

since 1990

once upon a time, we sat with our x-acto knives, rubber cement, linotype proofs, and stat cameras, ready to craft those handsome books that sold products and hypnotized shareholders • those days are gone • so too, the days of the big network tv ad buy • but in this 21<sup>st</sup> Century world of off-the-shelf design, penny-ante cable placements, print-on-demand, and spam, why are we still here?

because • good design is good business

because • quality matters • timing matters • budget matters • success matters • color matters • content matters • identity matters

because • **design matters!** • more than a graphic design firm • more than another website developer • not as narrow as a branding consultancy • different from a traditional advertising agency

design matters inc! • we think, plan, create, produce, and manage • we write, edit, design, program, photograph, execute • **we deliver!**

**making a mark in a crowded market**

**financial product launch**

**2004 cashzone gold card**

debit cards have been enjoying something of a vogue, thanks to their convenience for consumers, aggressive marketing campaigns by national issuers, and celebrity endorsements • CashZone, a design matters inc! client since 2000, has an established market among immigrants, especially Latinos • realizing it had both a natural market and considerable competitive advantages, CashZone launched a self-branded debit card program • design matters created an identity for the CashZone Gold Card Program that drew simultaneously on the strengths of the world's most established card issuers and on design matters' experience in marketing to the under-served working class communities we believe are the "new generation of Americans" • design matters created the CashZone Gold Card and an entire bilingual campaign of print, TV, and internet components • The "Shop. Get Cash. Be Happy!" headline was used to introduce key Gold Card benefits: membership, acceptance, and security •

**nos destacamos en un mercado abarrotado**

**lanzamiento de producto financiero**

**2004 cashzone gold card**

las tarjetas de débito se han puesto de moda, gracias a la conveniencia que ofrecen a los consumidores, las intensas campañas de marketing de los emisores nacionales, y las promociones de las celebridades • CashZone, un cliente de design matters inc! desde el 2000, tiene un mercado establecido entre inmigrantes, especialmente latinos • al darse cuenta de que tenía tanto un mercado natural como considerables ventajas competitivas, CashZone lanzó un programa de tarjeta de crédito con su propia marca • design matters creó una identidad para el Programa CashZone Gold Card que aprovechó simultáneamente los puntos fuertes de los emisores de tarjetas más establecidos del mundo y la propia experiencia de design matters en dirigir sus campañas de marketing a las comunidades de trabajadores subatentidos que consideramos son la "nueva generación de americanos" • design matters creó la CashZone Gold Card y una campaña bilingüe completa con componentes impresos, de TV y de internet • el titular "¡Haga Compras. Obtenga Efectivo. Sea Feliz!" se usó para presentar los beneficios clave de la tarjeta Gold Card: afiliación, aceptación y seguridad •

**CashZone Gold Card Application**  
Aplicación Tarjeta del Oro  
de CashZone

  
 6278 4901 3501 1353  
 01/07 2000  
 C A MILLER

**cash zone** Gold DEBIT  
 A MetBank Company

**CashZone Gold Card**  
  
 6278 4901 3501 1353  
 01/07 2000  
 C A MILLER

**Haga Compras**  
**Obtenga Efectivo**  
**Sea Feliz ...**



**cash zone** | A MetBank Company

**Got Gold? Ask Me. ¿Tienes Oro? Pregúntame!**



**Haga Compras Obtenga Efectivo Sea Feliz**  
**... y proteja la seguridad de su dinero**



**cash zone** Gold DEBIT  
 A MetBank Company





**Shop • Get Cash • Be Happy**



**Step into the future of money ...**  
**... with the CashZone Gold Card**



**cash zone** | A MetBank Company

w i s d o m . r e v e a l e d .

f i n a n c e   g e t s   p e r s o n a l

2002-04 claymore securities • gene peroni • mark boyar

following a trend affecting everything from banking to sports to Hollywood, investors are increasingly interested in knowing something personally about the history and background of the people who manage their investments • formerly accessible only to institutional and very wealthy investors, several of Wall Street's leading and best-known asset managers were recruited by Claymore to create "name-brand" portfolios and other products targeted to high-net worth and other individual investors • design matters inc! created multiple literature systems that simultaneously capture the spirit of the featured individual portfolio managers while retaining the essence of the Claymore brand • personal graphics like signatures and portraits, and recognizable identifiers like the Boyar magnifying glass, were combined with the color palettes, typography, and charting standards developed for Claymore • the result: sophisticated sub-brands that clearly belong within the larger Claymore universe, while explicitly demarcating the unique identity of each fund manager •

**Eugene Peroni**

Eugene E. Peroni, Sr.

