



Charles Michael Murray

.design.internet.photography.motionGraphics

corporate design & internet  
photography & motion graphics

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949.306.9640

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CHARLES@CMMSTUDIO.COM • LAGUNA BEACH • CA 92651 • USA

# design

**client:** Beck's North America

**project:** Design a 9" x 11.5" ad for Becks North America to run in beverage trade publications with Beck's new bottle line-up.

Copywriter/AE - Dick Ward.

Other projects included a traveling full line sales kit in a metal case, and calendars with yearly sales incentives. Photography provided. A bottle opener from the Beck's Key logo was also designed/produced.

## EXCELLENCE, VOLUME, AND PROFITABILITY. THAT'S THE BECK'S KEY.

The world-famous Beck's key trademark (registered in 1884) is based on an element in the City of Bremen Coat-of-Arms. A port city in northern Germany, Bremen has

For decades, import beers offered high margins on relatively small sales volumes...but a real boost to the bottom line for their U.S. customers. Yet, as the category grew and competition increased, margins on many top-ten import brands have declined. Today, several top imports are providing only razor-thin margins. Not at Beck's.

At Beck's, we're a top-ten brand that offers both high volume and solid profits to our customers.

We brew a full line of truly excellent malt beverages, which all comply



been home to the Beck's brewery since its founding in 1873. Today, Beck's is the top German beer sold in the United States and more than 100 countries worldwide.

with the German Purity Law of 1516. This tradition of excellence has made Beck's by far the most popular German beer in America. Our brands are premium priced, and that pricing reflects not only the excellence of our products

but also Beck's long-term commitment to the profitability of our customers.

Our premium pricing also allows us to invest in the market. It all adds up to a great opportunity: Product excellence, top-tens volume, and investment in programs to drive growth. The result is high profitability for our customers. That's the Beck's Key.

It means success.



OKTOBERFEST

A seasonal sales favorite, available late summer through fall.

BECK'S LIGHT

Beck's Light and all our beers comply with the German Purity Law.

BECK'S

Our flagship beer. Brewed since 1873, Beck's is America's #1 beer from Germany.

BECK'S DARK

Beck's Dark is America's #1 imported dark beer.

HAAFE BECK

Haafe Beck is the #1 imported non-alcoholic in the U.S.

REG. TM.

**BECK'S**

Beck's North America  
One Southgate Drive  
PO Box 120 007  
Stamford, CT 06912-0007

Tel: (203) 388-BECKS  
Fax: (203) 388-3000  
www.becksbeer.com  
©2001 Beck's North America

**client:** Master Development Corp.

**project:** Design a six page property brochure for print and web. Project also included architectural photography by CMM, site plans and a website.

## WHITE OAK BUSINESS CENTER

RANCHO CUCAMONGA, CALIFORNIA

FOUR FREE-STANDING BUILDINGS  
IN A PRIME LOCATION



- Four (4) leased buildings with lease expirations that vary from 2015–2019
- Buildings were completed in 1999 and have been well maintained
- Building #
  - 4 – 8731 Prestige Court 16,000 SF
  - 5 – 8751 Prestige Court 10,900 SF
  - 7 – 8740 White Oak Ave. 19,200 SF
  - 8 – 8760 White Oak Ave. 28,100 SF
- All buildings are available for sale, lease or lease/option pending building availability

For Information Contact: **White Oak, LLC**  
**Bryan Bentrott** 949-655-8226  
bryan@sumedevco.com

**AD DESIGN**

**BROCHURES**

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**OFS d.d.s.**  
COMPLETE DENTAL SERVICES

**Orest Frangopol, D.D.S., Inc.**  
26111 Antonio Parkway, Suite 200  
Rancho Santa Margarita, CA 92688  
(949) 713.6720 • Fax (949) 713.6721  
Web site: ofdds.com

**Complete Dental Services**  
With our CEREC® in-house laboratory, we produce inlays, onlays, veneers and full crowns on site, so a restoration — or even a full-smile makeover — can be completed in a single appointment. And we offer a range of conscious-sedation options.

