

► **company profile**

Máximo, Inc. Creative Communications is a San Diego-based, full-service creative firm that provides branding, graphic design and communications solutions for print, event, packaging, environment and new media projects for a wide variety of clients.

Current clients include Xerox Corporation, The County of San Diego, AVID Center, Trump Ocean Resort - Baja México, Neighborhood National Bank, Caffé Calabria Coffee Roasting Company and others.

The firm's design work has received numerous awards from local and national industry leading organizations and publications, such as the American Institute of Graphics Arts (AIGA), Ad Club, Communications Arts, Step by Step 100 and Print Regional Design Annual.

Máximo Escobedo is Principal and Creative Director of Máximo, Inc. In 20 years in the industry he has managed projects for a distinguished lineup of clients, including Hewlett-Packard, Qualcomm Corporation, Kinko's, Gateway Computers, Harcourt Publishing, and Pony International.

In 2007, the San Diego County Hispanic Chamber of Commerce awarded Máximo, Inc. its distinguished Entrepreneur of the Year award.

► **executive bio**

Máximo Escobedo

Principal and Creative Director of Máximo, Inc. Creative Communications, he brings more than 20 years of industry experience to his leadership position. He founded the company in 2001 after successful stint at a leading San Diego graphic communication firm. While there he led and managed creative projects for a distinguished line up of clients including Hewlett-Packard, Qualcomm Corporation, Kinko's, Gateway Computers and Harcourt Publishing.

He is founding alumnus and national spokesperson for AVID (Advancement Via Individual Determination), an internationally recognized education program designed to help underserved students achieve a university degree. His interviews on behalf of AVID have been aired by CNN, Time Magazine and 60 Minutes.

As a long time member of the board of directors of the American Institute of Graphic Arts, San Diego Chapter, he founded and chaired the International Relations committee, and through the creation of a series of events under the name Contact/o, led the effort to establish and maintain dialogue and collaboration with the creative communities across the border in México.

Máximo is a graduate from the Art Center College of Design in Pasadena and teaches advanced graphic design courses at San Diego City College.

In 2007 the San Diego County Hispanic Chamber of Commerce awarded Máximo, Inc. its distinguished Entrepreneur of the Year award.

► capabilities list

Concept, Design and Implementation for:

Corporate Communications

Corporate Branding / Identity

-Logos

-Standards Guides

Stationery Systems

Corporate Websites

Annual Reports

Presentation Folders

Brochures & Catalogs

Data Sheets

Magazines & Newsletters

Slide Presentations & Templates

Advertising

Custom Executive Gifts

Promotional Items

Environments

Trade Show Booths

Exhibit Graphics

Exterior Signage & Wayfinding

Interior Signage

Institutional Murals

Electronic Media

Websites

Animated & Static Web Banners

E-mail Promotions & Push Pages

DVD Interface & Package Design

Publishing

Book Covers

Book Interiors

Editorial Design

-Magazines

-Newsletters

Events

Event Branding

Announcements & Invitations

Programs

Press Kits

Badges & Tickets

Promotional Giveaways

Slide Presentations

Sponsor Reels

Intro Animations

Video Presentations

Posters & Banners

Stage Design

Event Production

Product / Packaging

Product Branding

Product Packaging

-Food & Beverage

-Electronics

Label Systems

Point of Purchase Displays

Product Websites

Art Direction

Photography

Illustration

Copy Writing

3-D Modeling

Animation

Video Production

Product Development

► client list

Technology

Xerox Corporation
Cisco Systems
Applied Micro Circuits Corporation

Industrial/Manufacturing

Fluid Components International
Legacy Molding & Millwork
Frontera de Ceramica
Wall-aroo Storage Systems
SOS Printing

Business Services

Neighborhood National Bank
Bond Logistix
North Point Consulting
Casas Law Group
S. Groener & Associates
The Alarus Company
Ken West Photography

Destination Properties

Trump Ocean Resort - Baja México
The Ritz-Carlton Residential Suites
Kapalua, Maui
The Residences at The Ritz-Carlton
Paradise Valley, AZ
The Chateau at Heavenly Village
La Solana at SilverRock
Hard Rock Hotel Palm Springs
San Diego North Convention & Visitors Bureau

Food / Beverage

Caffé Calabria Coffee Roasting Co.
Primas de la Viña LLC
Luna y Sol Mexican Restaurant
El Pollo Inka Peruvian Restaurants / Inka Foods
7-Eleven - Fresh Foods

Government

San Diego County District Attorney's Office
San Diego County Treasurer - Tax Collector
San Diego County Sheriff
San Diego County Parks & Recreation
San Diego County Public Authority
San Diego County Child Welfare
San Diego Housing Commission
Cabrillo National Monument

Non-Profit Organizations

AVID Center
Kyoto Symposium Organization
San Diego County Hispanic Chamber of Commerce
The Chicano Federation of San Diego County
La Raza Lawyers Association - San Diego
Justice Overcoming Boundaries - Fiesta del Sol

Publishers

Allyn & Bacon
Simon Publishers
AVID Press

Medical & Health

Microdyn International
Iapyx Medical
A tu Salud / To Your Health

Sports

Pony International
Moto Argusi

Arts & Culture

Bound Contemporary Dance
Espinoza Productions