**15 YEARS OF UNCOMMON INSIGHT**

Over five decades ago, Eugene E. Peroni, Sr. developed a proprietary trading methodology that he referred to as "The Peroni Method." Eugene E. Peroni, Jr. learned his father's market craft as a teenager and has since proudly continued the tradition of trading stocks with the discipline of a craftsman. Over the years, despite volatile markets, the designed methodology has remained consistent, a hallmark of the Peroni's uncommon insight and singular investment opportunity.

**EUGENE PERONI**

As one of Wall Street's most respected strategists and with over 25 years of investment management experience, Gene serves as Senior Managing Director of Eugene Research & Claymore, Inc. Eugene has been interviewed and occasionally sought by major media outlets such as The Wall Street Journal, CNBC, Bloomberg TV, CBS MoneyWatch, The New York Times, PBS' Moneyline Business Report, and Associated Press Radio.

**THE PERONI METHOD**

Gene Peroni's portfolio and discipline underpins price-and-time charts and the subsequent trading activities of over one thousand stocks in a daily basis. The foundation of his discipline is the "Peroni Method," which is based on the 15 basic tenets "imperatives" in the marketplace and should be used daily for both safety and maximum return. In addition, the discipline of price-and-time charting is an important element of the methodology, price-and-time charting, money flow data and proprietary trading systems are used to identify the "imperatives" in the market. The "imperatives" (Economic, monetary, geopolitical and geo-political (overall market sentiment) forces are simultaneously considered to select the overall equity market as well as individual stocks.

Each of the 15 imperatives factors plays a contributing role in Gene's unique selection process, which, therefore, would result in a portfolio of stocks that are selected from a much limited group for final selection of the Portfolio.

**15 YEARS OF UNCOMMON INSIGHT**

Over five decades ago, Eugene E. Peroni, Sr. developed a proprietary trading methodology that he referred to as "The Peroni Method." Eugene E. Peroni, Jr. learned his father's market craft as a teenager and has since proudly continued the tradition of trading stocks with the discipline of a craftsman. Over the years, despite volatile markets, the designed methodology has remained consistent, a hallmark of the Peroni's uncommon insight and singular investment opportunity.

**EUGENE PERONI**

As one of Wall Street's most respected strategists and with over 25 years of investment management experience, Gene serves as Senior Managing Director of Eugene Research & Claymore, Inc. Eugene has been interviewed and occasionally sought by major media outlets such as The Wall Street Journal, CNBC, Bloomberg TV, CBS MoneyWatch, The New York Times, PBS' Moneyline Business Report, and Associated Press Radio.

**THE PERONI METHOD**

Gene Peroni's portfolio and discipline underpins price-and-time charts and the subsequent trading activities of over one thousand stocks in a daily basis. The foundation of his discipline is the "Peroni Method," which is based on the 15 basic tenets "imperatives" in the marketplace and should be used daily for both safety and maximum return. In addition, the discipline of price-and-time charting is an important element of the methodology, price-and-time charting, money flow data and proprietary trading systems are used to identify the "imperatives" in the market. The "imperatives" (Economic, monetary, geopolitical and geo-political (overall market sentiment) forces are simultaneously considered to select the overall equity market as well as individual stocks.

Each of the 15 imperatives factors plays a contributing role in Gene's unique selection process, which, therefore, would result in a portfolio of stocks that are selected from a much limited group for final selection of the Portfolio.