**Cosmetic Dentistry**

- Whitening procedures
- Bondings and veneers
- Full porcelain crowns
- Laser gum contouring
- Invisalign®, the clear way to straighten teeth

**General Dentistry**

- Cleanings and soft-tissue management
- Digital X-rays and diagnostics
- Periodic exams
- Fillings and extractions
- Periodontal treatments and surgery
- Bondings and veneers
- Fixed prosthetics
- Endodontics
- Implants

Our office is located in the Santa Margarita Water District building on Antonio Parkway, just south of Oso Parkway. Enter at the Water District driveway, then turn left at the monument sign for parking.

Orest Frangopol, D.D.S.  
American Dental Association  
California Dental Association  
Orange County Dental Association  
American Academy of Cosmetic Dentistry  
American Academy of Implant Dentistry  
Academy of Computerized Dentistry of North America  
Coto de Caza and Rancho Santa Margarita Rotary Club

© 2007 Orest Frangopol, D.D.S. • design: cmmstudio.com

## We're Here for Your Perfect Smile

In today's dentistry, there are so many new ways of improving the appearance of your smile. Simple whitening procedures can do wonders to enhance a smile. If teeth need to be repositioned, the Invisalign® system offers a clear and easy way to straighten teeth without metal braces. Laser gingival recontouring and crown lengthening can correct a "gummy smile" in a virtually painless procedure, completed in a single appointment. Or, for more extensive smile improvements, ceramic veneers and crowns can make a huge difference. With the CEREC® single-visit restoration system, even full-smile makeovers can be completed in one office visit. All of these procedures and more are available at the Rancho Santa Margarita dental office of Orest Frangopol, D.D.S. Dr. Frangopol is highly qualified and trained in cosmetic dentistry, implant dentistry and computerized dentistry. Maybe the final touch to your glowing smile is skin rejuvenation in the facial area with BOTOX® Cosmetic, Restylane® or Juvederm™. We offer these treatments, too.

We're here to provide whatever you need to achieve your perfect smile, so give us a call.

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- Endodontics
- Implants

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American Dental Association  
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American Academy of Implant Dentistry  
Academy of Computerized Dentistry of North America  
Coto de Caza and Rancho Santa Margarita Rotary Club

