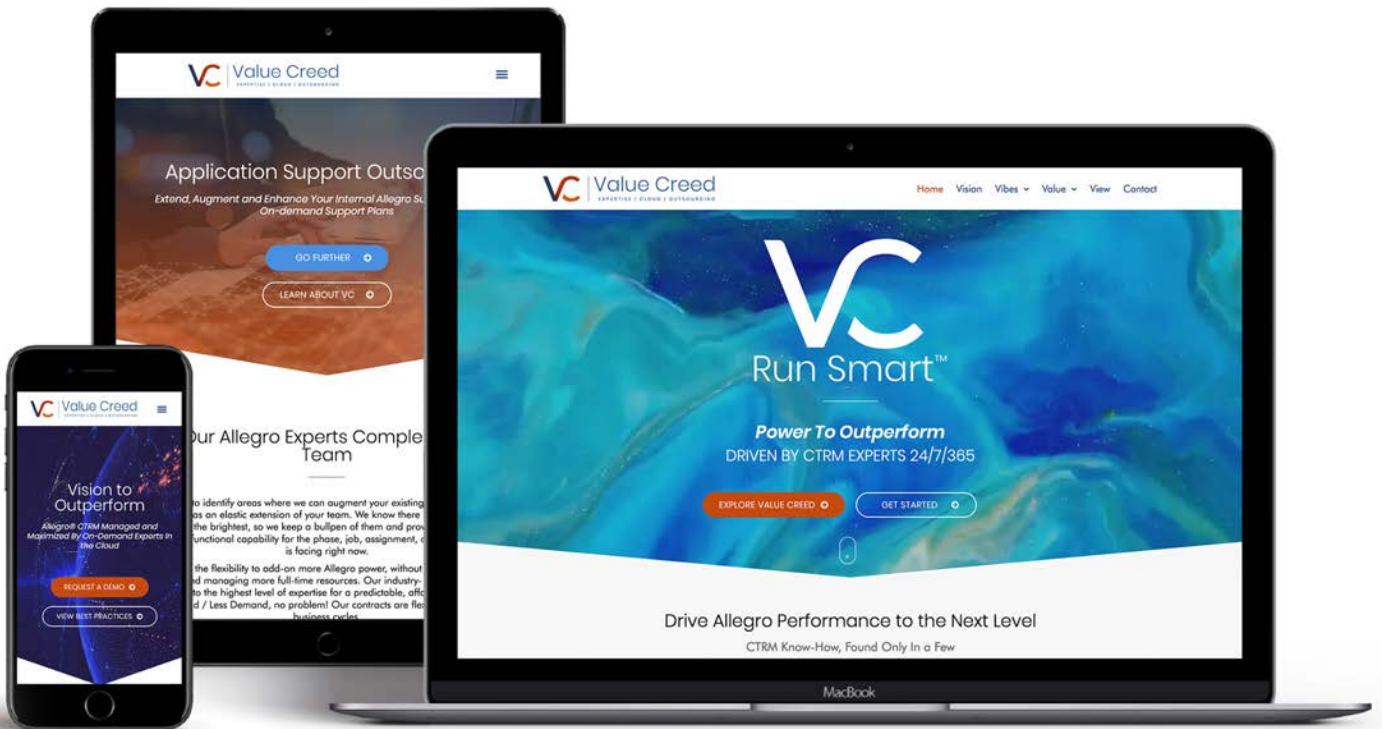
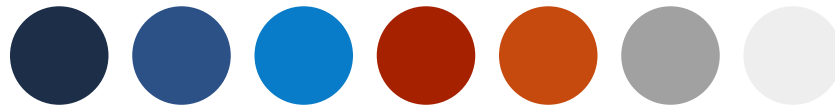




