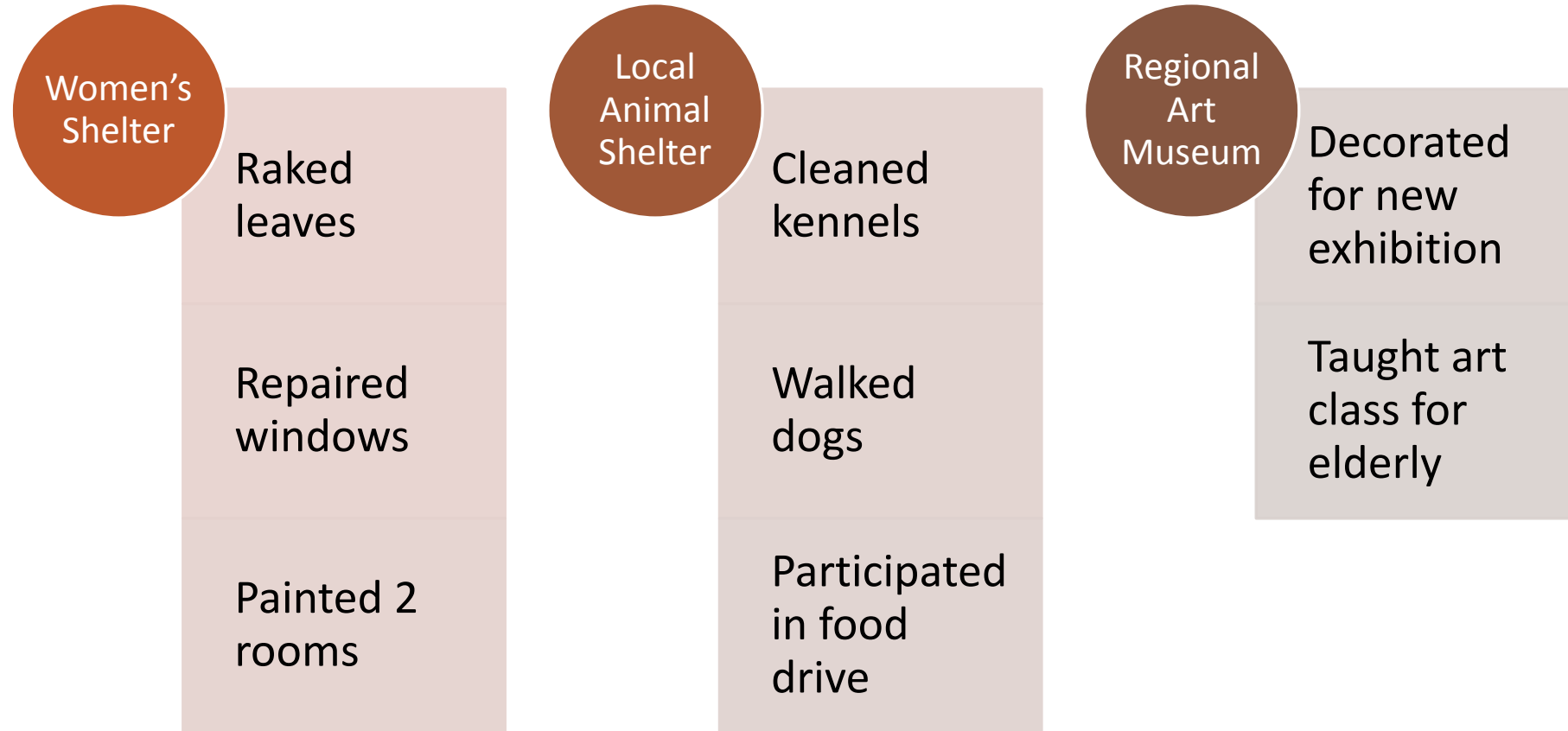
Finger Lakes, upstate New York



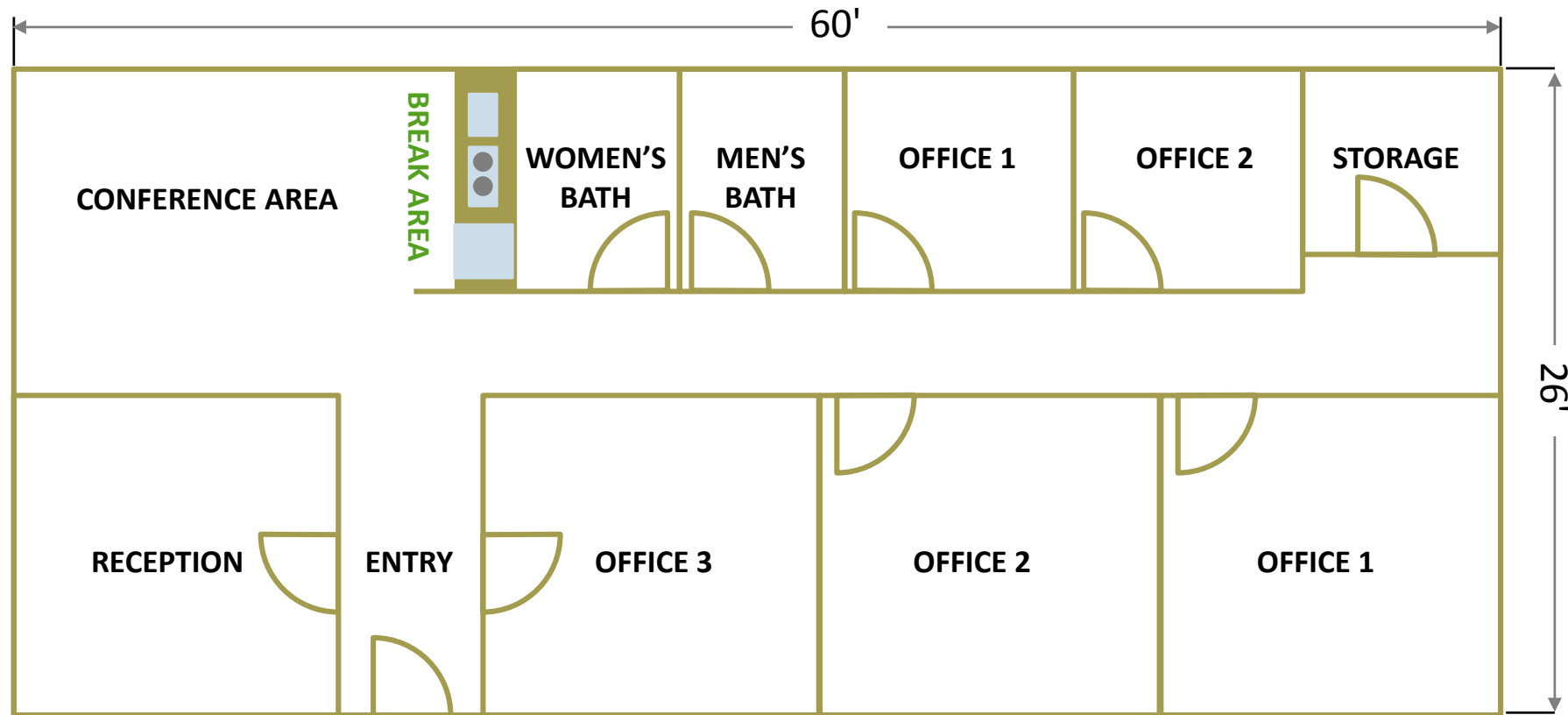
Previous excursions



Fabrikam employee community contributions make a difference



New Seattle office floor plan



Quarterly sales are nearly double

	Q1	Q2
Widgets	\$1,299,326	\$2,549,228
Sprockets	\$6,457,900	\$9,990,641
Gizmos	\$2,786,543	\$6,904,317
Total	\$10,543,769	\$19,444,186