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COMPLETE DENTAL SERVICES

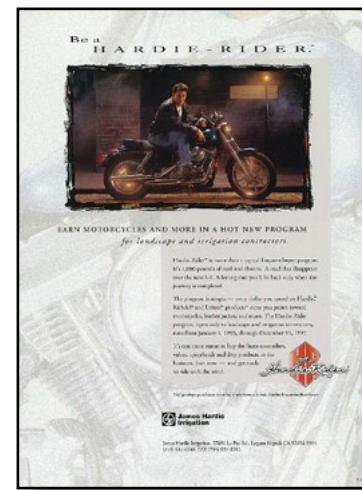
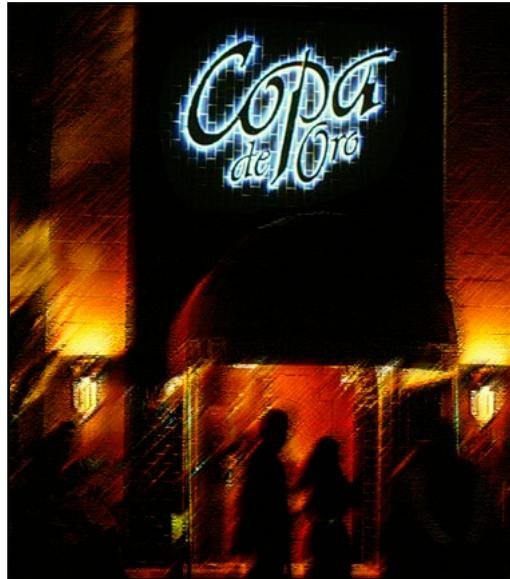
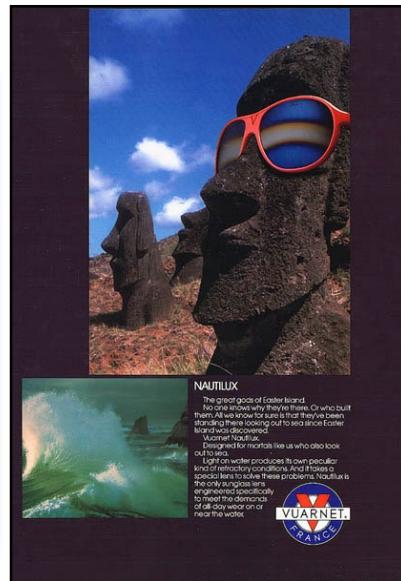
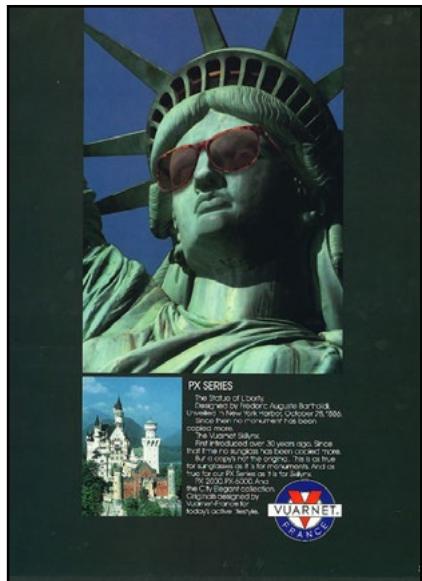
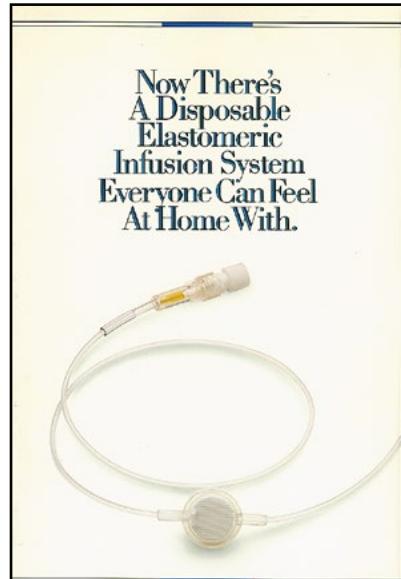
**client:** Orest Frangopol DDS

**project:** Marketing tools, color and black and white ads, newspaper coupons. Copywriter - Dick Ward.

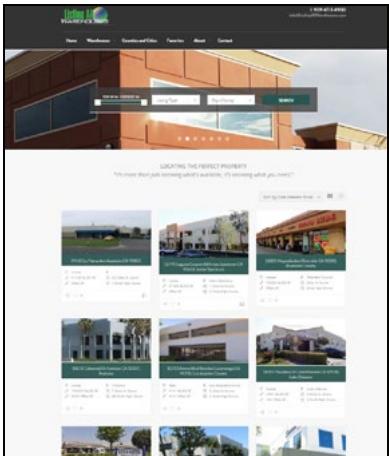
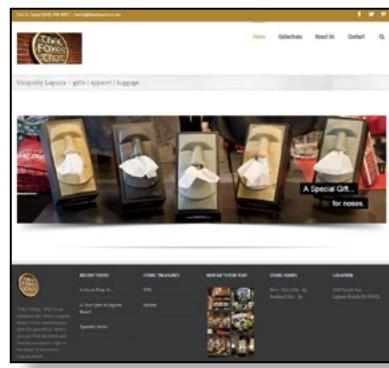
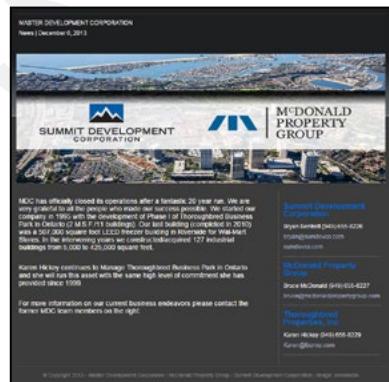
Other projects included photography, logos, website, direct mail, internet services and images for a promotional calendar.