# Value Creed Case Study

Logo Design | Website Design | Print Collateral | Business Card



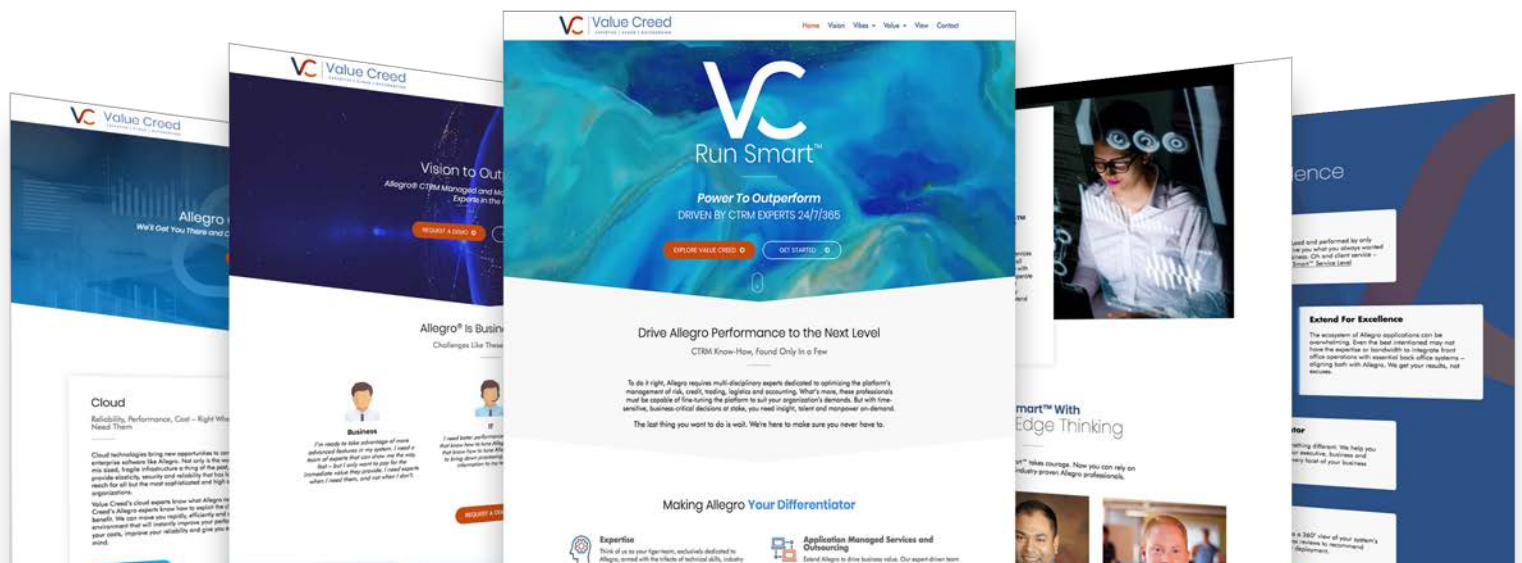
# Project Overview

Value Creed is a technology consulting company that provides expertise in the run phase of Allegro software implementation. Built for the run/operate phase of Allegro maturity, Value Creed leverages energy and agriculture industry acumen to help their customer manage, extend and optimize Allegro. They came to us to revamp their corporate brand identity and website.

Our first goal was to redefine the brand voice and messaging and give the company a new face with new logo, color palette and brand identity. We redesigned their website, business cards, signage and letterhead. We also created brand guidelines to implement a standard for how the brand collateral should be used to maintain a consistent visual experience at all touch points.

## Implemented Solutions

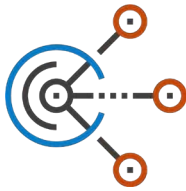
- Brand Identity System
- Color Palette
- Iconography
- Custom Logo
- Letterhead
- Brand Guidelines
- Website Design
- Business Card
- Signage



# Custom Logo Design



# Iconography





### Drive Allegro Performance to the Next Level

CTRM Know-How, Found Only In a Few

To do it right, Allegro requires multi-disciplinary experts dedicated to optimizing the platform's management of risk, credit, trading, logistics and accounting. What's more, these professionals must be capable of fine-tuning the platform to suit your organization's demands. But with time-sensitive, business-critical decisions at stake, you need insight, talent and manpower on-demand. The last thing you want to do is wait. We're here to make sure you never have to.

### Making Allegro Your Differentiator



#### Expertise

Think of us as your tiger team, exclusively dedicated to Allegro, armed with the talents of technical skills, industry savvy and hard-core problem solving. Moments can mean millions, we make sure you don't miss out.



#### Application Managed Services and Outsourcing

Extend Allegro to drive business value. Our expert-driven team seamlessly blends with yours to bring unwavering support from industry experts inside of your corporate walls. Our team attends, engineers and allows you to field a team of Allegro experts - on demand, in an easily foreseeable, elastic and cost effective mode.



#### Cloud

It's more than a word, it's a reason. VC brings Allegro to the Cloud allowing greater flexibility, reducing cost of ownership and improving reliability. Our standard is anything but - Our Allegro experts know the Cloud and our Cloud experts know Allegro. Our experts engineer the best cloud environment for your Allegro system then manage and support it under the umbrella of our industry that Run Smart™ S.A. We'll take you there. In the Cloud, our experts monitor your infrastructure performance for anomalies and address them. We bring your Allegro support from "urgent flunkies" to "the Warriors".



