



Charles Michael Murray

.design.internet.photography.motionGraphics

corporate design & internet
photography & motion graphics

9 4 9 . 3 0 6 . 9 6 4 0

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 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.

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 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-ten 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.

HAAKE BECK
Haake Beck is the #1 imported non-alcoholic in the U.S.

REG.  TM.

BECK'S

Beck's North America
One Station Place
P.O. Box 120 007
Stamford, CT 06912-0007

Tel: (203) 388-BECKS
Fax: (203) 388-2400
www.beckbeer.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



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

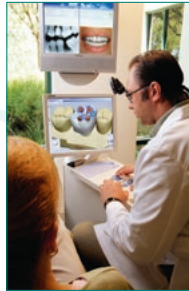
With our CEREC® in-house laboratory, we produce inlays, onlays, veneers and full crowns on site, so a restoration — or even a full-smile makeover — can be completed in a single appointment. And we offer a range of conscious-sedation options.

Cosmetic Dentistry

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

General Dentistry

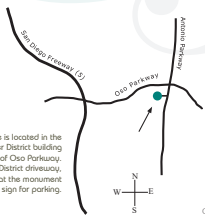
- Cleanings and soft-tissue management
- Digital X-rays and diagnostics
- Fluoride treatments
- Fillings and extractions
- Periodontal treatments and surgery
- Bondings and veneers
- Fixed prosthetics
- Endodontics
- Implants



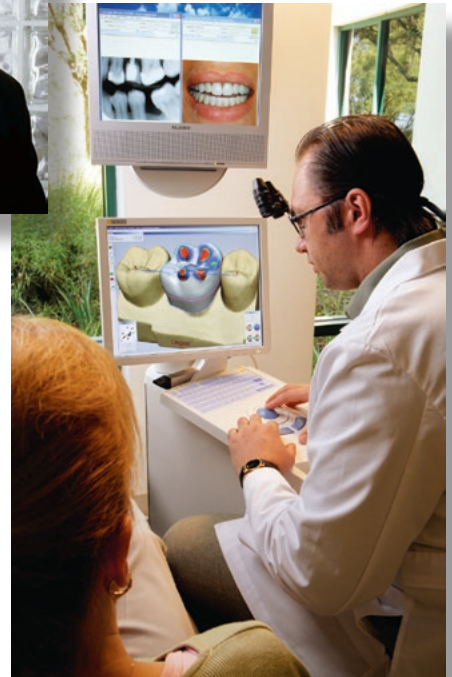
Using a 3D image of the patient's mouth, Dr. Frangopol designs a new ceramic crown on the CEREC 3D computer. The new crown is then milled on site in 15 minutes from a solid ceramic block by a diamond-cut milling machine. The result is a permanent restoration that is completed in a single office visit, with no molds, no temporary crowns, and no return visits required.



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



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.



COMPLETE DENTAL SERVICES

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 Juvéderm™. We offer these treatments, too.



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



Orest Frangopol, D.D.S., Inc.
26111 Antonio Parkway, Suite 200
Rancho Santa Margarita, CA 92688
(949) 713.6720 • Fax: (949) 713.6721
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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 have a range of conscious-sedation options to choose from.