DENTAL MARKETING

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MEDICAL OPTICAL SPORTS IMAGES  
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**clients:** TOKISTAR Lighting  
Ron Chilcote Photography  
MOMEN  
BESG

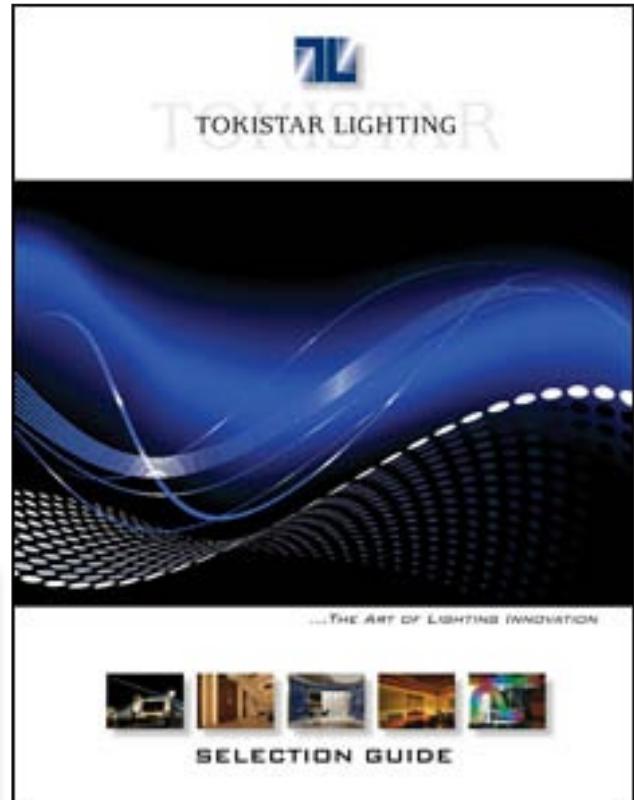
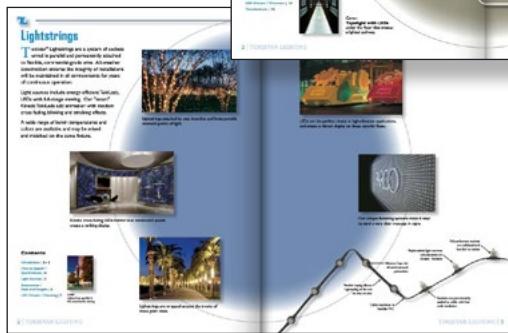
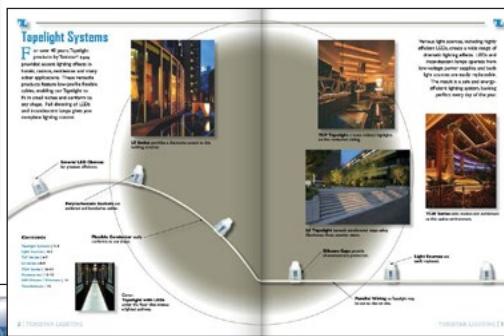
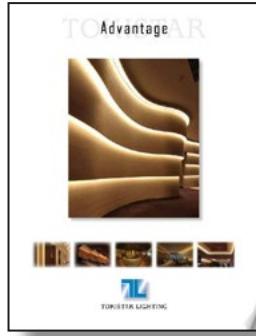
Michael P. Morgan Photography  
Latin American Perspectives  
SDC | MPG  
Fox's Trott  
Listing All Warehouses  
Summit Development Corp.

**projects:** Corporate Identity,  
products, services, blogs, ecom,  
galleries, contact info, word press,  
site maintenance, plug-in and theme  
updates, weekly updates.

## WEBSITES

**client:** TOKISTAR Lighting

**project:** Design two corporate websites, twelve (12) six color brochures, ads, motion graphics for trade shows, product photography, location photography, consulting, work with CEO, design department and IT department.