#### Technologies

Getting the most from your CTRM often means extending and expanding its capability through complementary products and capabilities. Value Creed stays deep in the ecosystem of applications, bringing innovative new technologies, techniques and capabilities to the Allegro customer base. If you have a gap, a problem or a challenge, ask, we may have a solution.



### Meet Value Creed

We Make Allegro Run Smart™

Run Smart™ is our revolutionary expert-driven managed services support model exclusively crafted for Allegro customers of all sizes, worldwide, to rapidly move to the cloud and engage with experts to achieve their business goals. Built for the run / operate phase of Allegro maturity, our team leverages time-earned energy and agriculture industry acumen, complemented by unparalleled technical experience, to help you manage, extend and optimize Allegro. Now that's smart.

DISCOVER RUN SMART VALUE



### Run Smart™ With Leading-Edge Thinking

Making the move to Run Smart™ takes courage. Now you can rely on the intellectual capital of industry-proven Allegro professionals.



Mark is bringing a new message to the Allegro ecosystem - that the capabilities of the cloud technologies, first and foremost, are not just about the cloud, but about the people and the processes that drive the business forward.



With over a decade and a half of technology solution development, with almost half of those years in the service of industry, he's had a lot of experience. Priyankar is one of the most experienced Allegro experts in the industry. He has been instrumental in the development of the Run Smart™ program.



Brian, a former vice president of a global food company, Curveside and Commodore Division for a large investment bank, is one of the most experienced Allegro experts in the industry. He has been instrumental in the development of the Run Smart™ program.



### Cloud

Reliability, Performance, Cost - Right Where You Need Them

Cloud technologies bring new opportunities to complex, critical enterprise software like Allegro. Not only is the worry of aging, mis-sized, fragile infrastructure a thing of the past, but new tools provide elasticity, security and reliability that has long been out of reach for all but the most sophisticated and high-spending of organizations.

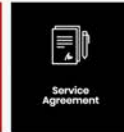
Value Creed's cloud experts know what Allegro needs and Value Creed's Allegro experts know how to exploit the cloud for your benefit. We can move you rapidly, efficiently and securely into an environment that will instantly improve your performance, lower your costs, improve your reliability and give you a new peace of mind.

GET STARTED



### Managed Services

Run Smart™ and Let Value Creed Manage the Health and Well Being of Your Allegro System



### Time to Move - When the Time is Tight

Remove Friction In Implementation, Upgrade, Migration

Whether a new implementation, during an upgrade, or driven by business cycles or expansion, a move to the cloud, architected right, can mitigate risk, improve performance and accelerate achievement of your goals. Value Creed's cloud team brings a combination of Allegro internals and cloud engineering to deliver the system that you expected and that your business demands.

### Request an Evaluation

First Name

Last Name

Email Address

When are you looking to move to the cloud?

What would you like to talk about?

TELL US - GET IN TOUCH

Ready to Get Started?

Traditional industry service models provide little to no focus on the run and operate phase of CTRM systems. Here, we do.

Click Here to Visit Website

Value Creed  
 Home Vision Vibes + Value + View Contact

## Superpowered Allegro Expertise

Hardest Problems, Toughest Challenges, Deepest Understanding – Solved!

ENGAGE VALUE CREED

### Top Allegro CTRM Experts

Dedicated To Driving Your Business Forward

Our team is made up of industry-leading Allegro experts, mature in their experience and CTRM knowledge. Well rounded individuals make up our well rounded team, with experience in all phases of the commodity lifecycle and all aspects of the technology that supports them. Our dedication to the Allegro technology and our knowledge of the way businesses use Allegro functionality to run their operations is delivered on-demand so that you get just the services you need, when you need them.

### Commitment to Recruiting and Retaining Top Allegro Talent

Our greatest asset is our ability to provide you with the best talent in the world with one point of contact. As our client, you have access to the most aggressive recruiting team focused on what matters most to Allegro superstars, being able to continuously thrive. We ensure your team's focus is on learning and that they are always one-touch away from the expertise they need.

- Multi-point recruiting and hiring methodology
- Heavy focus on corporate culture to encourage retention
- Customer first philosophy ensures deep integration with your organization

ENGAGE VALUE CREED

### Variety Of Talent

Accelerating Value, While Lowering Overhead Costs

Allegro's solution requires top talent from various disciplines. They're all here – dedicated specifically to making your successful in a unique approach enabling you to tap into the knowledge workers you need, only when you need them.

Risk Credit Trading  
 Logistics Accounting Technical

### Request a Conversation

First Name Last Name  
 Email Address Challenges your are looking to solve.

TELL US - GET IN TOUCH!

### Ready to Get Started?

Traditional industry service models provide little to no focus on the run and operate phase of CTRM systems. Now, we do.