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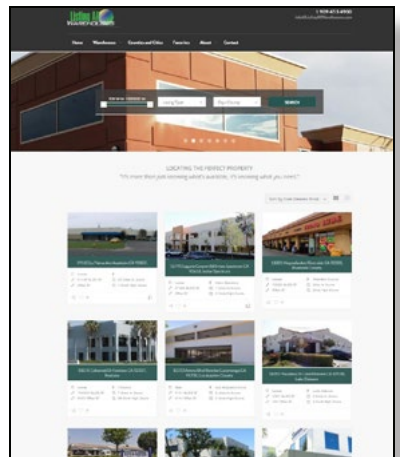
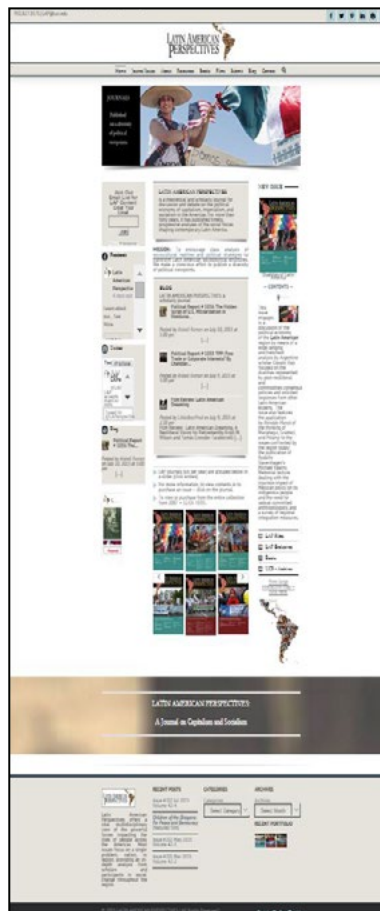
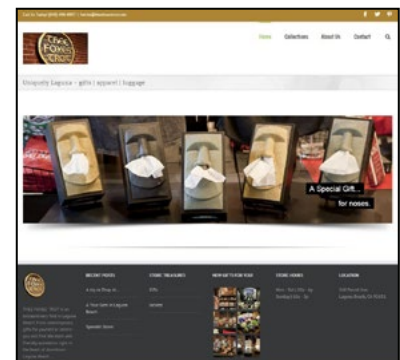
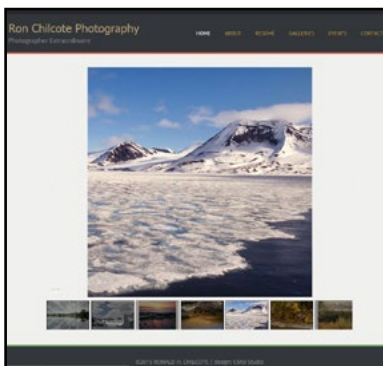
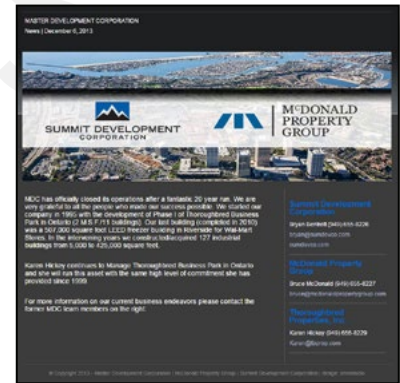
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Academy of Computerized Dentistry of North America
Coto de Caza and Rancho Santa Margarita Rotary Club

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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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.

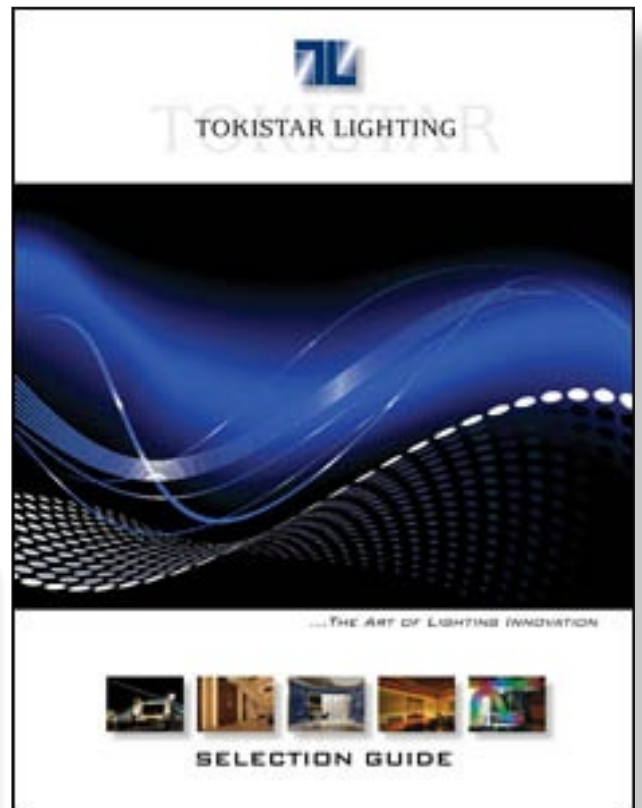
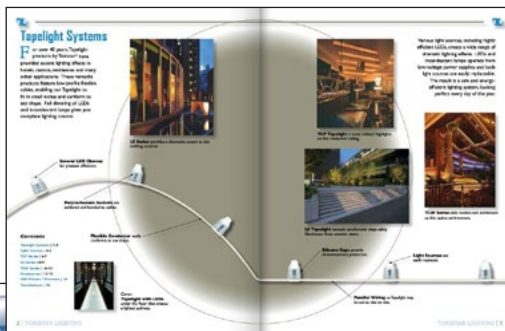
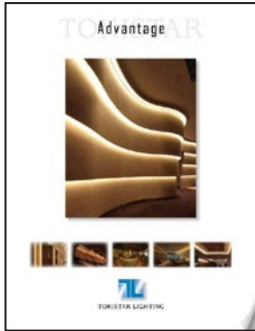
projects: Corporate Identity,
products, services, blogs, ecom,
galleries, contact info, word press,
site maintenance, plug-in and theme
updates, weekly updates.