**client:** MOMEN

**project:** Numerous marketing tools showcasing world class artist Karl Momen includeds; three websites, ads in art magazines, exhibitions, art sell sheets, logo, video editing, photography of two and three dimensional art and more.



design

PRODUCT BROCHURE DESIGN | SELL SHEETS

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Bio-Energy Solutions Group



one earth | one dream



"Three Decades of Paintings  
and Sculpture"

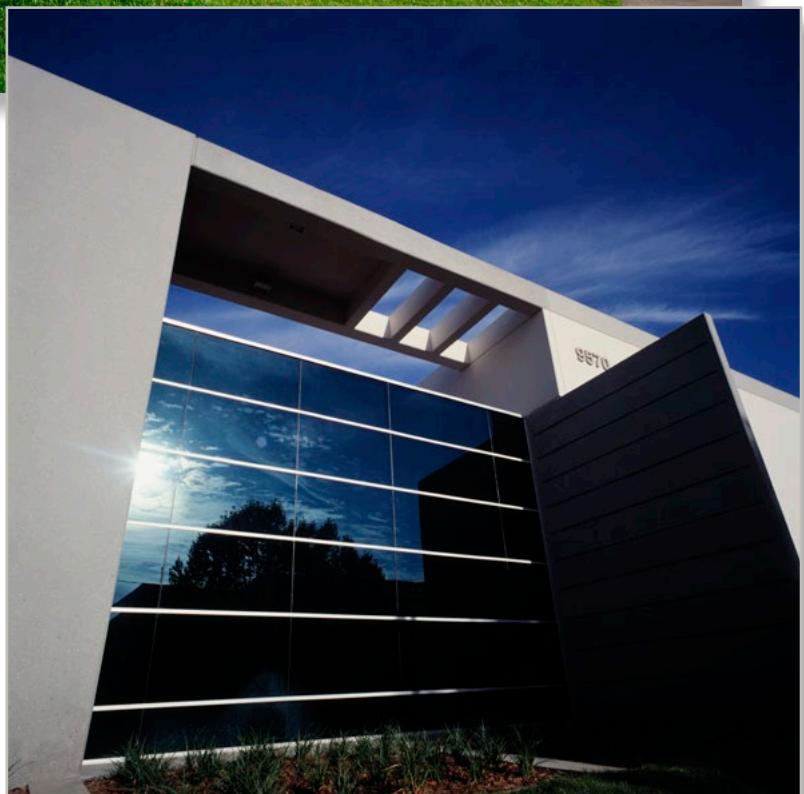


Fine Organic & BioDynamic Wines of the World



CORPORATE LOGO'S | IDENTITY

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**clients:** MDC and Donlon Builders

**projects:** Architectural photography and brochure design.



delopers

COMMERCIAL PHOTOGRAPHY | BROCHURES

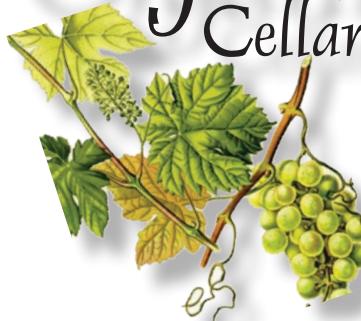
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**clients:**

The Organic Cellar  
TOKISTAR Lighting  
Summit Development Corp.

**projects:** Direct mail,  
property brochure and product  
selection guide including  
product selection guide  
commercial photography.

The  
*Organic*  
Cellar LLC™



*Fine Organic & BioDynamic Wines of the World*

TheOrganicCellar.com • 949.306.5474

**8705 9TH STREET**  
NEW WAREHOUSE BUILDING WITH HIGH IMAGE OFFICE ± 24,000 Sq. Ft. ON 1.24 ACRES

**Voit**  
REAL ESTATE SERVICES  
Patrick Wood | 949.306.5474 | [patrick.wood@voit.com](mailto:patrick.wood@voit.com)  
Ryan Miller | 949.306.5474 | [ryan.miller@voit.com](mailto:ryan.miller@voit.com)