CONTACT US NOW

© 2018 Value Creed. All rights reserved. Made by Sargent Brindley Firm

Value Creed  
 Home Vision Vibes + Value + View Contact

## Work Where What You Do Is Valued Everyday

Join the World's Emerging Leader in Multi-Disciplinary Commodity Technology Expertise

VIEW VALUE CREED EXPERTS

### Our Mission Is Bold

Join Us, Be Part Of Making A Real Difference

Mark Hill, President & CEO

### Talent

Allegro Talent – Unleashed

That's what we can do for you. Enable you to push the limits, go beyond and do what you've always wanted – whether it is to tune the trading environment to perform under intense trading pressure, custom build extensions for the platform enabling commodity managers to truly understand their value and opportunities that could move the market or simply streamlining all those best practices you've been learning over the last decade into a service model to make every instance of Allegro sing – we're here for you.

That's right, nothing more than a veritable playground, secure and completely bound by the rules of the worldwide commodities markets and compliance, but you get the idea.

We're challenging you to be, well, better than the best. To be part of the next generation of Allegro optimization, come one step up to "Value Creed."

GET STARTED

### Our Values

**Vivacity**  
 In a word, it means work that's not boring. We are bringing you the greatest of great ideas, challenges, offers thought, but couldn't solve. Now that sounds like fun, doesn't it?

**Victorious**  
 Yes, you will be expected to bring to bear solutions no one has ever thought of. Add value where no one could see it. Find solutions using your mind and our expertise.

**Vision**  
 Leadership. We're trusted to deliver more than just our own and additions but rather our customer's back to us by being a better way of doing business. They take vision, guidance and the ability to anticipate and achieve more.

**Vibe**  
 Working with people you respect and who love what you do. That's what we promise. Join a team of the best-of-the-best and become one. Never give up, never stop learning, and never ever settle for the status quo.

**Virtual**  
 Our team is worldwide and we strive to build connections virtually, using the same technologies and standards that we prescribe to our customers. We focus on a workforce that feels like they are everywhere and everywhere online.

### Value Creed Opportunities

We have several new career options for Allegro experts. Take a look and apply right here.

S/No	Posted Date	Job Code	Job Description	Experience
1/No	2017/09/01	DWIC1702000001C	CTRM Functional Consultants	3 - 5 Years
2/No	2017/09/01	DWIC1702000002C	CTRM Technical Consultants	3 - 5 Years

### Submit Your Resume For A Job

Full Name Email Address  
 Mobile Number Years of Experience  
 Job Code Upload Your CV  
 Comments

APPLY FOR JOB NOW

Equal Opportunity Employer/Practitioner/Personnel/Individuals with Disabilities

Click Here to Visit Website

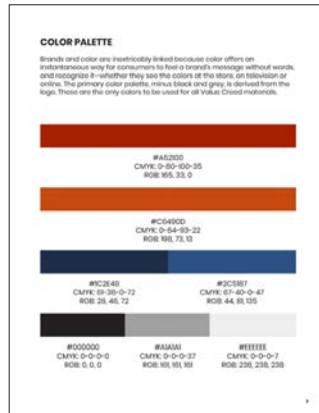
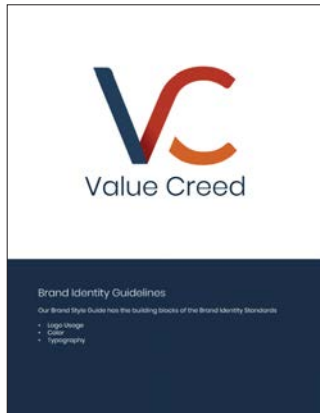
# Business Cards



# Retractable Banner



# Brand Guidelines Handbook





Wanna see more?

[www.sargentbranding.com/our-work](http://www.sargentbranding.com/our-work)



SARGENT  
BRANDING FIRM



If you want to **make your next move your best move**, contact Cortney and his team.

My confidence level is through the roof because of my website. I have no doubt that people will have a great experience with this website because of the level of excellence Sargent Branding has executed on. I believe and trust in the quality Sargent Branding offers and I'm feeling extremely confident about "my next" and what will come from this website."

**Dwight Taylor, Sr.**

*Chief Executive Officer, Value Creed*



If you want to **make your next move your best move**, contact Cortney and his team.

My confidence level is through the roof because of my website. I have no doubt that people will have a great experience with this website because of the level of excellence Sargent Branding has executed on. I believe and trust in the quality Sargent Branding offers and I'm feeling extremely confident about "my next" and what will come from this website."

**Dwight Taylor, Sr.**

*Chief Executive Officer, Value Creed*