WEBSITES

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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 included; three websites, ads in art magazines, exhibitions, art sell sheets, logo, video editing, photography of two and three dimensional art and more.





one earth | one dream



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.



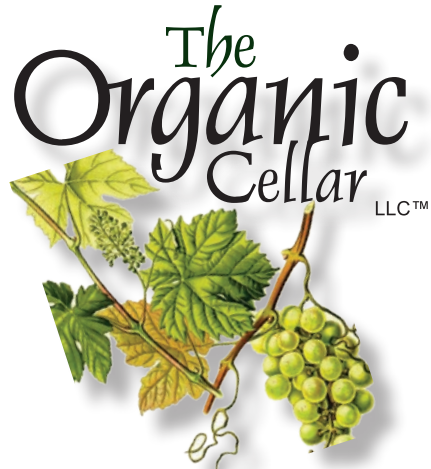
developers

COMMERCIAL PHOTOGRAPHY | BROCHURES

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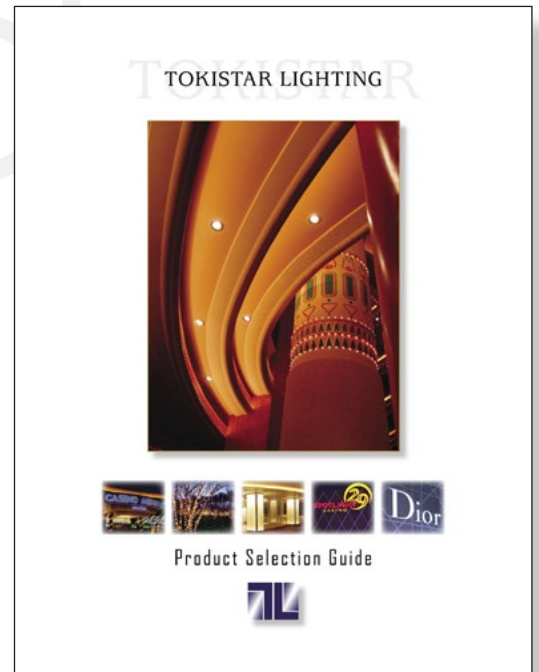
clients:
The Organic Cellar
TOKISTAR Lighting
Summit Development Corp.

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



Fine Organic & BioDynamic Wines of the World

TheOrganicCellar.com • 949.306.5474



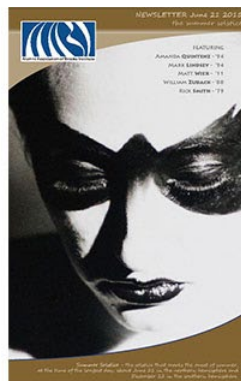
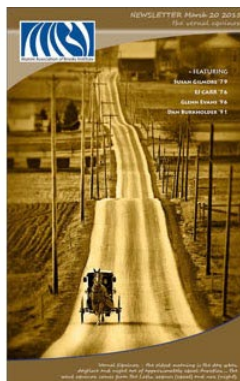
DIRECT MAIL | BROCHURES

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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.




NEWSLETTERS

[illegible]

**MESS
WITH IT!**



**Carl's Bacon Swiss
Crispy Chicken Sandwich**



DELICIOUSLY DECADENT.
Pure ecstasy! Our famous gelato Classic®, generously topped with your choice of hot fudge, caramel, fruits or nuts.

Caffè **Classico**®



PORTFOLIO



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



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

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websites

site
maps

logos

in

site

plan

motion
graphics

business
cards

direct
mail

brochures

property
sell sheets

news
letters



Charles Michael Murray

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CHARLES@CMMSTUDIO.COM

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