SUMMIT DEVELOPMENT CORPORATION

這個項目有很大的“風水”會吸引很多機會  
在規劃過程中，投資者成功的“贏”，就是將  
辦公室安置在有利於風水的位置。  
在這建築中發展生意，成功是必然的！

**ECHO CUCAMONGA, CA 91730**  
IMAGE OFFICE ± 24,000 Sq. Ft. ON 1.24 ACRES

**Voit**  
REAL ESTATE SERVICES  
Patrick Wood | 949.306.5474 | [patrick.wood@voit.com](mailto:patrick.wood@voit.com)  
Ryan Miller | 949.306.5474 | [ryan.miller@voit.com](mailto:ryan.miller@voit.com)

SUMMIT DEVELOPMENT CORPORATION

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TOKISTAR LIGHTING



Product Selection Guide

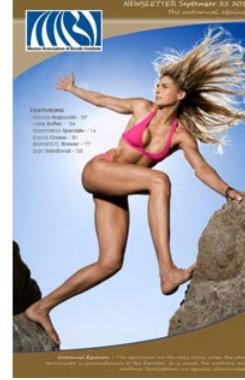
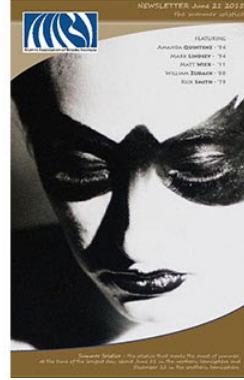
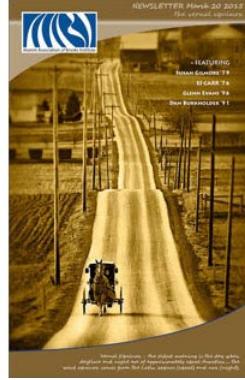


brochures

DIRECT MAIL | BROCHURES

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# news letters



**client:** Brooks Institute Alumni

**project:** Present the skill and vision of the alumni of Brooks

Institute - California. The collaboration included content from Brooks, students, alumni and the Alumni Committee. Digital published quarterly on the seasons of the earth - Solstices' and Equinoxes' - March/June/Aug./ December. Each addition features up to six artists in editions of 40-50 pages. Delivered via numerous social media options, and downloaded pdf files.

Other newsletters include BECK's NORTH AMERICA.

NEWSLETTER March 19 2016  
the equinox

**Alumni Association of Brooks Institute**

FEATURING:  
Jonathan Kingston '02  
Xavier Verstraeten '84  
Jacob Chase '07  
AK Adam '07  
Travis McCormick '07  
Jensen Sutta '01

*Vernal Equinox -*

On the equinox, night and day are nearly exactly the same length – 12 hours – all over the world. This is the reason it's called an "equinox", derived from Latin, meaning "equal night".



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PORTFOLIO

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The collage includes the following elements:

- Top Left:** A bottle of 2007 Harney Lane Petite Sirah organic wine.
- Top Center:** A tall glass of beer next to a bottle of Dos Equis XOX Special Lager.
- Top Right:** An image of a bar or restaurant interior with a sign that says "Copa de Oro".
- Middle Left:** A Carl's Jr. advertisement for "CARL'S NEW SOUTHWESTERN CRISPY CHICKEN SANDWICH". It features a sandwich with melted cheese, green chili, and lettuce on a cornmeal-dusted bun. Text below reads: "Golden, crunchy chicken fillet, spicy Santa Fe sauce, melting cheese, green chili and lettuce on a cornmeal-dusted bun. Limited time!"
- Middle Center:** A dessert item with white frosting and nuts.
- Middle Right:** A night scene of a restaurant or event with many people and tables.
- Bottom Left:** A Tecate advertisement featuring a bottle and can of beer with the slogan "Taste New TECATE Light".
- Bottom Center:** A digital screen displaying the "SUPERCOLOR DIGITAL" logo and the text "Serving the Automotive Industry".
- Bottom Right:** A Ruby's Diner advertisement featuring a woman in a red dress holding a tray of food, with the Ruby's logo and a menu board in the background.