**Peroni Advisory**

MANAGED  
ACCOUNT  
PROGRAM

**PORTFOLIO MANAGEMENT**

A focused group of stocks is initially selected for technical analysis. The stocks are then ranked on a broad fundamental basis (e.g. market capitalization, liquidity, earnings history). Except of market leaders in a specific sector are noted and used as a benchmark for the portfolio. The portfolio is then below the bottom-up approach to stock selection allows an unbiased view of market participation during market up-ticks.

The portfolio represents what Mr. Peroni believes are among the top choices within their respective stocks selected and taken into account the anticipated distribution within the portfolio. The portfolio is rebalanced on a monthly basis to the portfolio of a new

the technical parameters are

be measured on either the

the stock length to the right

and the stock length to the left

Gene Peroni believes that

combination of control and

and the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

the stock length to the left

the stock length to the right

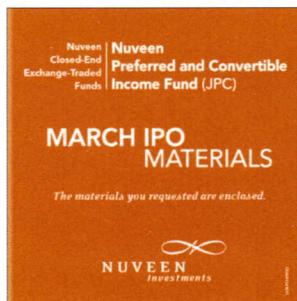
the stock length to the left

**striking while the iron is hot**

**critical time-to-market financial products marketing**

**2000-03 nuveen investments closed-end exchange-traded funds**

if time-to-market is the critical consideration, design matters inc! delivers • when Nuveen Investments re-entered the closed-end exchange-traded fund ("ETF") market, it knew that regulatory constraints limit closed-end ETF fund raising to a maximum 30-day window • design matters' unparalleled expertise in financial services in general, and exchange-traded funds in particular, helped give Nuveen Investments the edge they needed to raise over \$17 billion in closed-end ETFs in just over four years • design matters implemented a full system of investor and advisor guides, investor and advisor kits, and other collateral materials for each fund launch • the system was designed to provide maximum individuation of each fund as well as efficiency of execution. this was done within the parameters of Nuveen Investments' strictly branded environment • that environment, in turn, was based on "wealth/dream actualization" pictorial themes developed by design matters to convey the core product benefits of inter-generational wealth transfer and tax efficiency •



Nuveen  
Closed-End  
Exchange-Traded  
Funds

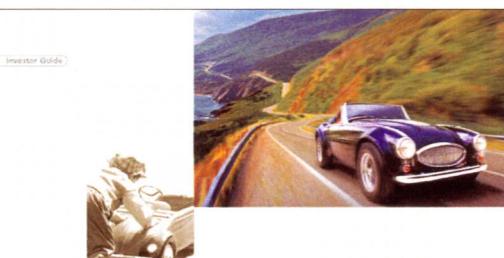
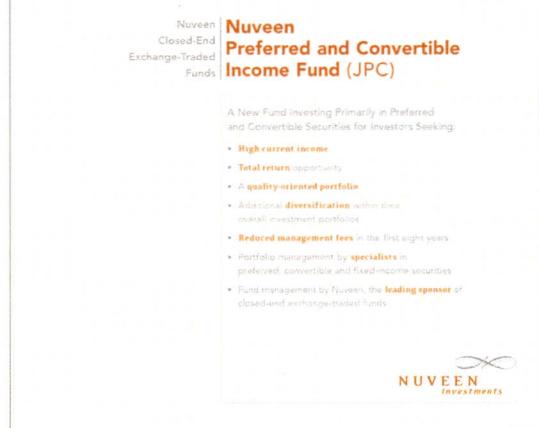
**Nuveen  
Preferred and Convertible  
Income Fund (JPC)**

## IMPORTANT MARCH IPO INFORMATION SIDE



or Kit Includes:  
or Brochure and  
inary Prospectus

  
**NUVEEN**  
Investments



Nuveen  
Closed-End  
Exchange-Traded  
Funds

**Nuveen  
Preferred and Convertible  
Income Fund (JPC)**

A New Fund Investing Primarily in Preferred and Convertible Securities for Those Seeking:

- **High current income**
- **Total return opportunity**
- **A quality-oriented portfolio**
- **Additional diversification** within their overall investment portfolios
- **Reduced management fees** in the first eight years
- Portfolio management by **specialists** in preferred, convertible and fixed-income securities
- Fund management by Nuveen, the **leading sponsor** of closed-end exchange-traded funds

  
**NUVEEN**  
Investments