**CHARLES MICHAEL MURRAY**

DESIGN. INTERNET. PHOTOGRAPHY. MOTION GRAPHICS

# PORTFOLIO

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HEAD®  
**SWIX**

**HH**®  
Helly Hansen



**MARKER**

**Coors.**

**Bohemia**  
IMPORTED BEER



DOS EQUIS  
**XX**  
IMPORTED BEER



**STAR TRAC**

**SUPERCOLOR™**  
DIGITAL

**premio.**



**H Shiley**

**TECATE**



**LifeFitness**  
WHAT WE LIVE FOR

**ZIARI**

**SMITH OPTICS**

**RECARO**

**EL TORITO**  
EST. 1954 BRAND

**PIONEER**

TURBO BY **Garrett**

**SVERDRUP STEEL**

**Lee & Associates®**  
COMMERCIAL REAL ESTATE SERVICES

**Farmer Brothers COMPANY**

**TOKISTAR**  
LIGHTING

**ICN**  
ICN Pharmaceuticals, Inc.

**Le MERIDIEN**

**ARNEL**

**SUMMIT DEVELOPMENT CORPORATION**

**Honeywell**

**MCDONALD PROPERTY GROUP**

**RAIN BIRD**

**Logomark**  
Different by design

**THE FOXES' TROT**

**DEXUS**  
PROPERTY GROUP

Quality is  
**SOUTH COAST PLAZA**®

International Destination

**Cleveland GOLF**

**O B A G I**  
MEDICAL

**EPSON**

**WESTMINSTER MALL**  
A SIMON MALL

**mdc**  
MASTER DEVELOPMENT CORPORATION

**NORDICA**

**BREA MALL**  
A SIMON MALL

## HISTORY / CLIENT LOGO'S



Charles Michael Murray

photography.design.internet.motionGraphics

A contemporary and classical approach to design. A creative, skilled, flexible graphic-craftsman and photographer - **Charles Michael Murray** - embraces communication challenges from diverse industries. Print to digital - his personal and technical skills are contemporary and dynamic. From local to national projects - Charles first focuses on the objectives and carefully collaborates with the team involved; or takes on the full scope of the project through fruition. Close contact, fluid working relationships with executives, team members and suppliers - he is supportive, professional and brings refreshing positive energy to any meeting.

Charles' freelance skills include corporate and consumer **commercial photography, graphic design, internet services** and **motion graphics**. Industries supported include: Commercial and Residential Real-Estate, Sporting Goods, Hi-Technologies, Food, Beverage, Organic Wines, Environmental, Medical, Dental and Corporate Identity.

#### Skill Sets:

- **Photography** – Commercial Advertising of products and services (studio or location)
- **Graphic Design** – Collateral marketing tools from print to internet
- **Motion Graphics** – HD 1920x1080 Corporate Image - create and edit
- **Internet** – Develop or direct internet corporate site including direct email marketing
- **Develop creative direction** and marketing assets
- **Team player**: Advertising Agencies / Design Firms / In-House Marketing Departments

#### Client History Includes:

Salomon Skis, HEAD Sports, VAURNET, Smith Optical, LifeCycle, Cleveland Golf, Marker Ski Bindings, Helly Hansen, Epson, Dental Arts Center, Premio Computers, JVC, Honeywell, RainBird, Garret TurboChargers, Kodak, Parker Hannifin, Carl's Jr., ARCO AM/PM Mini-Markets, Rubio's Fish Tacos, Wisdom Imports, Cafe Classico, Tecate, Bohemia, Coors, Becks North America, Marion Meyer Contemporary Art, Bio-Rad, South Coast Plaza, Arnel Properties, Summit Development Corporation, Master Development Corporation - MDC, DEXUS, Pacific Homes, TOKISTAR Lighting, Donlon Builders, CMD, LEE & Associates, Brea Mall, Ace Medical, Hardie Irrigation, LogoMark, The Organic Cellar, Endangered Planet, MOMEN, Prelitz design+build, Ranan Lurie - and many others.

#### Education:

- MS – Master of Science | Brooks Institute - Santa Barbara CA USA
- BA – Bachelor of Arts | Brooks Institute of Photography - Santa Barbara CA USA
- Lifetime Teaching Credential – State of California (arts, science and photography)

# CHARLES MICHAEL MURRAY

LAGUNA BEACH | CA | 949.306.9640 | [CHARLES@CMMSTUDIO.COM](mailto:CHARLES@CMMSTUDIO.COM)



SUMMIT DEVELOPMENT  
CORPORATION

**Bryan Bentrott** - CEO

Summit Development Corporation  
Newport Beach CA

"I have known Charles since 1987 and I can always count on the finest work from this detailed oriented professional focus. Charles is equally skilled at photography, web design, site plans and branding/brochures. Charles completed our first corporate brochure for Master Development Corporation ("MDC") and photographed all our completed buildings throughout southern California. I would describe Charles with the following three words: "accurate, professional and responsive." I am confident you will be very pleased with his work...."



Los Angeles | Las Vegas | Dallas | San Francisco | Orlando - USA

**Peyman Rashtchi** - CEO

SuperColor Digital

"Charles' photography was put to the test to document Super Color Digital's recent work for the LA Auto Show. We have not done anything like this before and Charles took the reins and created exactly what we had in mind. With his still photos and video, Charles documented our work with such professional and high quality images, we highly recommend him his services. His still photos were readily used in our company's newsletter and on-line SuperShots."



**Steve Nelson** - CEO

TOKISTAR LIGHTING  
Anaheim CA

"...Charles Michael Murray is a valuable asset to TOKISTAR for several years...Since our main audience is the architectural community, it is imperative all of our brochures and photographs are of pristine quality. He has provided stellar service to us as a photographer, created a complete line of brochures for our products, and modernized our web site..."

*I look forward to working with you...!*



**Dick Ward** - CEO / Creative Director

Dick Ward Advertising & PR  
Trabuco Canyon / Fallbrook CA

"...Charles is a very gifted photographer and a superb art director with great skills in layout, design and computer technology. We've worked together on numerous brochures, print advertising, newsletters and web sites for a variety of clients, and Charles has always worked tirelessly and with great skill to ensure that all projects are elegant, attractive, effective and delivered on time and on budget....I recommend him to you most highly without reservation..."



**Rosanna Dalat** - General Manager

METRO POINTE at SOUTH COAST / ARNEL PROPERTIES  
Costa Mesa CA

"Allow me to take this time to compliment you on the wonderful job you did capturing images of our retail centers; especially our premium center, Metro Pointe at South Coast, located in Costa Mesa, California. Your professionalism and flexibility in meeting our timetable and completing the job on schedule is much appreciated....I can highly recommend your business and will be using your services again in the future..."

**Craig Thomas** - CEO / Creative Director

C. Marshal Thomas Advertising  
Santa Ana CA

"...My working relationship with Charles Murray began when I was then the owner and creative director of an advertising & design firm. Charles photography services were provided for ad campaigns and client presentations, among which, our agency received numerous Addy Awards. Our repetitive and almost exclusive use of Charles's services were not only based upon his talent yet also his ability to understand the concept we were intending to convey and his willingness to collaborate...."

**John Creel** - CEO

BESG Bio-Energy Solutions Group  
Newport Beach CA



"...Charles handles my print to digital marketing tools. He is also an outstanding photographer handling projects from corporate identity, sporting goods and people on national and international advertising projects...A history of a few of the clients include SALOMON, HEAD, MARKER, THULE, CLEVELAND GOLF, VAURNET, ZIARI, SMITH OPTICAL and many BESG and others..."

## PROFESSIONAL ENDORSEMENTS



Charles Michael Murray

LAGUNA BEACH | CA | 949.306.9640

direct  
mail  
brochures

property  
sell sheets

websites site  
maps  
logic in  
site motion  
plan graphics  
business cards  
news letters

CHARLES@CMMSTUDIO.COM

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